

Lexus RC 350 Super Bowl XLIX Commercial Scores Highest In Consumer Interest, According To Kelley Blue Book

**BMW i3, Mercedes-Benz AMG GT Also Among Top Three Models;
Kia Steals the Show in KBB.com New-Car Searches of All Advertised Brands**

IRVINE, Calif., Feb. 2, 2015 /PRNewswire/ -- The Lexus RC 350 increased 1,820 percent in new-car searches on KBB.com, the most of any advertised model during Super Bowl® XLIX, according to Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



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Several other luxury models, including the BMW i3 and Mercedes-Benz AMG GT, helped round out the top three models with the largest percent increases on KBB.com, gaining 1,131 percent and 950 percent respectively.

"Lexus used its new performance car's name, the RC 350, to inspire a commercial with playful themes and engaging visual appeal. The automotive ballet between real and remote-controlled Lexus coupes drove the largest increase in model-level activity at KBB.com," said Karl Brauer, senior analyst for Kelley Blue Book's KBB.com. "BMW's i3 also saw a more than 1,000 percent increase in shopper behavior with its spot that played off the cutting-edge nature of its all-electric model. The Mercedes-Benz AMG GT, Jeep Renegade and Chevrolet Colorado rounded out the top five increases in model activity, while ads for the new Lexus NX and Toyota Camry saw only slight increases in user activity."

Percent Increase of KBB.com Searches for Big Game Advertised Models¹

Model	Percent
Lexus RC 350	1,820%
BMW i3	1,131%
Mercedes-Benz AMG GT	950%
Jeep Renegade	500%
Chevrolet Colorado ³	370%
Nissan Maxima	229%
Kia Sorento	225%
Fiat 500X	113%
Dodge Challenger	106%
Lexus NX	48%
Toyota Camry ³	20%

¹Most new models, with the exception of the Lexus NX, saw increases of more

than 100 percent after the ads aired," said Arthur Henry, senior manager of Market Intelligence for Kelley Blue Book's KBB.com. "The popular crossover/SUV segment, which included spots from models like the Lexus NX, Fiat 500X, Jeep Renegade and Kia Sorento, accounted for more than a third of the models advertised."

Kia earned the greatest percent increase of KBB.com new-vehicle searches following its Super Bowl ad airing with a 68 percent increase, followed closely by Dodge at 62 percent with help from its "Wisdom" commercial and Fiat with its edgier "Blue Pill" spot.

Percent Increase of KBB.com Searches for Big Game Automaker Advertisers²

Brand	Percent
Kia	68%
Dodge	62%
Fiat	52%
Nissan	45%
Jeep	43%
Mercedes-Benz	35%
BMW	32%
Chevrolet ⁴	32%
Toyota ⁴	16%
Lexus ⁴	6%

"From a brand perspective, Kia's commercial for its new Sorento stuck with traditional components, including a famous actor, compelling imagery and inspired comedy. This recipe gave Kia the biggest lift in brand activity on KBB.com," said Brauer. "Humor and creative imagery helped Dodge and Fiat earn a similarly large bump in their brands' activity, while the more eclectic commercial styles used by Lexus and Toyota may have improved each brand's image, but it did little to increase buyer interest."

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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¹The percent increase of the model's new-car searches on KBB.com during the hour the ad aired compared to the hour before the ad aired.

²The percent increase of the brand's new-car searches on KBB.com during the hour the ad aired compared to the hour before the ad aired.

³The average of all commercials aired for this model during the Big Game.

⁴The average of all commercials aired by this brand during the Big Game.

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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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book[®] Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used 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, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend[®] study and has been named Online Auto


Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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For further information: Chintan Talati, 949-267-4855, chintan.talati@kbb.com, or Brenna Robinson, 949-267-4781, brenna.robinson@kbb.com

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