# Kbb.com App Available On Windows® Phone 7

**Kbb.com Has Only App to Aid Car-Buying Process on Microsoft's New Mobile Platform**

IRVINE, Calif., Nov. 15, 2010 /PRNewswire/ -- Kelley Blue Bookwww.kbb.com, the leading provider of new car and used car information, today announces the official launch of its premier app for Windows Phone 7. The free, interactive app provides Windows Phone 7 users with crucial car-buying and -selling information to help make confident purchase decisions.

To view the multimedia assets associated with this release, please click: http://multivu.prnewswire.com/mnr/kbb/46433/

(Photo: http://photos.prnewswire.com/prnh/20101115/MM01003 )

(Photo: http://www.newscom.com/cgi-bin/prnh/20101115/MM01003 )

With kbb.com's app, users gain access to trusted Kelley Blue Book® Values and crucial information to use in negotiations for vehicle transactions, wherever they may be. Windows® Phone 7 users will find both new- and used-car Kelley Blue Book Values, including MSRP, Invoice, Fair Purchase Price, Certified Pre-Owned, Suggested Retail, Private Party and Trade-In Values.

In addition to Kelley Blue Book Values, users also can find a local dealer with detailed maps and directions. The availability of 360-degree photos of potential new cars and instant access to new-car video reviews from the expert editors of Kelley Blue Book's kbb.com provides shoppers with all the information they need at their fingertips. The app provides a myriad of free information for on-the-go car shoppers, including Twitter feeds for kbb.com and various car manufacturers, giving shoppers insight into the latest automobile information from Kelley Blue Book's team of experts and enthusiasts, along with the rest of the automotive Twitter community.

"When Microsoft gave us the opportunity to create an app for the all-new Windows® Phone 7 platform, it was a no-brainer. We were honored to be chosen as a premier app by Microsoft for this project," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "Kelley Blue Book is proactive in providing shoppers the information they need to help lessen the car-buying headache. Having trusted Kelley Blue Book Values, reviews, and dealer locator information readily available on Windows® Phone 7 gives consumers the insight they need from any location."

"Windows Phone 7 is a fresh start for Microsoft in the smartphone market, and we wanted to include a number of valuable apps in the Marketplace hub with its launch," said Todd Brix, senior director, Windows® Phone Marketplace at Microsoft. "Kbb.com's easy-to-use app fit well with our strategy, and benefits mobile car buyers with a plethora of essential automotive information."

To download the latest kbb.com app, visit the Windows Phone Marketplace via any Windows Phone.

Kelley Blue Book's kbb.com also offers a mobile-optimized website for non-Windows Phone 7 users. To access the optimized site, visit www.kbb.com on a mobile device to be automatically redirected. For more information about the app and other mobile offerings from Kelley Blue Book's kbb.com, visit www.kbb.com/company/mobile.

**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 website,

www.kbb.com, provides the most up-to-date pricing and values, including the Fair Purchase Price, which reports what buyers 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 Website Usefulness Study, kbb.com is the most useful automotive information website 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 Silver Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale, and car dealer locations.

SOURCE Kelley Blue Book

---

https://mediaroom.kbb.com/press-releases?item=105945