

# Kbb.com's '5 Great Deals' Program Connects Shoppers to New Car Deals Each Week

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## **Kbb.com Devotes Majority of House Ad Space to Promoting Top New Car Deals, Spurring Car Sales**

IRVINE, Calif., Jan. 21 /PRNewswire/ -- Kelley Blue Book [www.kbb.com](http://www.kbb.com), the leading provider of new- and used-vehicle information, today announces the '[5 Great Deals](#)' program on kbb.com, which reveals to consumers five noteworthy deals on [new cars](#) available each week and illustrates the amazing deals carmakers are making available to consumers. The kbb.com editors cull through the latest pricing and [car incentives](#) information every week to hand-pick the top five bargains for new cars, and then present the information to car shoppers on kbb.com. Kbb.com began the "5 Great Deals" program in mid-December to point out special values available in today's challenging economic environment, which has spurred unusually attractive opportunities for consumers.

Initially launched in December 2008 as a 'Deal of the Day' feature in the [Latest News](#) section, Kelley Blue Book's kbb.com recently devoted the majority of its house ad space throughout the site to the now-weekly "5 Great Deals" list to maximize consumer exposure to the abundance of unprecedented new-car offers currently available and demonstrate to consumers that now, more than ever, it's a great time to buy a new car.

In addition to listing the models and incentives information for each week's top "5 Great Deals" and linking to further information about the vehicles on kbb.com, the editors also lend shoppers their expertise by providing helpful details such as a brief synopsis of each vehicle's features, aiding consumers to better understand at-a-glance why a great deal on this particular new car should be worthy of their attention. Shoppers then can easily locate local [car dealers](#) in their area, request specific price quotes and get pre-approved for a [car loan](#) and more, all from the convenience of their computer while on Kelley Blue Book's kbb.com.

"There are an unprecedented amount of money-saving offers on new cars right now, and kbb.com's "5 Great Deals" is a consumer service created for busy shoppers who want to know the specifics on which new models have the most noteworthy deals and why these cars should be on their consideration list," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book and kbb.com. "With the abundance of new-vehicle incentives available, now is a great time to buy a car, not just for the consumer who can get a compelling deal, but also to support the industry and help Americans keep their jobs. The '5 Great Deals' program is a win/win for the consumer and the auto industry at large."

Auto manufacturers featured in kbb.com's "5 Great Deals" are seeing increased interest in their models as a result of the program. For example, on January 8, 2009, kbb.com featured a deal offered on the 2008 [Infiniti G37](#) Coupe, resulting in a spike in traffic to G37 pricing reports on kbb.com that day.

"We were thrilled when we heard about all of the people visiting the Infiniti G Coupe on kbb.com after it was featured as one of the 5 Great Deals," said Jon Brancheau, director, Infiniti marketing communications and media. "We certainly welcome the additional exposure that will increase awareness for our models and hopefully lead to more sales."

New car shoppers can easily access each week's '5 Great Deals' on kbb.com by

visiting [http://www.kbb.com/5\\_great\\_car\\_deals](http://www.kbb.com/5_great_car_deals).

**About Kelley Blue Book ([www.kbb.com](http://www.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, [www.kbb.com](http://www.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. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer locations](#). No other medium reaches more in-market vehicle shoppers than kbb.com.

SOURCE: Kelley Blue Book

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

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