

Kelley Blue Book Launches New Internet-Based Technologies for Dealers

CDMdata, A Kelley Blue Book Company, Announces Deals With Enterprise Car Sales and Sonic Automotive

Kelley Blue Book (kbb.com), America's most trusted vehicle pricing, values and information resource, announces the availability of LeadDriver™, a new Internet-based dealer solution that enables a dealer to capture leads when offering the well-known Kelley Blue Book Trade-In values on the dealer's Web site.

LeadDriver helps turn car shoppers into buyers by keeping consumers on the dealer's site, presenting recognizable Kelley Blue Book information and Trade-In values, and allowing the dealer to customize links driving shoppers to other areas of their site.

LeadDriver is the only online solution that seamlessly integrates Kelley Blue Book Trade-In values within the dealer's Web site while capturing leads. In addition to the car shopper's contact information, LeadDriver provides the dealer with information on the car shopper's trade-in vehicle (including Kelley Blue Book's trusted Trade-In value) and new vehicle of interest.

LeadDriver Trade-In Highlights

- * Recognized Kelley Blue Book branded logos and links on a dealer's Web site drive car shoppers into the LeadDriver interface on the dealer's Web site.
- * Kelley Blue Book Trade-In values are displayed directly within the dealer's Web site
- * Easily customizable interface, messaging, and functionality to seamlessly integrate with each dealer's Web site
- * Can capture car shopper lead information along with their new vehicle of interest, while simultaneously generating a vehicle Trade-In value report

LeadDriver has a regular list price of \$249 per month per rooftop; however, dealers who sign up at the NADA 2006 trade show (Feb. 11-14, 2006) will receive the Show Special discount price of \$149 per month per rooftop for the first year.

The most visited third party site today, Kelley Blue Book's kbb.com is launching an expanded online advertising offering specifically for dealers called 'Dealer Showcase.' Dealer Showcase is designed specifically for dealers to increase traffic to their own Web sites as well as their showrooms.

"Our Dealer Showcase makes the largest ad units on kbb.com available only to dealers allowing them to capture a local audience in the market to buy a car today," said Joe Vraneza, vice president, dealer sales for Kelley Blue Book. "Buyers want an easy way to get to their local dealers and this is a great way to not only assist car-buyers, but dealers simultaneously."

Dealer Showcase Highlights

- * Offers dealers the largest ad unit available on the No. 1 vehicle shopping Web site
- * Program dealers receive large, premium positioning within the site's local search results
- * Sends leads directly to the dealer with the ability to customize the local radius down to the zip code
- * Ability to customize lead features like make/model exclusion
- * Rich-media ads with flash animation, sound, video and enough space for a major impact
- * Kelley Blue Book's in-house graphic design team has the ability to handle all ad-units for dealer client

CDMdata, a Kelley Blue Book company is also announcing two major deals this

week with Enterprise Rent-a-Car and Sonic Automotive, expanding CDM's customer base to more than 2,000 dealers.

Enterprise Rent-A-Car

Enterprise Rent-A-Car has signed a national service agreement with CDMdata whereby the company has rolled-out the DigitalLot® Solution, which includes the rTab pen-tablet data collection device to all Enterprise Car Sales locations. Today, the DigitalLot Solution enables dealers and other organizations to quickly, accurately and efficiently sell more vehicles in a shorter period of time. Within minutes of a vehicle coming onto the lot, the rTab will scan the VIN, snap photos and post the vehicle online with the push of a button.

The DigitalLot Solution enables dealers and other organizations with large inventories to quickly, accurately and efficiently sell more vehicles in a shorter period of time. Because it is a single source solution, the time it takes to book-in and market a used vehicle is dramatically reduced from more than 25 minutes to about five minutes. With increased accuracy and efficiency, dealers currently using the DigitalLot Solution are on average selling 10-20 more used cars a month and increasing profits by \$10,000-18,000 a month.

Enterprise has booked-in more than 18,000 vehicles since the program started in July 2005. The DigitalLot Solution has helped Enterprise put more vehicles online faster with more details and photos increasing its online lead opportunities.

Sonic Automotive

Sonic Automotive, Inc., a Fortune 300 Company and one of the largest automotive retailers in the United States operating 182 dealership franchises has signed a national agreement with CDM Dealer Services.

"I couldn't ask for a better company to work with. CDM Dealer Services is professional, groomed, on-time, has accurate vehicle information, and gets the cars online about 48 hours faster than the competition," said John Shumaker, Director of Traffic Management for Sonic's Texas region. "Consumers looking for cars on the Sonic Web site now spend twice as much time browsing our inventory because the information is more complete and we have more photos. This has equated to more leads and more sales."

Professional employees of CDM Dealer Services will come to a dealer's lot up to five times a week providing a professional and reliable service solution for online marketing and window stickers. CDM Dealer Services is currently available in select cities.

"All of our product launches reinforce the company's strategy to link the power of kbb.com and the Kelley Blue Book brand with the buying and selling process at a local dealership," said Mike Romano, vice president, dealer strategy and chief operating officer, CDMdata. "LeadDriver, Dealer Showcase and CDM just simply help dealerships convert customers to car buyers whether they are on kbb.com or a dealership's Web site."

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. 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 also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Kbb.com has been named the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates seven years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every three American car buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

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