Kelley Blue Book Expands Its Trusted Vehicle Values Into Portugal

Kelley Blue Book Portugal Marks First International Launch of Branded Vehicle Valuation and Pricing Tools

IRVINE, Calif., March 20, 2017 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today announced its first in a series of international launches with the introduction of Kelley Blue Book in Portugal at KBB.PT. According to a 2017 TGI Grupo Marktest study, price was the No. 1 important factor for both new- and used-car shoppers in Portugal, with 74 percent of new-car buyers and 72 percent of used-car buyers indicating the importance of price in their purchase decision. In the United States, Kelley Blue Book is the most used third-party vehicle valuation and information site[1], visited by more than 20 million unique visitors each month. Kelley Blue Book is the fourth Cox Automotive™ brand to join the Portugal market, with Manheim Portugal, which recently celebrated its 10-year anniversary, along with Incadea and Auto SAPO Venda Já.

"Kelley Blue Book's expansion to Portugal is a testament to our 90-year history of providing car buyers and sellers with trusted vehicle values, fair pricing and automotive expertise to make well informed purchasing decisions," said Dan Ingle, vice president of international business development for Cox Automotive Media Solutions Group, which includes Kelley Blue Book and Autotrader. "We're confident KBB.PT will quickly become the market standard for vehicle pricing and valuations in Portugal, offering the industry and consumers with effective transparency within the car market."

Built in partnership with Janela Digital, a leading supplier of technological solutions, KBB.PT is a completely re-envisioned web-based consumer and valuation platform. KBB.PT was created in collaboration with our partners in Portugal, who worked alongside our specialists inthe United States, including data scientists, web designers and other in-house experts. Kelley Blue Book will seek to replicate the consumer and valuations platform as it expands into other markets.

Visitors to KBB.PT will have free access to trade-in, private party, used-car retail and new-car retail pricing. Specifically for the automotive industry, Kelley Blue Book® Auction Values also will be available in an industry-facing software product coming to the Portugal market.

"Intended to address the need for a more sophisticated vehicle valuation solution in most markets around the globe – both from an industry and consumer perspective – we built a new multi-currency, multi-language vehicle valuation engine that can be adapted to other international markets," said Nuno Castel Branco, business development director at Cox Automotive, parent company of Kelley Blue Book. "We expect the development and architecture behind the new Kelley Blue Book Portugal platform to increase operational efficiencies when we launch in other territories."

For KBB.PT, Kelley Blue Book also partnered with Auto SAPO, a leading provider of automotive classified listings in Portugal, which will help provide classified pricing data in Portugal, one of a variety of data inputs used to fuel the valuations engine.

"For SAPO it is of utmost importance to partner withKelley Blue Book, a leader in vehicle valuation and automotive research," said Filipa Martins, director of SAPO. "SAPO's partnership with Kelley Blue Book strengthens the offerings to the automotive industry in Portugal. Kelley Blue Book provides vehicle values, a needed service in the market, to help bring consumers and dealers closer together. Kelley Blue Book also provides vehicle research, news and advice, and information about auto shows through our dedicated area of the SAPO website, Motores, where users can navigate through the articles, as well as offers to sell or purchase a vehicle."

In addition, Kelley Blue Book Portugal will offer auto intenders and enthusiasts with an array of content developed by the newly formed KBB.PT Editorial Team, which has been working closely with KBB.com's award-winning editorial experts.

For more information on the launch of Kelley Blue Book Portugal (KBB.PT), please contact a member of the Kelley Blue Book Media Relations teams.

[1] Cox Automotive 2017 Car Buyer Journey study

About Kelley Blue Book (www.kbb.com)
Founded in 1926, Kelley Blue Book, *The Trusted Resource®*, is the 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. In the United States, Kelley Blue Book's KBB.com is ranked highest in its category for brand equity by the 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive brand.

About Cox Automotive
Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues exceeding $20 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

About Auto SAPO
Launched in 2005, Auto SAPO is one of the leading online references in Portugal for the acquisition and sale of Automobiles, receiving more than 750,000 Monthly Visits that consult the 22,000 plus vehicles announced. Auto SAPO also has a private vehicle acquisition service (Auto SAPO Venda Já) and an innovative service that facilitates cars transactions between Individuals (Auto SAPO Premium). This auto Marketplace is part of the SAPO universe, the leading internet portal in Portugal with more than 1 million daily visits, which is owned by the Altice group.

SOURCE Kelley Blue Book

For further information: Andrew Nicolai, Cox Automotive, 949-293-5241, andrew.nicolai@coxautoinc.com; Brenna Buehler, Kelley Blue Book, 909-225-4643, brenna.buehler@kbb.com; Chintan Talati, Cox Automotive, 210-884-3675, Chintan.talati@coxautoinc.com

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