

# Kbb.com® Consumer Reviews & Ratings

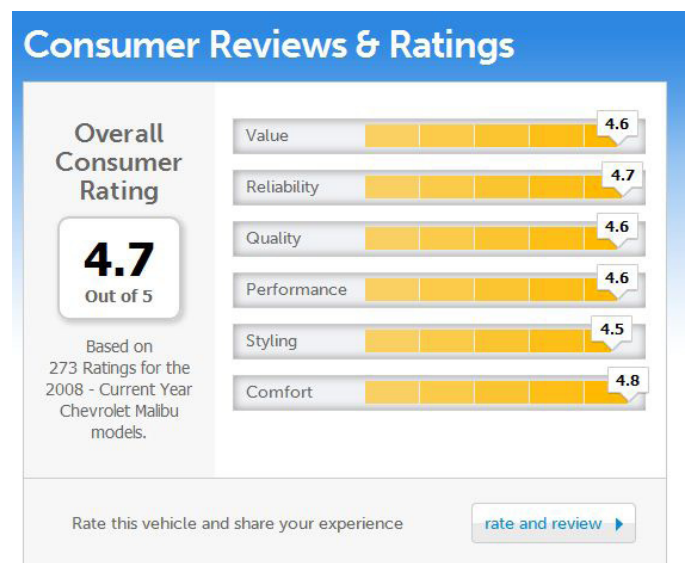
## See What Others Have to Say, Share Your Experiences

Ask the person who owns one. From the beginnings of the car industry, “word-of-mouth” assessments by car owners have been an important factor in determining what vehicle to buy. However, these days, input from consumers about their experiences is driving vehicle purchase decisions more than ever. Now, on kbb.com, shoppers have access to more than 250,000 reviews and ratings from vehicle owners, with consumers adding new reviews to the site each day. Kbb.com Consumer Reviews and Ratings are available for both new and used cars, and together with expert reviews from kbb.com’s editorial staff, they offer potential buyers definitive information on which vehicles to consider and which to avoid.

Consumers can post reviews and ratings based on their experiences with the cars they own, and shoppers can obtain the vehicle’s ‘Overall Consumer Rating’ based on the mean scores, plus reviews and ratings on vehicles based on the following criteria:

- Value
- Reliability
- Quality
- Performance
- Styling
- Comfort

“Car shoppers not only benefit from the insight of experts, but also the thoughts and opinions of their friends, family and other individuals who have experience with these vehicles,” said Michael Wulf, director of product management for Kelley Blue Book’s kbb.com. “Kelley Blue Book recommends that car shoppers gather as much information as possible during the research and shopping process. Providing Consumers Reviews and Ratings in addition to kbb.com Editor Expert Reviews and Ratings, values and other helpful vehicle information, kbb.com offers a well-rounded view of the vehicle to help consumers make the best purchase decision possible.”



Site visitors can submit their own vehicle review to www.kbb.com by clicking ‘Rate and Review’ under the ‘Consumer Reviews’ tab. Users also can click a link to indicate whether a review was particularly helpful.

Opinions of owners and car shoppers are shared in conjunction with pricing, expert reviews and other crucial car-buying information on kbb.com, in an effort to provide a comprehensive view of a specific model and help shoppers make the most informed buying decision possible. The more information shoppers have, the better purchase decision they can make. With a plethora of information available on kbb.com, shoppers can determine which car best meets their needs.

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