COX AUTOMOTIVE AND HENDRICK MOTORSPORTS EXTEND PARTNERSHIP THROUGH 2024

KELLEY BLUE BOOK CONTINUES SUPPORT OF CHASE ELLIOTT, NO. 9 TEAM

CONCORD, N.C. (Jan. 31, 2023) – Kelley Blue Book, a Cox Automotive company and your one-stop resource for researching new and used cars, has extended its sponsorship of Hendrick Motorsports and champion driver Chase Elliott with a two-year contract renewal.



This season, the 27-year-old Elliott will drive the No. 9 Kelley Blue Book Chevrolet Camaro ZL1 on March 12 at Phoenix Raceway and in the Cup Series playoff race at Texas Motor Speedway on Sept. 24.

In 2023 and 2024, Kelley Blue Book will be featured as a two-race primary sponsor and full-season associate sponsor of Elliott's No. 9 NASCAR Cup Series team. The company's association with Hendrick Motorsports began with a one-race primary sponsorship in 2014 and expanded to two races in 2016 when Kelley Blue Book joined Elliott for his rookie year.

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"We were just getting started when we first teamed up with Chase Elliott back in 2016, and now Kelley Blue Book eagerly anticipates two more thrilling seasons in partnership with Hendrick Motorsports," said Ken Kraft, chief marketing officer for Cox Automotive. "With Kelley Blue Book's support, we hope Chase feels just as confident on the track as car shoppers feel off the track when using Kelley Blue Book to research new and used cars. Continuing to connect with fellow race fans this season via the Chase Elliott sponsorship is a natural extension for Kelley Blue Book, the one-stop resource for car shoppers."

In 2020, Elliott became the third-youngest driver in history to win a Cup Series title. At NASCAR's top level, the Dawsonville, Georgia, native already has won 18 points-paying races and was voted by fans as the sport's Most Popular Driver five consecutive times (2018-2022). Last year, he secured a series-best five victories, won the regular season championship and made his seventh playoff appearance in as many full years on the circuit.

"Kelley Blue Book has been such a big part of my Cup Series career dating back to my very first season, and I'm proud of what we've been able to accomplish together so far," Elliott said. "Not only have they been an outstanding partner for our No. 9 program, but for Mr. (Rick) Hendrick's entire organization. I look forward to continuing to build our relationship and celebrating more victories with Kelley Blue Book in the years to come."

In addition to individual consumers, Kelley Blue Book's variety of products and services are available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Partners include Hendrick Automotive Group, which utilizes Kelley Blue Book in each of its 132 automotive retail franchises across the United States.

"We're proud to continue our relationship with Kelley Blue Book," said Rick Hendrick, owner of Hendrick Motorsports and chairman and CEO of Hendrick Automotive Group. "It's been a tremendous collaboration across many levels, from winning races and championships on the track to working together to meet

business objectives. In 2023, we look forward to celebrating our 10th season of partnership and continuing to raise the bar."

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. The company 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. The company 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, automakers, dealers, retailers, lenders and fleet owners. The company has 25,000+ employees on five continents and a family of trusted brands that includes Autotrader®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital™ and vAuto®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with $21 billion in revenue. Visit coxautoinc.com or connect via @CoxAutomotive on Twitter, CoxAutoInc on Facebook or Cox-Automotive-Inc on LinkedIn.

ABOUT HENDRICK MOTORSPORTS:

Founded by Rick Hendrick in 1984, Hendrick Motorsports is the winningest team in NASCAR Cup Series history. At the sport's premier level, the organization holds the all-time records in every major statistical category, including championships (14), points-paying race victories (291) and laps led (more than 77,000). It has earned at least one race win in a record 38 different seasons, including an active streak of 37 in a row (1986-2022). The team fields four full-time Chevrolet Camaro ZL1 entries in the NASCAR Cup Series with drivers Alex Bowman, William Byron, Chase Elliott and Kyle Larson. Headquartered on more than 100 acres in Concord, North Carolina, Hendrick Motorsports employs approximately 600 people. For more information, please visit HendrickMotorsports.com or interact on Twitter, Facebook and Instagram.

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