

KBB.com Named Online Auto Shopping Brand Of The Year For Third Consecutive Year In Harris Poll EquiTrend® Study

Kelley Blue Book Highest Ranked Among Third-Party Websites in 2014 Survey Results of More Than 41,000 U.S. Consumers

IRVINE, Calif., May 5, 2014 /PRNewswire/ -- For the third year in a row, KBB.com is awarded [Online Auto Shopping Brand of the Year](#) in the Harris Poll EquiTrend® study, announces Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



"Earning the Online Auto Shopping Brand of the Year for three consecutive years, since the category's inception, shows our ongoing commitment to deliver consumers the most valuable and trusted car-shopping information available online," said Jared Rowe, president of Kelley Blue Book. "By leveraging our 88-year brand equity to aid consumers in making the most informed car-buying decisions, we are able to ease the shopping process and help build confident relationships between shoppers and dealers."

The Harris Poll Brand of the Year is awarded to the highest ranking brand in its category of Brand Equity, which provides an understanding of a brand's overall strength and is determined by a calculation of quality, familiarity and purchase consideration. KBB.com achieved the honors by exceeding its competitors in its ability to establish a substantial connection with consumers in elements such as the brand's ability to meet expectations, to be trusted, to be relevant to consumers' lives, and to elicit positive emotional reactions.

Harris Poll EquiTrend is a leading Brand Equity tracking study conducted by Harris Interactive that measures and compares brand health for more than 1,200 brands. The study was conducted online from January 3 through February 31, 2014, and analyzes the responses of 41,806 U.S. consumers ages 15 and older. Harris Interactive has conducted its EquiTrend study regularly since 1989.

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](https://twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.

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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website 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, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a subsidiary of Cox Enterprises.

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SOURCE Kelley Blue Book

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