

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

Kelley Blue Book Ranked Highest Among Third-Party Automotive Websites in 2015; Top-Rated Website Reaches Record Traffic Levels in May 2015

IRVINE, Calif., June 22, 2015 /PRNewswire/ -- For the fourth year in a row, KBB.com is awarded [Online Auto Shopping Brand of the Year](#) in the Harris Poll EquiTrend® study, announces Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. In addition, Kelley Blue Book's top-rated website, KBB.com, reached an all-time traffic record with more than 24 million unique visitors in May 2015.



Kelley Blue Book
KBB.COM
The Trusted Resource

"Being named the Online Auto Shopping Brand of the Year for four consecutive years, since the category's inception, supports Kelley Blue Book's vision to be the most trusted and essential resource, helping car shoppers make the best possible purchase decisions," said Steve Lind, president of Kelley Blue Book. "Kelley Blue Book's KBB.com has experienced heightened success in recent years by leveraging nearly 90 years of brand equity, presenting helpful and engaging content, and providing trusted pricing that all parties can rely on to help ease the buying process for both car shoppers and dealers."

The Harris Poll Brand of the Year is awarded to the highest ranking 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. KBB.com achieved the honors by exceeding its competitors in its ability to establish a substantial connection with consumers in elements such as the brand's ability, to be trusted and to elicit positive emotional reactions.

Harris Poll EquiTrend is a leading Brand Equity tracking study that measures and compares brand health for more than 1,400 brands. The study was conducted online from January 8 through February 2, 2015, and analyzes the responses of 38,670 U.S. consumers ages 15 and older. Harris Poll EquiTrend has been conducted regularly since 1989.

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.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb>.


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 2015 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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SOURCE KBB

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<https://stage.mediaroom.com/kbb/2015-06-22-KBB-com-Named-Online-Auto-Shopping-Brand-Of-The-Year-For-Fourth-Consecutive-Year-In-Harris-Poll-EquiTrend-Study>