

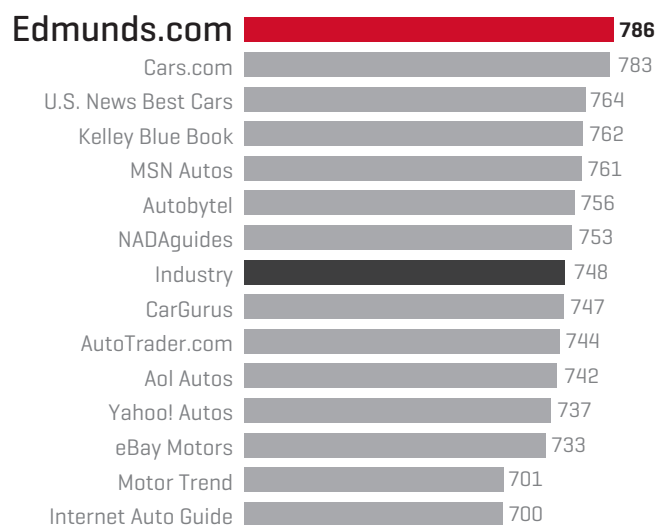
# Special Power Report *for* Edmunds.com

## Edmunds.com Ranks Highest among Third-Party Automotive Websites in J.D. Power Study

Edmunds.com achieves the highest score in all study factors\*

**E**dmunds.com ranks highest among 14 websites in the *J.D. Power 2014 Third-Party Automotive Website Evaluation Study*<sup>SM</sup>, achieving a score of 786 (on a 1,000-point scale)—a significant 38 points above the industry average of 748. Additionally, Edmunds.com earns the highest score in all study factors.\* Further, Edmunds.com's performance in 2014 represents a 38-point improvement from its score in the 2013 study.

### THIRD-PARTY AUTOMOTIVE WEBSITE INDEX SCORES



Source: J.D. Power 2014 Third-Party Automotive Website Evaluation Study<sup>SM</sup>

**Edmunds.com earns the highest score in all study factors.\***

The *Third-Party Automotive Website Evaluation Study* measures the usefulness of third-party automotive websites during the new- and used-vehicle shopping process by examining four key factors (in order of importance):

- Information/Content
- Appearance
- Navigation
- Speed

\*In a tie with Cars.com in Navigation    \*\*In a tie with MSN Autos

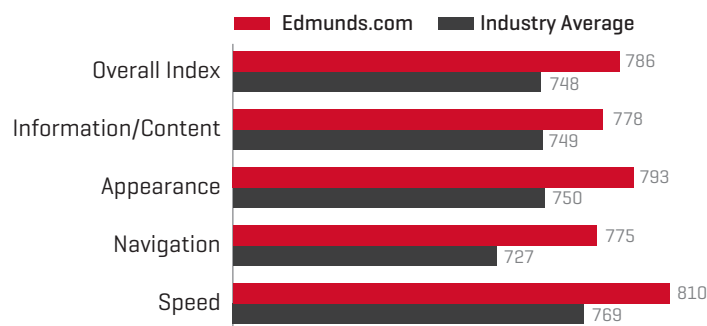
In Information/Content—the most heavily weighted factor in the study—Edmunds.com performs higher than industry average in each of the nine attributes, which include (in order of importance):

- Display vehicle through images
- Find value of current vehicle
- Options/Features/Specs
- Compare vehicles
- Find a dealer
- Determine monthly payment
- Find expert and/or consumer reviews
- Find inventory
- Determine price and total cost of ownership

Moreover, Edmunds.com performs significantly above industry average in seven of the nine attributes: *Display vehicle through images*; *Find value of current vehicle*; *Options/Features/Specs*; *Compare vehicles*; *Find a dealer*; *Determine monthly payment*; and *Find expert and/or consumer reviews*. Edmunds.com also receives the highest ratings in *Display vehicle through images\*\**; *Find value of current vehicle*; *Compare vehicles*; and *Determine monthly payment*.

### THIRD-PARTY AUTOMOTIVE WEBSITE FACTOR INDEX SCORES

Edmunds.com vs. Industry Average – Based on a 1,000-point scale



Source: J.D. Power 2014 Third-Party Automotive Website Evaluation Study<sup>SM</sup>

