Land Rover North America Named Charter Advertising Sponsor of KBB® Mobile

Land Rover Targets Active, In-Market KBB Mobile Shoppers Exclusively for Remainder of 2008

IRVINE, Calif., Nov. 10 /PRNewswire/ -- Kelley Blue Bookhttp://www.kbb.com/, the leading provider of new car and used car information, today announces Land Rover North America as the exclusive advertising sponsor of KBB Mobile, Kelley Blue Book's wireless version of its top-rated Web site, http://www.kbb.com/.

With KBB Mobile, users of mobile devices (including the Apple iPhone, BlackBerry, Windows Mobile and other wireless platforms), PDAs and other handheld tools can easily access kbb.com's new- and used-vehicle information on their device anywhere they go.

Since launching KBB Mobile in August 2008, hundreds of thousands of in-market car shoppers have viewed more than 1.5 million pages of information on kbb.com via their mobile phones and wireless devices. According to MediaPost.com, mobile measurement firm M:Metrics reported mobile browsing surged 89 percent in the past year, with mobile page views increasing 127 percent. The vast majority of mobile Web surfing occurs on weekends, which also is when most car-shoppers are visiting dealer lots and making important vehicle purchase decisions.

In addition, users have the ability to view the kbb.com videos, images and new-car reviews, as well as submit free dealer price quotes. With Land Rover North America as the charter advertising sponsor of KBB Mobile for the remainder of 2008, users will exclusively view Land Rover banner ads when they access kbb.com via their mobile phones and wireless devices.

"With Land Rover North America as the exclusive sponsor of KBB Mobile for the rest of this year, they are in a unique position to deliver their advertising messaging directly to the hundreds of thousands of active in-market car shoppers using the optimized version of kbb.com on wireless devices, without having to compete with other automakers for ad space or consumer attention," said Tim Hand, director of advertising and business development - West for Kelley Blue Book and kbb.com. "When auto manufacturers take advantage of an advertising sponsorship on KBB Mobile, they have direct access to lower-funnel car shoppers who are active in the shopping process, while they are on the go and on dealer lots, with the opportunity to potentially influence purchase decisions."

MediaPost.com also reports that mobile marketing is predicted to significantly grow over the next five years, with ABI Research reporting that mobile marketing will increase to more than $24 billion worldwide in 2013 from just $1.8 billion in 2007.

"Land Rover North America is pleased to serve as the exclusive sponsor of KBB Mobile," explained Finbar McFall, vice president marketing, Land Rover North America. "We are excited to communicate with our consumers through such an innovative platform."

For inquiries into KBB Mobile sponsorship opportunities for 2009, please contact Tim Hand, director of advertising and business development - West for Kelley Blue Book and kbb.com, at thand@kbb.com or 949-268-3068.

To access the new optimized KBB Mobile Web site, users should type http://www.kbb.com/ on their mobile browser, and they will be directed to the optimized Web site automatically. If consumers would like to access the full kbb.com Web site, they also can do so by clicking a link available within the application.

About Kelley Blue Book (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, 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.

About Land Rover

Since 1948 Land Rover has been manufacturing authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, LR2 (Freelander 2), LR3 (Discovery 3), Range Rover Sport and Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to over 140 countries. Land Rover employs 8,500 people and supports a further 40,000 jobs supported in the supply chain.

Land Rover takes its responsibility to the environment seriously. Emissions have been cut with all new models and, together with Jaguar, it is investing 700m pounds Sterling on technology specifically aimed at reducing carbon dioxide emissions. Also, since September 2006, carbon dioxide generated by Land Rover manufacturing activities and UK customer vehicle use has been balanced through an industry leading offset program run by Climate Care.

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard, +1-949-268-3049, reckard@kbb.com, or Joanna McNally, +1-949-268-3079, jmcnally@kbb.com, or Brenna Robinson, +1-949-267-4781, berobinson@kbb.com, all of Kelley Blue Book

Web Site: http://www.kbb.com/

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