

# KELLEY BLUE BOOK LAUNCHES KARPOWER ONLINE SM

Dealer Inventory Management and Marketing Solution Now Online

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**IRVINE, Calif., June 5** - Kelley Blue Book ([www.kbb.com](http://www.kbb.com)), the leading provider of new- and used-vehicle information, announces that KARPOWER, its long-standing vehicle inventory, pricing, management and marketing solution, has moved from a software-based CD-ROM to an easy-to-use, always available, Web enabled solution. KARPOWER Online can be accessed across the entire sales organization, offering dealer management system (DMS) polling, automated Web export capabilities, and necessary information and tools to value, manage, and market used vehicle inventory more efficiently and effectively. This new online version of KARPOWER is the culmination of enhancement requests received and implemented from top dealers across the country over the last several years.

KARPOWER Online's new DMS integration allows dealerships to easily input, manage and market their used vehicle inventory. In addition to having access to 21 years of regionally adjusted Kelley Blue Book Retail, Wholesale and Trade-In Values, KARPOWER Online offers a built-in VIN decoder in which dealers can quickly input and evaluate vehicles rather than individually keying in vehicle details. These two features allow inventory to be captured and more easily managed through KARPOWER Online.

The most popular feature in KARPOWER Online is the capability to customize and print Kelley Blue Book branded window stickers and buyer's guides for a single vehicle or a dealer's entire used-vehicle inventory. Kelley Blue Book window stickers allow dealers to display the Kelley Blue Book seal, consumer-trusted Kelley Blue Book Suggested Retail Price, and the dealer's reduced price on each vehicle. In 2006, more than three million used and certified vehicles were sold in the U.S. displaying Kelley Blue Book window stickers.

"Migrating to KARPOWER Online or ordering it new is simple and the price still remains \$39 a month," said Mike Romano, vice president, Dealer Strategy, Kelley Blue Book. "With the over 10,000 dealers currently using KARPOWER to access Kelley Blue Book Trade-In, Wholesale and Retail values, we now offer dealers instant access to all of our values in one tool."

A new feature of KARPOWER Online is the Vehicle Fact Sheet. Once a vehicle's data is populated into KARPOWER Online, with a simple click vehicle details can be transformed into a one-page vehicle fact sheet used for further marketing of the vehicle on- and offline. Vehicle Fact Sheets are easily customized to display the dealership name, vehicle details, multiple photos and the Kelley Blue Book Retail Value as well as the dealer's asking price.

"Since migrating to KARPOWER Online we have been using the vehicle fact sheets as a sales tool on- and off-line, handing them to shoppers interested in the vehicle in addition to e-mailing the fact sheets to interested parties through our Internet department," said Jennifer Lees, used vehicle inventory manager of Polar Chevrolet in White Bear Lake, MN. "By allowing the shopper to take a fact sheet home with them, no detail of the vehicle is forgotten and we're finding that the more they look at the vehicle the more they want it. We are seeing more repeat business than before by giving them information to take home."

To further assist dealers in the online marketing of their used vehicle inventory, KARPOWER Online also offers the ability to automatically upload inventory each night, seven days a week to Web sites such as AutoTrader.com, kbb.com

and Cars.com. KARPOWER Online allows up to 32 photos per vehicle to be stored within the program. Nightly exports help keep inventory accurate and current, facilitating a greater amount of vehicle sales online.

For more information and details on Kelley Blue Book's all-new KARPOWER Online, please visit [www.karpower.com](http://www.karpower.com) or to order, call 1-800-Blue-Book.

About Kelley Blue Book ([www.kbb.com](http://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](http://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.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer](#) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

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