

# New-car Shoppers Say Now More Likely to Buy From Bankrupt Auto Brand

## **Kbb.com Market Intelligence Survey Details Consumers' Likelihood to Buy from Bankrupt Auto Manufacturer**

IRVINE, Calif., June 3 /PRNewswire/ -- Kelley Blue Book, [www.kbb.com](http://www.kbb.com), the leading provider of [new car](#) and [used car](#) information, today announces the results of the latest Kelley Blue Book Market Intelligence survey of in-market new-car shoppers on kbb.com, detailing consumers' likelihood to buy a car from a bankrupt U.S. auto manufacturer.

When asked how likely they would be to buy a car from a U.S. manufacturer if the company were to go bankrupt, in-market new-car shoppers' likelihood improved in May 2009 versus April 2009. In May, 52 percent said they were likely to buy from General Motors if GM were going through bankruptcy versus 47 percent in April. In addition, 31 percent said they were likely to buy from Chrysler if it were going through bankruptcy in May versus 29 percent in April.

"The latest Kelley Blue Book Market Intelligence data suggests that as consumers have learned more about the special circumstances of the Chrysler and GM bankruptcies, what they have found has reassured them about making such a purchase," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book and kbb.com. "While in April new-car shoppers didn't have much information about the bankruptcies of the two companies, by May it was much clearer that the U.S. government would continue to offer aid to the two ailing carmakers, keeping them in operation. This reassured enough buyers to bring a modest improvement in overall likelihood to purchase from Chrysler and GM."

The April wave of this Kelley Blue Book Market Intelligence study was fielded to 298 in-market new-car shoppers on Kelley Blue Book's kbb.com from April 3-6, 2009, and the May wave was fielded to 715 in-market new-car shoppers on Kelley Blue Book's kbb.com from May 11-18, 2009.

### **About Kelley Blue Book ([www.kbb.com](http://www.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, [www.kbb.com](http://www.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. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer](#) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

SOURCE: Kelley Blue Book

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