Kelley Blue Book Offers Trusted New and Used Vehicle Values, Reviews, Spec Data for Syndication

Kelley Blue Book® Launches InfoDriver™ at NADA

Kelley Blue Book (http://www.kbb.com/), the leading provider of new and used vehicle information, today launches InfoDriver™, an expanded and redesigned data syndication solution providing third-parties access to 82 years of Kelley Blue Book data and information. InfoDriver makes Kelley Blue Book's trusted data and information available to companies for incorporation into their own automotive Web sites and software applications.

"Many companies approach us, wanting to incorporate Kelley Blue Book values and content within their consumer-facing Web sites and industry-facing applications," said Brad Prickett, director, syndication product management, Kelley Blue Book. "When they prefer to receive this information from us in the form of raw data, InfoDriver fills the bill allowing partners to develop, manage and house all of the information internally and control the user experience."

New for 2008, InfoDriver provides information on Early Model cars (1926-1987) and Generation data. In addition, InfoDriver can offer content such as New Car Reviews, Advice Articles, and Award Winners (such as Best Resale Value) from the experts in Kelley Blue Book's Editorial department.

"The newest iteration of Kelley Blue Book's data syndication products makes acquiring Kelley Blue Book vehicle information easier than ever before," said Prickett. "The real power of this product is the combination of rich content in a flexible format. We've made many improvements and simplifications to streamline the data integration process for our syndication customers."

Currently, Kelley Blue Book data and information is used by an array of organizations, industries and groups including; governmental agencies, insurance companies, finance companies, rental car agencies, affinity groups, credit unions, online news sites, Web portals, auction houses, dealerships and vehicle manufacturers.

InfoDriver is more than just data. It has the values and vehicle-related information to drive your application. In addition to Trade-In Values for Used Cars, InfoDriver offers the following:

- Core Vehicle Data
  - Year, Make, Model, Trim
  - Specification Data
  - Standard and Optional Equipment
  - Vehicle Configuration
  - VIN Patterns and Decoding
  - Vehicle Generation Data - Body Style
  - Early Model Cars (1926-1987)
- New-Car Pricing and Values
  - Invoice, MSRP, New Car Blue Book® Values
- Used Vehicle Values
  - Trade-In, Retail, Private-Party and Wholesale Values
- Editorial Information
  - New Vehicle Reviews
  - Advice Articles
  - Kelley Blue Book Accolades
- Alternate Vehicle Data
  - Motorcycle
  - Snowmobile
  - Personal Watercraft
  - Travel Trailer
  - RV

Flexible pricing options for InfoDriver are available and vary depending on the elements desired. For more information, visit http://www.800bluebook.com/.

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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