Nowcom's Dealer Desktop Features Kelley Blue Book Values

Kelley Blue Book (http://www.kbb.com/), the leading provider of new- and used-vehicle information, has signed a new agreement providing customers of Nowcom's Dealer Desktop with the most timely and accurate used vehicle values in the industry. Dealer Desktop is a full-bodied program designed to maximize efficiency as well as sales and customer service at auto dealerships.

"The integration of Kelley Blue Book values into Dealer Desktop allows dealers to access crucial data without leaving our application," said Rufus Hankey, president, Nowcom. "Dealers are already telling us that incorporating these values has saved them several man-hours each month and allowed them to focus on generating more vehicle sales."

Dealer Desktop with Kelley Blue Book's used retail, wholesale and trade-in vehicle values is a user-friendly software allowing dealers to quickly analyze, manage and update the values of their inventory with the click of a button. In one easy step the latest Kelley Blue Book values will ensure a dealer's inventory is accurately and competitively priced. Nowcom's service provides dealers the ability to offer Kelley Blue Book branding and well-known seal in marketing retail used vehicles through republication rights.

"With the vast amount of consumers researching their purchases online before visiting the dealership, it's imperative for dealers to be familiar with these values as well," said Sherrell Kovach, manager, automotive partners, Kelley Blue Book. "Our goal is to make our values available without inconveniencing the dealer, F&I manager or others by providing seamless integration with the Kelley Blue Book values of their choice."

Data syndication products available from Kelley Blue Book include new and used vehicle data as well as motorcycle data. Data can be customized for your business needs, utilizing XML tags or API with VIN decoding. Contact syndication@kbb.com for more information.

About Nowcom (nowcom.com)

Nowcom is a leading provider of credit report services and dealer management software, working with over 4,000 dealerships nationwide. Nowcom's Dealer Desktop 5.0 is a unique DMS that caters in particular to the Independent Dealer. Nowcom's strategic partnerships, which includes Kelley Blue Book, further enhances the quality and robustness of this must-have desktop software. Even the least computer-savvy dealer can easily book out and manage inventory, customers, run credit reports and so much more. Nowcom continues to strive to incorporate cutting-edge technology into easy-to-use products to assist auto dealerships in streamlining their day to day business.

About Kelley Blue Book (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, 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 site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

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SOURCE: Kelley Blue Book

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