



For Immediate Release:  
NetRatings, Inc.

Grace Kim (408) 941-2932  
Max Heineman (212) 703-5953

## TRAFFIC TO AUTO WEB SITES SPIKE HIGHER, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK — June 11, 2003—** Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that the automotive category experienced a 24 percent increase during the week ending June 1st, attracting nearly eight million surfers from home (see Table 1).

“The stock market’s recent rally and more stability in the Middle East may be drawing consumers back to big-ticket items, like automobiles,” said Patrick Thomas, senior Internet analyst, Nielsen//NetRatings. “Ongoing dealer incentives, such as zero percent financing and cash back rebates as well as clearance sales for 2003 models, provide consumers with additional reasons to make a purchase.”

Traffic from home to MSN Auto jumped 75 percent to more than one million unique visitors, as compared to 603,000 visitors during the previous week. Forty-one percent of the audience traffic accessed the MSN Autos Window Shopping Page, where readers were able to view top selling vehicles. Honda’s Web site, garnered 382,000 surfers from home, representing an increase of 61 percent during the week ending June 1st, while Cars.com attracted 58 percent more surfers from home.

Rounding out the top five, traffic to Autobytel and Kelley Blue Book surged 44 and 42 percent, respectively. Forty-seven percent of Autobytel surfers visited the ‘Select a Vehicle’ page, where surfers stated the intent to purchase in the next 30 days, chose their desired vehicles and provided contact information for local dealers to take advantage of no-haggle pricing.

Table 1. Top Auto Web Sites, Ranked by Percent Growth (U.S., Home)

Brand/Channel	Unique Audience (000) Week Ending 5/25	Unique Audience (000) Week Ending 6/1	Percent Growth
<b>Auto Category</b>	<b>6,305</b>	<b>7,788</b>	<b>24%</b>
1. MSN Autos	603	1,055	75%
2. Honda	238	382	61%
3. Cars.com	242	383	58%
4. Autobytel	170	245	44%
5. Kelley Blue Book	656	932	42%
6. eBay Motors	2,254	2,810	25%
7. Edmunds.com	291	355	22%
8. Autoweb.Com	263	315	20%
9. JCWhitney.com	207	242	17%
10. Toyota	211	238	13%

Source: Nielsen//NetRatings, June 2003



**Additional Highlights from Nielsen//NetRatings' Week on The Web:**

- **Dropping Interest Rates Drive Up Traffic to Loan Sites**

Traffic to various loan sites have been on the rise as interest rates continue to fall, according to Nielsen//NetRatings. Lendingtree.com spiked 57 percent at home for the week ending June 1<sup>st</sup> with nearly half of the site's 339,000 unique visitors requesting a refinance mortgage quote.

Traffic to Bankrate.com jumped 27 percent to 422,000 unique visitors. Twelve percent of its audience visited the refinance page where users can obtain the latest rates for any state.

**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

###