

Kbb.com Video Wins 'Best Audio-Visual' Honors at 2010 Dean Batchelor Awards

'Best of the Year' Award from Motor Press Guild Praises Kbb.com's 2010 Ford F-150 Raptor Video; Latest in Collection of Accolades Mounting for Kbb.com's Informative, Entertaining Videos

IRVINE, Calif., Dec. 28, 2010 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information, today announces that kbb.com's popular [2010 Ford F-150 Raptor video](#) recently won the 'Best Audio-Visual' award during the 2010 Dean Batchelor Awards from the Los Angeles-based Motor Press Guild (MPG), the largest automotive media association in North America.

The lauded video, first published to both Kelley Blue Book's kbb.com and the company's [YouTube](#) channel in April 2010, details the nine things one should definitely do behind the wheel of the [Ford F-150 Raptor](#). The title of the video - [2010 Ford F-150 Raptor: On Land, Through Water, In the Air](#) – suggests the adventurous visual treat revealed by kbb.com Video Road Test Editor Micah Muzio and contributing videographer/video editor Michel Delano during the five-minute feature video.

"The Ford F-150 Raptor is without a doubt the most exciting pickup truck we've ever driven, and we wanted to show our kbb.com video enthusiasts a sampling of the extreme fun they could have in this hardcore Baja-style trophy truck," said Kelley Blue Book's Muzio. "We are truly honored to be recognized by our automotive journalism peers for the video we created for kbb.com to showcase the off-road masterpiece that is the 2010 Ford F-150 Raptor."

Established in 1995, the Dean Batchelor Awards recognize excellence in automotive journalism. Each year, MPG presents the Dean Batchelor Award and Best of the Year winners to the journalists judged to have produced pieces of work which best represent the professional standards and excellence demanded by Dean Batchelor during his life as an editor, writer and chronicler of the automotive industry.

"The editorial team of Kelley Blue Book's kbb.com not only conducts video vehicle reviews for hundreds of new cars on the road each year, but we also enjoy creating entertaining feature videos that highlight the unique capabilities of certain vehicles like the F-150 Raptor," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "To be recognized for excellence in automotive journalism by MPG at the Dean Batchelor Awards this year was a thrilling experience for the entire kbb.com editorial staff, and we are grateful for the recognition."

The 2010 Dean Batchelor Awards were presented during the annual awards banquet on December 7 at the Peterson Automotive Museum in Los Angeles. MPG names one overall Dean Batchelor Award winner (for 2010 it was Pete Lyons for his book *Can-Am Cars in Detail*), and three additional Best of the Year category winners. In addition to the Best Audio-Visual category won by Kelley Blue Book's kbb.com for 2010, MPG also honored category winners for Best Photography and Best Article.

The 2010 Dean Batchelor Award for 'Best Audio-Visual' is the latest in a collection of professional recognitions and awards for Kelley Blue Book's informative and entertaining videos. Kbb.com's [Nissan 370Z Roadster](#) video review received a 2010 W3 Silver Award, and the company also won two 2009 W3 Silver Awards for the [Cadillac CTS-V Feature Video](#) and the [Kia Soul and Nissan Cube Go Head to Head](#) video. The W3 Awards, sanctioned and judged by the International Academy of the Visual Arts, honor outstanding websites, Web marketing, Web

video and mobile apps created by some of the best interactive agencies, designers and creators worldwide.

To view the library of feature and vehicle review videos from Kelley Blue Book's kbb.com, visit www.youtube.com/kbb. To subscribe to an RSS feed of the latest videos and news stories from the expert editors of Kelley Blue Book's kbb.com, visit <http://rss.kbb.com/kbb-car-news>.

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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.

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