

# No-Nonsense, Value Conscious Consumers Shop for Cars on the Web

2/3 of all top auto sites are powered by IntelliChoice

## Web Facts

- Mosaic, the first graphics-based Web browser, becomes available
- Traffic on the Internet expands at a 341,634% annual growth rate

- Marc Andressen and Jim Clark form Netscape Communications
- Pizza Hut accepts first order for a mushroom, pepperoni with extra cheese pizza over the net
- Number of hosts: 3 million, 10,000 www sites

- Sun Microsystems releases Java
- AOL, CompuServe, and Prodigy offer Internet access
- Number of hosts: 6.5 million, 100,000 www sites

- Approximately 40 million people are connected to the Internet
- More than \$1 billion per year changes hands at Internet shopping malls
- Number of hosts: 12.8 million, 500,000 www sites

- Domain name business.com sold for US \$150,000
- Number of hosts: 19.5 million, 1 million www sites

- ABCNews.com accidentally posts test US election returns one day early (2 November)
- America Online, Inc. announces that it would acquire Netscape Communications Corporation in a stock transaction valued at \$4.2 billion

- First Internet Bank of Indiana, the first full-service bank available only on the Net, opens for business

1993

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1999

- First BOVY Awards Presented

- IntelliChoice first Web presence

- Just-the-Facts New Car report introduced
- Best Overall Value of the Year (BOVY) winners released on the IntelliChoice web site

- Gold Star Lease analysis introduced
- Just-the-Facts Used Car report introduced
- Rebate & Incentive report introduced

- Window Sticker+, an interactive configurator allowing users to build their own vehicle, released

- Face-off, an interactive report allowing users to compare pricing, features, etc. of vehicle models, published

- Certified Pre-Owned Program analysis introduced
- Spanish Face-Off published

## IntelliFacts

▶ Objective

▶ Comprehensive Pricing

▶ BOVY Awards

▶ 40-50% of all car buying research done online

▶ Most Comprehensive, Up-to-Date Information

▶ Independent

▶ Exclusive Ownership Costs

▶ New Seller & Buyer sites emerging weekly

To find out why, visit:

[www.intellichoice.com](http://www.intellichoice.com)

1993

1995

1997

1999

IntelliChoice

is pleased to

Announce

2000

Best Overall Value Winners

at the

Chicago Auto Show

for Cars & Trucks

Visit us online Wednesday, February 9, 2000, at [www.intellichoice.com](http://www.intellichoice.com) for a list of the winners.

1994

1996

1998

2000

"IntelliChoice awards stand out because they focus on what consumers will end up paying for a vehicle beyond the dealership price..."

Ted Evanoff, Knight Ridder Newspapers

Chrysler  
Dodge  
Plymouth  
Mercury  
Buick  
ACURA  
Cadillac  
Volkswagen  
Ford  
Oldsmobile  
Mercedes-Benz  
VOLVO  
MAZDA  
Porsche  
Chevrolet  
SATURN  
Subaru  
NISSA  
JEEP  
GMC  
Pontiac  
HONDA  
LEXUS  
Mitsubishi  
Infiniti  
Toyota  
BMW

Best Overall Value

Coming  
February 9  
The Best  
Cars & Trucks  
of  
2000

**Announcing...**



***IntelliChoice, Inc.***

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