

Calling All Car Shoppers: Join kbb.com's Online Car Shopper Study for the Chance to Win Big Prizes

Participants Receive Video Camera, \$100 Gift Card and Chance at Enticing Grand Prize Options

IRVINE, Calif., Sept. 12, 2011 /PRNewswire/ -- Kelley Blue Book's top-rated website, www.kbb.com, a leading provider of [new car](#) and [used car](#) information, is looking for in-market car shoppers to participate in the company's first 'diary' study. For three to six months, participants will be asked to keep a 'diary' and journal their day-to-day car shopping process by posting images, video, links, quotes and audio using the free microblogging site, Tumblr.

For this study, Kelley Blue Book's kbb.com is looking for up to 16 individuals from across the United States. Each participant will be given a "Diary Kit" that will include a handheld video camera (with tripod), instructions on how to set up and maintain a Tumblr account, and a short list of prepared car shopping 'thought-starter' questions. To be eligible to participate, you must meet the following requirements:

1. 18 years old
2. A legal resident of one of the 50 United States or the District of Columbia
3. Be the primary decision maker in an upcoming vehicle purchase
4. Plan to purchase a used or new car within the next three to six months
5. Willing to participate in an online study that requires weekly posts during the three- to six-month timeframe
6. Able to learn how to and use recording devices (including, but not limited to, pocket video cameras, smartphones, digital cameras and audio recorders)
7. Experience using the Web is recommended, but not required
8. Must be located in the United States

"With the help of actual shoppers, Kelley Blue Book will gather greater insight into the car-buying process," said JD Buckley, user research manager for Kelley Blue Book. "Kelley Blue Book wants to hear directly from car shoppers about their motivations and shopping behavior. By sharing their first-hand experiences, participants could have an impact on future products and services."

As an incentive, participants who have completed the study will be allowed to keep the video camera and receive a \$100 American Express gift card. In addition, each participant who completes the study will be entered in a drawing to win a grand prize: a choice of either (i) a car shop-along with a member of kbb.com's expert editorial staff, or (ii) an Apple iPad 2.

Commitment is critical for this study. For more information or to be considered for the study, please visit <http://kbb.us/kbbresearch>.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and information on [minivans](#), [pickup-trucks](#), [cars](#), [hybrids](#) and [SUVs](#). Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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