Autotrader and Kelley Blue Book Release All-New Monthly Best Deals Lists for Car Shoppers

Top Finance, Lease Offers Now Available on New and Used Cars, Trucks and SUVs

ATLANTA and IRVINE, Calif., Oct. 22, 2020 /PRNewswire/ -- Choosing a good car is easier than ever but getting the best deal can be tricky. To provide consumers with the most recent information on the best car deals monthly, Autotrader and Kelley Blue Book are rolling out a variety of new lists—rounding up standouts and bringing them together in lists that help make car shopping easier. Purchasing a car can be a stressful process, and trusted brands Autotrader and Kelley Blue Book are looking to alleviate any consumer uncertainty.

With the changing of the seasons comes a new batch of new and used car deals for the month. Now more than ever, it is essential to be informed when making large purchases, such as a vehicle. Not only do the latest lists from Autotrader and Kelley Blue Book highlight new types of deals to meet consumers' specific needs and interests, but these resources will also be updated monthly to ensure they include the most up to date and accurate information.

A sample of the expanded coverage of top new and used car deals includes:

- Best SUV Lease Deals Under $300
- Best Truck Lease Deals
- Best Used SUV Deals
- Best Used Car Deals
- Best Luxury Car and SUV Deals

"With so many good cars to choose from nowadays, it's okay to start your car shopping by first seeking out the most enticing incentives," said Jason Allan, editorial director for Autotrader and Kelley Blue Book. "The automakers typically update their deals near the beginning of every month and staying on top of these offers is an important part of the shopping process for buyers looking to get the most car for the money."

To view this month's Autotrader lists, visit https://www.autotrader.com/car-deals. To view the most recent Kelley Blue Book lists, visit https://www.kbb.com/awards/awards-best-cars-and-top-10-lists/ for new car deals and https://www.kbb.com/awards/best-used-cars/ for used car deals.

About Autotrader

Autotrader is the most recognized third-party car listings brand, with the most engaged audience of in-market car shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered car shopper looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing and retailing solutions allow consumers to build their deal online, and guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience. Autotrader is a Cox Automotive™ brand. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit

http://press.autotrader.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 BookSM 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 of $21 billion. www.coxautoinc.com

SOURCE Autotrader and Kelley Blue Book

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