Kelley Blue Book's 2008 Brand Image Awards Dinner to Honor Top New Auto Brands

Gala Dinner to be Held March 19, 2008, during New York International Auto Show Media Preview Days

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Kelley Blue Book (http://www.kbb.com/), the leading provider of new- and used-vehicle information, today announces the 2008 Kelley Blue Book Brand Image Awards will be held in New York City, March 19, during the New York International Auto Show Media Preview Days. This gala awards dinner for automotive manufacturer executives and top journalists will take place at Providence Restaurant (http://www.providencenyc.com/) in Manhattan.

Kelley Blue Book's 2008 Brand Image Awards Event Details:

Who: Presidents and CEOs of auto manufacturers will accept awards on behalf of their brands

What: Kelley Blue Book's 2008 Brand Image Awards

When: Wednesday, March 19, 2008 at 6 p.m.

Where: Providence Restaurant, 311 West 57th Street, New York City

Contact: Media interested in attending Kelley Blue Book's 2008 Brand Image Awards event should contact Kelley Blue Book Public Relations' Robyn Eckard (949-268-3049 or reckard@kbb.com) or Joanna McNally (949-268-3079 or jmcnally@kbb.com).

About Kelley Blue Book's 2008 Brand Image Awards:

Kelley Blue Book's 2008 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Marketing Research's Brand Watch study. Brand Watch is an online brand perception tracking study tapping into 3,000+ in-market new-vehicle shoppers per quarter on kbb.com. The highly comprehensive Brand Watch report provides a detailed look at in-market new-vehicle shoppers' perceptions of brands, and important factors driving their purchase decisions while they are in the midst of the shopping process. The results of an entire year of Brand Watch research, including the opinions of more than 12,000 in-market new-vehicle shoppers, are what determine the 2008 Kelley Blue Book Brand Image Awards winners.

Seventeen awards will be handed out to automotive brands in the following categories:

Kelley Blue Book's 2008 Brand Image Awards Categories

Best Interior Design - Non-Luxury Sedan/Coupe/Hatchback	Best Exterior Design - Non-Luxury Sedan/Coupe/Hatchback
Best Interior Design - Luxury Sedan/Coupe/Hatchback	Best Exterior Design - Luxury Sedan/Coupe/Hatchback
Best Interior Design - Sports Car/Convertible	Best Exterior Design - Sports Car/Convertible
Best Interior Design - Trucks	Best Exterior Design - Trucks
Best Interior Design - Non-Luxury SUV	Best Exterior Design - Non-Luxury SUV
Best Interior Design - Luxury SUV	Best Exterior Design - Luxury SUV
Best Interior Design - Minivan	Best Exterior Design - Minivan

Best Overall Interior Design
Best Overall Exterior Design
Best Overall Prestige Brand

About Providence Restaurant, Location of Kelley Blue Book's 2008 Brand Image

Awards Event:

Kelley Blue Book's 2008 Brand Image Awards event will be held at Providence Restaurant located in the heart of Manhattan, a "landmark space with a rock star past." Formerly the Manhattan Baptist Church in the 1920s-60s, the space later became the world-famous Media Sound Studios, where influential albums from the likes of The Rolling Stones, Jimi Hendrix, Billy Joel, Stevie Wonder, John Lennon, Aerosmith, and more were recorded throughout the 1970s-80s. In the 1990s, the space transformed again into Le Bar Bat, a staple on the Manhattan nightlife scene. Today, Providence Restaurant tastefully bridges old and new, with its cathedral ceiling still in-tact, interpretations of classic album covers from the music recorded there adorning the walls, and serving Coastal European fare with an American twist. Visit http://www.providencenyc.com/history.html to learn more about the rich history of Providence, including a selection of landmark albums produced there.

About Kelley Blue Book (http://www.kbb.com/sitemap)

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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