

kbb.com: Most Visited Site for New Vehicle Research According to J.D. Power and Associates Study

2006 New AutoShopper.com Study Finds Nearly One-Third of All New-Car Buyers Visit kbb.com

For the eighth consecutive year, Kelley Blue Book's kbb.com was found to be the most visited automotive Web site among new-vehicle buyers by J.D. Power and Associates. The latest J.D. Power and Associates 2006 New AutoShopper.com Study(SM) finds 46 percent of Automotive Internet Users (AIUs) shopping for a new vehicle visit kbb.com prior to purchase. The latest report also ranks kbb.com as one of the most useful sites visited in the automotive shopping process. According to the latest numbers, 31 percent of all new-vehicle buyers in the study, a much wider audience than just AIUs, access Kelley Blue Book's kbb.com prior to their purchase, reflecting a steady year-over-year increase of new-car buyer visitation.

"For more than 10 years, kbb.com has given new car buyers the pricing, tools and expert advice they can trust," said Stephen Henson, executive vice president, consumer business and marketing, Kelley Blue Book. "Kbb.com is the top choice year after year because we give consumers the confidence they need to buy a new vehicle."

The J.D. Power and Associates 2006 New AutoShopper.com Study measured the shopping habits of more than 28,900 new-vehicle buyers. J.D. Power and Associates has conducted the New AutoShopper.com Study since 1999 and kbb.com has been the most visited site in the study since its inception.

About Kelley Blue Book (kbb.com)

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.

SOURCE: Kelley Blue Book

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