Kelley Blue Book Industry Solutions Now Offer Easy Access To Trusted New-Vehicle Values, Data By VIN

Customers Can Quickly Obtain VIN-Specific Information for Both New, Used Vehicles

IRVINE, Calif., April 14, 2014 /PRNewswire/ -- Kelley Blue Bookwww.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, now offers customers easy access to trusted Kelley Blue Book® Values and configuration data for new vehicles by vehicle identification number (VIN), in addition to information already available by VIN for used vehicles, within its suite of business-to-business solutions.

Using the new-vehicle VIN decoding feature within Kelley Blue Book's products, customers can quickly obtain all the new-vehicle information they need without having to utilize a third-party provider or other applications, allowing easy access to key Kelley Blue Book Values. Additional information available by new-vehicle VIN includes year, make, model, engine, transmission and drivetrain information, as well as factory-installed options, standard equipment and additional optional equipment. All information is updated weekly, ensuring market-reflective valuations are at partners' fingertips.

Valuation data available by new-vehicle VIN includes invoice, manufacturer's suggested retail price (MSRP) and Fair Purchase Price. The Kelley Blue Book® Fair Purchase Price reflects the price consumers are typically paying a dealer for a selected new vehicle in the current week. Statistical models utilize actual transactions at the retail level from across the country to validate or revise the Fair Purchase Price every week, as market conditions and consumer trends shift.

"The latest update in our suite of industry solutions ensures that customers can easily access helpful VIN-specific data and timely, relevant Kelley Blue Book Values for any vehicle in the marketplace, whether new or used, all in one place," said Dan Ingle, vice president of valuations and industry products for Kelley Blue Book. "We are committed to being a dynamic business partner for our customers, leveraging Kelley Blue Book's nearly 90 years of vehicle information and expertise to provide trusted values, unparalleled data and integration tools for both new and used vehicles."

All VIN-related information is obtained from factory data, and includes manufacturer's order codes. Kelley Blue Book also provides all associated VIN trims, if more than one is determined.

Kelley Blue Book's industry solutions that now feature new-vehicle VIN decoding include InfoDriver Data, InfoDriver Web Service, InfoDriver Batch VIN, KARPOWER Online and Quick Values. Kelley Blue Book provides vehicle values and information through its suite of industry products to car dealers, auto manufacturers, finance and insurance companies, banks, credit unions, governmental agencies, websites and more.

For more information about how to obtain vehicle configuration information and Kelley Blue Book Values via new-vehicle VIN, please contact Syndication@kbb.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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website 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, and governmental agencies. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

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