

Kelley Blue Book Revamps Car Reviews Section On KBB.com

Award-Winning Editorial Content Gains Prominence to Help Car Shoppers Make Informed Decisions

IRVINE, Calif., Oct. 23, 2012 /PRNewswire/ -- Kelley Blue Book recently revamped its [Car Reviews](#) section highlighting a variety of informative expert editorial content on www.kbb.com, the leading provider of [new and used car](#) information.

(Logo: <http://photos.prnewswire.com/prnh/20120808/LA53814LOGO>)

Kelley Blue Book's redesigned Car Reviews section is easily accessible from the primary navigation tab on the KBB.com home page. When shoppers arrive, they are greeted with the top five latest articles written by KBB.com's editorial staff in a "rotating content module" at the top of the page featuring a photo, headline, story introduction and related links.

From the revamped Car Reviews page, consumers can use a handy selector to research the hundreds of KBB.com expert new-car reviews. Shoppers who know which vehicle they have in mind can search by make/model, and undecided shoppers can browse expert new-car reviews by vehicle category. In addition, Kelley Blue Book's award-winning video reviews are featured on the new Car Reviews page.

To ensure editorial content is presented to new-car shoppers in the most intuitive ways possible, the new Car Reviews page organizes articles and 10 Best lists in relevant categories including "Under \$18,000," "40 MPG and Beyond," "Premium Brands," and "SUVs and Crossovers."

Shoppers interested in learning the latest automotive news also will be happy to find the most recently posted KBB.com news stories collected in the Car Reviews section for easy reference.

"KBB.com's revamped Car Reviews page is designed to highlight Kelley Blue Book vehicle reviews and articles that are created expressly to help car shoppers make informed, confident purchase decisions," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "Our editorial staff works diligently to ensure the millions of new-car shoppers who visit KBB.com can easily find the latest news, reviews, videos and additional information from our experts to help guide their car-buying choices."

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at [www.twitter.com/kelleybluebook](https://twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at <https://plus.google.com/+kbb/>.

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 Group.

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