

Kbb.com, Innovative Automotive Video Reviews Win W3 Awards

Top-Rated Web Site Earns Gold, Online Videos Receive Silver Recognition

IRVINE, Calif., Nov. 18 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new and used car information, today announces several W3 Award wins. Kbb.com, the company's top-rated Web site, received a Gold Award in the automotive Web site category. In addition, two kbb.com Web videos received Silver Award recognition: the '[Cadillac CTS-V Feature Video](#)' and the '[Kia Soul and Nissan Cube Go Head to Head](#)' video.

In addition to Kelley Blue Book's new-car pricing information and famous Blue Book® Values, kbb.com offers a wide variety of resources, advice and tools for in-market car shoppers, including the Perfect Car Finder® Photo Edition, KBB Green®, an optimized version of kbb.com for mobile devices and most recently, *The Trusted Marketplace(SM)*. The site also provides expert vehicle reviews (both video and print), resale value, safety information, rebates and incentive offers, a side-by-side comparison tool, consumer reviews and ratings, 360-degree vehicle views, vehicle specifications, optional feature information and much more.

In addition, Kelley Blue Book's expert editors regularly produce vehicle reviews and feature videos for kbb.com and the company's YouTube channel at www.youtube.com/kbb. These videos give consumers insight into upcoming vehicle models and the opportunity to review a car's features inside and out, helping car shoppers make more educated and informed purchase decisions.

"By creating Web content that is both informational and entertaining, kbb.com aims to provide car shoppers with the facts they need during all stages of the shopping process," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "Winning multiple W3 Awards further solidifies our objective, in providing consumers a well-rounded perspective of the new and used vehicles in the marketplace today."

The W3 Awards, sanctioned and judged by the International Academy of the Visual Arts, honors creative excellence on the Web, and the creative and marketing professionals behind award-winning Web sites, Web Video and Online Marketing programs.

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. - 2009 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. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. 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.kbb.com/>

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