

Kelley Blue Book Offers Financial And Direct Marketing Customers New Capabilities, Enhancements In Self-Service Batch VIN Value-Appending Service

IRVINE, Calif., Oct. 11, 2017 /PRNewswire/ -- [Kelley Blue Book's](#) Self-Service Batch VIN Value-Appending Service now offers new capabilities and enhancements to customers using the self-service interface. Batch VIN provides easy, real-time access to trusted new and used-car Kelley Blue Book® Values and configuration data by vehicle identification number (VIN) within Kelley Blue Book's suite of business-to-business solutions. Financial institutions and direct mail marketers can leverage Kelley Blue Book's long-standing position as the trusted source for both consumers and the automotive industry. Additionally, Batch VIN users can now navigate the self-service portal to process files on demand or schedule automated jobs using Kelley Blue Book's application program interface (API) web service, allowing for greater flexibility.

New Capabilities Include:



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- **Dynamic File Format:** The dynamic input file feature allows customers to process files with different schemas as-is, without the need to reformat or remove content from files prior to processing. All personally identifiable information included in the file is encrypted using SafeNet Encryption and purged.
- **Reporting:** Export account history to assist in keeping track of all account activity. Simply select a date range to filter the output to a specified time range or leave blank for up to 12 months worth of activity, which can be exported to a CSV file.
- **Account Grouping:** Customers can now take further advantage of all the functionality of our Self-Service Batch VIN Value-Appending Service product by sublicensing the product to their clients. With this new enhancement, users can create sub-accounts, which allow them to grant permissions to their clients to use the product, so they can run their own files under their own account. Customers can actively track sub-account activity in the "Batch History" view by referring to the newly added "Account" column to see a high level overview of their activity as well as export the activity to a CSV file for reporting purposes.

"The latest generation of Self-Service Batch VIN Value-Appending Service enables Kelley Blue Book customers even greater flexibility to process VIN-specific data and provides easy access to Kelley Blue Book's new- and used-car values," said Damon Bennett, senior director of syndication for Kelley Blue Book. "We are proud to continue providing exceptional products and serve as a principal resource for our customers using the trusted Kelley Blue Book brand and the company's more than 90 years of automotive expertise."

All VIN-related information is obtained from factory data. Kelley Blue Book also provides all associated VIN trims, if more than one is

identified from the decoding process.

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 login access and Kelley Blue Book Values via the new self-service interface, please visit <https://b2b.kbb.com/industry-solutions/portfolio/>.

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 (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, follow us on Instagram at www.instagram.com/kbb_com/ (or @kbb_com), 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 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 Co., Inc. is a Cox Automotive™ brand.

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