Award-Winning Automotive Journalist and Author Jack R. Nerad to Join Kelley Blue Book's kbb.com

Trusted Resource and No. 1 Automotive Site Gain New Automotive Expert

Jack R. Nerad, a 20-year veteran of the automotive industry will be joining Kelley Blue Book's kbb.com on March 21, 2005 as Editorial Director and industry expert. Nerad will be responsible for the editorial direction of Kelley Blue Book's No. 1 and most-visited automotive research Web site kbb.com, write a regular column and oversee new-vehicle reviews. Nerad will also work closely with the company's vehicle data analysts on Kelley Blue Book's new, used and residual vehicle values.

(Photo: http://www.newscom.com/cgi-bin/prnh/20050309/LAW032)

"Jack will play a pivotal role enhancing the content on kbb.com including helping in-market car buyers with vehicle shopping advice," said Paul Johnson, president and publisher of Kelley Blue Book. "His background, experience and knowledge of the automotive marketplace make him the ideal editorial director and voice of the 'trusted resource.'"

Nerad brings decades of automotive experience to Kelley Blue Book as a journalist, author and communicator. Past positions held by Nerad include editor at Motor Trend Magazine, editor at Automotive Age, Director of Publications at J.D. Power and Associates and managing editor of the automotive Web program DrivingToday.com. In addition to writing countless articles, features and road tests, he has authored several automotive books over the years as well: The Complete Idiot's Guide to Buying or Leasing a Car and Chevrolet Corvette.

For the last 11 years, Nerad has been a co-host on the most-listened-to auto-related radio program in the country, "America on the Road," carried by more than 300 radio stations. Nerad will continue hosting the show, folding kbb.com's vehicle pricing and car-buying and selling advice into its content. He will also continue on as the Motoring Correspondent for ESPN's "Cold Pizza" program and on-camera expert for the upcoming History Channel program "AutoManiac" under his new title of editorial director, Kelley Blue Book.

"As the person who literally wrote the book on car buying, I'm thrilled to join Kelley Blue Book, the authoritative resource on automotive values," Nerad said. "My goals are to continue Kelley Blue Book's strong tradition of unbiased reporting and to enhance its already outstanding vehicle evaluations. KBB.com is a great resource for the car-buying consumer, filled with timely, relevant information to help make informed decisions."

About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry. The company provides research tools and up-to-date pricing on thousands of new and used vehicles, including the company's New Car Blue Book Value, which reveals what a new car is actually selling for. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company reports vehicle prices and values via products and services including the famous Blue Book Official Guide™, software and Internet site, kbb.com. Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings as well as No. 1 and first visited automotive site by J.D. Power and Associates seven years running. No other medium reaches more in-market car-buyers than kbb.com; one in every four American car-buyers complete their research on kbb.com.

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