

Kelley Blue Book's Kbb.com Enhances Consumer Experience With New Opt-In Vehicle Category 'Research Updates' Via E-Mail

Bi-Weekly Research From Trusted Pricing Expert Helps Simplify Car-Buying Process

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Kelley Blue Book, the No. 1 online automotive resource for new vehicle research has made it even easier for consumers to obtain and review dependable new auto information. Starting this month consumers can sign up to receive free bi-weekly vehicle category 'Research Updates,' providing in-market car-buyers with relevant information to help them with their vehicle decisions, from Kelley Blue Book and other automotive brands they can trust.

The Kelley Blue Book research team will provide the latest vehicle incentive data, consumer popularity ratings, vehicle reviews, recent news, as well as tips and advice when buying a new car. Additionally, KBB Research Updates will offer vehicle quality ratings from J.D. Power and Associates and Cost-of-Ownership details from IntelliChoice. Kelley Blue Book is also working with vehicle manufacturers and other automotive partners to bring additional customized content to the consumer on an opt-in basis.

Consumers can choose to receive specific information from up to nine different Research Update vehicle categories on kbb.com .

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|---------------|-----------------|-------------|
| Sedan | Coupe | Convertible |
| Sporty | Wagon/Hatchback | Luxury |
| Sport Utility | Pickup | Van/Minivan |

"According to a recent study one in every four people who purchased a vehicle in the U.S. last year visited and obtained information from kbb.com," said Stephen Henson, vice president of marketing and business development. "But when new information becomes available, such as a new incentive, the Research Update enables us to get that important data to car buyers without them having to come to our site for it."

Each Research Update e-mail will have a short survey at the bottom where consumers can provide the company with feedback regarding the information they receive as well as an easy unsubscribe option once a consumer has purchased a vehicle.

"We want to provide the consumer relevant and informative data to help them make more informed car buying decisions," said Amy Hedrick, manager of strategic initiatives at Kelley Blue Book, who is handling the Research Update e-mail program. "Letting consumers provide us with feedback regarding the research we send them will allow us to provide the most pertinent and valuable information possible."

About Kelley Blue Book

Kelley Blue Book, rated No. 1 site by Nielsen//NetRatings is the most trusted vehicle information resource, providing comprehensive automotive research tools and up-to-date pricing on thousands of used and new vehicles. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for timely and accurate information to make well-informed automotive decisions. The company also offers objective vehicle pricing via products and services for both the auto industry and consumers, including the famous Blue Book Official Guide, software and the

Internet. Kelley Blue Book's kbb.com has been named first visited and No. 1 automotive information site according to J.D. Power and Associates five years running. No other medium reaches more in-market car-buyers than kbb.com ; one in every four people who purchase vehicles visit and utilize kbb.com .

SOURCE: Kelley Blue Book

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