

# kbb.com Most Visited Site Eight Years in a Row According to 2006 J.D. Power and Associates Study

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For the eighth consecutive year, Kelley Blue Book's kbb.com holds the impressive record of being the most-visited automotive Web site among used-vehicle shoppers in J.D. Power and Associates' 2006 Used AutoShopper.com study. The recently released study finds 59 percent of all Automotive Internet Users (AIUs) shopping for a used vehicle visit kbb.com prior to purchasing, up four percent over last year. According to J.D. Power and Associates' annual online shopper report, Kelley Blue Book's reputation for pricing information attracts used-vehicle shoppers to its site in the greatest number and remains the dominant Web site visited this year, seeing nearly twice as many used vehicle shoppers as the number two site. In addition to kbb.com's top position among used-vehicle buyers, J.D. Power and Associates' 'New' AutoShopper.com studies also show kbb.com as the most visited automotive Web site among new-vehicle buyers throughout the last eight years.

"More and more vehicle-buyers are visiting kbb.com, with 2006 seeing more than 10 million unique visitors each month," said Stephen Henson, executive vice president of consumer business and marketing for Kelley Blue Book. "Used vehicle shoppers seek the information they have long known and trusted, including well-known trade-in, private party and retail Blue Book values."

The J.D. Power and Associates 2006 Used AutoShopper.com study was conducted among more than 12,000 used-vehicle buyers (2001-2006 model years). J.D. Power and Associates has been conducting the Used AutoShopper.com study since 1999.

## 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 New Car Blue Book® 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. Kbb.com has been 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 perform their research on kbb.com.

SOURCE: Kelley Blue Book

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Web site: <http://www.autoshopper.com/>

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