

### Smartphones Come Out Ahead in Satisfaction Among Online Vehicle Shoppers, J.D. Power Finds

#### Autotrader and Kelley Blue Book Rank Highest in Respective Segments

**COSTA MESA, Calif.: 3 April 2018**—Overall satisfaction with using third-party automotive websites on a smartphone has shown significant year-over-year improvement compared with the desktop experience, according to the J.D. Power 2018 U.S. Automotive Website Evaluation Study Cross-Device,<sup>SM</sup> released today.

“Five years ago, we would have been amazed to see higher satisfaction for vehicle research and shopping on a 5-inch screen,” said **Amit Aggarwal, Senior Director, Digital Practice Lead at J.D. Power**. “Year over year, smartphone users are visiting more content areas to configure vehicles, compare vehicles, search for inventory, view technical specifications and more.”

The 2018 Automotive Website Evaluation Study Cross-Device<sup>SM</sup> concurrently evaluates automotive third-party websites from two perspectives across platforms (desktop/smartphone): overall site function and the importance of various site features to online shoppers. This study examines which current site functions and designs are most effective in helping shoppers narrow their consideration set and increasing their likelihood to recommend and return to the website.

#### Study Rankings

Desktop and smartphone rankings (separately awarded) are based on the combined index scores of the four measures that comprise the overall website experience: navigation; appearance; information/content; and speed. Satisfaction is based on a 1,000-point scale.

**Autotrader** ranks highest in overall satisfaction with automotive third-party desktop websites with a score of 789. **TrueCar** (782) ranks second and **Cars.com** (778) ranks third.

**Kelley Blue Book** ranks highest in overall satisfaction with automotive third-party smartphone websites with a score of 809. **Edmunds.com** (807) ranks second and **Carfax** (804) ranks third.

The 2018 Automotive Website Evaluation Study Cross-Device<sup>SM</sup> is based on responses from 4,392 evaluations of automotive manufacturer websites by new- and used-vehicle shoppers who indicate they will be in the market for a vehicle within the next 24 months, with 2,130 being desktop evaluations and 2,262 being smartphone evaluations. The study was fielded in January 2018.

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer.

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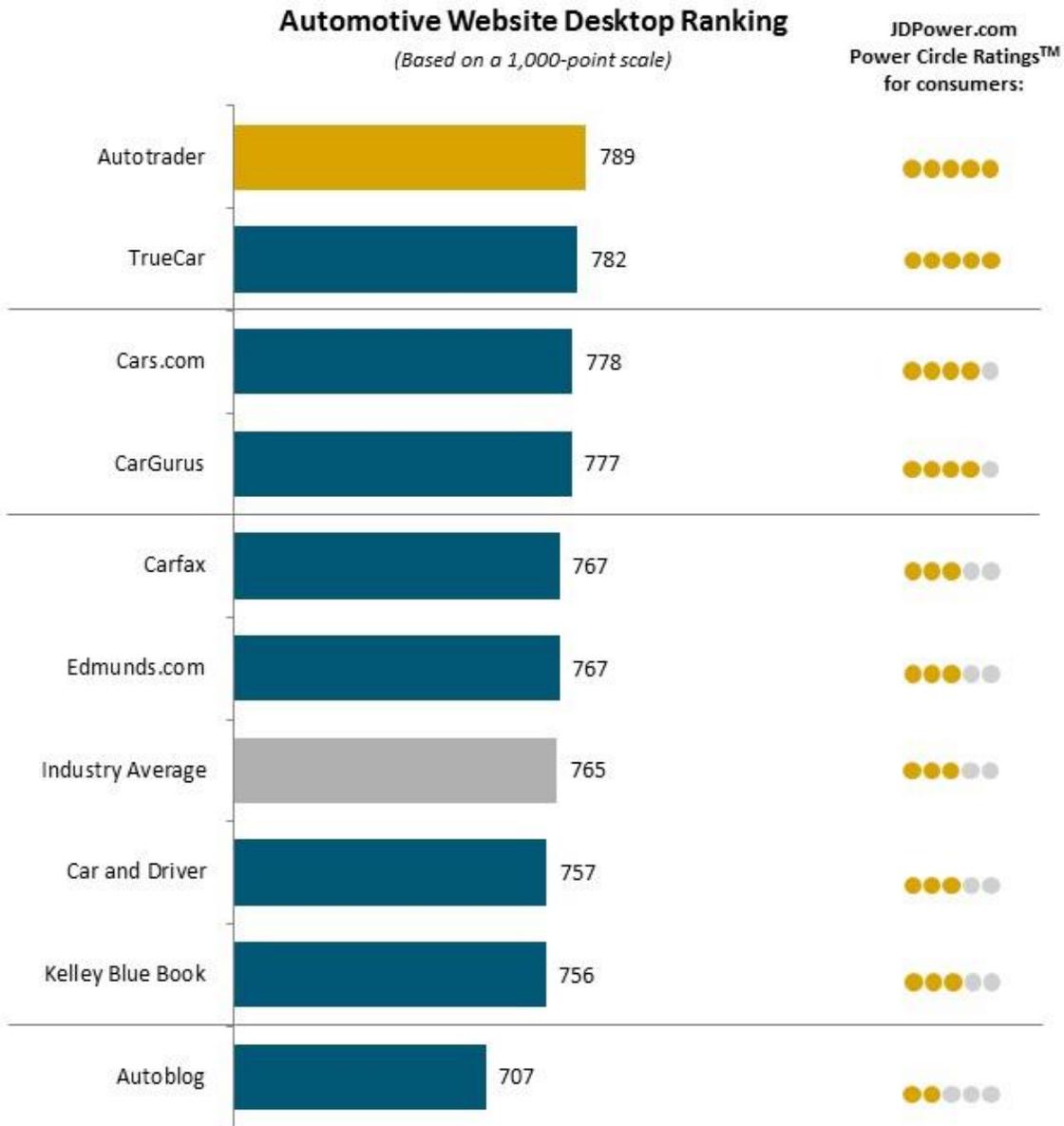
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NOTE: Two charts follow.

# J.D. Power 2018 Automotive Website Evaluation Study Cross Device<sup>SM</sup>



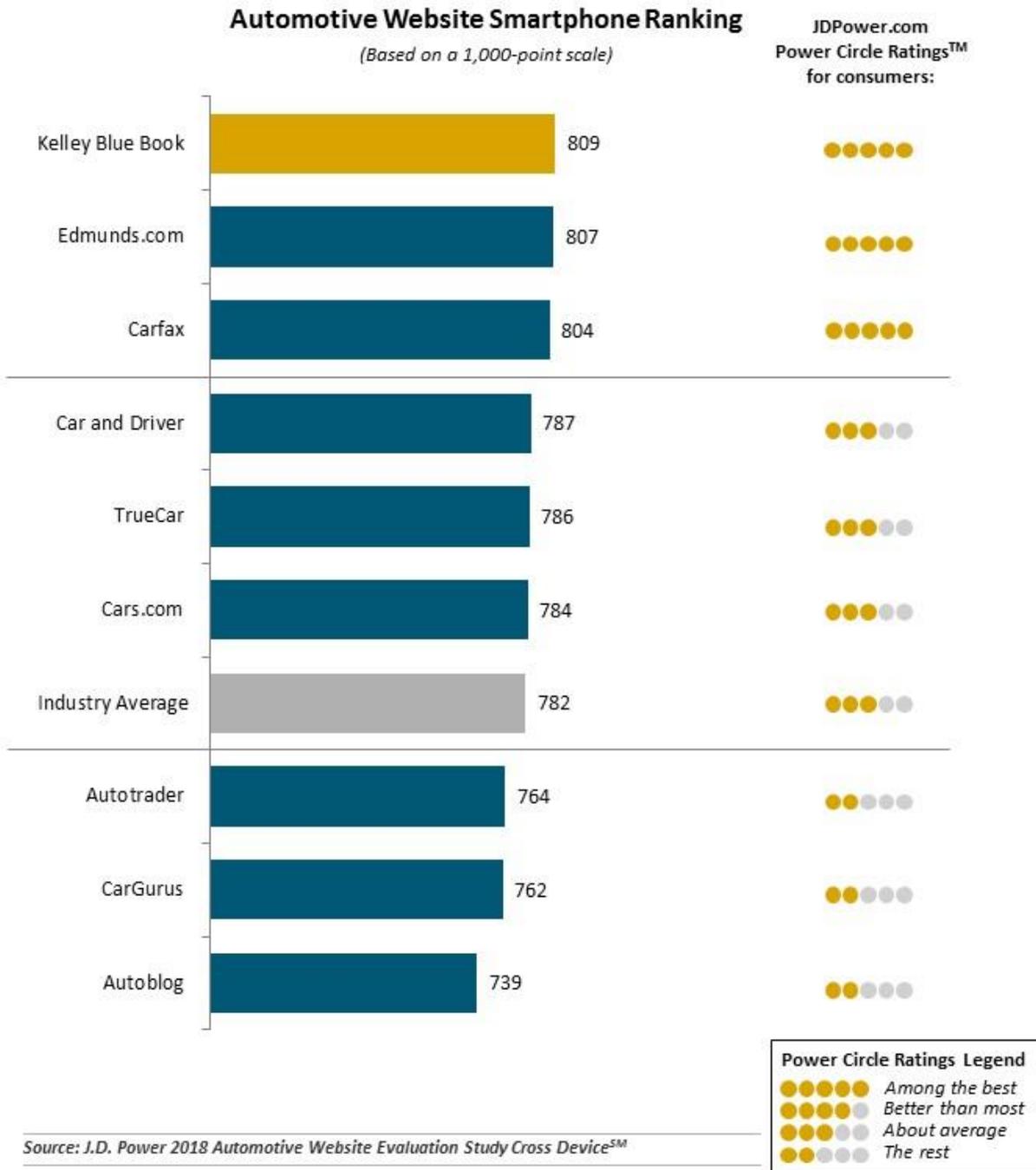
**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2018 Automotive Website Evaluation Study Cross Device<sup>SM</sup>

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