Introducing Ride: Kelley Blue Book's New Resource for Educating Consumers on Their Mobility Options

Ride.Tech website provides news, editorial features and video content on fast-evolving transportation technology

IRVINE, Calif., May 14, 2019 /PRNewswire/ -- Kelley Blue Book today unveiled Ride, an all-new website built to help educate and empower consumers about the technology that is rapidly transforming the movement of people and goods today and in the future.

Kelley Blue Book is the most-used third-party site by car shoppers with the majority of consumers visiting KBB.com during the car-buying process[1]. Ride extends Kelley Blue Book's award-winning editorial content and trusted reputation with an added focus on forward-thinking topics, including everything from ride-hailing, car-sharing, car subscription and micro-mobility to electric vehicles (EV), advanced driver-assistance systems, self-driving technology and flying cars.

The demand for alternative mobility solutions is already building. One-third of consumers say they are open to new transportation methods, rather than owning their vehicle, according to the 2018 Cox Automotive Evolution of Mobility Study.

"Consumers are clearly interested in new methods of transportation that provide more efficient, affordable or convenient alternatives to their current Point A to Point B travel needs, but with technology moving so fast, it's difficult to keep up," said Karl Brauer, executive publisher of Kelley Blue Book. "Ride by Kelley Blue Book offers thoughtful content that cuts through the clutter to keep consumers up to speed on the mobility services that best fit their lifestyle."

Ride includes an array of informational and educational editorial and video content from some of the automotive industry's leading reporters and analysts, with dedicated sections focused on the following technology transportation topics:

- **Electric & Hybrid** – Features on production and concept electric vehicles and motorcycles, as well as battery charging and the latest news on mobility investments being made in the EV category.
- **Self-Driving** – Insights and editorial on the autonomous technology impacting a driverless future.
- **Mobility Lifestyle** – A mix of content spanning micro-mobility (i.e., e-scooters and e-bikes), drone delivery services and flying taxis.
- **Best Rides & More** – Reviews, top lists and guidance on buying and alternative ownership.

Ride also will be working with a collection of lifestyle contributors to create relevant content. Actress and television correspondent, Alison Haislip, well known for her past work with "Attack of the Show!," "BattleBots," and "American Ninja Warrior," will host regular video features for Ride. In addition, the site plans to provide tools and calculators to help consumers understand the mobility options and services that best fit their personal and financial needs.

For more information about Ride by Kelley Blue Book, visit https://ride.tech/, follow

us on Twitter at https://twitter.com/RideTechNews (or @RideTechNews), like our page on Facebook at https://www.facebook.com/ridetechnews, and follow us on Instagram at https://www.instagram.com/ridetechnews/ (or @RideTechNews).

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 market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book℠ Instant Cash Offer. 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 is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding $20 billion. coxautoinc.com

[1] 2019 Cox Automotive Car Buyer Journey Study

SOURCE Kelley Blue Book

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