J.D. Power and Associates Study Shows Kelley Blue Book Most Visited Automotive Site Among Used Vehicle Buyers

Kelley Blue Book's Web site (http://www.kbb.com/) has once again been shown to be the most visited automotive site among used-vehicle buyers by J.D. Power and Associates' 2004 Used AutoShopper.com Study. Since J.D. Power first completed the Used AutoShopper.com Study in 1999, Kelley Blue Book has been the most visited used-vehicle auto site. The 2004 Used Autoshopper.com Study is based on responses from more than 12,000 actual owners of used cars who purchased pre-owned vehicles.

"More new and used car buyers and sellers come to Kelley Blue Book for information because they trust the objective, relevant information we provide," said Stephen Henson, Executive Vice President, Sales and Marketing, Kelley Blue Book. "Because we have always focused on the vehicle transaction itself, we are the only information source trusted by consumers, dealers, financial institutions and the automotive industry."

Kbb.com is America's No. 1 Vehicle Information Resource

* Most visited automotive site among used-vehicle buyers by J.D. Power and Associates New AutoShopper.com Study(1)
* More than 7 million unique shoppers each month(2)
* More than 1 million pricing reports generated on the site daily(2)
* Trusted and relied on by consumers, dealers, auto manufacturers, financial institutions and government(2)
* Kelley Blue Book has been providing new car information since 1965 and on the Internet since 1995(2)

"Kbb.com remains far and away the industry's most visited site by actual buyers; attracting more unique buyers than any other two automotive sites combined," said Henson.

(1) JD Power and Associates
(2) Kelley Blue Book

About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry, providing research tools and up-to-date pricing on thousands of new and used vehicles, including the company's New Car Blue Book Value, which reveals what a new car is actually selling for. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company reports vehicle prices and values via products and services including the famous Blue Book Official Guide™, software and Internet site, kbb.com. Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings as well as No. 1 and first visited automotive site by J.D. Power and Associates five years running. No other medium reaches more in-market car-buyers than kbb.com; one in every four American car-buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

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