

KBB.com Named Online Auto Shopping Brand Of The Year In 2013 Harris Poll EquiTrend® Study For Second Consecutive Year

Kelley Blue Book Once Again Ranked Highest among Competition in Survey Results of More Than 38,500 U.S. Consumers

IRVINE, Calif., May 28, 2013 [/PRNewswire/](#) -- For the second year in a row, KBB.com was awarded Online Auto Shopping Brand of the Year by the 2013 Harris Poll EquiTrend study, announces Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

(Logo: <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>)

The Harris Poll Brand of the Year is the highest ranked brand in its category of Brand Equity, which provides an understanding of a brand's overall strength and is determined by a calculation of quality, familiarity and purchase consideration. Brands high in brand equity, such as KBB.com, excel in the connection they establish with consumers in elements such as the brand's ability to meet expectations, to be trusted, to be relevant to consumers' lives, and to elicit positive emotional reactions consumers have to the brand.

"Being named Online Auto Shopping Brand of the Year once again in the Harris Poll EquiTrend study is proof shoppers continue to value us as The Trusted Resource®, a tremendous honor we do not take lightly," said Jared Rowe, president of Kelley Blue Book. "As we continue to leverage our strong brand equity to provide the most market-relevant, up-to-date new- and used-car pricing, values and shopping advice, we aim to smooth the transition from online shopper to offline buyer, helping to build confident relationships between consumers and dealers, and ease the shopping process."

Harris Poll EquiTrend is a leading Brand Equity tracking study conducted by Harris Interactive that measures and compares brand health for more than 1,500 brands. The study was conducted online from January 11 through February 8, 2013, and analyzes the responses of 38,814 U.S. consumers ages 15 and older. Harris Interactive has conducted its EquiTrend study regularly since 1989.

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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 Suggested 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 cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader Group.

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For further information: Chintan Talati, +1-949-267-4855, ctalati@kbb.com, or Joanna Pinkham, +1-949-268-3079, jpinkham@kbb.com, or Brenna Robinson, +1-949-267-4781, berobinson@kbb.com, or Natalie Kumaratne, +1-949-267-4770, nkumaratne@kbb.com

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