kbb.com Traffic to Audi R8 New-Vehicle Information Spikes During Super Bowl

Football Fans Flock to Kelley Blue Book's kbb.com for Information on Audi's New R8 Following Ad Debut

Kelley Blue Book's kbb.com (http://www.kbb.com/), the leading provider of new- and used-vehicle information, today reports major increases in Web traffic to the new-vehicle information pages of the 2008 Audi R8 on its Web site immediately following Audi's Super Bowl advertisement debuting on Sunday, February 3, 2008.

Audi's "Godfather"-themed spot for the R8 intrigued Super Bowl revelers enough to research the vehicle on kbb.com during the 3 o'clock PST hour, which was within minutes of the ad running during the game's first quarter. Traffic to the kbb.com new-vehicle information pages of the Audi R8 increased more than 1,800 percent when compared to the same time a week before (comparing Super Bowl Sunday, February 3 versus the previous Sunday, January 27).

"Web site traffic data demonstrates that consumers are showing an immediate response to the much-hyped Super Bowl ads created by auto makers, and they're going straight to Kelley Blue Book's kbb.com to learn more information about new vehicles like the Audi R8," said Rick Wainschel, vice president of marketing research and brand communications for Kelley Blue Book. "Kbb.com has been rated the No. 1 destination for new-vehicle shoppers according to J.D. Power and Associates for the last eight years in a row, and consumers know to come directly to 'The Trusted Resource' when they want to learn more about a new vehicle."

Kelley Blue Book recently added a host of new tools and features to kbb.com to help new-vehicle shoppers in their decision-making process, including a "Latest News" section covering recent automotive topics, new-vehicle video reviews, consumer reviews and more. In addition to offering Invoice and MSRP pricing information, Kelley Blue Book's kbb.com also offers new-vehicle shoppers New Car Blue Book® Value, which is what consumers are really paying for a vehicle.

About Kelley Blue Book (http://www.kbb.com/sitemap)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

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