

Kbb.com Traffic for Hyundai, Audi and Toyota Surge During Super Bowl

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Consumers Flock to 'the Trusted Resource ®' for New Car Information

IRVINE, Calif., Feb. 4 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new and [used car](#) information, today reports a significant increase in [new-car](#) Web traffic for the [Hyundai Genesis](#), [Audi A6](#) and [Toyota Venza](#) following the airing of their respective new vehicle ads during Super Bowl XLIII, on Sunday, February 1.

The Hyundai Genesis experienced 82 percent more page views with the launch of its advertisements to promote the new vehicle. Audi's A6 commercial, featuring action star Jason Statham, attracted enough attention to drive traffic to [Audi A6 pricing reports](#) up 45 percent during the Super Bowl. In addition, traffic on kbb.com for Toyota's all-new Venza increased 13 percent.

"When it comes to new-vehicle information consumers go where they can get timely, accurate information, Kelley Blue Book's kbb.com to learn more information about the featured models," said Rick Wainschel, senior vice president of marketing and analytics for Kelley Blue Book. "Our Web traffic data shows the online effect today's vehicle commercials have on shoppers and where they go to find the latest new-vehicle information."

Kelley Blue Book's kbb.com hosts a variety of tools and features to support the new- and used-car shopping experience. With pricing, photos, [reviews](#), and [free dealer price quotes](#), consumers have the information they need to make an educated purchase decision. Furthermore, kbb.com provides access to vehicle highlights, local dealers and special offers and incentives.

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 Web site, 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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