Car and Driver Magazine Teams With Kelley Blue Book Online and On-Air

Agreement Pairs Industry Leaders in New Vehicle Pricing and Automotive Content

Two of the most trusted brands in automotive content and data have come together to bring their respective audiences important automotive information through Kelley Blue Book's http://www.kbb.com/, and Car and Driver's Web site http://www.caranddriver.com/.

As of this month, consumers can find the most accurate and timely new vehicle pricing from Kelley Blue Book directly on caranddriver.com. Additionally, kbb.com's visitors can now read Car and Driver's professional road test reviews each month and 'User Road Tests' of vehicles from the drivers visiting both sites.

"Car and Driver chose Kelley Blue Book, not only because it offered the most credible and accurate new car pricing, but because the information is easy to integrate," said Stephen Henson, vice president of marketing and business development, Kelley Blue Book. "Kelley Blue Book can provide customized new or used pricing for any site, in a matter of days."

The new content agreement provides automakers the opportunity to reach elusive in-market car-buyers at a critical stage in their vehicle shopping process through these two sites. Car and Driver's reviews are sought out in the early stages when buyers are determining which vehicles to consider and Kelley Blue Book provides the comprehensive pricing shoppers are seeking at the end of the buying process.

"By joining forces -- Car and Driver and Kelley Blue Book are reinforcing their leadership in the critical areas of new vehicle pricing and content which are of the utmost importance to auto enthusiasts and in-market buyers," said Zvia Herrmann, vice president, Auto Group, Hachette Filipacchi Media U.S.

As part of the agreement, Kelley Blue Book's new and used car pricing will appear on Hachette's other automotive Web site Road & Track, www.roadandtrack.com later this summer.

Charlie Vogelheim, executive editor and 17-year veteran of Kelley Blue Book also joins Car and Driver Radio host Alan Taylor as a bi-weekly guest host, discussing topics important to car enthusiasts and car-buyers. Currently the show airs in Los Angeles with future syndication planned for summer 2003.

About Car and Driver and Hachette Filipacchi Media U.S.

Car and Driver and Road & Track, the automotive magazine leaders with a combined readership of 12 million, are published by Hachette Filipacchi Media U.S. Inc. (HFM U.S.), the New York-headquartered subsidiary of Hachette Filipacchi Medias. Car and Driver and Road & Track are the most comprehensive enthusiast automotive publications in the world, holding unique positions with authoritative journalism and delivering the most complete vehicle and performance data. Their popular online extensions, www.caranddriver.com and www.roadandtrack.com provide online visitors with complete editorial content, archives, interactive buyer's guides and more. The Car and Driver Television series on TNN is watched by more than 16 million viewers weekly.

HFM U.S. reaches 50 million readers in the U.S. through its 18 titles which also includes American PHOTO, Boating, Car and Driver, Cycle World, Elle, Elle Decor, ELLEgirl, Flying, Home, Metropolitan Home, Mobile Entertainment, Popular Photography & Imaging, Road & Track, Sound & Vision, Travel Holiday, Woman's Day, and Woman's Day Special Interest Publications. HFM U.S. also includes custom publishing, integrated marketing, database and market research as well as

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About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry, providing research tools and up-to-date pricing on thousands of used and new vehicles. 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 offers objective vehicle pricing 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 according to J.D. Power and Associates five 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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