

kbb.com Taps 12,000 In-Market Car Buyers for Latest Research Project on Consumer Vehicle Brand Perceptions

Kelley Blue Book Marketing Research Launches New Automotive Study Series: Brand Watch

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IRVINE, Calif.

Kelley Blue Book (www.kbb.com) and Kelley Blue Book Marketing Research today announce the availability of its newest automotive research study, Brand Watch. Available to vehicle manufacturers and auto industry professionals, Brand Watch taps into more than 12,000 active and in-market shoppers annually to determine their perception of vehicle makes within specific automotive segments. Brand Watch further delves into how each manufacturer's brand equity differs across vehicle segments, compares the relative standing of each make vs. competitive makes, and the decision factors of car-buyers within each make and segment. Detailed demographic and psychographic information is also collected, reported and detailed throughout Brand Watch's comprehensive study available quarterly from Kelley Blue Book Marketing Research.

"Vehicle brand perception among consumers, especially active shoppers, is an important factor in the make-level purchase decision process," said Rick Wainschel, vice president of marketing research and brand communications for Kelley Blue Book. "Manufacturers can see not only how each vehicle in their lineup performs against similar brands and like-vehicles within the segment, but track and trend the changes as they launch new nameplates and new marketing campaigns."

Kelley Blue Book Marketing Research's Brand Watch also takes a look at:

- What segments are being considered?
- What makes are being considered within each segment?
- What are the most important factors driving consideration?
- What defines a make within the segment and what is its competitive advantage?
- How does a make's image relate to what consumers want?
- How do consumer perceptions differ across psychographic and demographic subgroups?
- How do consumer perceptions change over time?

For more information on Brand Watch, please contact Kelly Gim 949-268-2756 or kgim@kbb.com.

About Kelley Blue Book (kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

SOURCE: Kelley Blue Book

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