

Kelley Blue Book Launches Decision Guides and 'Configurator' To Assist Car Buyers

Kelley Blue Book, <http://www.kbb.com/>, is proud to announce kbb.com's Decision Guides and New Car Configurator. Both are part of a suite of web-based tools designed specifically to help better inform and guide car-buying consumers.

People unsure of which make or model they desire can utilize kbb.com's Decision Guides to help narrow the broad field of models by price, body style and manufacturer. Once equipped with a list of possible models the side-by-side tool permits simultaneous detailed comparisons of up to four vehicles. Car buyers can even compare new cars with late model used cars to help make a purchase decision.

Kbb.com's New Car Configurator is perfect for people who already know which vehicle they want. Easily accessible at the end of each new car pricing report, the New Car Configurator enables users to quickly build a specific, orderable model, seeing price changes instantly as they select an option.

These new tools in conjunction with kbb.com's Virtual Walkaround (which allows consumers to instantly and accurately evaluate a used vehicle) and numerous links to financial institutions, insurance providers and automotive manufacturers is why kbb.com has become the "one-stop" automotive resource for consumers and dealers alike.

"Today's car-buying consumers want more than just prices," says Stephen Henson, vice president of marketing and business development. "Kelley Blue Book will continue to offer a wide range of tools that will better inform consumers and help guide them in their car-buying decisions."

About Kelley Blue Book:

Marking its 75th Anniversary this year, Kelley Blue Book continues to be relied upon by the industry and trusted by consumers as the standard in automotive pricing and value information. Kelley Blue Book has educated and empowered both consumers and retailers. Today, kbb.com is the nation's most popular automotive web site. It attracts over 3 million unique visitors each month, as well as the greatest number of in-market new and used car shoppers.

For more information please contact Art Rothafel at 714-989-3100 ext. 2834 or visit the company's website at <http://www.kbb.com/>.

SOURCE: Kelley Blue Book

Contact: Stephen Henson, V.P. Marketing/Business Dev., of Kelley Blue Book, 949-770-7704, henson@kbb.com; or Art Rothafel of AIR & Associates, 714-989-3100 ext. 2834, arothafel@onebox.com, for Kelley Blue Book

Website: <http://www.kbb.com/>