Kbb.com Launches New 'Perfect Car Finder®' and Vehicle Comparison Tools

Enhanced Features Launched to Help Vehicle Shoppers Find Their Next Vehicle

According to Kelley Blue Book (http://www.kbb.com/) and Kelley Blue Book Marketing Research, nearly 80 percent of shoppers who visit kbb.com have not yet decided on which model they plan to purchase and less than half know which make they are interested in. With an ever-growing need among vehicle researchers for help in sifting through hundreds of vehicles available today, kbb.com has launched two enhanced online shopping and decision tools to assist car buyers early in their shopping process.

The first of these enhanced tools is Kelley Blue Book's 'Perfect Car Finder®,' which lets consumers search through more than 400 new vehicles and more than 1,100 trim levels of those vehicles by the features and optional equipment that matter most to shoppers. The second is an all-new comparison tool allowing consumers to view an all-encompassing side-by-side comparison of vehicles.

Kelley Blue Book's Perfect Car Finder, found under the 'New Car' tab on the home page, has two ways to search. Shoppers can perform a Basic Search, where shoppers can search by price, manufacturer, seating capacity, fuel economy and vehicle size. In the Advanced Search, consumers can narrow their search, sorting vehicles by such criteria as vehicles with available incentives, interior and exterior features like available navigation, folding rear seats and DVD entertainment systems or luggage racks and privacy glass. Shoppers with a little knowledge of what's under the hood can also review vehicles by engine type, engine size, horsepower and torque.

Once a search is complete, with a click-of-the-mouse the Perfect Car Finder can arrange chosen cars into a side-by-side comparison that includes manufacturer suggested retail prices, available incentives and New Car Blue Book® values, or what a new vehicle is actually selling for this week. The side-by-side comparison will then display everything from available features and options to technical specifications, safety data and reviews and ratings. For those shoppers not quite sure what they are shopping for, the comparison tool will suggest similar vehicles that match what a consumer is researching.

"With the proliferation of new models on the market, and more than 400 vehicles to choose from, consumers need a service allowing them to better narrow their search and compare vehicles they may or may not know even exist," said Tim Nelson, vice president of consumer product strategy and management, Kelley Blue Book and kbb.com. "With so many undecided shoppers visiting kbb.com, these new tools will help consumers find the right vehicle for their lifestyle and their budget."

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.

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SOURCE: Kelley Blue Book

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