

# Kelley Blue Book Provides New-Car Safety Feature Insights, Tips To Help Avoid Distracted Driving At 2015 Celebrity Red CARpet Safety Event

**As Part of Child Passenger Safety Week and Amidst Growing Distracted Driving Concerns, KBB.com Experts Highlight Five Favorite New-Car Safety Features**

IRVINE, Calif., Sept. 15, 2015 /PRNewswire/ -- As part of Child Passenger Safety Week 2015, Kelley Blue Book [www.kbb.com](http://www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, aims to educate consumers on the various technology features available on new cars to help keep families safe and avoid distracted driving while they are on the road. The KBB.com experts recently published an article detailing their [Five Favorite New-Car Safety Features](#), giving new-car shoppers insight into various helpful safety and technology features to consider in their next vehicle purchase.

The problem of distracted driving is a dire and growing concern. According to [the official U.S. government website for distracted driving](#), 3,154 people were killed and approximately 424,000 people were injured in motor vehicle crashes involving distracted driving in 2013.<sup>1</sup> At any given daylight moment across America, approximately 660,000 drivers are using cell phones or manipulating electronic devices while driving.<sup>1</sup>



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"Options available on new cars today like Apple CarPlay and Android Auto provide drivers with easy access to their smartphone's navigation, phone, entertainment and texting abilities in ways that are an infinitely safer alternative to checking your phone behind the wheel, including options like voice commands," said Micah Muzio, managing editor for Kelley Blue Book's KBB.com. "In addition, other new-car technology features like backup cameras, blind spot warnings, forward collision alerts and lane departure warnings are helping to ensure greater safety for passengers and pedestrians alike."

Kelley Blue Book is participating in the fourth annual [Red CARpet Safety Event](#) in Los Angeles on September 19, 2015, an interactive event featuring celebrities, influencers and everyday families aiming to spread awareness about car seat safety as well as other areas of safety that affect parents and children. Alongside different seminars by renowned parenting and safety experts and celebrity moms like Ali Landry and Jaime Pressly, KBB.com Managing Editor Micah Muzio will participate on a panel titled 'Just Drive' with Jeri Dye Lynch of the [Conor Lynch Foundation](#), providing expert insight into new-car safety and technology features and providing tips to avoid distracted driving.

"We all spend so much time in the car with our kids and on-the-go, and now the issue of car safety has expanded even further with rising concerns about distracted driving," said Ali Landry, said Ali Landry, co-founder of [favored.by](http://favored.by), actress and mompreneur. "Having a company

like Kelley Blue Book participate in this year's Celebrity Red CARpet Safety Event is a great fit, since they have helped families with trusted car-shopping advice and information for decades. We are thrilled to have a KBB.com expert editor participating in our 'Just Drive' event panel seminar on distracted driving, to help attendees learn more about all the new-car safety and technology features that can help keep their precious cargo safe while they are on the road."

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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<sup>1</sup> Source: Distraction.gov, the Official U.S. Government Website for Distracted Driving.

**About Kelley Blue Book** ([www.kbb.com](http://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 Values and Fair Purchase Price, which reports what others are paying for new and used 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 four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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