

# J.D. Power and Associates Study Shows kbb.com Most Visited Site Again

**Used AutoShopper.com Study Finds Kelley Blue Book 'Most Useful'**

PRNewswire  
IRVINE, Calif.

For the seventh consecutive year, Kelley Blue Book's kbb.com maintains its status as the most visited automotive Web site among used-vehicle buyers in J.D. Power and Associates' 2005 Used AutoShopper.com study. The just-released study finds 55 percent of all Automotive Internet Users (AIUs) buying a used vehicle visit kbb.com prior to purchasing, and kbb.com was cited as "the most useful site visited in their automotive shopping process" more frequently than any other automotive site. Kbb.com attracts nearly as many unique visitors (among actual vehicle buyers) as any other three automotive Web sites combined, according to J.D. Power and Associates' annual report. In addition to kbb.com's consistent top position among used-vehicle buyers, J.D. Power and Associates' 2004 'New' AutoShopper.com study also shows kbb.com as the most visited automotive Web site among new-vehicle buyers for seven years running.

"Whether researching a new or used vehicle, consumers and the industry know kbb.com will provide the most comprehensive automotive information available on the Internet today," said Stephen Henson, executive vice president of sales, marketing and products for Kelley Blue Book. "Our continued top status in both J.D. Power AutoShopper studies shows that Kelley Blue Book consistently delivers on our 79-year promise of being "the trusted resource."

The J.D. Power and Associates 2005 Used AutoShopper.com study was conducted among more than 14,000 used-vehicle buyers (2000-2005 model years). J.D. Power and Associates has been conducting the Used AutoShopper.com study since 1999, and kbb.com has been the leading site in the study since its inception. Kelley Blue Book's kbb.com launched in 1995; this is the first J.D. Power and Associates AutoShopper.com study that reflects the new kbb.com design, which was introduced in April 2004.

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. 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 also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Car buyers have rated kbb.com No. 1 in overall customer satisfaction and experience, according to a survey by Keynote Systems. Kbb.com also has been named the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates seven years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every four American car buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

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