

KBB New-Car Leads Now Available to All Nissan and Infiniti Dealers

Nissan North America Joins Kelley Blue Book's BuyerConnect™ Program

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Kelley Blue Book (www.kbb.com), the leading provider of new- and used-vehicle information, announces Nissan North America (NNA) as the newest auto manufacturer to join BuyerConnect™, the company's innovative new-car leads program. This program directly feeds in-market vehicle shoppers looking for a Nissan or Infiniti dealer quote into NNA's network of up to 1,200 participating Nissan and Infiniti dealers. Auto manufacturers that are members of the BuyerConnect program receive a higher quality of local new car leads for their dealers, a greater number of leads in which to close sales and more visibility into the dealer's lead process.

BuyerConnect, Kelley Blue Book's premier lead program for OEMs, dealers and third-parties provides the highest percentage of local, in-market shoppers and the highest leads-to-vehicle-sales close ratio of any third-party lead provider, nearly twice the industry average.* No other medium reached more in-market car buyers, with nearly one in every three American car buyers performing their research on kbb.com. Research also shows 64 percent of car shoppers submitting a lead through kbb.com purchased a vehicle, and up to 40 percent of these buyers purchased within four weeks.

"Participating in Kelley Blue Book's BuyerConnect program significantly increases the geographic dealer coverage of Nissan and Infiniti on kbb.com and increases the number of in-market car buyers from which dealers receive leads," said Robin Cooper, vice president, advertising and business development, Kelley Blue Book. "Manufacturer participation also provides a better experience for consumers visiting kbb.com."

BuyerConnect, first introduced in 2002, provides distinct value to OEMs, dealers and third parties, through custom integration, advanced features, and other tools to meet each channel's goals. Supported by a dedicated eCommerce product development team focused on program improvements and enhancements, BuyerConnect continues to grow and provides consumers with a simple and fast way to submit purchase requests, obtain new vehicle price quotes and supplies dealers with local, in-market buyers.

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.

* As reported by manufacturers participating in Kelley Blue Book's BuyerConnect program.

SOURCE: Kelley Blue Book

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