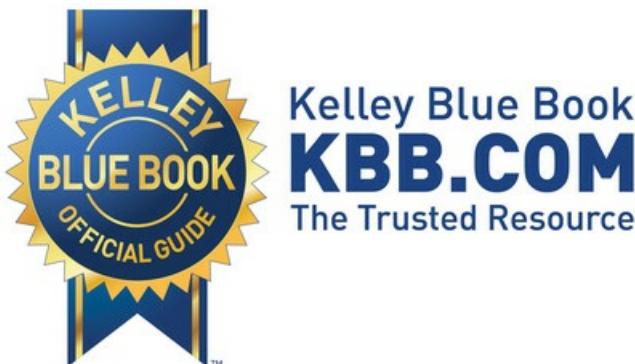


Consumers Vote Chevrolet SS Tops Among Production Versions Of NASCAR Vehicles, Reports KBB.com Poll

More than 50 Percent of Polled KBB.com Visitors Think Production Version of Dale Earnhardt Jr.'s Car Performs Best

IRVINE, Calif., Aug. 22, 2014 /PRNewswire/ -- If NASCAR drivers raced in production versions of their cars, 57 percent of KBB.com visitors think the [Chevrolet SS](#) would perform best in the Sprint Cup Series, according to a recent online poll from Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



KBB.com Quick Poll: If NASCAR Drivers Raced In Everyday Cars Sold at Dealerships, Which Model Would Perform Best in the Sprint Cup Series?¹

Model	Percent of KBB.com Visitors
Chevrolet SS	57%
Ford Fusion	23%
Toyota Camry	20%

"Nearly 60 percent of consumers polled believe the everyday version of the Chevrolet SS would take home first place if a NASCAR driver was racing it, demonstrating that the Chevrolet brand resonates for performance both in the racing realm and in the real world," said Arthur Henry, analyst for Kelley Blue Book. "When NASCAR driver Dale Earnhardt Jr. recently raced his Sprint Cup Series Chevrolet SS to victory lane for the third time this season alone, he helped increase the model's perception as an attainable performance vehicle."

Kelley Blue Book is a sponsor of Earnhardt and his Hendrick Motorsports team in the NASCAR Sprint Cup Series for 2014 and 2015. So far this season, Earnhardt won the Daytona 500 and both NASCAR Sprint Cup Series races at Pocono.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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¹ *Online poll fielded July 9-14, 2014, among 587 respondents on Kelley Blue Book's KBB.com*

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new cars this week. 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's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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