

# Kbb.com Offers Credit History Reports From FreeCreditReport.com®

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## **Credit Reports Give Consumers Important Car-Buying Insight in a Slowing Economy**

IRVINE, Calif., Dec. 11 /PRNewswire/ -- Kelley Blue Book, the leading provider of new- and used-car information, today announces that site visitors can now access their personal credit reports on kbb.com thru an agreement with FreeCreditReport.com. FreeCreditReport.com, a Web site owned by ConsumerInfo.com, Inc., an Experian company, provides consumers with quick access to their individual credit information, giving them the opportunity to assess their financial situation in an easy-to-read format prior to purchasing a vehicle.

"The strategic relationship between FreeCreditReport.com and Kelley Blue Book's kbb.com further exemplifies our dedication to providing valuable car-buying information to the consumer with the help of our partners," said Damon Bennett, director of business development for Kelley Blue Book. "Car shoppers can benefit from the expertise of both companies on the top-rated automotive Web site because it allows them to make confident finance decisions related to their new and used vehicle purchase."

Kelley Blue Book averages 13 million visits to its Web site, [www.kbb.com](http://www.kbb.com), each month. Vehicle shoppers come to kbb.com to research new- and used-car values and related information, including [new-car reviews](#), [dealer price quotes](#), [auto loan and insurance resources](#), and more. Car shoppers further benefit from having all of the desired automotive information to make an informed purchase decision at their fingertips in one place on kbb.com.

"By establishing a relationship with Kelley Blue Book, we can reach in-market car shoppers in the middle of their research and buying process, said Charles Lee, senior vice president of partnership marketing for FreeCreditReport.com. "Allowing consumers instant access to their credit information ahead of their purchase empowers them to make more educated decisions, which will help them reach their personal financial goals."

Having the ability to access and evaluate one's credit history while shopping for a vehicle is imperative to the car-buying process, especially in a slowing economy. A car-shopper's credit score helps lending institutions determine their "credit worthiness" and gives insight into the terms and monthly rate of a loan. Being knowledgeable about a credit score also can give consumers the upper-hand in negotiating a better interest rate and qualifying for special incentives at the dealership. If a consumer is granted a pre-approved loan through a bank or credit union, they also may use their credit score as a negotiating tool on the dealership lot to see if their captive finance company can beat the pre-approved loan terms.

For more information, please visit Kelley Blue Book's [www.kbb.com](http://www.kbb.com) or [FreeCreditReport.com](http://FreeCreditReport.com).

### **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. According to the C.A. Walker Research Solutions, Inc. -- 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among 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 FreeCreditReport.com**

FreeCreditReport.com provides consumers with quick, easy and cost-effective access to personal credit histories, ongoing monitoring of changes to credit reports as well as access to educational materials. The leading provider of online consumer credit reports, credit scores, credit monitoring and other credit-related information, FreeCreditReport.com serves millions of active members and has delivered more than 98 million credit reports on the Web. For more information, please visit [www.freecreditreport.com](http://www.freecreditreport.com), a Web site owned by ConsumerInfo.com Inc., an Experian company.

### **About Experian**

Experian® is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland, and has operational headquarters in Costa Mesa, Calif., and Nottingham, UK. The Group employs approximately 15,500 people in 38 countries worldwide, supporting clients in more than 65 countries around the world. Continuing sales for the year

ended March 31, 2008, were in excess of \$4 billion.

For more information, visit [www.experianplc.com](http://www.experianplc.com).

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SOURCE: Kelley Blue Book

Web site: <http://www.experianplc.com/>  
<http://www.freecreditreport.com/>  
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