Kelley Blue Book Sponsors Media Center at New York International Auto Show

Company Highlights No. 1 Consumer Web Site kbb.com, Vehicle Data and New Editorial Director

Kelley Blue Book, the consumer's No. 1 trusted resource for vehicle pricing and car-buying information is an official sponsor of the media center at the New York International Auto Show, March 23 and 24 at the Jacob Javits Convention Center. The sponsorship will highlight kbb.com's strong leadership position as the most-visited third-party automotive information Web site, its vast amount of vehicle data and pricing information, plus the expert insight readily available to the media throughout the year. The sponsorship also provides the company the opportunity to introduce established industry expert Jack Nerad as its new Editorial Director.

Kelley Blue Book's central campaign message for the New York International Auto Show is, "New or Used, You Can Quote Us on It." With the company's 80-year history and trusted brand, consumers and the auto industry have come to rely on the information they obtain from Kelley Blue Book, which is why the company goes to such great lengths to make sure its new vehicle transaction values and used vehicle values are the most accurate in the business. In fact, Kelley Blue Book reviews and updates all of its values weekly on kbb.com, so whether it's new or used vehicle information, Kelley Blue Book has the information you need and your readers trust and recognize.

If you need any assistance at the New York International Auto show with a story, Kelley Blue Book's new Editorial Director, Jack Nerad will be on-hand to provide expert analysis on any of the manufacturers, vehicle introductions and automotive technologies. Please contact Robyn Eckard, director of media relations any time before or during the auto show. Eckard's mobile phone number is 323-547-5102.

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(tm), 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.

SOURCE: Kelley Blue Book

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