

Harris Interactive®, Kelley Blue Book Release Complete Set of AutoVIBES Demographic Reports

Complete Set of Studies Reveal How Americans View Car Shopping Based on Generation, Ethnicity, Lifestyle

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The AutoVIBES Demographic Reports, a complete set of 12 studies now available from online vehicle market research leaders Harris Interactive® and Kelley Blue Book Marketing Research, provide powerful insight into consumer groups' vehicle shopping attitudes, opinions and behaviors based on generation, ethnicity and lifestyle. The information in each report is drawn from interviews with more than 25,000 in-market vehicle shoppers who are within 12 months of purchasing or leasing a new vehicle, and provides detailed data and analysis regarding a variety of purchase consideration factors.

"The AutoVIBES Demographic Reports provide invaluable information for automotive marketers by showing a complete picture of the influences and issues affecting different segments of the car-buying population," said Rick Wainschel, vice president of marketing research for Kelley Blue Book. "Armed with the comprehensive knowledge contained in these reports, manufacturers will better understand the driving factors behind vehicle purchase decisions for each group, and communications teams will be able to more specifically tailor future messaging and advertising to effectively reach desired target audiences."

The complete set of AutoVIBES Demographic Reports consists of 12 separate reports under three series categories: Generation, Lifestyle and Ethnicity. The Generation series contains reports for Generation Y, Generation X, Baby Boomers and Pre-Boomers. The Lifestyle series contains reports for Singles without Children, Married with Children, Married without Children, Affluent Buyers and a Gender report detailing the differences between male and female shoppers. The Ethnicity series is divided into African-American, Hispanic- American and Asian-American reports.

Each AutoVIBES Demographic Report contains detailed analysis of each group's:

- * Make ownership, consideration and loyalty
- * Vehicle segment ownership and consideration
- * Key vehicle purchase decision factors
- * Reliance on incentives: effects on timing of purchase, likelihood to purchase in absence, dependency
- * Reaction to new model launches: awareness, familiarity, favorability, consideration, attribute ratings
- * Effects of gas prices on purchase decision
- * Hybrid engine attitudes
- * Key safety factors
- * Vehicle country of origin attitudes
- * Financial outlook for upcoming year
- * Auto enthusiast level
- * Detailed subgroup profile

AutoVIBES is a study resulting from a strategic alliance between Harris Interactive and Kelley Blue Book Marketing Research, delivering timely and insightful analysis tracking vehicle shopping trends and the "buzz" surrounding more than 30 new model launches each month. AutoVIBES combines the online automotive research expertise of Harris Interactive with targeted sampling from Kelley Blue Book's popular Web site, kbb.com.

AutoVIBES Demographic Reports are available for purchase by the individual report, as a series or as an entire set. For more information about AutoVIBES or

any forthcoming series of reports this year, or to purchase reports, please contact Kelley Blue Book Marketing Research at 949-268-3074 or Harris Interactive at 877-919-4765.

About Harris Interactive®

Harris Interactive Inc. (www.harrisinteractive.com), the 15th largest and fastest-growing market research firm in the world, is a Rochester, NY-based global research company that blends premier strategic consulting with innovative and efficient methods of investigation, analysis and application. Known for The Harris Poll® and for pioneering Internet-based research methods, Harris Interactive conducts proprietary and public research to help its clients achieve clear, material and enduring results.

Harris Interactive combines its intellectual capital, databases and technology to advance market leadership through its U.S. offices and wholly owned subsidiaries, HI Europe in London (www.hieurope.com), Novatris in Paris (www.novatris.com), and through an independent global network of affiliate market research companies. EOE M/F/D/V.

To become a member of the Harris Poll Online(SM) and be invited to participate in future online surveys, www.harrispollonline.com.

About Kelley Blue Book (kbb.com)

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. Car buyers have rated kbb.com No. 1 in overall customer satisfaction and experience, according to a survey by Keynote Systems. [Kbb.com](http://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 four 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.harrispollonline.com/>

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

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

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

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