Harris Interactive® and Kelley Blue Book to Release AutoVIBES Generation Reports

Reports Reveal How Gen Y, Gen X, Baby Boomers and Pre-Boomers in the U.S. View Car Buying

Online vehicle market research leaders Harris Interactive® and Kelley Blue Book announce the availability of the 'Generations' series of reports from their monthly AutoVIBES study. Four new reports provide a comprehensive look at the purchasing dynamics and decision making factors of U.S. vehicle-buyers based on their generation. Each 'Generation' report summarizes the attitudes, opinions, and behaviors of in-market vehicle buyers who are within 12 months of purchasing or leasing a new vehicle. Reports within the 'Generation' series include a Generation Y Report, Generation X Report, Baby Boomers Report and Pre-Boomers Report, and are based on more than 16,000 interviews conducted over nearly a full year.

"The information found within these reports can assist marketers and advertisers in better understanding the concerns and issues facing different generations during the car shopping process," said Scott Upham, Senior Vice President, Automotive & Transportation Research at Harris Interactive. "Crucial data found in these reports can be used to carefully craft communications that show an understanding of a buyer's needs -- from TV ads all the way down to the dealership level."

Key Findings within Each Generation Report:

* Financial outlook for upcoming year
* Key factors influencing vehicle purchase decisions
* Effect of incentives on purchase decisions
* Effect of gas prices on purchase decisions
* Safety considerations
* Make & model: ownership, consideration and loyalty
* Vehicle country of origin attitudes
* Reaction to new model launches

The AutoVIBES 'Generations' series of reports is just the first set to be released this year. The AutoVIBES 'Lifestyle' Series will be available in early March and will include an Affluent Buyer Report as well as a Gender Report, which focuses on the different purchase dynamics of men and women. Also included in the 'Lifestyle' series will be a group of reports focusing on shoppers who are married, single and those with and without children. Later this spring the AutoVIBES Ethnicity Series will be released, focusing on how different ethnicities approach and react to the vehicle buying process. Reports currently planned for the Ethnicity Series include an African American Report, Hispanic American Report and an Asian American Report.

For more information about AutoVIBES or any series of reports coming out this year, please contact Kelley Blue Book Marketing Research at 949-268-3074 or Harris Interactive at 877-919-4765.

About Harris Interactive®

Harris Interactive Inc. (www.harrisinteractive.com), the 15th largest and fastest-growing market research firm in the world, is a Rochester, N.Y.-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll® and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through U.S. offices and wholly owned subsidiaries: London-based HI Europe (www.hieurope.com), Paris-based Novatris

(www.novatris.com), Tokyo-based Harris Interactive Japan, through newly acquired WirthlinWorldwide (www.wirthlinworldwide.com), a Reston, Virginia-based research and consultancy firm ranked 25th largest in the world, and through an independent global network of affiliate market research companies. EOE M/F/D/V

To become a member of the Harris Poll Online(SM) and be invited to participate in future online surveys, visit www.harrispollonline.com.

About Kelley Blue Book

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(tm), software and Internet site, kbb.com. Kbb.com has been rated the No. 1 automotive information site as well as No. 1 and first visited automotive site seven years running. No other medium reaches more in-market car-buyers than kbb.com; one in every four American car-buyers completes their research on kbb.com.

SOURCE: Kelley Blue Book

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