

Kelley Blue Book TV Now Streaming On The Roku Platform

Test Drive Your Next New Car from the Living Room with KBB.com Award-Winning Editorial Videos

IRVINE, Calif., Dec. 30, 2015 /PRNewswire/ -- Kelley Blue Book today announced that the Kelley Blue Book TV streaming channel is now available on Roku players® and Roku TV™ models. [Kelley Blue Book TV](#) is a free streaming service that offers award-winning video content from the expert editors at Kelley Blue Book's KBB.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Roku customers can now stream Kelley Blue Book TV to discover and research their next new ride through a selection of captivating new-car videos, exciting special features, expert reviews, auto show coverage and more.



"By offering more than 200 vehicle reviews and auto-related features, Kelley Blue Book TV not only helps car shoppers in making the best possible purchase decisions, but also uses visual storytelling to present videos that will entertain as much as they inform," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "Our multi-award-winning videos offer trusted, objective vehicle information in a visually compelling format, detailing experiences unlike any test drive you've been on, including off-beat, off-road adventures and even a breathtaking helicopter skydive."

Most recently, Kelley Blue Book won the prestigious 2015 Dean Batchelor Award for Excellence in Automotive Journalism, judged and sponsored by the Los Angeles-based Motor Press Guild (MPG), for its [Polaris Slingshot Review](#). In the review, which is available to watch in the Kelley Blue Book TV streaming channel, Kelley Blue Book's managing editor of video, Micah Muzio, takes viewers on an informative and entertaining journey with the unique three-wheel Polaris Slingshot, providing expert insights laced with quirky humor. The highly visual video was produced in partnership with COTU Media.

KBB.com Editorial content also received recognition this past year from the International Academy of the Visual Arts' The Communicator Awards and The Webby Awards.

Roku customers can find Kelley Blue Book TV in the Roku Channel Store within the "Lifestyle" category. Customers can also add the channel by visiting <https://channelstore.roku.com/details/69334/kelley-blue-book-tv>. Kelley Blue Book TV is free and no subscription is required.

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.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at [www.twitter.com/kelleybluebook](https://twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, and get

updates on Google+ at <https://plus.google.com/+kbb>.

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 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 2015 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

Roku is a registered trademark and Roku TV is a trademark of Roku, Inc. in the U.S. and in other countries.

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Additional assets available online:  [Photos \(1\)](#)

<https://mediaroom.kbb.com/kelley-blue-book-tv-now-streaming-on-roku-players>