Charlie Vogelheim to Depart Kelley Blue Book

20-Year Veteran and Company Spokesperson Accepts Senior Position With J.D. Power and Associates

Charlie Vogelheim, executive editor of the Kelley Blue Book and well-known auto industry leader will be departing the company on January 21. Vogelheim has accepted a key position at J.D. Power and Associates.

(Photo: http://www.newscom.com/cgi-bin/prnh/20050104/LATU033)

"I wasn't looking to leave Kelley Blue Book, it has been my home and family for nearly 20 years," said Vogelheim. "An opportunity presented itself that I just couldn't pass up."

Recruited by Bob Kelley, Vogelheim joined the company in 1985 as an editor of the famous Blue Book. Throughout the 90s he played an instrumental role in transforming the company's identity from a trade publishing company to an automotive information company. Vogelheim was also active in the development of the company's Web site www.kbb.com, which is now recognized as the No. 1 automotive information site.

Details of his forthcoming position at J.D. Power will be disclosed later this month.

About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry. Since 1926, the auto industry has relied upon Kelley Blue Book for its trusted used vehicle values. Hundreds of financial institutions, dealers and other automotive companies license Kelley Blue Book's trusted vehicle values. The company reports vehicle prices and values to the industry via its famous Blue Book Official Guide™, software and Internet site, kbb.com. Kelley Blue Book also offers the most advanced online and offline vehicle marketing management solutions through its sister companies CDMdata and CDM Dealer Services. Kbb.com has been rated the No. 1 automotive information site by seven years running. No other medium reaches more in-market car-buyers than kbb.com.

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CONTACT: Robyn Eckard of Kelley Blue Book, +1-949-268-3049, reckard@kbb.com

Web site: http://www.kbb.com/
