# Kelley Blue Book Celebrates 100 Years by Helping Fund 100 Future Road Trips

*In honor of its centennial, the leading guide to car shopping is embarking on a cross-country road trip along historic Route 66 and giving consumers the chance to win $500 toward their next adventure*

ATLANTA, Nov. 10, 2026 /PRNewswire/ -- This year, Kelley Blue Book, a Cox Automotive brand, is celebrating 100 iconic years of providing trusted information and tools to help enable total car confidence. The milestone coincides with the 100th anniversary of Route 66, providing the perfect backdrop to honor a century of automotive history while looking ahead to the journeys still to come. To celebrate, Kelley Blue Book is helping fund 100 future road trips and embarking on a cross-country road trip across Route 66, complete with surprises for travelers along the historic highway.




At the center of the celebration is the launch of the Kelley Blue Book Digital Passport**,** an interactive online experience that invites consumers nationwide to virtually travel the iconic highway, complete simple challenges and collect passport stamps for the chance to have Kelley Blue Book help fund their next road trip. Beginning today, participants can visit KBB100RoadTrip.com and enter for the chance to win one of 100 $500 prizes, which can be put toward their next trip – whether they're cruising Route 66 or heading somewhere entirely on their own!*

"Reaching 100 years is an incredible milestone for Kelley Blue Book and a testament to the trust generations of consumers have placed in us," said Greta Crowley, Vice President of Marketing at Cox Automotive. "When we saw that Route 66 was also celebrating its centennial, we couldn't pass up the opportunity to hit the road and bring our anniversary celebration directly to travelers while helping more consumers get on the road for adventures of their own."

Road trip enthusiasts traveling along Route 66 should keep their eyes peeled for the Kelley Blue Book SUV making its way from Chicago, Illinois, to Santa Monica, California. Along the way, Kelley Blue Book will be surprising travelers with gas fill-ups and other road-trip perks to help make their journey even more unforgettable.

Whether it's helping fund future road trips or surprising travelers along Route 66, Kelley Blue Book is marking its centennial by helping fuel new adventures nationwide. As the brand enters its next century, it remains committed to providing trusted information and tools that help drivers make confident decisions about their car.

For more information on the Kelley Blue Book Digital Passport, visit KBB100RoadTrip.com, and follow the brand's own Route 66 road trip on Instagram.

***NO PURCHASE NECESSARY.** A purchase will not increase your chances of winning. Begins at 10:00:00 AM ET on 11/10/26 and ends at 11:59:59 PM ET on 11/30/26. Open only to legal residents of the 50 U.S./D.C. who are 18 years or older. See **Official Rules** for how to enter, odds, prize details and restrictions. Void where prohibited. Sponsor: Kelley Blue Book Co., Inc., 217 Technology Dr., Irvine, CA 92618.

**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- and third-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 four continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and Cox Fleet®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with $23 billion in annual revenue. Cox Automotive has been included on Glassdoor's **Best Companies in Tech & AI 2026** and **Best Place to Work in 2026** lists. Visit **coxautoinc.com** or connect via **@CoxAutomotive** on X, **CoxAutoInc** on Facebook or **Cox-Automotive-Inc** on LinkedIn.

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