

Kelley Blue Book Announces 2013 Telly Award Honors For Company's First National TV Commercial, KBB.com Editorial Videos

IRVINE, Calif., July 11, 2013 /PRNewswire/ -- KBB.com's national 60-second 'Projection' TV commercial, and three editorial new-vehicle video reviews - '2013 Tesla Model S Video Review - LA to Vegas the Hard Way,' '2013 Lexus LS Video Review' and '2012 Toyota Prius c Video Review' - each earned 2013 Bronze Telly Awards by the Silver Telly Council, announces Kelley Blue Book www.kbb.com, the leading provider of new and used car information.

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

"Kelley Blue Book's award-winning, technologically advanced commercial drives home the company's new-car message and introduces new tools to help car buyers feel confident in their vehicle purchase," said Jared Rowe, president of Kelley Blue Book. "Kelley Blue Book's recent Telly Award win confirms that our first-ever TV commercial is among the best in creative work, as we partnered with advertising agency Doner and utilized the latest 3D projection mapping technology to bring KBB.com to life in front of viewers."

Along with Kelley Blue Book's national television commercial, three KBB.com editorial videos also were honored with Bronze Tellys.

"From behind the wheel in our KBB.com editorial video reviews, we make every attempt to provide people with straightforward vehicle assessments and valuable information to help shoppers choose the best new car or truck for them," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book. "The Telly Awards give kudos to KBB.com's editorial videos as being among the best in the industry, and we will continue to raise the bar to offer site visitors the most informative, entertaining automotive video reviews in the future."

KBB.com editorial videos have been honored by the Silver Telly Council every year since 2011, winning Bronze Tellys for its 2010 Ford F-150 Raptor, Audi R8 V10, Lexus CT 220h and Ford Mustang GT video reviews.

Founded in 1979, the Telly Awards recognize the very best local, regional and cable television commercials and programs, the finest video and film productions, as well as the very best work created for the Web. The Silver Telly Council, the judging and oversight body of the Telly Awards, is comprised of top industry professionals that are past winners of a Silver Telly.

The Telly Awards receive more than 13,000 entries annually from the finest ad agencies, production companies, TV stations, cable companies, interactive agencies and corporations in the world. For more information on the Telly Awards, visit www.tellyawards.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.

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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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