

Auto Brand Spotlight 2027



Acura



AT A GLANCE

TECHNOLOGY: Acura models feature technologies including Super Handling All-Wheel Drive, VTEC turbo engines, AcuraWatch driver-assistance systems and configurable drive modes.

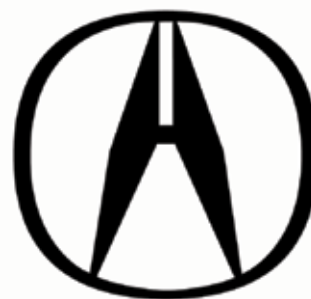
HISTORY: Honda introduced the Acura brand in the U.S. as a separate luxury car division in 1986.

FAMOUS MODELS: Legend, NSX, MDX.

KNOWN FOR: Consistently scoring high in J.D. Power's quality and satisfaction surveys.

Technology and Precision

Since debuting in 1986 with just two vehicle models, Acura has grown into its niche as Honda's luxury brand. Acura's products are well known for innovation, high performance and meticulous craftsmanship. Acura's Legend was one of the first Japanese luxury cars sold in the U.S. market, and it helped establish Acura as a competitor to established European luxury brands. Acura's reputation for innovation was cemented with the 1990 arrival of the NSX, which offered an all-aluminum body and Acura's Variable Valve Timing and Lift Electronic Control (VTEC).



Acura vehicles build on Honda's technological foundation with features such as AcuraWatch driver-assistance technology, adaptive cruise control, collision-mitigation braking and blind-spot monitoring. Many models offer configurable driving modes and Acura's Super Handling All-Wheel Drive.

AcuraLink Real-Time Traffic and Weather shows weather conditions for any location and alerts the driver if a weather-related problem exists along the planned route.

Acura's Integrated Dynamics System (IDS) lets drivers select among driving modes that can adjust characteristics such as throttle response, steering, transmission behavior and, on equipped models, suspension settings. Acura's focus on future vehicle designs continues to combine power, performance and style with a car that's fun to drive.

VEHICLES TO WATCH



MDX

The Acura MDX crossover continues but the MDX Type S has been paused.



INTEGRA

After several upgrades in 2026, no notable changes are expected for this model year. Production of the six-speed manual transmission has been paused for 2027.



ADX

Acura's premium subcompact SUV also carries over with no significant changes.

Audi



AT A GLANCE

TECHNOLOGY: Audi combines quattro all-wheel drive with advanced driver-assistance systems, sophisticated digital lighting and an expanding range of electric and electrified powertrains.

HISTORY: August Horch founded the company that became Audi in 1909; the first Audi-badged car appeared in 1910. The four rings of its symbol represent Audi, DKW, Horch and Wanderer, which joined to form Auto Union in 1932.

FAMOUS MODELS: TT, A4, A8, 100, S8.

KNOWN FOR: Cutting-edge technology, high-end comfort and bona fide luxury.

Few automobile manufacturers can claim a place among the top echelon of designers and innovators, and Audi is definitely one of them. Since its founding, this automaker has enjoyed a consistently excellent reputation as a producer of luxury cars.

Volkswagen began acquiring Auto Union in the 1960s and the Audi name eventually became the identity of the modern company. Audi introduced the quattro at the 1980 Geneva Auto Show, making permanent all-wheel drive a defining feature of the brand.

Its technology helped trans-



form rally competition and expectations for high-performance road cars, and all-wheel drive remains an Audi mainstay today.

That racing success later carried over to endurance racing, where Audi has won the 24 Hours of Le Mans 13 times.

One of the most remarkable things about Audi craftsmanship is the aluminum space-frame technology. Audi first used it on the A8 in 1994.

This design allows Audi vehi-

cles to handle better and accelerate faster.

When Audi's exquisite interiors are thrown into the mix, it's easy to see why this German brand has won over so many lifelong fans through the years.

A significant expansion of its lineup in the mid- to late-1990s saw the launch of the A4 (1994), A3 (1996) and the TT (1998) — models that broadened Audi's appeal across different segments.

Meanwhile, Audi's flagship and most luxurious sedan remains the A8. Audi also offers electric models under the e-tron name.

VEHICLES TO WATCH



Q7

The Q7 three-row SUV enters its third generation with a complete redesign and a new standard 429-hp turbocharged 2.9-liter V-6.



A5

Audi's new compact luxury sedan replaced the A4 with a longer model powered by a 268-hp turbocharged four-cylinder and revised option packages for 2027.



Q9

The new Q9 SUV features a turbocharged 429-hp 2.9-liter V-6 engine. Higher-powered SQ9 is also available.

BMW



AT A GLANCE

TECHNOLOGY: BMW combines advanced performance systems with powerful powertrains, all-wheel drive and new digital architecture introduced with its Neue Klasse vehicles.

HISTORY: The automotive portion of BMW was founded in 1928; the company allowed Rolls-Royce and Bentley to start using BMW engines in the late '90s.

FAMOUS MODELS: 5 Series, Z4 Roadster.

KNOWN FOR: Precision engineering, high-performance sports sedans and advanced, forward-thinking style.

Pushing the Envelope

BMW isn't afraid to try new things. It has built its reputation on performance-oriented engineering, distinctive design and cars that emphasize driving dynamics. The company has also continued to develop electric and plug-in-hybrid vehicles while introducing a new generation of digital technology.

The classic 5 Series is an intelligent vehicle that functions as a family car but has the exhilarating driving dynamics of a top-notch sports sedan. The iX3



launched a sustainable and visionary model, and the 2027 i3 is the second Neue Klasse model. BMW calls the i3 a technological leap built around sixth-generation eDrive, 800-volt

architecture, Panoramic iDrive and its new "Heart of Joy" control system.

Because BMW manufactures a vehicle for every type of lifestyle and refuses to stop innovating on a variety of fronts, the company is poised to continue achieving magnificence in the years to come. The current M5 introduced a plug-in-hybrid drivetrain to the model for the first time, combining a V-8 and electric motor for 717 horsepower.

VEHICLES TO WATCH



X5

New fifth-generation X5 includes gas, plug-in hybrid powertrains and a new all-electric iX5.



7-SERIES

BMW refreshes its flagship sedan for 2027 with gasoline and all-electric versions at launch. A plug-in hybrid follows in early 2027, with a V-8 M Performance model due later.



i3

The new i3 battery-electric sedan features dual motors with an estimated range of up to 440 miles.

Buick



AT A GLANCE

TECHNOLOGY: The Enclave introduced Super Cruise, offering hands-free driver assistance on compatible roads. Newer models feature large digital displays and Google built-in technology.

HISTORY: David Buick began developing automobiles around 1899, and Buick Motor Co. was incorporated in Flint, Michigan in 1903. By 1908, Buick had become the nation's largest automobile producer.

FAMOUS MODELS: Enclave, Riviera, Roadmaster, Regal. **KNOWN FOR:** Comfortable, upscale vehicles positioned between mainstream and traditional luxury brands.

Luxury at a Practical Price

The Buick brand name has been active in the auto industry since the very beginning. It occupies the premium space in General Motors' lineup, offering more upscale features and finishes than mainstream models without reaching Cadillac pricing.

Buick has reshaped its U.S. lineup around crossovers and SUVs, with models ranging from the compact Envista and Encore GX to the three-row Enclave.

Recent redesigns have brought larger digital displays, updated driver-assistance technology and more distinc-



tive styling across the range.

Buick is moving its cars upscale and closer to what many drivers expect from a more expensive luxury brand. The quality construction and smooth, quiet driving feel rival even its cousins from the Cadillac brand.

Overall, the Buick brand is in the middle of a renaissance that puts a new focus on the vehicle experience, from the silence of its engines to the precision build quality inside the cabin.

Buick has moved steadily toward a more upscale identity, particularly through its Avenir trims, which add premium materials and features.

The brand's current U.S. lineup is entirely composed of SUVs and crossovers, reflecting the broader shift in consumer demand away from traditional sedans.

VEHICLES TO WATCH



ENVISION

The compact SUV returns with few changes for 2027, retaining a 228-hp turbocharged 2.0-liter four-cylinder, nine-speed automatic transmission and standard all-wheel drive.



ENCLAVE

Few major changes follow the 2025 redesign, but Super Cruise is now standard on the Avenir trim, with new camera features, colors and wheel choices for 2027.



ENCORE GX

The 155-hp turbocharged 1.3-liter three-cylinder becomes the sole engine for 2027 after Buick drops the previous 1.2-liter base engine.

Cadillac



AT A GLANCE

TECHNOLOGY: Cadillac offers Super Cruise hands-free driver assistance, large integrated digital displays and an expanding lineup of electric vehicles.

HISTORY: The Cadillac Automobile Co. was founded in Detroit in 1902 and became known early for precision manufacturing and luxury automobiles.

FAMOUS MODELS: Seville, Escalade, Eldorado.

KNOWN FOR: Distinctive American luxury, performance vehicles and increasingly ambitious electric models.

True American Luxury

For decades, Cadillac, along with Chevrolet and Buick, has been one of GM's core brands. Cadillac is the brand that says "luxury" like no other American-made car. Despite a long and storied history, and being indelibly etched into the American imagination, Cadillac had lost some of its luster by the 1990s. After a dramatic reinvention, including the introduction of the exciting CTS sports sedan and popular Escalade luxury SUV, this American brand once again competes with the world's best.

Cadillac continued its focus on breaking luxury boundaries



into the 2020s.

The brand moved upmarket, competing more directly with high-end cars from BMW and Mercedes-Benz with its high-performance V-Series models and an expanding electric lineup. It remained focused on

powerful, performance-oriented, muscular luxury vehicles like the CT5-V Blackwing. Electric models including the Lyriq, Optiq, Vistiq and Escalade IQ pushed Cadillac into new luxury segments. In short, the name Cadillac has conveyed luxury and style in a distinctly American way for decades.

The Cadillac legacy continues to set the trend for both American and foreign automakers looking to design classy luxury vehicles that would make anybody proud to own one. It is, as the saying goes, becoming the Cadillac of automobiles once again.

VEHICLES TO WATCH



VISTIQ

A large, three-row EV SUV boasting impressive 615 horsepower with an estimated range of 300-305 miles.



OPTIQ

Powertrain choices range from a 315-hp rear-drive version to a 440-hp dual-motor AWD model and the performance-oriented 519-hp Optiq-V.



LYRIQ

This luxury rear-wheel-drive EV SUV comes standard with a 340-hp electric motor, and three new color options.

Chevrolet



AT A GLANCE

TECHNOLOGY: Chevrolet combines OnStar connected services, Super Cruise hands-free driver assistance and a growing lineup of electric vehicles including the Equinox EV, Blazer EV and Silverado EV.

HISTORY: Started by race-car driver Louis Chevrolet and General Motors founder William Durant in 1911. Purchased by GM in 1918.

FAMOUS MODELS: Camaro, Corvette, Silverado, Suburban.

KNOWN FOR: Affordable family cars, V-8-powered performance vehicles, and tough work trucks.

Affordable, Powerful Style

For more than a century, Chevrolet has built mainstream vehicles ranging from family transportation and work trucks to performance cars.

From its start as a brand to compete with Ford's Model T to today's high-tech family cars, Chevy has always been about bringing quality to the masses.

More recently, the company began pivoting toward crossovers, trucks and EVs (like the Equinox EV) amid tougher effi-



ciency expectations and consumer demand.

As U.S. buyers shifted toward crossovers, SUVs and trucks, Chevrolet discontinued sedans and small cars including the Malibu, Spark, Sonic and Cruze.

At the same time, it expand-

ed its electric lineup with models such as the Equinox EV, Blazer EV and Silverado EV. The Corvette keeps the performance flame burning, while Silverado pickups and the Suburban remain benchmarks for capability and space.

Today's Chevrolet lineup spans affordable crossovers, full-size SUVs, pickups, electric vehicles and the Corvette, giving the brand one of the broadest model ranges in the U.S. market.

VEHICLES TO WATCH



TRAVERSE

The three-row SUV adds a redesigned High Country trim for 2027, with upgraded materials, real wood accents and standard Super Cruise.



CORVETTE GRAND SPORT

Pairs the Corvette's tough new 535-hp 6.7-liter engine with an upgraded track-focused chassis and unique look.



SILVERADO 1500

The full-size pickup is completely redesigned for 2027, with new 5.7- and 6.6-liter V-8 engines, revised styling and an updated digital interior.

Chrysler



AT A GLANCE

TECHNOLOGY: Pacifica features Stow 'n Go seating, Uconnect infotainment, available all-wheel drive and a growing suite of driver-assistance technology.

HISTORY: Founded by Walter P. Chrysler in 1925. Fiat took control in 2009, and Fiat Chrysler Automobiles later merged with PSA Group in 2021 to form Stellantis.

FAMOUS MODELS: 300, Town & Country, Sebring, PT Cruiser.

KNOWN FOR: Minivans, distinctive American styling and a long history of innovation in family transportation.

Stylish American Value

Chrysler models are generally aimed at aspiring consumers, offering luxury features and stylish looks at reasonable prices. In the early years, Chrysler vehicles were the first to make luxury performance features standard, including carburetor air filters and full-pressure lubrication. Chrysler was the first to introduce innovations eventually adopted industry-wide.

More recently, this Stellantis subsidiary's model, the Pacifica, has used interesting, classic

styling to emphasize its



all-American roots. The appeal of these vehicles lies in their attractive design. Chrysler offers strong models that stand out among the crowd of other vehicles in their class.

This model has proven to be impressively competitive and popular with buyers in a market flooded with efficient but bland options.

The now-discontinued 300,

many of which came with a HEMI V8 engine, is well-remembered years later for its head-turning body.

Chrysler's current U.S. lineup centers on the Pacifica minivan, which remains the brand's primary family vehicle and receives a substantial refresh for 2027.

The updated Pacifica introduces a new front-end design, revised interior details and additional technology that Chrysler says will influence future models.

VEHICLES TO WATCH



PACIFICA LX

The former Voyager joins the Pacifica lineup as the new base LX trim for 2027, retaining its familiar exterior while adding standard power-sliding doors and heated front seats and steering wheel.



PACIFICA PINNACLE

The Pacifica's top trim includes a premium leather interior, hands-free doors and liftgate, and a suede headliner.

ARROW

Chrysler expects to begin production in late 2027 on a vehicle modeled on the Grizzly Fastback, another Stellantis product.

Dodge



AT A GLANCE

TECHNOLOGY: Dodge combines HEMI V-8 power with twin-turbo SIXPACK straight-six engines, all-wheel drive and performance features such as launch control and selectable drive modes.

HISTORY: Founded by brothers Horace and John Dodge in 1914, Dodge has experienced several ups and downs throughout its storied history.

FAMOUS MODELS: Charger, Caravan, Neon, Challenger. **KNOWN FOR:** Muscle cars, powerful SUVs and performance-oriented styling.

Powerful, Sturdy Transit

The story of Dodge is very much the story of America; the fortunes and successes of this auto manufacturer have always been intricately linked to the economy and mood of the United States. Founded by brothers John and Horace Dodge in 1914, Dodge immediately took off on an ambitious course of expansion and innovation. Basic passenger vehicles were quickly followed by roadsters and four-door sedans.

By 1917, Dodge was already producing trucks. World Wars I



and II and, in many ways, the 1960s were Dodge's heyday, with popular models like the Dart — along with its muscle car, the Charger — cementing its place in households across America.

The Caravan breathed new life into Dodge's fortunes in 1984. The Caravan helped popularize the modern minivan in the United States and became one of Dodge's most important family vehicles.

More recently, Dodge doubled down on the brand's performance-oriented heritage with the Hellcat era (up to 717-hp) and then the Challenger SRT Demon 170, which boasted the most powerful production muscle car to date.

Looking ahead, Dodge opened its next chapter with a new Charger line-up that paired fully electric Daytona models with twin-turbo inline-six options. They made sure the brand's tire-smoke bravado was kept alive in a changing market.

VEHICLES TO WATCH



DURANGO SRT HELLCAT

Changes for 2027 include two new wheel designs (dubbed Foreshadow and Machine Face) and a new exterior finish.



CHARGER

The 2027 lineup includes 420-hp R/T and 550-hp Scat Pack models powered by twin-turbo SIXPACK straight-sixes, plus a new 600-hp Super Bee Launch Edition.



DURANGO

A mid-size three-row SUV with serious power, the Durango's limited 2027 tweaks include updated trim options.

Ford



AT A GLANCE

TECHNOLOGY: Ford offers BlueCruise hands-free driving, advanced towing technology, hybrid powertrains and increasingly sophisticated digital displays and connectivity.

HISTORY: Formed in 1903 by Henry Ford. This groundbreaking Detroit company introduced mass-production techniques that enhanced the capacity of all car companies.

FAMOUS MODELS: Mustang, Expedition, Ranger, Explorer, F-150.

KNOWN FOR: Affordability, power, performance and durability.

Quality Cars for the Masses

The Ford Motor Company has always provided high-performance vehicles that fit the budget of average consumers. Ford helped make automobile ownership accessible to a much broader public through mass production and has remained one of the best-known American vehicle manufacturers. Their commitment to providing affordable and technologically advanced machines persists. Ford has expanded its lineup of hybrid and electric vehicles while continuing to invest heavily in trucks, SUVs and performance models.



As the market calls for efficient, affordable and innovative new vehicles, Ford was prepared to meet this challenge — including with electric vehicles such as the Mustang Mach-E. Its SUVs and crossover vehicles remain popular for doing just that: mixing efficiency with desirable tech features. Ford also continues to dominate the truck market with its F-150 pickup. This truck offers the kind of raw power and durability to do

the toughest jobs, and has the refinement of a luxury car in many ways. Whether doing hard work at a job site or traveling across America in comfort, the aluminum-intensive F-150 was designed to do it all.

Ford also revived a classic nameplate that is beloved among enthusiasts: the Bronco. This hard-nosed, rugged SUV returned in a modern form that stayed true to its trail-climbing roots without sacrificing comfort or modern conveniences and connectivity.

It's another reason the Ford name will stand for value in the years to come.

VEHICLES TO WATCH



MUSTANG

The lineup expands with a new Dark Horse SC convertible, powered by a 795-hp supercharged 5.2-liter V-8 and arriving in spring 2027.



F-150

The 2027 F-150 gets revised grille and wheel designs, available BlueCruise with Towing and a new Carhartt appearance package.



EXPEDITION

The Expedition won't get many upgrades after a 2025 refresh, other than a 30th anniversary edition trim.

Genesis



AT A GLANCE

TECHNOLOGY: Genesis emphasizes connected services, advanced driver-assistance systems, large integrated displays and an expanding lineup of electric vehicles.

HISTORY: Started as a luxury spinoff from the Hyundai brand in 2015.

FAMOUS MODELS: G80, G90.

KNOWN FOR: Power, luxury and technology designed around the human experience, with an emphasis on being easy to use.

A New Kind of Luxury Car

If you're looking for a new car that exudes comfort and style, look no further than one of the newest luxury brands, Hyundai's Genesis. Genesis began as a Hyundai luxury nameplate before becoming a standalone global luxury brand in 2015. Its first model under the new brand was the G90 flagship sedan.

The company had originally conceived Concept Genesis back in 2003, describing the prototype in 2007 as a "progressive interpretation of the modern rear-wheel drive sports sedan."



Genesis moved forward with a fresh take on upscale vehicles with a human-centered philosophy. Extensive use of real wood, leather and metal trim gives the cabin of Genesis models a rich, upscale feel. Genesis vehicles are known for their technology, too. They aim to provide cutting-edge features that are designed in a way that makes them easy and intuitive to use. The G90 sets the tone for the brand as its flagship luxury sedan. More

than half a dozen models have followed.

The G70 was introduced in the U.S. during the 2018 New York Auto Show. Genesis' first SUV, the GV80, debuted in 2020. That was followed a year later by the Electrified G80, Genesis' first production electric vehicle. Then there was a flurry of activity, as 2021 also saw the premiere of the X Concept Gran Turismo EV at the Shanghai International Automobile Industry Exhibition. GV60, Genesis' new EV SUV, was also unveiled in 2021.

VEHICLES TO WATCH



GV70

The compact luxury SUV offers a 300-hp turbocharged 2.5-liter four-cylinder or a 375-hp twin-turbo 3.5-liter V-6, both paired with an eight-speed automatic.



G80

Only a few tweaks are expected in 2027, including standard power trunk lids and wireless smartphone charging pads.



GV60

The new Magma is a sporty EV hatchback with a two-motor setup that combines to create a peak of 641 horsepower.

GMC



AT A GLANCE

TECHNOLOGY: GMC combines advanced trailering systems, Super Cruise hands-free driving and premium Denali technology with increasingly sophisticated truck and SUV powertrains.

HISTORY: GMC traces its roots to 1908 and became part of General Motors in the early 20th century.

FAMOUS MODELS: Yukon, Sierra.

KNOWN FOR: The premier manufacturer of light-duty trucks and sport utility vehicles.

Tough But Still Luxurious

For decades, the extensive line of GMC trucks dominated the marketplace. It was more than a simple vehicle; it was a lifestyle, and a sturdy representation of the American ideology of individualism. Today's GMC is determined to show the world what it can do best: manufacture long-lasting trucks for working folks.

Greater efficiency, advanced driver-assistance systems and new electric models have become part of GMC's modern truck and SUV lineup. The



company is bolstered by two things: its refusal to give up, even in a relatively difficult economic climate, and its clear determination to adapt to the changing demands of the market, without alienating its core audience.

GMC's trucks are still geared toward working folks, but these days they are designed with the working folks of the 21st century in mind.

GMC has modified its tem-

plate of the 20th-century truck so that it encompasses the needs of the 21st-century family, too.

The manufacturer is known for its luxury, particularly on the high-end Denali line, which offers the features of a luxury car with the toughness of a GMC truck.

In fact, the Denali line took on a life of its own, representing a huge portion of sales for many of GMC's models. It shows that this brand makes a statement in both style and power.

VEHICLES TO WATCH



SIERRA 1500

Completely redesigned for 2027 with new 5.7- and 6.6-liter V-8s, an enhanced TurboMax four-cylinder and a 3.0-liter Duramax diesel.



YUKON

This big SUV is available in standard and long-wheelbase Yukon XL versions, with a choice of two V-8 engines or a diesel.



HUMMER

The electric pickup offers two- or three-motor all-wheel-drive powertrains, with output ranging from 570 to as much as 1,000 horsepower.

Honda



AT A GLANCE

TECHNOLOGY: Honda continues to develop hybrid, fuel-cell and electric powertrains while expanding Honda Sensing driver-assistance technology across its lineup.

HISTORY: Founded in Japan in 1946 by motorcycle builder Soichiro Honda; expanded to the U.S. in 1959.

FAMOUS MODELS: Civic, Accord, CR-V.

KNOWN FOR: Efficiency, reliability and innovation.

Rock-Solid Reliability

Soichiro Honda's dream to build a fast, efficient motorcycle took him nearly 20 years and several failed attempts to achieve — until he began to trust his instincts and stop racing around at dangerous speeds. Honda's ability to mass-produce extremely well-engineered, highly efficient and innovative vehicles has paid off on a global scale and shows no signs of slowing down.

Honda continues to invest in hybrid, fuel-cell and electric vehicles, with a new generation of hybrid models beginning to



arrive in 2027.

As a sponsor of the Copenhagen climate talks, Honda continued to champion and increase the impressive gas mileage of its vehicles. The company's intrinsic belief that efficiency and profitability can be achieved in one package makes this global car company

a pioneer in the new realm of environmentally friendly profit.

One of its most notable advances was the Insight hybrid, an affordable and advanced vehicle — and proof that green technology could be sold to the masses. Honda also continued its reputation for reliability with cars like the rock-solid Accord, one of the world's most popular vehicles. The Civic, made available in sedan and hatchback models, and CR-V crossover became reliably hot sellers thanks to the value and reputation they brought to the table.

VEHICLES TO WATCH



ACCORD

Arriving unchanged in 2027 either as a turbocharged 1.5-liter four-cylinder or a four-cylinder hybrid. Both are front-wheel drive.



CR-V

The crossover carries its recent updates into 2027, with turbocharged and hybrid powertrains and a TrailSport Hybrid among seven available trims.



CIVIC

Civics are available as either a four-door sedan or five-door hatchback, and there's a hybrid option. Both were updated in 2025. Civic Si production paused after 2026.

Hyundai



AT A GLANCE

TECHNOLOGY: Hybrid cars, advanced infotainment systems and new safety features are setting Hyundai cars apart.

HISTORY: Hyundai Motor Company was founded in 1967 and began automobile production in 1968 with the Ford Cortina.

FAMOUS MODELS: Sonata, Elantra, Genesis.

KNOWN FOR: Feature-packed, reasonably priced cars.

Quality at a Great Price

After decades of struggling with a reputation for producing cheap economy cars, Hyundai has turned a corner and is now viewed positively by most consumers. Since its humble beginnings in South Korea in 1947 as a civil engineering company, to its gradual introduction into the world of automobile manufacturing beginning in 1968, Hyundai has rolled with the punches and has emerged on the other side a clear winner.

The 1970s saw Hyundai begin its true ascent into

worldwide automobile manu-



facturing dominance. The Pony, which became its flagship car, was marketed successfully in Latin America and then in Europe. In 1982, the Pony was redesigned and then unveiled in Canada the following year. In 1986, the subcompact Excel became the first

Hyundai vehicle sold in the U.S. Production exploded, and Hyundai was on its way.

To remain relevant in the coveted American marketplace, Hyundai began producing trucks in 1987. Soon thereafter, Hyundai introduced the Sonata, which became one of the brand's longest-running nameplates. Hyundai is now regularly ranked among the top companies on the J.D. Power Initial Quality Survey and is a respected brand among consumers. It's proof that high-quality cars can also be affordable.

VEHICLES TO WATCH



ELANTRA

Elantra has been given an exterior redesign for 2027, with powertrain options expected to carry over into the new year.



TUCSON

This radically redesigned compact SUV will once again offer hybrid and nonhybrid powertrain options, but with more power.



SONATA

On the other hand, the sturdy four-door Sonata will continue forward without any changes from last year's model.

Infiniti



AT A GLANCE

TECHNOLOGY: Infiniti offers Around View Monitor camera technology, ProPILOT driver assistance and increasingly sophisticated connectivity and safety systems.

HISTORY: This luxury division of Nissan Motor Company began selling automobiles in the U.S. market in 1989.

FAMOUS MODELS: Q45, G37, M, QX80.

KNOWN FOR: Luxury, innovative options and technological sophistication.

High-Tech Opulence

Infiniti was created by Nissan Motor Company to market high-end automobiles to U.S. consumers. This Japanese automaker has provided a standard of excellence to which many big spenders return for a premium driving experience.

The latest Infiniti models have included all the extravagant options that enhance the comfort of a ride on the open road.

More recently, Infiniti debuted a new naming



scheme. In the past, its cars and crossovers have boasted an alphabet soup of names; then the lineups were simplified. Infiniti now uses the QX prefix across its U.S. crossover and SUV lineup.

Infiniti continues to keep a finger on the pulse of the luxury consumer. The redesigned

QX60 aimed to keep the brand on top of competitors and industry trends. Technological upgrades also helped these new models stand out among high-end vehicles.

One of the most interesting advances was the Around View Monitor Package. This technology took the rearview camera a step further, using video cameras mounted around the vehicle to give a complete, 360-degree view around the car that helps with parking or backing up.

VEHICLES TO WATCH



QX65

This is a new nameplate for 2027 in the tradition of Infiniti's memorably bold FX, a mid-size two-row SUV from the early 2000s.



QX80

The full-size SUV adds a new Sport trim for 2027 with unique exterior and interior styling; all versions retain the 450-hp twin-turbo V-6.



QX60

After a recent update, the three-row crossover returns for 2027 with its 268-hp VC-Turbo four-cylinder and available all-wheel drive.

Jeep



AT A GLANCE

TECHNOLOGY: Jeep continues to excel in rock climbing and all-terrain durability; the company receives awards for its new safety features.

HISTORY: Commissioned by the U.S. government as a war vehicle in 1941; purchased by Chrysler in 1987.

FAMOUS MODELS: Cherokee, Wrangler, Patriot.

KNOWN FOR: Indestructibility in almost any environment.

Safety and Adventure

Stories about Jeep's name being a combination of "general" and "purpose" may or may not be true, but the company's desire to create a vehicle that could travel on paved, unpaved or even nonexistent roads is obvious for anyone to see. Enthusiasts from around the world quickly embraced Jeep as the perfect vehicle in which to experience the outdoors.

Years of innovation and refinement in engineering have increased Jeep's ability to handle rough terrain, and to do so safely. Jeep occupies an unusual place in the automotive



industry.

Originally neither car nor truck, Jeep has since forged its own identity around rugged SUVs and trucks designed for off-road capability, a welcome and trust-worthy companion of adventuresome individuals. The spirit of Jeep is best exemplified in the Wrangler, the

classic Jeep. This vehicle is designed with a strong emphasis on off-road driving, with the kind of high-ground clearance and robust four-wheel-drive system that allows it to cross virtually any terrain on the planet.

The Wrangler, Jeep's most iconic vehicle, now has a new design that stays true to its heritage while gaining efficiency and refinement. By resisting pressure to significantly change the intent of its vehicles, Jeep has based its future survival on being exactly what it has always been — and by all accounts, this seems to be a lucrative path.

VEHICLES TO WATCH



GRAND WAGONEER

Now Jeep's sole full-size Wagoneer nameplate, the Grand Wagoneer adds a new Overland trim and several new colors for 2027.



WRANGLER

Jeep's Twelve 4 Twelve campaign continues introducing monthly limited-edition Wranglers, including 2027 models such as Sarge, Laredo and Smoky Mountain.



CHEROKEE

Recently resurrected, the Cherokee returns with a 210-hp hybrid powertrain but minimal other changes.

KIA



AT A GLANCE

TECHNOLOGY: Kia offers advanced driver-assistance systems, connected digital displays and a growing range of hybrid and electric powertrains.

HISTORY: From the 1940s to the 1970s, Kia produced bicycles and scooters. Today, it's one of the top budget auto manufacturers in the world.

FAMOUS MODELS: Forte, Optima and Rio.

KNOWN FOR: Budget-friendly vehicles that are bursting with a surprising number of amenities and features.

Sporty Cars to Fit a Budget

In many ways, Kia Motors learned the art of auto manufacturing from the ground up. Upon debuting in South Korea back in 1944, the company produced bicycle parts and tubing. Over time, it segued into manufacturing the actual bicycles themselves; later, scooters and other motorbikes came along. Kia finally made the leap into manufacturing cars in the 1970s.

After partnering with Ford for some time to produce Mazda-derived cars for the South Korean market, Kia was



incorporated in the United States in 1992. Starting in Portland, Oregon, the car manufacturer began marketing its wares in 1994. Gradually, it expanded its radius out of the Pacific Northwest and now operates hundreds of dealers in the United States. The first model debuted by Kia in the U.S. was the Sephia; from there, the car manufacturer jumped into the SUV craze of

the mid-1990s with its Sportage model.

Kia soon emerged as one of the foremost budget vehicle manufacturers in the United States.

Enhanced warranty programs and the inclusion of several key features and innovations made models like the Optima, Sedona and Forte immensely popular. While Kia was once known exclusively for budget-oriented cars, its vehicles are increasingly moving upmarket and becoming more luxurious.

VEHICLES TO WATCH



TELLURIDE

Completely redesigned for 2027, the three-row SUV offers gasoline and a new 329-hp turbo-hybrid powertrain.



K4

No significant changes are expected for this affordable small car with a choice of sedan and hatchback styles.



SELTOS

Kia's smallest SUV enters its second generation, with a boxier look and a hybrid option offered for the first time.

Land Rover



AT A GLANCE

TECHNOLOGY: Touchscreen infotainment systems; advanced traction control systems; efficient Evoque bucks the energy-inefficient Land Rover stereotype.

HISTORY: Land Rover began in 1948 in the UK when auto designer Maurice Wilks was inspired by a tough World War II American Jeep.

FAMOUS MODELS: Range Rover, Range Rover Sport, Discovery LR3.

KNOWN FOR: Pricey and luxurious but powerful and safe.

Continuing a New Era

Land Rover is still finding pathways to success in a new era.

Under Ford's leadership, Land Rovers gained a reputation for guzzling gas. Then Ford sold both Jaguar and Land Rover to the up-and-coming Tata Motors of India for \$2.3 billion in 2008.

Nowhere has the evolution been more evident than in the introduction of its iconic Range Rover.

This high-end off-roader was completely redesigned from the ground up, and



raised the bar for what is possible in a rugged, luxurious SUV.

It's as comfortable as it is tough, capable of helping drivers relax on the highway or get to destinations far from pavement.

The Evoque introduced a smaller, more efficient model

to the Land Rover lineup.

As other brands struggled through economic downturns, just hoping to survive, Jaguar Land Rover reported a jump in its sales.

The reputation that this legendary brand has built for constructing comfortable, luxurious off-road vehicles with the amenities of home is as secure as ever.

As it continues forward in this new era, Land Rover is showing how a brand can thrive when it makes great products.

VEHICLES TO WATCH



RANGE ROVER

The new SV Ultra trim adds exclusive luxury materials and finishes, including non-leather upholstery options and sustainably sourced wood trim.



DISCOVERY

The base turbocharged 2.0-liter four-cylinder engine has been dropped, so a 355-hp turbocharged inline-six is the default.



DEFENDER

Look for a handful of updates in 2027, including available second-row captain's chairs and a sporty new Vertex trim.

Lexus



AT A GLANCE

TECHNOLOGY: Lexus has led the way in key, up-and-coming innovations like pedestrian detection, driver facial recognition monitoring and lane-keep assistance.

HISTORY: Since being launched in the U.S. as the luxury branch of Toyota in 1989, Lexus has enjoyed an impeccable reputation.

FAMOUS MODELS: LS, IS and HS sedans and the GX and RX SUVs.

KNOWN FOR: Reliable luxury cars that bring technology, comfort and elegance to the table.

World-Class Luxury

From the very start, Lexus has been a force to be reckoned with in the luxury vehicle market. Since being introduced by Toyota in 1989, the goal of this brand has been to bring exquisite craftsmanship and unrivaled performance to United States consumers.

Considering that Lexus sold its 1 millionth vehicle in 1999 — just in time for its 10th anniversary — it is safe to say that it got off to a phenomenal start.

Since then, Lexus has consistently produced solid, reliable cars that routinely earn

top marks for design and qual-



ity. Silent cabins and powerful engines are hallmarks of the Lexus brand and can be expected regardless of model.

Initially devoted to producing luxury sedans — the ES 250 and the LS 400 were the company's inaugural models —

Lexus has expanded over the decades to include SUVs like the LX and several hybrid-powered cars like the more recent RX.

Lexus' styling has also taken a new, much more aggressive turn, going from one of the automotive world's most conservative brands to one of its more forward-looking.

The NX and RX crossovers both turned heads with sharp styling, and later generations of the full-size LS flagship also looked sleeker and more coupe-like than ever before.

VEHICLES TO WATCH



TZ

A new three-row electric SUV with a standard dual-motor boasting 308 horsepower, with range estimates varying by trim.



NX HYBRID

The NX becomes fully electrified for 2027, offering only hybrid and plug-in hybrid powertrains along with major styling, chassis and technology updates.



IS

This sport sedan will (briefly) be available in 2027 in a limited-edition Envious green model, with only 350 vehicles planned for North America.

Lincoln



AT A GLANCE

TECHNOLOGY: Intelligent Access with push-button start; collision warning with brake support.

HISTORY: Founded in 1917 by Henry Leland, a former GM executive. Bought by Henry Ford in 1922 to become the luxury car division of the Ford Motor Company.

FAMOUS MODELS: Zephyr, Continental, Town Car, Navigator and MK Series.

KNOWN FOR: Large luxury cars, luxury SUVs.

History of Luxury and Excellence

Lincoln was founded in 1917 by former General Motors executive Henry Leland to build aircraft engines for World War I military airplanes. After the war, it was converted to luxury automobile manufacturing. Henry Ford acquired the floundering company in 1922 to be the luxury car division of Ford Motor Company.

Lincoln competed successfully with the likes of Pierce-Arrow, Packard, Cadillac and other luxury brands with well-made touring cars like their 1929 model. In 1936, a 4.4-liter V-12 engine



was developed and installed in an attractive, flowing design coupe and sedan called “Zephyr.”

This model was so successful that it became a separate brand name under the Lincoln banner. The Town Car name first appeared in 1922 on huge, limousine-style vehicles. It appeared again in 1959 as a trim package on Lincoln sedans. In 1981, Town Car became a sepa-

rate model, about the time the Continental became a smaller Lincoln model. The Town Car was discontinued in 2011.

Lincoln expanded its success in the modern age with crossovers, including the Aviator with its focus on an extremely quiet, comfortable ride and an upscale, sophisticated cabin. The smaller Corsair beautifully combined power and technology. In addition, their introduction of the family-friendly Navigator offered spacious, first-class accommodations that only continued to raise the bar for luxury.

VEHICLES TO WATCH



NAUTILUS

A limited 2027 redesign includes a more prominent grille, new exterior paint schemes and a special Afterglow cabin theme.



CORSAIR HYBRID

The 2027 Corsair is now hybrid-only, with 305 horsepower, standard all-wheel drive and BlueCruise; U.S. models are imported from China.



NAVIGATOR

Rear-wheel drive returns as standard for 2027 after being absent since 2023, with four-wheel drive available across the lineup.

Maserati



AT A GLANCE

TECHNOLOGY: Maserati has always focused on sophisticated engineering solutions to improve performance. Ultralight alloys, hydraulic brakes, fuel injection, turbochargers and LED lighting were all moved forward by this company's engineers.

HISTORY: Founded in 1914 in Bologna, Italy, the company's reputation was forged on the racetrack including Formula One and sports cars.

FAMOUS MODELS: 250F, Bora, Quattroporte, GranTurismo.

KNOWN FOR: Exclusive Italian speed and style.

Any car lover can tell you what Maseratis are about: mixing race-bred speed with classy Italian styling that no other company can match. The brand traces its roots to the Maserati brothers who were pioneers of European car engineering in the early 20th century. They founded their own engineering business in 1914, then introduced their first Maserati-branded race car, the Tipo 26, in 1926.

The Tipo 26 won its class in the Targa Florio that year, setting the stage for numerous wins in sports car and grand



prix racing in the decades to come.

By the late 1950s, the company turned its attention more fully to road cars.

It used many of the same innovations that brought the company so much success on the racetrack and incorporated them into beautiful, incredibly styled street-legal cars. Some of

the world's most iconic performance vehicles were built by Maserati in the 1960s and '70s, including the mid-engined Bora, with its futuristic, eye-catching body.

Today, Maserati continues to build on its foundations of speed and style. Its cars are more luxurious than ever, and they retain an air of exclusivity and taste that few vehicles can match.

As new Maserati vehicles are rolled out, this is a brand to watch as it blends its heritage with a forward-looking vision.

VEHICLES TO WATCH



GRECALE

The 2027 crossover gets revised styling, new wheel designs and substantial interior updates, including a redesigned steering wheel and controls.



MCPURA

The flagship MC20 sports car was refreshed and renamed as the MCPura last year, so no big changes are expected.



GRANCABRIO

The four-seat convertible offers a 483-hp twin-turbo V-6, a 582-hp Trofeo version and a 751-hp electric Folgore for 2027.

Mazda



AT A GLANCE

TECHNOLOGY: Mazda is expanding hybrid and electrified powertrains while continuing to emphasize efficient engine design and driver-focused handling.

HISTORY: Began as a machine tool manufacturer in Hiroshima during the 1920s; first entered the car manufacturing world in the 1960s.

FAMOUS MODELS: Miata, Protege, 323, 626.

KNOWN FOR: Cars with exciting designs and fun-to-drive performance.

Budget-Minded Excitement

From machine tools to three-wheeled vehicles, all the way through to the sleek, slick — and wildly popular — cars that Mazda produces today, there is no question that this has long been an innovative and adventurous automobile manufacturer. The Japanese automaker has proven its mettle in more ways than one, and enjoys a reputation for manufacturing exciting cars for the general public these days.

Mazda's first four-wheeled car was produced in 1960. The R360 took off like wildfire, and set the stage for the brand's



later popularity in North America. The following decade marked the beginning of Mazda's presence in the United States; the RX-2 was its first American offering and it fared very well. Wankel engines and other innovative perks enhanced the brand's reputation considerably throughout

the 1970s.

Following a series of financial troubles, Ford purchased a 25 percent stake in Mazda in 1979. The partnership was a fruitful one, as the Mazda brand was reborn and enjoyed a major boost throughout the 1980s. In 1990, Mazda's MX-5 Miata — with its exceptional handling and overall aesthetic appeal — made a huge splash.

Today, its descendants remain among the best-selling roadsters in the world. Mazda also won the Le Mans race with its 787B model, cementing its reputation for producing fast cars.

VEHICLES TO WATCH



CX-5

A next-generation CX-5 is due in 2027 with Mazda's new SKYACTIV-Z engine and an in-house hybrid powertrain.



MX-5 MIATA

This affordable sports car carries over into 2027 with a new paint color — called zinc green — as its only update.



CX-50 HYBRID

The CX-50 arrived in 2023 followed by the hybrid version in 2025, with no substantive changes set for next year.

Mercedes-Benz



AT A GLANCE

TECHNOLOGY: Mercedes-Benz emphasizes advanced driver-assistance systems, electrified powertrains, digital cabin technology and sophisticated suspension systems.

HISTORY: Carl Benz patented the first automobile in 1886. Daimler and Benz's companies merged in 1926 to form Daimler-Benz.

FAMOUS MODELS: C-Class, E-Class, S-Class, CL-Class, G-Class.

KNOWN FOR: Luxury, dependability, performance.

Sophisticated Engineering

Mercedes-Benz has remained at the forefront of quality and reliability in the market of luxury automobiles. The company has maintained steady innovation in driving comfort throughout the 20th century, and its engineering is peerless. Mercedes-Benz automobiles are of legendary durability.

The Mercedes-Benz GL made a big splash in the early era of large luxury SUVs.

The model was later relaunched with brilliant options, making this comfortable and durable car a better value. The E-Class models are equipped with a variety of



safety features.

Attention-assist technology helps motorists stay awake on the road.

Automatic emergency braking, lane tracking, and speed limit programs are included in a package of intelligent tech-

nologies that put driver safety first.

Mercedes-Benz has also introduced a long list of world-first technologies designed to make the driving experience more comfortable and safe.

Mercedes offers a full line of practical, family-friendly SUVs, ranging from the nimble GLC to the luxurious GLS.

With innovations in safety, energy efficiency and comfort, the Mercedes-Benz brand continues to thrive in a market that craves more value for the money.

Its cars have long been the most cutting-edge the world has ever seen.

VEHICLES TO WATCH



C-CLASS

Mercedes-Benz's compact luxury car gets a flashy exterior redesign to go with standard turbo four and nine-speed options.



AMG GLC53

The 2027 performance SUV gets an upgraded 443-hp turbocharged 3.0-liter inline-six with hybrid assist and revised performance hardware.



S-CLASS

The flagship sedan gets technology updates for 2027, including next-generation DIGITAL LIGHT, revised suspension controls and updated digital features.

Mini



AT A GLANCE

TECHNOLOGY: Designed with a transverse-mounted four-cylinder engine and front-wheel drive so that 80 percent of the body area could be used for passengers.

HISTORY: Designed by Sir Alec Issigonis in 1959 for British Motor Corporation and introduced as an Austin Mini and Morris Mini.

FAMOUS MODELS: MINI Cooper, Clubman.

KNOWN FOR: Small, compact, transverse engine, sporty cars.

Sophisticated Engineering

It's interesting that the Mini — perhaps the most well-known British car — was remade for the modern age by a thoroughly German company. BMW acquired the foundering Rover Group, which produced the original Mini, in 1994 and continued production of the small car through the 2000 model year.

The original Mini was offered as a two-door saloon, with estate and pickup versions following. A Jeep-like Mini Moke was offered briefly.



Performance versions developed with John Cooper, including the Mini Cooper and Cooper S, became highly successful in racing and rallying. In 2001, BMW introduced an all-new Mini Cooper. Using the original design intent, the car was all-new, but resembled the classic version. The larger, more powerful Mini was an immediate hit. The vehicle is fun to drive,

carries four passengers in relative comfort, is quite fast and nimble and gets good fuel mileage.

BMW supplied engineering and production assistance, and the Mini is made to their Bavarian owners' standards of excellence. Mini later expanded to a wider lineup than ever before, ranging from the sporty Hardtop 2 Door to the spacious and practical Countryman. It all showed that this brand's fun-to-drive appeal isn't limited exclusively to one kind of vehicle.

VEHICLES TO WATCH



MINI COOPER

The Mini Icon Drops campaign of limited-edition models will bring the Heritage Edition Mini Cooper to North American markets.



MINI COUNTRYMAN

The Countryman appears to remain unchanged, though an off-road variant is expected to join the lineup at some point.



MINI COOPER JCW

The JCW editions continue into a new model year with only minor updates, including a new interior upholstery combination.

Mitsubishi



AT A GLANCE

TECHNOLOGY: Exciting perks like magnesium paddle shifters on late-model cars are Mitsubishi's way of promoting its close racecar driving ties.

HISTORY: With roots going back to the 1870s shipping industry in Japan, Mitsubishi has enjoyed a long and storied history in the world of automobile manufacturers.

FAMOUS MODELS: Lancer, Eclipse, Galant.

KNOWN FOR: Sleekly modern vehicles that boast top safety features and accessories.

Adventurous, Sporty and Safe

As Japan's first mass producer of automobiles — the Model A first rolled off the line back in 1917 — Mitsubishi is a venerable name in that country. Its roots go way back to 1870, when the company focused on shipping and mining operations, among other things. Throughout World War II, Mitsubishi focused its efforts on producing vehicles and ships for Japan's war efforts.

The company didn't get into serious vehicle production and design until 1960, when the



compact Mitsubishi 500 became its largest-scale passenger vehicle yet. In 1971, Mitsubishi began selling the Japanese-built Colt in the United States under the Dodge name through its partnership with Chrysler. Beginning in

1982, Mitsubishi began selling its cars in the U.S. under its own name. The company really became successful during the 1990s with the 3000GT and the Eclipse.

Today, Mitsubishi's focus on safety features and exotic perks is helping increase its market share. Mitsubishi has also gained a reputation for its performance vehicles. The company's emphasis has shifted to more efficient cars more recently, now including electric models, matching the demands of today's drivers.

VEHICLES TO WATCH



OUTLANDER SPORT

The 2027 model reintroduces standard front-wheel drive for the first time since 2022. All-wheel drive is still available.



ECLIPSE SPORTBACK

The new 2027 Eclipse Sportback marks Mitsubishi's return to the U.S. battery-electric market with a compact four-door EV.



OUTLANDER HYBRID

The Outlander Hybrid will be unchanged in 2027 after an interior update in 2025 and getting a larger battery last year.

Nissan



AT A GLANCE

TECHNOLOGY: Nissan has long emphasized advanced engine design and now adds e-POWER hybrid technology, EVs and driver-assistance systems such as ProPILOT Assist.

HISTORY: Officially founded under the Nissan name in 1933, the company marketed its vehicles under the Datsun brand for several decades.

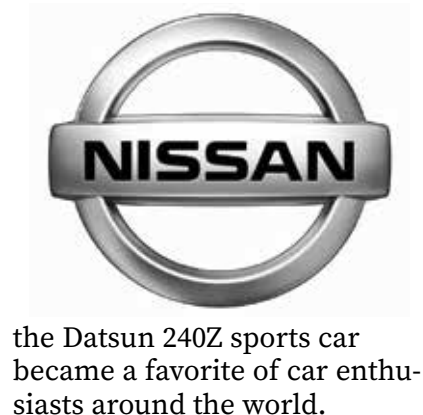
FAMOUS MODELS: Altima, Sentra and Maxima.

KNOWN FOR: Edgy, high-performance vehicles that span a broad array of categories.

History of Luxury, Speed

Nissan didn't start using their name in the U.S. until 1981, but this automobile manufacturer has enjoyed a long history that spans back to 1933. The company initially restricted its focus to Japan. After World War II, though, it expanded its efforts worldwide using the Datsun name. A 1960s merger with Prince Motor Company spurred the company to shift its focus to luxury vehicles.

The first car that it designed exclusively for the U.S. market, the Datsun 510 sedan, increased its overall popularity considerably. During the 1970s,



the Datsun 240Z sports car became a favorite of car enthusiasts around the world.

In 1981, the company announced plans to phase out the Datsun name in favor of Nissan.

Fun cars such as the 300ZX, the Sentra and the Maxima helped give Nissan an edge

over the competition, especially among sporty luxury vehicles.

A slight slump during the late 1990s was more than made up for after 2000, when Nissan unveiled the redesigned Altima and Sentra models — along with the Titan and the Armada — winning over new fans once more and proving yet again that it is a true force to be reckoned with in the world of slick, sleek cars that everyday people can enjoy.

No matter what name it has, it's good to see Nissan continue its focus on affordable luxury and performance.

VEHICLES TO WATCH



NISSAN Z

Expect a makeover for 2027, only four years after entering the market, featuring a dramatic new front-end design.



SENTRA

Redesigned a year ago so only smaller changes are expected, including new paint variants and a transmission upgrade.



ROGUE HYBRID

The new 2027 Rogue Hybrid introduces Nissan's third-generation e-POWER system, using dual electric motors for all-wheel drive while a gasoline engine generates electricity.

Porsche



AT A GLANCE

TECHNOLOGY: Porsche has always been at the forefront of automotive technology. More recently, it has led in direct-shift gearboxes.

HISTORY: Ferdinand Porsche founded his engineering company in Stuttgart, Germany, in 1931; the first Porsche-branded sports car, the 356, followed in 1948.

FAMOUS MODELS: 911 Carrera, Cayenne, Boxster, Cayman.

KNOWN FOR: Speed, performance, luxury and maneuverability.

Limitless German Speed

Since the Porsche 356 first attained road certification in June 1948, this brand name has been associated with vehicles of premium performance and legendary luxury. Classic models like the 911 Turbo have captivated fans of sports cars for decades.

Porsche had always been known for its top racers, but the Porsche Panamera gave it entry into the sedan market. This high-performance luxury vehicle served double duty as a daily driver and a speed demon that can hold its own on the autobahns. The company gave a nod to practicality with the



Cayenne, one of the highest-performance SUVs ever sold. Sparkling handling and a finely honed, powerful lineup of engines made this a true Porsche that just happens to be family-friendly. In addition,

Porsche is at the forefront of electric car technology.

As an engineering giant, this company continues to push the limits of performance while also seeking advanced hybrid drivetrains and other ways to produce power and speed without doing too much harm to the environment. Porsche always produces cars at the pinnacle of automotive capability, and today's line-up is no exception. It builds on a long history of exceptional German engineering and subtly evolved styling. It's a wonderful combination of heritage and technology.

VEHICLES TO WATCH



PORSCHE 911

Porsche will offer a manual transmission on the Carrera S model, which has a 473-hp flat-six that's more powerful than the 911 T.



PANAMERA

The Panamera carries over for 2027 with continued E-Hybrid availability and updated digital features, including enhanced AI-supported voice control.



TAYCAN

Tweaks for the upcoming 2027 model year include infotainment updates and the introduction of a new virtual E-Shift feature.

Ram



AT A GLANCE

TECHNOLOGY: HEMI V-8 engines and the innovative RamBox storage system set Ram trucks apart from the competition.

HISTORY: While Dodge trucks have been around since the early 20th century, the Ram truck name first appeared in 1981.

FAMOUS MODELS: The Ram 1500, 2500 and 3500 all offer different levels of capability and comfort.

KNOWN FOR: Tough, powerful pickup trucks with distinctive big-rig styling.

A Truck Brand With Deep Roots

Ram has a long history under the Dodge umbrella. Until more recently, Ram was the name of a Dodge pick-up truck that had developed a reputation for being tough, powerful and stylish. It only made sense for the Chrysler Corporation's new owners to look to a familiar name — Ram — when they wanted to separate their trucks into a completely different brand in 2009.

Today, Ram trucks still have that reputation for durability and capability, but they're no longer considered Dodge vehicles —



despite being named for the ram's head logo that had adorned Dodge vehicles since the 1930s.

The earliest Rams were popular with companies that operated fleets of work trucks, but their sales numbers still came in a distant third behind Ford

and Chevy.

All that changed in 1994, though, when Dodge introduced a redesigned Ram that was styled like a big-rig truck.

The new body, comfortable cabin and strong performance helped the Ram quadruple sales volume from 100,000 units in 1993 to more than 400,000 units in 1996.

Today's new-generation Ram trucks build on that foundation by offering pickups designed to do tough jobs — with some of the best performance on the market — all with a surprising amount of comfort.

VEHICLES TO WATCH



RAM 1500 TRX SRT

The high-performance off-road pickup returns for 2027 with a supercharged 6.2-liter HEMI V-8 producing 777 horsepower.



RAM HD

For the first time, the 2027 Power Wagon offers an available 6.7-liter Cummins High-Output turbo-diesel inline-six, producing 1,075 pound-feet of torque.



RAM 1500

The 2027 lineup expands with new Rumble Bee muscle trucks offering 5.7-, 6.4- and supercharged 6.2-liter HEMI V-8 powertrains.

Subaru



AT A GLANCE

TECHNOLOGY: Standard AWD vehicles, boxer engines and Vehicle Dynamics Control bolstered Subaru's reputation for excellent traction and handling.

HISTORY: Subaru traces its automotive roots to Fuji Heavy Industries, which developed the first Subaru prototype in 1953 and introduced the production Subaru 360 in 1958.

FAMOUS MODELS: Impreza, Legacy and Forester.

KNOWN FOR: Competitively priced AWD vehicles and safety.

Affordable, Safe AWD Rides

Since its inception in the 1950s, Subaru has manufactured reliable, inexpensive vehicles. Most vehicles contain boxer engines, and some models have turbo-charged engines that enhance acceleration and speed. From 1995-97, the Impreza WRX and WRX STi made Subaru known for its expert handling and speed when modified Imprezas won the title World Rally Championship.

In a time of dual-family wage earners and economic



decline, Subaru is an excellent choice for purchasers seeking handling, traction and fuel efficiency.

The all-wheel-drive system helps Subaru vehicles hug the road and offers a quality ride at a reasonable price. Modern Subaru models are sleek and attractive, combining styling

with the reliability and price tags that promote customer loyalty.

Safety is a top priority — historically the manufacturer has seen top ratings from the Insurance Institute for Highway Safety — and Subaru continues to provide vehicles that protect its consumers.

Subaru vehicles are ideal for the casual or frequent driver. Increasingly, high-performance models like the WRX are giving this brand an exciting reputation to go along with its tradition of reliability.

VEHICLES TO WATCH



ASCENT

Small updates include new second- and third-row charging ports and an exclusive new Deepwater Blue Pearl exterior paint color.



IMPREZA

The 2027 hatchback keeps standard all-wheel drive and offers 2.0- and 2.5-liter four-cylinder engines, with a lower starting price for the new model year.



FORESTER

The lineup expands for 2027 with a new Forester Wilderness Hybrid, combining Subaru's hybrid system with the more rugged Wilderness treatment.

Toyota



AT A GLANCE

TECHNOLOGY: As the first major automotive manufacturer to mass-produce hybrid vehicles, Toyota is well known for its hybrid technology.

HISTORY: Toyota's first prototype, the A1, was unveiled in 1935. A decade later, the company had sold more than 100,000 cars.

FAMOUS MODELS: Camry, Corolla, 4Runner, Land Cruiser.

KNOWN FOR: Durability and reliability that aren't matched by other brands.

Ahead of the Curve



Since being founded in 1937, Toyota has stood apart from the crowd with its attention to detail and the quality of its craftsmanship. This Japanese automaker became a genuine brand to be reckoned with in the United States over the ensuing decades.

Its influence extends beyond the borders of the U.S., though. Toyota would become the top vehicle manufacturing company by volume.

Initially, Toyota exclusively designed and produced compact cars. In fact, compact vehicles were Toyota's bread

and butter for some time. During the 1990s, demand increased for larger, roomier cars and Toyota responded in kind. At the top of the list in terms of popularity were Toyota's SUV offerings, including the RAV4 and the 4Runner.

As concerns about gas prices started to loom large in the 2000s, Toyota was once again on the cusp of emerging trends

and innovations. The launch of its hybrid vehicle, the Prius, in 1997 proved once more that Toyota was keeping its finger firmly on the pulse of public opinion.

The popularity of several of its smaller, more fuel-efficient cars — including the Corolla and the Yaris — also confirmed that the company was on the right track.

Going forward, Toyota continued to demonstrate a dedication to innovation in terms of a reduced reliance on oil with hybrids, plug-in hybrids and plug-in cars highlighting their annual lineups.

VEHICLES TO WATCH



COROLLA

To celebrate this car's 60th anniversary, Toyota will sell 2,500 special-edition models based on the SE Hybrid sedan.



SEQUOIA

The full-size SUV gets refreshed styling, updated technology and a new Trailhunter package for 2027; TRD Pro models add a new Honeycomb exterior color.



CAMRY

No changes are expected for this perennial favorite among four-door mid-size cars that feature five different trims.

Volkswagen



AT A GLANCE

TECHNOLOGY: Volkswagen emphasizes turbocharged engines, digital cabin technology, IQ.DRIVE driver-assistance systems and a growing range of electric vehicles.

HISTORY: Volkswagen was formally established in Germany in 1937 to produce a “people’s car” designed under Ferdinand Porsche’s direction.

FAMOUS MODELS: Beetle, Golf, Passat, Jetta, Rabbit.

KNOWN FOR: Safety, diesel engines, reliability and fuel economy.

Attainable German Cars

Volkswagen has been delivering affordable and reliable family vehicles to the average consumer since the 1930s. Volkswagen was created to produce an affordable car for a broad market.

Volkswagen has always enjoyed a reputation for safety and efficiency, but the 21st-century brand looks to lead the pack in fuel economy. Turbocharged Direct Injection engines deliver high-mileage performance. Volkswagen has proven responsive to the consumer demand for better motion at a reduced energy



cost. For people who enjoy driving, one of the best aspects of Volkswagen’s vehicles is their sense of fun from behind the steering wheel. They seem to have a cheerful, playful personality and are designed to make drivers smile with their sporty handling.

The brand later expanded into the SUV market with the Touareg and Tiguan. The sporty Volkswagen GTI earned multiple Automobile of the Year awards from Automobile magazine.

Increasingly, Volkswagen became known for its European styling, including the sleek, Mercedes-like Arteon and the always-popular Jetta.

With top safety ratings on numerous vehicles, innovative new prototypes and a bustling U.S. manufacturing presence, Volkswagen has a bright future.

VEHICLES TO WATCH



TIGUAN

Expect only small changes after a 2025 update, including upgrades like improved camera systems and a heated steering wheel.



ATLAS

The second-generation Atlas gets a sweeping makeover, including a new powertrain, updated interior, styling and infotainment.



TAOS

The lineup gets a new Sport trim that includes different wheels, roof rails, front bumper, exhaust tips and a black spoiler.

Volvo



AT A GLANCE

TECHNOLOGY: Volvo has long been a leader in safety innovation. Today, its cars use a range of sensors and cameras to help keep their occupants protected.

HISTORY: Founded in 1927 by Gustaf Larsson and Assar Gabrielsson; purchased by Ford in 1999. Ford sold it to Zhejiang Geely Holding Group in 2010.

FAMOUS MODELS: C30, XC90, XC60.

KNOWN FOR: Solid design and the best safety technology in the world.

Total Focus On Safety

Latin for “I Roll,” Volvo has always been associated with diligent craftsmanship and sustainability. If you’re driving a Volvo, it’s difficult not to feel safe. Severe Swedish weather prompted the company to engineer cars that would remain impenetrable to the cold.

This weather restriction inadvertently started a legacy of solid durability and design. Volvo’s more recent moves toward using electric batteries to power certain models are extremely exciting for both the company and the larger electric battery movement. Volvo introduced its first



fully electric car, the XC40 Recharge, in 2019. The model has since been renamed the EX40.

Its expanding electric lineup carries forward the brand’s emphasis on safety, comfort and

Scandinavian design.

Ford had purchased Volvo’s car business in 1999.

In 2010, Zhejiang Geely Holding Group, a Chinese company, reached an agreement to purchase Volvo from Ford.

This expansion of Volvo into the Asian market increased the potential major impact that its fleet of vehicles could have on the world at large.

No matter who owns Volvo, it’s safe to say that this brand will still leave its drivers with a feeling of safety for a long time to come.

VEHICLES TO WATCH



EX60

Volvo’s new entry in the compact electric luxury SUV segment with estimates as high as 400 miles per charge.



EX90

After major 2026 upgrades to charging and computing hardware, the three-row electric SUV carries those improvements into 2027 with only minor changes expected.



EX30

Look for new interior options. Other changes to the EX30 will be available to older models via an over-the-air update.