New Lead Product Connects Dealers to Spanish-Speaking Car Shoppers

Spanish-Language Version of Kelley Blue Book's LeadDriver Available to OEMs and Dealers

IRVINE, Calif., Oct. 20 /PRNewswire/ -- Kelley Blue Book, http://www.kbb.com/, the leading provider of new- and used-vehicle information and premier partner for Internet marketing solutions, today announces the launch of its Spanish-language version of LeadDriver™. The new Spanish version can be easily implemented into an OEM or dealership Web site, allowing them to better connect with Spanish-speaking car shoppers.

LeadDriver is an online solution that integrates Kelley Blue Book® Trade-In Values into the OEM and dealership Web sites while capturing high-quality leads. With this product, dealers can convert more leads into sales, generate high-quality leads, benefit from Kelley Blue Book brand recognition and retain visitors on their Web site. Furthermore, LeadDriver is the most comprehensive lead product provided by Kelley Blue Book today.

With the Spanish-language version of LeadDriver, dealers can now provide access to Kelley Blue Book Trade-In Values from their own Web site to Spanish speaking visitors, giving dealers the ability to not only keep these potential buyers on their Web site, but capture trade-in information and the new vehicle of interest.

"Due to a tremendous amount of interest in a Spanish-language site, Kelley Blue Book established this product to benefit both the dealer and consumer," said Brad Prickett, director of syndication product management for Kelley Blue Book. "The Spanish-language version of LeadDriver can not only enhance the consumer experience, but give dealers contact to additional car shoppers."

For more information about Kelley Blue Book's dealer products, services and solutions, please visit http://www.800bluebook.com/.

About Kelley Blue Book (http://www.kbb.com/)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, http://www.kbb.com/, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of new car prices, car reviews and news, used car blue book values, auto classifieds and car dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

SOURCE: Kelley Blue Book

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