

AUTOMOTIVE

BMW, Genesis and Lexus win big for new vehicles: KBB Best Buy Awards 2023

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KBB names various luxury cars in its 2023 Best Buy Awards, including the 2023 Lexus ES. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

German automaker BMW, Korean automaker Genesis and Toyota Corp.'s Lexus are taking luxury's top spots amid Kelley Blue Book's (KBB) annual Best Buy Awards.

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After conducting extensive testing of hundreds of models sold in America, and new vehicles exclusively, the award's top picks reflect the state of the current market. As a response to the growing demand, electric vehicles were added to an existing 19 categories for this year's Best Buy Awards 2023 edition.

"The number of electric vehicles available to new-car shoppers continues to increase at a staggering pace, and the competition continues to get hotter as these efficient rides gain popularity among consumers," said Jason Allan, principal editor of reviews and ratings at [Kelley Blue Book](#), in a statement.

"Our team was so impressed with the all-new Hyundai IONIQ 5 during this year's Best Buy Awards testing that we didn't just give it the title of Best Electric Vehicle for 2023, it also earned our Best New Model trophy," Mr. Allan said. "It is truly a vehicle that exemplifies how easy it can be now to go all-electric, boasting the kind of impressive range and tech features that consumers have come to expect, and offering terrific value relative to the competition.

"In addition to the Best New Model, our team also named the top 2023 model-year vehicles in the categories most relevant to today's car shoppers."

Luxury driving ahead

While the top award went to this year's model of Hyundai IONIQ 5, many luxury cars were honored.

NASCAR driver Toni Breidinger worked with Cox subsidiary on test drives, in a move that worked to both promote KBB's awards and professionally evaluate this year's lineup. Bringing her own perspective to the testing, Ms. Breidinger aided in analyzing the various vehicles.

"As a lifelong automotive enthusiast, it was a thrill to join the experts from Kelley Blue Book for a day to put the 2023 Hyundai IONIQ 5 to the test," Ms. Breidinger said.

"The spacious interior and extended dashboard really stood out to me," she said. "Most importantly, I appreciated the all-electric range.

"After a test day with the IONIQ 5, I can confirm this year's Best New Model is racer-approved."

Ms. Breidinger examined the luxury models against KBB's rubric: pricing, insurance costs, financing, depreciation, fuel efficiency, reviews from drivers, taxes, safety, technology and sales data were factored into judging criteria.

Among award winners were 2023 editions of Lexus' ES, BMW's X1 and Genesis' GV70 and GV80.

Best Luxury Car went to the 2023 Lexus ES, praised for its reliability and innovation.

Winning the Best Subcompact Luxury SUV, the 2023 BMW X1 was named for its modern look, advanced technology and high value. It is the first time that the model from the German brand has been included in the award.

The Best Compact Luxury SUV award was given to the 2023 Genesis GV70 for its popular style, extensive features and value.

The 2023 Genesis GV80 received the Best Midsize Luxury SUV award in the list. Its spaciousness, three rows of seats, powerful warranty, luxurious style, two-engine drive options and high level of safety were all highlighted.

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