

Kbb.com Launches Newly Redesigned, App-Like Mobile Website; Introduces New Car-Shopping Features For Smartphone Users

MobileWebAward-Winning Site Now Offers Vehicle Reviews, New-Car Comparisons to Help On-the-Go Buyers

IRVINE, Calif., June 12, 2012 [/PRNewswire/](#) -- Kelley Blue Book, the leading provider of [new car](#) and [used car](#) information, today announces its newly redesigned app-like mobile website for its top-rated website, [www.kbb.com](#). In addition to Kelley Blue Book® Values, smartphone users now have access to several new features on kbb.com's free mobile website to help make the best purchase decision possible while on-the-go. The redesigned site provides mobile users with an intuitive path to seamlessly help them through the research process. Car shoppers' recently viewed cars also are automatically saved on the optimized mobile site and surfaced on a new homepage when they return to the site, giving them easy access to their research throughout the buying process.

(Photo: <http://photos.prnewswire.com/prnh/20120612/LA22460>)

(Logo: <http://photos.prnewswire.com/prnh/20111102/AQ99077LOGO>)

Kelley Blue Book focused on an advanced design for its new mobile-optimized site to give users the look and feel of an app, in addition to the ability to view more new- and used-car information in an easy-to-use format. In the new kbb.com mobile experience, users no longer are confined to vertical scrolling. The ability to swipe left to right provides shoppers with a superior user experience, and opportunity for more functionality with kbb.com's content, such as the 360-degree vehicle views. With its visually engaging, one-page design, the redesigned mobile website offers consumers a plethora of information within a mobile car-shopping resource that is market-leading in terms of its design and usability.

Also, available on kbb.com and now on Kelley Blue Book's mobile-optimized website, visitors can research 360-degree vehicle views, expert and consumer reviews by model, safety ratings, vehicle specifications, new-car comparisons, a view of the latest models added to kbb.com, and the hottest luxury models currently being viewed on the site.

"With the recently redesigned mobile-optimized site, shoppers now have access to even more trusted and essential vehicle information right in the palm of their hands, to aid them throughout the shopping process while on-the-go or directly from the dealership lot," said Chip Millson, product director for kbb.com mobile at Kelley Blue Book. "New-car reviews, the ability to compare models and the other important information now available will arm car buyers with what they need to make the best possible purchase decision and get a fair deal on their next new or used vehicle."

Kelley Blue Book's mobile site recently was named Outstanding Mobile Website in the inaugural 2012 MobileWebAwards. The kbb.com mobile-optimized website was judged by experienced professionals with an in-depth understanding of the current state-of-the-art in mobile Web development, design and marketing. Kbb.com took home the Outstanding Mobile Website award for its standard of overall excellence and quality based upon the total score given to the entry on creativity, design, interactivity, use of medium, impact, content and ease of use.

To access the optimized site, visit www.kbb.com on a mobile device to be automatically redirected.

In addition to the optimized mobile website, Kelley Blue Book's kbb.com also offers free apps for iPhone, Android and Windows Phone 7 users. To download the kbb.com iPhone app, visit the iTunes store. To download the kbb.com Windows Phone 7 app, visit the Windows Phone Marketplace via any Windows Phone. To download the kbb.com Android app, visit <http://market.android.com/details?id=com.kbb.mobile> from any Android device.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Suggested Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and information on [cars for sale](#), [minivans](#), [pickup trucks](#), [sedan](#), [hybrids](#), [electric cars](#), and [SUVs](#). Kelley Blue Book's kbb.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year by the 2012 Harris Poll EquiTrend® study. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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