

Kbb.com: Most Car Shoppers Say New Fuel Economy Letter Grade System Would Make No Difference in Understanding EPA Ratings

Nearly a Quarter of Car Shoppers Say Proposed System Would Make it Harder to Understand Vehicle EPA Ratings

IRVINE, Calif., Sept. 23 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information, today reports the results of two kbb.com home page quick polls. The latest polls show that not only are a majority of car shoppers unaware of the new fuel economy and emissions letter grade (A+ to D) rating system proposed for new-vehicle window stickers, but most say it will make no difference in their understanding of EPA fuel economy ratings.

When asked if car-buyers were aware that the U.S. government is proposing a new grading system (A+ to D) for fuel economy and emissions ratings for new-vehicle window stickers(1), 76 percent of car shoppers visiting kbb.com said 'No, this is the first time I am hearing about the proposed grading system.' Only 16 percent said 'Yes, I was fully aware of the proposed grading system before coming to kbb.com today.'

When asked about how this proposed new fuel economy and emissions rating system for new-vehicle window stickers would affect car shoppers' understanding of EPA fuel economy ratings for new vehicles(2), 39 percent said it would make 'no difference.' Only 18 percent said it would make it 'a lot easier to understand EPA fuel economy ratings for new vehicles.' In contrast, 24 percent said the new letter grade system would make it 'much harder to understand EPA fuel economy ratings for new vehicles.'

"The U.S. government will have quite a ways to go in educating the car-buying public on its proposed new-vehicle window sticker 'grading' system, should they get their way," said James Bell, executive market analyst for Kelley Blue Book's kbb.com. "If the government is going to get anywhere with this, awareness is going to be job one. Then, teaching shoppers how this new system works would also be a fairly large undertaking, which may end up being left to salesmen on the dealership lot. While the old labels maybe don't make the grade, the new proposed program gets a C+ in our book."

Kelley Blue Book's kbb.com frequently conducts one-question home page quick polls to gather consumer insight into a variety of topics. To view past questions and results from kbb.com home page quick polls, visit the "Driver Input" section of the Kelley Blue Book Media Center at www.kbb.com/media.

About Kelley Blue Book (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 website, 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. - 2009 Spring Automotive Website Usefulness Study, kbb.com is the most useful automotive information website among new- and used-vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car values, car reviews, new cars for

sale, used cars for sale, and car dealer locations.

(1) Quick Poll question ran on the home page of Kelley Blue Book's kbb.com from September 2-8, 2010, and had 546 respondents.

(2) Quick Poll question ran on the home page of Kelley Blue Book's kbb.com from September 15-21, 2010, and had 305 respondents.

SOURCE Kelley Blue Book

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