

NEWS



Animated Designs, LLC. Westlake Village, CA

FOR IMMEDIATE RELEASE

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AUTOMOTIVE WEBSITE SCORES HIGH AGAIN

WESTLAKE VILLAGE, Calif., December 10, 2002 – According to a survey released today by J.D. Power and Associates, [Kia Motors'](#) website is tops in the industry when it comes to motivating web surfers to actually test-drive vehicles. And overall, Kia's site ranked second among all automotive websites in terms of consumer evaluation of the site's usefulness.

The Kia.com website was found to increase a shopper's likelihood to visit a retailer for a test-drive by 40 percent, a higher rate than any other car manufacturer's website.

This is the second consecutive year that Kia has placed 2nd overall in the JD Power's Manufacturer Website Evaluation Study. "This is an impressive achievement for us, considering the fact that we beat competitors with much larger budgets and staffing." Says Patrick Beard, President and CEO of Animated Designs. "We have a great team here."

Animated Designs and its affiliated site metric and marketing company, Snell & Associates, also in Westlake Village, have been responsible for the Kia web site since 1997.

For more information contact Animated Designs, 31336 Via Colinas Suite 103, Westlake Village, Calif. 91362. Web: [Anides.com](#) Email: Info@Anides.com. Phone: 818.889.2348.

For complete details of the study, go to: www.jdpa.com.