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Luxury. Performance. Style.

Welcome to ForbesAutos.com, the first site that speaks directly to luxury automotive buyers. We are committed to delivering new-vehicle product information, decision-making and buying tools in a manner consistent with the service-rich lifestyle you enjoy.

Millions of consumers already rely on [Forbes.com](#), our sister site, for honest assessments of the latest and greatest products, the companies making them and those running the operations; ForbesAutos.com is an independent, authoritative and trustworthy guide to the higher-end of the automotive marketplace.

ForbesAutos.com helps guide your purchase decisions with **Reviews** of that must-have vehicle, interactive zoom **Photo Galleries** that let you see that new car or truck up close, **Decision Guides** that allow you to drill down for information on specific vehicle categories, daily pricing updates, a searchable archive of every Forbes.com review of current model year vehicles, **Advice** on Shopping, Financing and Insurance along with automotive **News** headlines.

What makes a vehicle worthy of inclusion on ForbesAutos.com? We apply the following selection criteria:

Pricepoint: Vehicles with a base MSRP (Manufacturer's Suggested Retail Price) of \$30,000 or higher.

Affluent Owner Base: Vehicles purchased by buyers with an average household income of \$100,000-plus.

Heat: Determined by a number of factors including waitlists, largest percentage of cash buyers, shortest number of days on dealer lots among other factors.

Consumer Perception: If the model is priced below \$30,000, but the make is perceived to be a near-luxury or luxury producer it will be included on ForbesAutos.com.

Because we specialize in near luxury and luxury vehicles, you won't find every make and model sold in the United States on this site. However, we have partnered with cars.com to make sure this information is available for you on our co-branded site. So, if you came to ForbesAutos.com to buy that new BMW sedan but want to get information on the Toyota Corolla for a family member, you can do that by going to this [Research](#) section.

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