

Kelley Blue Book Launches Quick Values(SM) Self-Service Portal; Assists Financial Institutions, Dealers Mitigate Risk

All-New, Easy-to-Use Solution Provides Trusted Kelley Blue Book® Values for Informed, Confident Business Decisions

IRVINE, Calif., April 12, 2011 /PRNewswire/ -- Kelley Blue Book, the leading provider of [new car](#) and [used car](#) information, today announces the launch of Quick Values, www.quickvalues.com, a fast and easy solution that delivers comprehensive new- and used-car values to banks, insurance companies, governmental agencies and auto dealers, all in a unique self-service model. Available on any device with an Internet connection, Quick Values provides customers with a convenient and realistic picture of the automotive marketplace, supporting critical business and risk-management decisions.

With Quick Values, users receive instant access to the full range of trusted Kelley Blue Book new and used-car values, including industry-relevant information not available on kbb.com, such as Wholesale Lending Value and Auction Value, all updated weekly. Additionally, for used cars, Quick Values provides Kelley Blue Book® Certified Pre-Owned, Trade-In and Suggested Retail Values, and for new cars, Quick Values offers Manufacturer's Suggested Retail Price (MSRP), Invoice and Fair Purchase Price (which reports what others are paying for new cars this week). Considerations are made for mileage adjustments and optional equipment.

Quick Values' Web-based portal offers affordable and scalable pricing for industry customers, with the ability to purchase usage-based credits that are applied to each valuation report generated in the system. Users can identify a vehicle by its Vehicle Identification Number (VIN) or year, make and model to obtain relevant, regionalized values for their business. Each valuation report includes every Kelley Blue Book Value available in Quick Values, including Auction Value, without any up-charges. The valuation reports are printable and allow users to type in reference numbers or detailed notes for inclusion in the pricing report. This service allows for an unlimited number of users per established account, giving both small and large organizations the flexibility to quickly access Kelley Blue Book Values information.

"Kelley Blue Book provides timely information based on current market conditions and is backed by its trusted 85-year history. Establishing a site that gives industry customers direct accessibility to this information was a natural step in evolving our product offerings," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book. "Quick Values provides helpful Kelley Blue Book information in an easy-to-use product for real-time business decision support. The product's quick affordable self-service model scaled to meet any organization's needs, make it an invaluable tool for our industry partners."

Quick Values customers can manage their account online, as well as access their purchase history and the 10 most recently viewed valuation reports. For more information on Kelley Blue Books Quick Values product, visit www.quickvalues.com or call 800-288-1755.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue

Book® Trade-In and Retail Values, and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, as well as governmental agencies. 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. Kelley Blue Book Co., Inc., is a wholly owned subsidiary of AutoTrader.com.

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