

Americans Rev Up Their Engines for George W. Bush; Republican Drives Away With the Presidential Vote at kbb.com

Kelley Blue Book® (<http://www.kbb.com/>), the most visited automotive web site in the nation, released today, the outcome of its Presidential Survey "What Drives Americans to Vote."

The survey, conducted from Wednesday, Oct. 18, 2000, through Wednesday Nov. 1, 2000, drew a sample of more than 11,000 votes. Complete top lines and pie charts can be found at the company's web site: <http://www.kbb.com/>

Highlights of the survey include:

- Bush drove away with the race, claiming sixty-two percent (62%) of all votes. He won 42 of 51 makes. Among certain models there are other winners:
- Gore won the majority among owners of Buick Somerset Regal, Cadillac Calais, Chrysler TC, Dodge Dart, Dodge Omni America, Ford Panel, Ford Fairmont, Hyundai Tiburon, Infiniti QX4, Jaguar XJ12, Kia Spectra, Mazda 929, Mercury Lynx, Oldsmobile Firenza, Subaru GL, Toyota Prius, VW Microbus, Volvo GL, Yugo GVL
- Buchanan was most attractive to owners of Kia Rio, Toyota Starlet, Chrysler Laser, Jaguar XJR-S, Mercedes-Benz 600 SL
- Nader seems to appeal most to the owners of Renault LeCar, Porsche 914, Chrysler Windsor, Infiniti M30, Subaru GL-10, Triumph Spitfire, Yugo GVX
- The largest group of Undecided - Can't Decide are owners of Daihatsu Rocky, Dodge 330, Ford Fiesta, Triumph TRS, Volvo 780, Yugo Cabrio
- While the No Vote - Can't or Won't Vote population seem to be owners of Daewoo Lanos, Ford LTD, Mercury Colony Park, Plymouth Sundance

Complete top lines and pie charts can be found at the company's web site: <http://www.kbb.com/>. For more information about the survey, or a live interview with Stephen Henson vice president of marketing and business development, please call 949-770-7704, ext. 8307 or Art Rothafel, PR consultant at 949-633-6591.

SOURCE: Kelley Blue Book

Contact: Stephen Henson, V.P. of Marketing / Business Dev., Kelley Blue Book, 949-770-7704, ext. 8307, henson@kbb.com; or Art Rothafel of AIR & Associates, 949-633-6591, arothafel@hotmail.com, for Kelley Blue Book

Website: <http://www.kbb.com/>