Video: Kbb.com's 'Cash for Clunkers' Calculator Features More Comprehensive Consumer Resources as Federal Program Takes Effect

Kbb.com Calculator Now Connects Consumers with Dealers to Get Price Quotes on Qualifying New Vehicles

IRVINE, Calif., July 24 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new-car and used-car information, today announces an addition to its Cash for Clunkers Calculator on the company's top-rated Web site, kbb.com. As the federal Car Allowance Rebate System (CARS) - the official government name of the Cash for Clunkers program - takes effect this week, the kbb.com Cash for Clunkers Calculator, which helps consumers determine if their current vehicle might be eligible for up to $4,500 toward the purchase of a more fuel-efficient new car, now connects consumers with dealers offering their best price on the qualifying new vehicle of choice.

To view the Multimedia News Release, go to:
http://www.prnewswire.com/mnr/kbb/39045/

Kbb.com provides a simple, interactive Cash for Clunkers Calculator that helps consumers evaluate vehicle model years 1989 to 2009 based on make, model and condition, and then determines whether they may be eligible for a credit under the CARS program. The age of the vehicle, its fuel economy and the fuel efficiency rating of the new car are key factors to determine whether the vehicle qualifies for a 'Cash for Clunkers' credit toward the purchase of a new vehicle. The calculator also displays the Kelley Blue Book® Trade-In Value, so that consumers can determine whether their vehicle is worth more or less than the possible credit they could receive from the CARS program.

Once the kbb.com Cash for Clunkers Calculator determines the possible eligibility of their current vehicle, it then provides resources to find a new, more fuel-efficient car that is right for them. The calculator allows consumers to choose a segment and price range to begin their next new fuel-efficient car search, and then returns a list of eligible new cars that meet the consumer's criteria. In addition, shoppers now can obtain a quick dealer price quote on a new car from local dealerships directly within the kbb.com Cash for Clunkers Calculator. At the end of the process, consumers can print a handy one-page summary of their trade-in vehicle and their next desired new vehicle to take with them to a dealership.

"Kbb.com's Cash for Clunkers Calculator assists consumers through the process from start to finish, providing resources to help determine eligibility, shop for a new, more fuel-efficient vehicle, and even find a local dealer and obtain a quick price quote, all with a few easy clicks of the mouse," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com.

Ford is the official sponsor of the Cash for Clunkers program on Kelley Blue Book's kbb.com. Ford has been on the forefront of this new federal program and is dedicated to providing consumers the information they need. Ford also recently launched its 'Let Ford Recycle Your Ride' campaign to help take the confusion out of the Cash for Clunkers program. With an impressive line-up of fuel-efficient cars, trucks and utility vehicles, Ford can offer a variety of gas-sipping models to fit the needs of any consumer.

Under the groundbreaking, government-sponsored Cash for Clunkers program, a consumer can receive instant credit toward the purchase of a new, more fuel-

efficient vehicle upon trade-in of an old, gas-guzzling ride that has a combined city/highway fuel economy of 18 miles-per-gallon or less, is in drivable condition and has been insured and registered for the past year by the same owner.

The CARS programs runs through November 1, 2009, or until government funds are exhausted. For more information about the Cash for Clunkers program, visit www.kbb.com/cashforclunkers to view program details, articles and a detailed video.

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.

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