Kelley Blue Book Offers Free 30-Day Trial of Quick Values(SM) Self-Service Portal to New Customers

New Auto Industry Tool Provides Instant Access to Trusted Values from Kelley Blue Book

IRVINE, Calif., May 23, 2011 /PRNewswire/ -- Kelley Blue Book, the leading provider of new car and used car information, now offers dealers and other industry service companies a free, no-obligation, 30-day trial of its newest valuation product Quick Values, www.quickvalues.com. Quick Values is a fast and simple solution delivering comprehensive new- and used-car values to banks, insurance companies, governmental agencies and auto dealers, all in an easy-to-use, self-service model.

Kelley Blue Book is offering this free 30-day trial to new industry users any time between May 23 and July 23, 2011, to showcase the company's accomplishments in making Kelley Blue Book® Values among the most trusted and relied upon in the industry. To take advantage of this free offer, log on to www.quickvalues.com and register with your email address to access the most timely automotive information available today. No credit card information is required to sign-up and there is no obligation to purchase anything at the end of the trial. 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.

"We are so confident in our values, we want to put them in the hands of the industry at no-cost for 30 days so that they can see for themselves," said Paul Johnson, president and CEO, Kelley Blue Book.

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 typically are paying for new cars this week). Quantitative adjustments are made for condition, mileage and optional equipment.

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. The valuation reports are printable and allow users to type in reference numbers or detailed notes for inclusion in the pricing report.

"We have made significant strides in valuation methodology over the last two years, putting Kelley Blue Book Values closer to real market conditions than ever before. Our analytic capabilities provide dealers, banks, finance and insurance companies with unrivaled insights into the future of the automotive marketplace, continuing Kelley Blue Book's preeminence in vehicle pricing and values," said Johnson. "With our game-changing enhancements in data collection, advanced statistical modeling and personnel, businesses can manage an entire portfolio of inventory more effectively and profitably than ever before with tools like Quick Values."

Quick Values customers can manage their account online, as well as access their vehicle report history and the 10 most recently viewed valuation reports. After the free 30-day trial is complete, users can purchase as many valuation reports as they need from the Quick Values portal, or by calling 800-288-1755. For pricing

and other information on the Quick Values product, visit www.quickvalues.com.

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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