Kelley Blue Book, Experian Team Up to Bring Buyers Better Vehicle History Reports

Unmatched Trust and Transparency from Detailed Reports to Boost Buyer Confidence and Drive More Conversions

ATLANTA and COSTA MESA, Calif., June 10, 2025 /PRNewswire/ -- As the market heats up, along with the competition, it has never been more important to make smart car buying choices based on trusted research. As part of its commitment to drive stronger results for our clients, Kelley Blue Book and Autotrader, Cox Automotive brands, today announced they are expanding their strategic relationship with Experian, a global data and technology company, to co-brand its AutoCheck® vehicle history reports on KBB.com and Autotrader.com vehicle listings. Experian's AutoCheck vehicle history reports offered by Kelley Blue Book combine the power of the storied and trusted Kelley Blue Book brand with the detailed insights Experian already delivers to car buyers and sellers for more efficient decision-making.

Experian's AutoCheck vehicle history reports will be available on all eligible listings on both Kelley Blue Book and Autotrader, allowing dealerships to provide potential buyers with detailed vehicle history information and inherent trust in their product. Featured on the vehicle history reports, the proprietary AutoCheck Score offers a quick, clear snapshot of a vehicle's predicted reliability, helping buyers and sellers feel confident every step of the way.

"With proprietary auction data and backed by Kelley Blue Book, the No. 1 trusted automotive brand for shoppers planning to buy in the next six months, dealerships can gain the edge they need to better buy and sell inventory," said Jessica Stafford, senior vice president, consumer solutions, at Cox Automotive. "Our clients and consumers will have detailed information to make informed car-buying decisions which, given the current market, is more important than ever before. Increased transparency leads to more confident and informed shopper decisions, and ultimately, more leads for dealers."

Dealerships also benefit from more engagement in listings, reporting with an extensive database of automotive records, and easy-to-understand insights to better compare a vehicle to other similar models currently on the market. In fact, free Experian vehicle history reports drive 44% more lead conversions on Autotrader vehicle detail pages than the leading competitor. *

"Researching and comparing vehicle listings is a critical step in the used car buying experience. Nearly every in-market shopper scours every ounce of information available to help them choose the right vehicle," said Robert Granados, president of Experian Automotive. "By joining forces with Kelley Blue Book, we're able to put information about a vehicle's history directly into the hands of more consumers. Now, in-market shoppers will have more transparency when buying a vehicle and feel more confident in their choice."

For more information about Experian AutoCheck offered by Kelley Blue Book, contact your Kelley Blue Book or Autotrader sales representative.

*Based on internal analysis of vehicle history report leads submitted from Autotrader listings/VDPs fromDec 2024 - May 2025. Individual results may vary.

About Kelley Blue Book

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 for nearly a century. As the industry standard for generations, Kelley Blue Book provides transparent, objective information and data-driven, innovative tools for consumers, automotive dealers and manufacturers. Kelley Blue Book publishes millions of market-reflective values weekly on its top-rated website KBB.com, from its famous Blue Book® Trade-In Values to the Kelley Blue Book® Price Advisor tool, which offers a range for what consumers reasonably can expect to pay for a vehicle in their area. KBB.com editors rate and review hundreds of new vehicles each year to help consumers understand the Best Cars and Best SUVs to meet their needs. Kelley Blue Book℠ Instant Cash Offer provides a redeemable trade-in offer to transaction-ready consumers and conveniently connects them to local participating dealers. Kelley Blue Book's Service Advisor provides guidance on how much to pay for service and repairs, allowing consumers to schedule service with local dealers on KBB.com. Kelley Blue Book also provides vehicle values to finance and insurance companies as well as governmental agencies. Kelley Blue Book is a Cox Automotive brand.

About Cox Automotive

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000+ employees on five continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and FleetNet America®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with $23 billion in annual revenue. Visitcoxautoinc.com or connect via @CoxAutomotive on X, CoxAutoInc on Facebook or Cox-Automotive-Inc on LinkedIn.

About Experian

Experian is a global data and technology company, powering opportunities for people and businesses around the world. We help to redefine lending practices, uncover and prevent fraud, simplify healthcare, deliver digital marketing solutions, and gain deeper insights into the automotive market, all using our unique combination of data, analytics and software. We also assist millions of people to realise their financial goals and help them to save time and money.

We operate across a range of markets, from financial services to healthcare, automotive, agrifinance, insurance, and many more industry segments.

We invest in talented people and new advanced technologies to unlock the power of data and to innovate. A FTSE 100 Index company listed on the London Stock Exchange (EXPN), we have a team of 23,300 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at **experianplc.com**.

SOURCE Kelley Blue Book

For further information: Brenna Buehler, Cox Automotive, 949-473-6595, brenna.buehler@coxautoinc.com; Jordan Takeyama, Experian, 951-733-8768, Jordan.takeyama@experian.com

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