



Press Release

J.D. Power and Associates Reports: Providing a More Satisfying Experience on Third-Party Automotive Websites Yields More Loyal Shoppers and Website Advocates

WESTLAKE VILLAGE, Calif.: 26 March 2013 — Third-party automotive websites have an opportunity to create loyal and outspoken advocates by providing a satisfying website experience, whether consumers are shopping for a new or used vehicle, according to the J.D. Power and Associates 2013 Third-Party Automotive Website Evaluation StudySM released today.

The inaugural study measures the usefulness of third-party automotive websites during the new- and used-vehicle shopping process by examining four key measures (in order of importance): information/content; navigation; appearance; and speed. Overall satisfaction with third-party automotive websites averages 725 (on a 1,000-point scale).

The study finds a high correlation between overall satisfaction with a third-party automotive website and the likelihood to recommend and return to the site.

“The websites with the highest overall satisfaction also have the highest advocacy and loyalty rates in the study,” said Arianne Walker, senior director of media and marketing solutions at J.D. Power and Associates. “A more satisfying experience will keep shoppers coming back, positively impacting site analytics and increasing exposure to the revenue-generating advertising on the sites.”

Providing a satisfying experience on third-party automotive websites comes with certain challenges that manufacturer sites do not have. For instance, third-party sites need to strike a balance between the content provided and the revenue-generating advertising content. In addition, shoppers expect third-party sites to have information and images on all makes and model years.

“The large amount of information required for third-party automotive sites to be useful presents a unique challenge, as the information must be organized in a user-friendly way, weighing heavily on strong navigation and good user experience principles,” said Walker.

New- vs. Used-Vehicle Shoppers

Additionally, the study finds that satisfaction is higher among new-vehicle shoppers than among used-vehicle shoppers (735 vs. 715, respectively). One of the contributing factors to this difference in satisfaction is the disparate experiences shoppers often have when trying to locate vehicle information for new vs. used vehicles.

A key contributing factor to a less satisfying experience when shopping for used vehicles, compared with new vehicles on a third-party site, is that shoppers have to make very specific decisions regarding a vehicle model — such as model year or trim level — in order to explore available content. In contrast, when shopping for new vehicles, shoppers are able to obtain vehicle content more quickly and without requiring decisions regarding vehicle details before exploring the model, creating a more seamless experience as they view multiple vehicles.

“With most third-party automotive sites, the shopping experience is different among new- and used-vehicle shoppers,” said Walker. “Websites that perform particularly well in the study provide a consistent shopping experience, including much of the same content, for both groups of shoppers.”

Study Rankings

Cars.com ranks highest in the inaugural study with a score of 782. Following Cars.com in the rankings is Kelley Blue Book (777) and AOL Autos (753).

The 2013 Third-Party Automotive Website Evaluation Study is based on evaluations from more than 4,200 new and used-vehicle shoppers who indicate they will be in the market for a new vehicle within the next 24 months. The study was fielded in January and February 2013.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing forecasting, performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About The McGraw-Hill Companies

The McGraw-Hill Companies (NYSE: MHP), a financial intelligence and education company, signed an agreement to sell its McGraw-Hill Education business to investment funds affiliated with Apollo Global Management, LLC in November 2012. Following the sale closing, expected in early 2013, the Company will be renamed McGraw Hill Financial (subject to shareholder approval) and will be a powerhouse in benchmarks, content and analytics for the global capital and commodity markets. The Company's leading brands will include: Standard & Poor's, S&P Capital IQ, S&P Dow Jones Indices, Platts, Crisil, J.D. Power and Associates, McGraw-Hill Construction and Aviation Week. The Company will have approximately 17,000 employees in more than 30 countries. Additional information is available at www.mcgraw-hill.com.

J.D. Power and Associates Media Relations Contacts:

John Tews; Troy, Mich.; (248) 680-6218; media.relations@jdpa.com

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; media.relations@jdpa.com

No advertising or other promotional use can be made of the information in this release without the express prior written consent of J.D. Power and Associates. www.jdpower.com/corporate

Follow us on Twitter [@JDPOWER](https://twitter.com/JDPOWER)

#

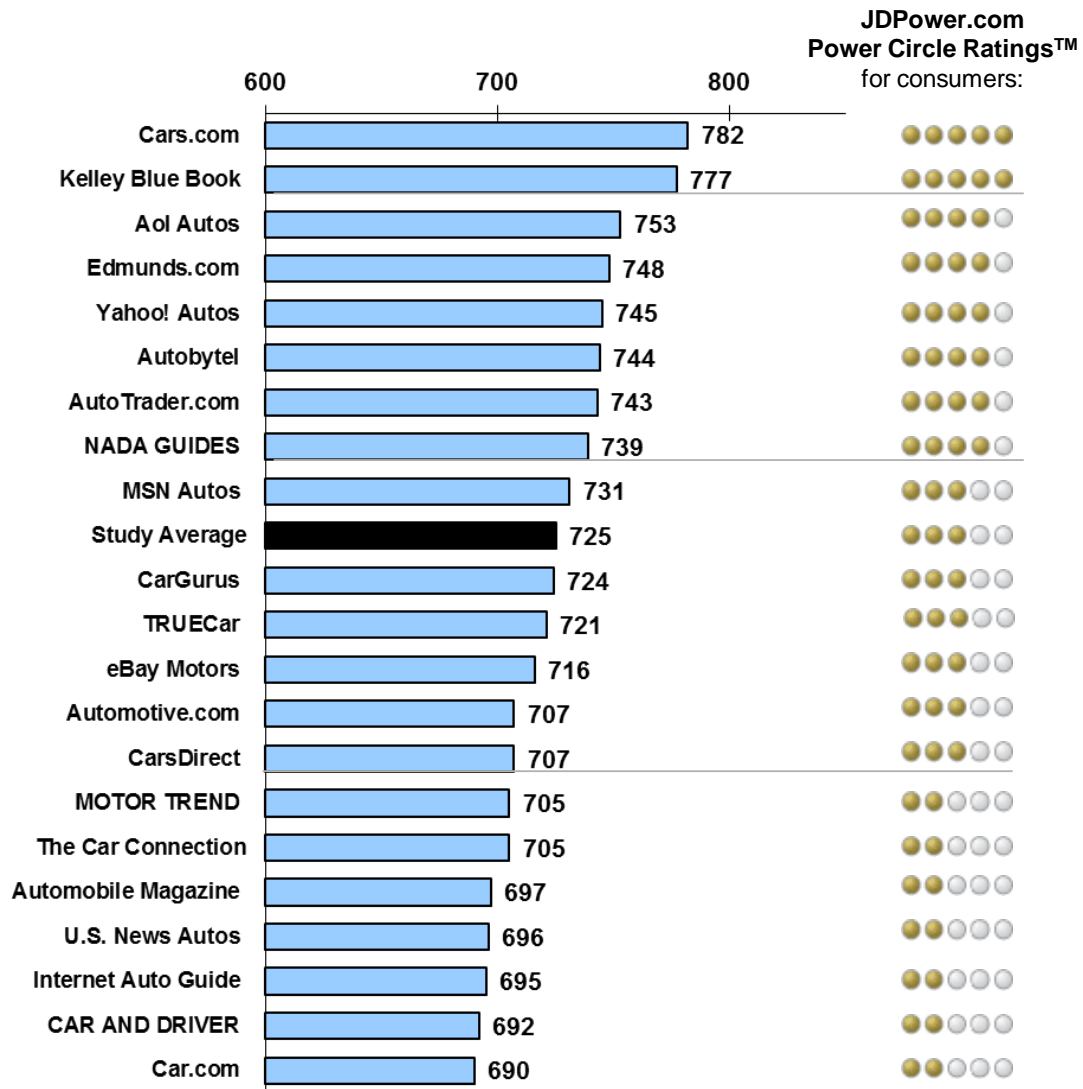
(Page 2 of 2)

NOTE: One chart follows.

J.D. Power and Associates 2013 Third-Party Automotive Website Evaluation StudySM

Overall Index Rankings

(Based on a 1,000-point scale)



Source: J.D. Power and Associates 2013 Third-Party Automotive Website Evaluation StudySM

Power Circle Ratings Legend

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

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2013 Third-Party Automotive Website Evaluation StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings™ are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.