

Majority Of KBB.com Visitors Believe Denver Broncos Will Win Super Bowl® XLVIII, According To Kelley Blue Book

KBB.com Reveals Big Game Predictions for Automaker Ad Influence; 76 Percent of Pro Football Fans Don't Recall Commercials from Last Year

IRVINE, Calif., Jan. 28, 2014 /PRNewswire/ -- Based on KBB.com [Big Game Insights](#), the majority (71 percent) of site visitors believe the Denver Broncos® will win Super Bowl XLVIII, according to Kelley Blue Book www.kbb.com, the leading provider of new and used car information. Research from Kelley Blue Book Market Intelligence, based on KBB.com survey data of U.S. adults, also reveals that only 29 percent of KBB.com visitors think the Seattle Seahawks® will be crowned Big Game champions.¹ In addition, Kelley Blue Book reports its annual predictions for which automaker ads will best resonate among KBB.com car shoppers.

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With the Big Game this Sunday, Kelley Blue Book reports 30 percent of NFL® fans on KBB.com are considering [Ford](#) for their next vehicle purchase, while 54 percent are considering [SUVs](#) or [crossovers](#).

"Ford, like football, exudes the spirit of America. With the recently announced redesigned F-150, Ford has marketed itself well to be the American bred automotive brand, which hits home as the No. 1 considered brand among pro football fans," said Arthur Henry, senior analyst for Kelley Blue Book. "There has been a resurgence in utility vehicle interest over the past year due to stable gas prices and improved products. Be it for tailgating or commuting to the games, pro football fans are gravitating towards SUVs and crossovers much more than they are toward any other segment."

Most Considered Brands Among NFL Fans on KBB.com²

Brand	Percent
Ford	30%
Toyota	26%
Chevrolet	24%

Most Considered Segments Among NFL Fans on KBB.com²

Segment	Percent
SUV/CUV	54%
Sedan	32%
Pickup Truck	21%

Furthermore, the Kelley Blue Book survey data found 22 percent of pro football fans on KBB.com are considering electric vehicles and 25 percent today are open to considering autonomous vehicles in the future. The survey data also revealed only 18 percent of pro football fans on KBB.com equally choose wings and pizza as their favorite food while watching football, which suggests consumers are shunning away from traditional game day food.²

"One out of every five NFL fans shopping for their next vehicle say they are willing to consider an electric vehicle," said Henry. "As electric motors make their way

into more segments like crossovers, we will see consideration increase, and we also should see the same effect of acceptance of driverless cars as shoppers become more open to the new technologies as they become prevalent in the future."

Consideration of Electric Vehicles Among NFL Fans on KBB.com²

Answer	Percent
No	78%
Yes	22%

Consideration of Autonomous Vehicles Among NFL Fans on KBB.com²

Answer	Percent
No	75%
Yes	25%

Kelley Blue Book research found 75 percent of KBB.com visitors are planning on watching Super Bowl XLVIII ³, and nearly a quarter of those who are planning on watching the game are looking forward to the commercials the most.⁴ KBB.com also found among the NFL fans on the site, 76 percent did not recall any automotive commercials from last year's game.² Among those vehicles being advertised during the Big Game, Kelley Blue Book predicts the all-new Jaguar F-Type Coupe will see the highest lift in KBB.com shopping activity this year.

"Jaguar, like most luxury, aspirational vehicles, typically does not garner an enormous amount of shopping activity on KBB.com due to low volume and exclusivity that comes along with the high price tag," said Henry. "Based on the 300 percent lift in shopping activity on KBB.com during the division title games, when the teaser premiered for the model's British Villain campaign, we are expecting the Jaguar F-Type to experience similar results on the site after the full advertisement airs on Sunday."

As a returning advertising automaker to the Big Game, Ford is predicted to be the brand winner on KBB.com with its commercial scheduled just prior to kick-off.

"Ford will see the highest traffic surge on KBB.com out of any automotive brand during the Big Game," said Henry. "Securing a spot in this year's game will further push shoppers to check out the brand online, especially as a growing number of consumers today are simultaneously multi-screening, or watching TV while using their laptop, smart phone or tablet, to research an advertising product for more information or pure curiosity."

KBB.com is expecting Chrysler Group to have the most memorable ad. For the past few years, a Chrysler brand has been rated the best automotive ad during the Big Game, according to KBB.com visitors, and Kelley Blue Book predicts the manufacturer will continue its reign as the most memorable advertiser again for 2014. Of all the ads that aired last year, the RAM ad still holds shoppers' attention with the highest recall, according to KBB.com survey data.

To see KBB.com coverage of the Big Game Insights, including an infographic, please visit <http://www.kbb.com/car-news/all-the-latest/big-game-and-cars-2014/>.

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¹ Sample size is 300 KBB.com survey respondents. Survey fielded January 20-23, 2014.

² Sample size is 880 KBB.com survey respondents who stated they are NFL fans. Survey fielded December 26, 2013 – January 13, 2014.

³ Sample size is 4,625 KBB.com survey respondents. Survey fielded December

26, 2013 – January 13, 2014.

⁴ Sample size is 3,370 KBB.com survey respondents. Survey fielded December 26, 2013 – January 13, 2014.

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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 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, and governmental agencies. For two years running, Kelley Blue Book's KBB.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year in the 2012 and 2013 Harris Poll EquiTrend® study. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

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