

Kbb.com Reports Rise in New-Car Traffic, Leads

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Automakers and Dealers Can Capture More Lead Information with Kbb.com's Integrated LeadDriver Product

IRVINE, Calif., Jan. 23 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new- and used-vehicle information, today reports an increase in new-car shopper activity on its top-rated Web site. After a period of consumer cautiousness, which led to lower shopping activity and lower sales in recent months, the average daily new-car traffic on www.kbb.com has increased 20 percent in January 2009 compared to the previous month. This reveals higher traffic levels than any time during the fourth quarter of 2008.

Support for the domestic manufacturers is up during this time as well, with traffic to General Motors reports up 19 percent from December 2008. Ford has 9 percent, and Chrysler has 20 percent more activity on kbb.com compared to the previous month.

"Based on the climb in new-car traffic and dealer leads generated on kbb.com in December and early January, we expect to see a lift in auto sales versus the last quarter of 2008," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book and kbb.com. "Consumers are recognizing great deals are available now, many based on generous manufacturer incentives, making this a great time to buy or lease a new vehicle."

As a further indication that the recent sales freeze may be thawing, dealer leads generated on kbb.com were up 19 percent in the week ending December 28, 2008, compared to the previous week. In the following week ending January 4, 2009, the number of leads jumped an additional 18 percent, creating an overall leads increase of 40 percent compared to two weeks prior.

Automakers and dealers can take advantage of this increasing activity on their own Web sites. Kelley Blue Book's comprehensive LeadDriver product integrates Kelley Blue Book Trade-In Values into a manufacturer or dealership's Web site while capturing high-quality leads. With this product, dealers can generate high-quality leads, convert more leads into sales, benefit from Kelley Blue Book brand recognition and retain visitors on their own Web site.

"As consumers return to the marketplace, it becomes exceedingly important for dealers to create a positive, confident online experience," said Brad Prickett, director of industry products for Kelley Blue Book. "LeadDriver allows dealers to provide trusted information from Kelley Blue Book, while simultaneously accessing in-market shoppers outside the dealership's lot, resulting in additional sales."

For more information about Kelley Blue Book's dealer products, services and solutions, please visit www.800bluebook.com.

About Kelley Blue Book (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, 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

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