Automotive Industry Expert James Bell Joins Kelley Blue Book as Executive Market Analyst

IRVINE, Calif., Sept. 14 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new car and used car information, today announces auto industry veteran and expert James Bell has joined Kelley Blue Book as its primary executive market analyst, expanding the analyst team and company's ability to provide insight and commentary on industry news and events as well as an array of automotive data. In his new role, Bell will work closely with auto manufacturers as well as Kelley Blue Book's vehicle data and research teams to provide the industry with more robust automotive analytics and commentary.

With more than 12 years of experience, Bell long has been recognized as an authoritative resource within the automotive industry. During his tenure in the industry, Bell has diligently analyzed and effectively communicated automotive data and research to multiple constituencies, including media, automotive manufacturers, dealers, several leading automotive companies and the everyday car buyer. Bell's multifaceted experience brings a unique perspective of the automotive industry to Kelley Blue Book, allowing the company to offer more data and insight into future trends.

Prior to joining the Kelley Blue Book team, Bell served six years as editor and publisher at IntelliChoice, where he was responsible for strategic automotive advertising and marketing consultation for all auto manufacturers, including brand strategy development and licensing opportunities. He also led all sales, marketing, research and promotion strategies within the company. While at IntelliChoice, Bell hosted a blog called *The Bell Curve* on the company's Web site, regularly addressing the latest automotive news and issues. As an industry leader, he also served as the company's primary spokesperson and often was featured on national television news shows on CNN, FOX and CNBC, as well as national and local talk radio. Bell also is frequently quoted within the pages of respected newspapers nationwide and automotive trade publications.

"Our goal as a company is to provide the most comprehensive data, information and commentary to the media and the industry, and to help consumers make confident and informed car-buying decisions," said Paul Johnson, president and CEO, Kelley Blue Book. "Bringing such a well-respected and knowledgeable industry veteran like James Bell on board as Kelley Blue Book's leading market analyst further strengthens our ability to assist both the industry and the consumer moving forward."

Prior to his term at IntelliChoice, Bell spent three years at R.L. Polk U.S., where he held such positions as business development manager and director of Western Dealer Solutions group, and two years with R.L. Polk Europe as director working with Ford of Europe developing manufacturer-oriented programs and services. He also handled relationships with Toyota, Lexus, Honda, Nissan, Fiat and Alfa Romeo during his time at R.L. Polk.

Bell currently serves on the board of directors for the Motor Press Guild in Los Angeles. He holds a Bachelor of Arts degree in communications and political science from California State University.

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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