

It's That Easy: Get A Redeemable Offer On Your Current Car With Kelley Blue Book Instant Cash Offer

New Kelley Blue Book TV Campaign Showcases Ease of Instant Cash Offer; Expert Editors Name 10 Favorite New Cars of 2017 to Assist Shoppers in Search of Next New Vehicle

IRVINE, Calif., April 10, 2017 /PRNewswire/ -- For car shoppers ready to trade-in or sell their current vehicle, the process has never been easier with the availability of Kelley Blue BookSM Instant Cash Offer at <https://www.kbb.com/instant-cash-offer/>. Based on the vehicle's specific features and condition, and using their desktop or mobile device, car owners can receive an offer in the comfort of their own home – or anywhere for that matter – from Kelley Blue Book www.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Redeemable at participating dealerships across the country, consumers can use the offer toward the purchase of a new car, or simply walk away with a check. To showcase just how convenient it is to take advantage of a Kelley Blue Book Instant Cash Offer, the company today launched a new national television [ad campaign](#) touting the program.

"Selling a car is something millions of consumers decide to do each year, and we know among the biggest pain points for those owners is understanding how to sell their car and how much to expect for it," said Mike Sadowski, vice president of operations and general manager for Kelley Blue Book. "Kelley Blue Book Instant Cash Offer provides a convenient car-selling experience that also provides consumers with the confidence of an offer for their vehicle powered by the experts in vehicle valuation, Kelley Blue Book."



Kelley Blue Book

For drivers looking to take advantage of Kelley Blue Book Instant Cash Offer, and unsure about their next vehicle purchase, the expert editors at Kelley Blue Book today named their [10 Favorite New Cars of 2017](#). The 2017 model year brought more than 50 brand-new and redesigned cars, trucks and SUVs, and the editorial staff has been behind the wheel of nearly every one of them. This year's Kelley Blue Book 10 Favorite New Cars of 2017 include:

Rank	Model
1	2017 Porsche 718 Boxster and Cayman
2	2017 Mercedes-Benz E-Class
3	2017 Acura NSX
4	2017 Honda CR-V
5	2017 Audi A4
6	2017 Honda Ridgeline
7	2017 Chevrolet Bolt EV
8	2017 Ford Raptor
9	2017 Jaguar F-PACE
10	2017 Chrysler Pacifica

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 schedule an interview.

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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 the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used 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 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

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