

Innovative New kbb.com Classifieds Experience Provides Unique, Helpful Way To Search For Car Listings In Shopper's Local Area

Kelley Blue Book's kbb.com Debuts New Tool Helping Buyers Find Local New and Used Cars That Best Meet Their Needs

IRVINE, Calif., June 7, 2012 /[PRNewswire](#)/ -- Kelley Blue Book, the leading provider of new car and used car information, today announces an all-new, innovative approach to car shopping on its top-rated website [www.kbb.com](#). The 'cars for sale' section on kbb.com has been completely rebuilt, featuring a distinctive design and functionality created specifically for Kelley Blue Book's unique audience. The new kbb.com Classifieds experience eliminates the pain-points often associated with finding the right [new and used cars for sale](#) in a shopper's local area.

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The new 'cars for sale' section on kbb.com features unique, helpful features not found on other classifieds sites. Chief among these distinctive features are a needs-based search option, relevant new- and used-cars for sale featured together in a variety of customizable and engaging views, and trusted Kelley Blue Book information returned alongside search results. In addition, cars are presented in an order based on the best match for the shopper. The all-new kbb.com 'cars for sale' section is an all-new car shopping experience unlike any other on the Web.

"In creating the new 'cars for sale' section on kbb.com, we investigated how we could help our unique Kelley Blue Book audience with tools, information and functionality not provided by other car classifieds sites, and the end result really breaks the mold for the typical online car-shopping experience," said Jared Rowe, president of Kelley Blue Book. "We took a bold new approach to the car-shopping process, ensuring that users are well-informed and presented with all of the options that are right for them as they search local car listings. In addition, we offer trusted Kelley Blue Book information throughout the experience to aid consumers in making educated and confident purchase decisions. Now, more than ever before, kbb.com truly is a comprehensive resource where consumers can find everything they need for their next car purchase, from researching vehicle information and reviews, to obtaining market-relevant values and pricing information, to finding the right car in their local area."

More than three-quarters of visitors to Kelley Blue Book's kbb.com are undecided on which make and model they want to purchase,[1] so the new kbb.com Classifieds experience was designed to allow shoppers to browse new and used cars for sale based on their needs, in addition to

the typical 'make/model' search. This inventive approach allows users to identify vehicle criteria and attributes that are important to them. The redesigned kbb.com 'cars for sale' tool returns the applicable results of both new and used cars for sale in their area, allowing shoppers to view all of their options in one search. In addition, this approach helps introduce shoppers to vehicles they may not have originally considered or realized met all of their needs.

Helpful kbb.com information including both expert and consumer reviews and ratings also appear alongside the results, so users can continue researching and learning about their options as they shop. Shoppers can customize views and group results in a variety of ways to easily see all of their options and compare vehicles that fit their needs, allowing for deeper engagement and control throughout the process.

"This type of car shopping experience is ideal for many kbb.com visitors because they do not have to know a specific make or model to begin searching, and kbb.com provides a more helpful, concierge-like feel rather than a strictly utilitarian tool," said Rowe. "The all-new kbb.com Classifieds takes the often-overwhelming car-shopping experience and helps consumers pare down all of the options to a short list of vehicles that are right for them. Shoppers can obtain more information and confidence as they navigate through the process of finding the right car for sale in their local area."

In addition, inventory listings on kbb.com are prioritized through a formula that ranks vehicles based on what is determined to be the most relevant and engaging for that shopper, similar to how search engines return the most relevant information based on what the user is looking for. "Best Match" results are intended to highlight the vehicles that shoppers will be most interested in viewing. This algorithm is based in part on the additional vehicle information sellers provide, including the number of photos, video and detailed vehicle descriptions, in addition to certain attributes of the vehicle such as the distance from the user, mileage versus the average for that model year, and the length of time the listing has been on the site.

To view Kelley Blue Book's new tool to find the new and used cars for sale in your local area that best meet your needs, visit www.kbb.com and click on '[cars for sale](#)' link along the top navigation.

For more information and news from Kelley Blue Book's kbb.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), or like our page on Facebook at www.facebook.com/kbb.

1. AutoTrader.com Shopper Frame of Mind Research Study. March 2011.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Suggested Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and

information on [cars for sale](#), [minivans](#), [pickup trucks](#), [sedan](#), [hybrids](#), [electric cars](#), and [SUVs](#). Kelley Blue Book's kbb.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year by the 2012 Harris Poll EquiTrend® study. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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