Kelley Blue Book, CARS Help Support Environmental Programs through Vehicle Donations for Earth Month 2021

Consumers can donate older vehicle on KBB.com to help benefit nonprofits saving our natural environment

IRVINE, Calif., April 19, 2021 – In celebration of Earth Month, Kelley Blue Book and CARS (Charitable Adult Rides & Services) are taking action to reduce the carbon footprint by helping Cox Enterprises reach its goal to send zero waste to landfills by 2024 and become carbon and water neutral by 2034. In April, consumers driving an older vehicle can help turn their gas-guzzler into support for environmental programs like American Rivers, Keep America Beautiful and other nonprofits by donating it through KBB.com. The vehicle pick-up is free, the donation is tax-deductible and proceeds from the sale of a car, truck or RV can be used to fund programs protecting and conserving our natural environment.

> *“Since first teaming up in 2017, together Kelley Blue Book and CARS have raised more than $3.2 million for nonprofits nationwide.”*

“There’s no better way to celebrate Earth Month than choosing to donate your old vehicle to help save the earth,” said Jessica Stafford, senior vice president of Autotrader and Kelley Blue Book. “The process is free and easy, you can feel good about supporting worthy environmental nonprofits and the resulting tax benefits are just icing on the cake. Kelley Blue Book’s ongoing partnership with CARS to support nonprofit organizations through vehicle donation is just one of many ways Cox Enterprises companies are dedicated to making a difference when it comes to sustainability.”

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Kelley Blue Book's parent company, Cox Enterprises, is celebrating the 10th anniversary of Cox Conserves, a national sustainability program. In addition to expanding its initial carbon goal to include waste and water objectives, the company has added initiatives to engage other organizations and inspire environmental action in communities and among its employees. Through its national partnerships with American Rivers, Keep America Beautiful, and Ocean Conservancy, Cox Conserves is helping to clean up and build healthier communities. To learn more about Cox Conserves goals, visit https://www.coxenterprises.com/cox-conserves .

To learn more about donating a vehicle to benefit nonprofits like American Rivers and Keep America Beautiful, visit https://www.autogiving.org or https://www.kbb.com/donate-your-car.

For consumer advice from the experts at Kelley Blue Book on deciding whether to donate, trade or sell a used car, visit https://www.kbb.com/car-news/insider-car-buying-tips-trade-sell-or-donate/. Kelley Blue Book also offers pricing, ratings and reviews from both the expert editors and consumers, and photos and videos about eco-friendly new and used vehicle options, including hybrids and electric cars.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on LinkedIn at https://www.linkedin.com/company/kelley-blue-book/, Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb and follow us on Instagram

at https://www.instagram.com/kbb_com/ (or @kbb_com).

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 market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book℠ Instant Cash Offer. 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 is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. makes buying, selling, owning and using vehicles easier for everyone. The global company's more than 27,000 team members and family of brands, including Autotrader®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with annual revenues nearly $20 billion. www.coxautoinc.com

About CARS

CARS (Charitable Adult Rides & Services) is a 501 (c)(3) social enterprise nonprofit based in San Diego, California. CARS manages thousands of vehicle donation programs for some of the nation's most respected nonprofits and public media stations throughout North America and Canada. Through its car donation program, CARS supports JFS's On the Go, a local program providing affordable transportation solutions and delivery services to San Diego seniors. Since 2003, CARS has returned more than $300+ million to its nonprofit partners and reinvests in communities through meals and transportation solutions each year. www.careasy.org

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Media Contacts:
Brenna Buehler | 949-473-6595 | brenna.buehler@coxautoinc.com

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