Kelley Blue Book's New 800bluebook.com Showcases Full Suite of Dealer, OEM and Partner Products

Kelley Blue Book (www.kbb.com), the leading provider of new- and used-vehicle information, has updated its business-to-business Web site -- 800bluebook.com -- to provide dealers, OEMs and partners with the most up-to-date information on its innovative and class-leading products and services. This all-new site highlights the company's core products and demonstrates its strengths and key advantages in addition to offering a new and easy-to-use interface.

"In today's marketplace, dealerships are asking us how we can assist them in marketing their vehicles more efficiently," said Mike Romano, vice president, dealer strategy, Kelley Blue Book and chief operating officer, CDMdata. "The new site, 800bluebook.com is a great way to learn about all of the products and services that Kelley Blue Book and CDMdata offer and how dealerships can reach out to the more than 12 million vehicle shoppers visiting kbb.com each month."

The site provides information on each of the products and testimonials from new and current users describing how Kelley Blue Book services aided their business. Users are a click away from finding descriptions of each of the product's competitive advantages, visual examples of products, advice, tips and best-practice techniques, along with contact information for Kelley Blue Book business consultants in each region of the country.

The site also offers new features such as "Report a Value," in which users are able to submit an inquiry to ensure a value's accuracy and competitiveness. 800bluebook.com allows dealers, OEMs and partners to directly order products online and sign up for e-newsletters from Kelley Blue Book, providing the latest news, product updates and releases.

Products and services which help facilitate increased vehicle sales such as LeadDriver™, CDMdata, DigitalLot™, Dealer Showcase, KARPOWER® and Market Research are featured on 800bluebook.com.

About Kelley Blue Book (kbb.com)

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.

SOURCE: Kelley Blue Book

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