

KBB.com, Optimized Mobile Site Honored by 17th Annual Webby Awards

Kelley Blue Book Website Recognized with Official Honoree Designation for Second Consecutive Year; Mobile Website is Only Automotive Third-Party Recognized in its Category

IRVINE, Calif., May 20, 2013 /PRNewswire/ -- KBB.com and its optimized mobile website version recently were honored by the 17th Annual Webby Awards, announces Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

(Logo: <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>)

The Webby Awards selected KBB.com as an Official Honoree for the second consecutive year in the Car Sites & Car Culture category for Websites. In addition, the KBB.com optimized mobile site is the only automotive third-party research website recognized as an Official Honoree in the Guides/Ratings/Reviews category for Mobile and Apps.

"Both wins for KBB.com and the KBB.com optimized mobile site signify Kelley Blue Book's on-going commitment to provide visitors with the best experience when researching vehicles and values when using a desktop or mobile phone," said Scott Ehlers, vice president of product for Kelley Blue Book. "Kelley Blue Book will continue to be a leader in both its desktop and mobile devices, allowing consumers to find vehicle information and values- wherever they may be."

The Webby Awards is the leading international award honoring excellence on the Internet, including websites, interactive advertising and media, online film and video, mobile and apps, and social. Established in 1996 by the International Academy of Digital Arts and Sciences, this year's Webbys received more than 11,000 entries from all 50 states and more than 60 countries worldwide. KBB.com and its optimized mobile site were judged on content, structure and navigation, visual design, functionality, interactivity and overall experience. For more information on this year's Webby Awards, visit <http://winners.webbyawards.com/>.

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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 Co. Inc. is a wholly owned subsidiary of AutoTrader Group.

SOURCE Kelley Blue Book

For further information: Chintan Talati, 949-267-4855, ctalati@kbb.com
or Joanna Pinkham, 949-268-3079, jpinkham@kbb.com or Brenna
Robinson, 949-267-4781, berobinson@kbb.com or Natalie Kumaratne,
949-267-4770, nkumaratne@kbb.com

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