

Kbb.com Sets Two Records for Site Visitation

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Kelley Blue Book's kbb.com, the trusted resource for new and used vehicle information, saw a record number of consumers visit the site during the month of March 2006, with nearly 13 million visits during that period. Kbb.com visits have exceeded 11 million every month in 2006, with significant increases over the previous year.

Kbb.com also achieved another milestone for site visits in a single day -- 533,940 visits -- on April 24, 2006. When breaking down the number of visits from 533,940 on April 24, kbb.com saw 22,247 visits per hour, 370 visits per minute and 6 visits per second. Prior to the record-breaking day, the previously held single-day record was 508,452 visits on July 25, 2005.

"Vehicle shoppers are using 'the trusted resource' kbb.com, more today than ever before," said Rick Wainschel, vice president of marketing research and brand communications for Kelley Blue Book and kbb.com. "Consumers are turning to a name that they know and trust when it comes to researching new vehicles as well as determining the value of the one still in the garage."

Kelley Blue Book has recently made enhancements to its popular Web site including simple, easy-to-scan pricing reports, enhanced vehicle reviews, expanded auto show coverage of the latest models, as well as video editorial content.

Launched in 1995, kbb.com has been recognized as the No. 1 and most visited automotive Web site on the Internet. One in every three vehicle shoppers visits kbb.com during their online research process. Kelley Blue Book is the only vehicle information source trusted by consumers, dealers and the industry.

About Kelley Blue Book

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Kbb.com also has been named the No. 1 automotive information site by Nielsen//NetRatings and J.D. Power and Associates seven years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every three American car buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard, +1-949-268-3049, reckard@kbb.com, or Joanna McNally, +1-949-268-3079, jmcnally@kbb.com, both of Kelley Blue Book

Web site: <http://www.kbb.com/>