KELLEY BLUE BOOK LAUNCHES WEB SERVICE TO CONNECT NEW CAR BUYERS DIRECTLY TO AUTO DEALERS

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IRVINE, Calif. - Jan. 27, 2002 - Kelley Blue Book announced today the launch of Buyer Connect, a new service on kbb.com, the nation's most popular automotive web site. For the first time, new car shoppers can select the dealer of their choice and get back a free online price quote on the vehicle they are interested in buying.

Thousands of dealers are participating in the service as it launches, including the 3000 franchises that participate in AutoNation's AutoVantage eDealership Network, along with all AutoNation-owned dealerships. Over 5,000 General Motors dealers, who are part of the company's GM BuyPower program, will also be participating.

"Kelley Blue Book's kbb.com has always been about delivering choice to the consumer and about facilitating the car-buying transaction," said Stephen Henson, vice president of marketing and business development for Kelley Blue Book. "Consumers now feel confident about dealing directly with their local dealer of choice, and we are in the best position to put the two together." The new service supplements the choices still available, in which consumers can work directly through the auto manufacturers or through third-party referral companies to get price quotes.

Visitors to kbb.com who are ready to buy a new car, first select their vehicle and then are presented with a list of dealers in their area who can provide a free online price quote. A simple form is e-mailed to their dealer of choice. Auto dealers who participate in the program get qualified leads from kbb.com, the site that J.D. Power and Associates studies show reaches more new car buyers than any other website, by nearly a 2 to 1 margin. Those dealers also get the benefits of local branding, a link to their website, a map and directions to their dealership and detailed tracking and reporting of results.

About Kelley Blue Book (www.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, www.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 Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.comis a leading provider ofnew car prices,car reviewsandnews, used car blue book values, auto classifiedsandcar dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.
