Kelley Blue Book 5-Year Cost to Own Data Now Available for Syndication via API

Customers Can Leverage Industry-Leading Ownership-Cost Data from KBB.com

IRVINE, Calif., Sept. 26, 2019 /PRNewswire/ -- Kelley Blue Book's 5-Year Cost to Own data is now available for syndication via API. Previously only available on KBB.com, now customers can integrate this valuable information within their own website experiences, helping consumers to be more informed about the total ownership cost picture of the new vehicles they are considering for purchase.

Kelley Blue Book's 5-Year Cost to Own data takes into consideration depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for new vehicles.

"Kelley Blue Book's 5-Year Cost to Own breaks down typical ownership costs, so consumers can evaluate the out-of-pocket expenses they will incur beyond just the initial purchase price of a new car," said Damon Bennett, senior director of syndication for Kelley Blue Book. "Given the extensive data insights available across Cox Automotive, we are excited our customers now can leverage another industry-leading product within our syndication portfolio that offers valuable information to help smooth the car-buying process for consumers and dealers alike."

Kelley Blue Book 5-Year Cost to Own information is developed using Kelley Blue Book® Residual Values to calculate depreciation costs. Kelley Blue Book calculates total ownership costs for new vehicles by applying a sophisticated valuation methodology along with critical financial data from third-party providers. In addition, each year Kelley Blue Book uses this data to announce its 5-Year Cost to Own Award winners, honoring the new vehicles and brands with the lowest projected ownership costs.

Available now to OEM, Dealer, Website Publisher and Auto Industry Product Developers, customers interested in syndicating Kelley Blue Book 5-Year Cost to Own data via API should contact kbb.syndication@coxautoinc.com for more information.

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, and follow us on Instagram at https://www.instagram.com/kbb_com/ (or @kbb_com).

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

SOURCE Kelley Blue Book

For further information: Nichole Mrasek, 678-429-7627, nichole.mrasek@coxautoinc.com

---