Weekly Values Now Available in Kelley Blue Book's KARPOWER Online

IRVINE, Calif., Jan. 23 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new- and used-vehicle information, is now publishing its trusted used-vehicle values weekly via its Web-based product KARPOWER *Online*®. KARPOWER *Online* can be accessed across an 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.

KARPOWER *Online's* DMS integration allows dealerships to easily input, manage and market their used vehicle inventory. Additionally KARPOWER *Online* offers a built-in VIN decoder in which dealers can quickly input and evaluate vehicles rather than individually keying in vehicle details. KARPOWER *Online* also provides access to 21 years of regionally adjusted Kelley Blue Book Retail, Wholesale Lending and Trade-In Values. These two features allow inventory to be captured and more easily managed through KARPOWER *Online* and as an add-on feature offers new-vehicle pricing to assist in the marketing on new-car inventory online and on the lot.

Through KARPOWER *Online,* Kelley Blue Book is now providing more frequent updates of used-vehicles values, to more closely reflect current market conditions. Kelley Blue Book has also added an 'Auction Value,' which is what a used vehicle is expected to sell for at a wholesale auction. Kelley Blue Book Auction Values are condition-based, which means the company offer several different Auction Values based on the condition of the vehicle. An additional change includes a name change for the company's Wholesale Value, a long-standing benchmark for automotive lending, which is now the 'Wholesale Lending Value.' The Wholesale Lending Value will be updated weekly reflecting the value of a vehicle that has been fully reconditioned, inspected and is frontline ready. Finance companies can now use Kelley Blue Book's Wholesale Lending Value without any additional calculation to mitigate risk and better manage lending portfolios.

"KARPOWER *Online* is an all encompassing vehicle inventory marketing and management system," said Nikos Ioannou, director of industry products, Kelley Blue Book. "By understanding the local market and the change in vehicle values each week from Kelley Blue Book, dealers can better manage and market their inventory for financial success."

Dealers, manufacturers, finance companies and others in the automotive industry can access all of Kelley Blue Book's weekly values through a paid subscription to the company's Internet-based valuation system, KARPOWER *Online* (www.karpower.com), through syndication or other service providers. Kelley Blue Book Values are also available on handheld devices.

For more information, visit www.1800bluebook.com or Kelley Blue Book's NADA booth #5329.

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. 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.

SOURCE: Kelley Blue Book

Web site: http://www.karpower.com/
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