

# Online In-Market Car Buyer's Research Influenced by OEM Messaging

**Kelley Blue Book Reports Spike in Pricing Reports for New Toyota 4Runner and Infiniti G35 Due to Latest OEM Ad Campaigns: November Top 50 Released**

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Kelley Blue Book, the No. 1 online automotive resource saw the Toyota 4Runner and the Infiniti G35 make significant moves up the November Top 50 most researched new vehicles list. During the same month both manufacturers ran vigorous advertising campaigns on kbb.com for the two vehicles, driving consumers to request pricing reports for these new models in record numbers.

"These moves on our Top 50 list demonstrate how a manufacturers message in combination with a trusted Web site like Kelley Blue Book can impact car buying behavior," said Robin Cooper, director of advertising and business development at Kelley Blue Book. "Kbb.com site visitors responded to those messages last month in way we could clearly see."

According to Jupiter Research, 61 percent of in-market car-buyers have not yet chosen a manufacturer or a make/model. Cooper believes with that high a number these types of ad campaigns really afford OEMs the opportunity to impact the consumer's buying process.

In October, Toyota's popular 4Runner made the October list at No. 48 and then skyrocketed in November to No. 15. Infiniti's G35 weighed in at No. 21 on kbb.com's October most researched list, but moved its way up to No. 10 last month. In addition to the strong advertising campaigns on kbb.com, Kelley Blue Book expects the significant moves were also due in part to Toyota's 4Runner showcasing a new body style for 2003 and the recent introduction of the all new Infinity G35.

Toyota ran and is still running a rich media campaign on Kelley Blue Book's current owner page on kbb.com. According to Cooper, the 336 x 280 4Runner ad is seeing the highest click-through rate of any other ad in this location. This is also the first time an ad of this size has run on this page. Typically manufacturers choose to use the popular skyscraper style.

Infiniti took advantage of Point Roll technology in a skyscraper campaign for the new G35's, "When did it start for you?" In November the campaign held positions among Kelley Blue Book new car pricing reports and equipment pages as well as a two week sponsorship of every page in the kbb.com 'preview section.'

Kelley Blue Book, rated No. 1 site by Nielsen//NetRatings is the most trusted vehicle information resource, providing comprehensive automotive research tools and up-to-date pricing on thousands of used and new vehicles. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for timely and accurate information to make well-informed automotive decisions. The company also offers objective vehicle pricing via products and services for both the auto industry and consumers, including the famous Blue Book Official Guide, software and the Internet. Kelley Blue Book's kbb.com has been named first visited and No. 1 automotive information site according to J.D. Power and Associates five years running. No other medium reaches more in-market car-buyers than kbb.com; one in every four people who purchase vehicles visit and utilize kbb.com.

Top 50 - Most Popular Cars at kbb.com for November 2002

- 1 Honda Accord
- 2 Chevrolet / GMC Pickups (Silverado & Sierra)

3	Ford	Pickups (F Series)
4	Honda	Civic
5	Toyota	Camry
6	Ford	Explorer
7	BMW	3 Series
8	Dodge	Ram Pickups
9	Nissan	Altima
10	Infiniti	G35
11	Nissan	350Z
12	Chevrolet / GMC	Tahoe / Yukon
13	Volkswagen	Jetta
14	Toyota	Tacoma
15	Toyota	4Runner
16	Volkswagen	Passat
17	Ford	Mustang
18	Toyota	Corolla
19	Chevrolet	TrailBlazer
20	Toyota	Highlander
21	Ford	Escape
22	Honda	Pilot
23	Honda	Odyssey
24	Honda	CR-V
25	Mercedes-Benz	C-Class
26	Jeep	Grand Cherokee
27	Chrysler / Dodge	Voyager / Caravan
28	Ford	Expedition
29	Audi	A4
30	Nissan	Maxima
31	Acura	MDX
32	Jeep	Liberty
33	Mercedes-Benz	E-Class
34	BMW	5 Series
35	Toyota	Sequoia
36	Nissan	Xterra
37	Hyundai	Santa Fe
38	BMW	X5
39	Ford	Focus
40	Volvo	XC90
41	Toyota	Tundra
42	Chevrolet / GMC	S10 / Sonoma
43	Mitsubishi	Eclipse
44	Saturn	Vue
45	Nissan	Frontier
46	Dodge	Dakota Pickups
47	Toyota	RAV4
48	Cadillac	Escalade
49	Acura	TL
50	Dodge	Durango

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SOURCE: Kelley Blue Book

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