

Immediate Access to Kelley Blue Book Experts Now Available to TV Networks Globally

New In-House VideoLink ReadyCam® Studio Provides Media Easy Access to KBB.com Analysts, Executives, Editors Offering Valuable Auto Industry Insights

IRVINE, Calif., July 31, 2014 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today announces the installation of a ReadyCam® on-site studio at its Irvine, Calif. headquarters, offering global media outlets immediate and easy access to its analysts and executives.



"Kelley Blue Book's new in-house studio provides the opportunity to bring the company's trusted automotive expertise and information to news programs and television stations worldwide," said Chintan Talati, senior director of public relations for Kelley Blue Book. "By having state-of-the-art studio capabilities on-site in our office, Kelley Blue Book will be available to share its valuable market insights and nearly 90 years of auto industry experience any time a broadcast or cable network needs an automotive expert."

The ReadyCam studio is an all-inclusive video studio designed to capture, record and transmit HD video and audio over the Internet to anywhere around the world, using VideoLink's EnhancedIP™ network. The studio simplifies the production of live, pre-taped and on-demand video content.

Kelley Blue Book's available spokespeople include:

Jared Rowe, president
Jack Nerad, executive editorial director and executive market analyst
Karl Brauer, senior analyst
Alec Gutierrez, senior analyst
Eric Ibara, director of residual values
Micah Muzio, managing editor, video
Matt DeLorenzo, managing editor
Richard Homan, senior vehicle review editor
Matt Degen, senior associate editor

Kelley Blue Book offers insights on the following:

Average transaction prices on new models
New-car sales
Average incentive spend
Used-car pricing data and trends
Market insights
Comments on breaking automotive news
KBB.com survey and traffic data, and more

Visit www.vlguru.com for a list of Kelley Blue Book experts available at this ReadyCam location, and contact a member of the Kelley Blue Book Public

Relations team to book an expert.

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 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's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

About VideoLink LLC (videolinktv.com)

VideoLink LLC is a leading video services provider with experience in all things video from video strategy to production to distribution. Twenty five years of experience in live TV and deep expertise in video strategy and production, VideoLink offers clients a full range of service offerings for any video project. Whether live TV and live video webcasts, or [studio video productions](#), we partner with clients to find creative ways to use video wisely and to deliver video our clients expect. Our clients range from global blue chip companies to million dollar boutique professional services firms who use video for competitive advantage and increase client engagement. VideoLink is a trusted video partner of TV and cable networks, corporations and institutions worldwide. To learn more about VideoLink services and products, visit us at videolink.tv, follow us [@videolinkllc](#) and subscribe to our [blog](#).

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Additional assets available online:  [Photos \(1\)](#)

<https://mediaroom.kbb.com/2014-07-31-Immediate-Access-to-Kelley-Blue-Book-Experts-Now-Available-to-TV-Networks-Globally>