

Kelley Blue Book® Provides Dealer Web Sites With New Car Price Tool

Kelley Blue Book, <http://www.kbb.com/>, is pleased to announce a new service enabling consumers to configure new and used cars directly on auto dealer Web sites, using Blue Book's trusted pricing information. PriceLink Plus (SM) allows consumers, visiting their local dealer site, to correctly configure and price a new car, then send that information to the dealership.

"The PriceLink Plus suite of research tools on our site gives our visitors the information they are looking for without leaving our site, and the pass-back feature tells us all the data our online guests create in a detailed report," said Bill Krouse, vice president/general manager of Polar Chevrolet & Mazda, White Bear Lake, Minnesota. "And Kelley's explanation that invoice price does not include dealer's cost of local and regional advertising, financing, etc. is the most dealer-friendly of all the online resources."

PriceLink Plus enhances the existing PriceLink (SM) service that features similar capabilities for used cars.

"Now consumers can visit a dealer's Web site, find out the Blue Book value of their trade-in, perform an online appraisal and configure a new car, with all those tools provided by Kelley Blue Book," said Stephen Henson, the company's vice president of marketing and business development.

The original PriceLink, which was "soft-launched" last year, is featured on about 3,500 dealer Web sites today.

Marking its 75th Anniversary this year, Kelley Blue Book continues to be relied upon by the industry and trusted by consumers as the standard in automotive pricing and value information. Kelley Blue Book has educated and empowered both consumers and retailers. Today kbb.com is the nation's most popular automotive web site. It attracts 3 million unique visitors each month, as well as the greatest number of in-market new and used car shoppers.

For more information please call Art Rothafel at 714-989-3100 ext. 2834, or visit the company's web site at <http://www.kbb.com/>.

SOURCE: Kelley Blue Book

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