# Kbb.com Releases All-New Embeddable Widgets To Site Visitors

**Kelley Blue Book's Latest 'Expert Videos,' 'Review of the Week' and 'Breaking News' Content Available for Blogs, Websites or Social Pages**

IRVINE, Calif., Jan. 24, 2012 /PRNewswire/ -- Kelley Blue Bookwww.kbb.com, the leading provider of new car and used car information, today releases its embeddable widgets (http://www.kbb.com/widgets/) with exclusive kbb.com content to site visitors.

To view the multimedia assets associated with this release, please visit: http://www.multivu.com/mnr/52304-kelley-blue-book-kbb-releases-all-new-embeddable-widgets

(Photo: http://photos.prnewswire.com/prnh/20120124/MM39575LOGO)

The all-new, free widgets are great tools to stay up-to-date on the latest videos, reviews and news from Kelley Blue Book's expert editorial staff. Consumers and media now have the ability to stream video directly from the experts at kbb.com by clicking the 'Copy Embed Code' link found below each of the widgets and pasting the information into their website. In addition, the widgets automatically populate with fresh kbb.com material once it is embedded in the consumer's site. The award-winning content is easily embedded into blogs, websites and social media pages.

"Kbb.com's new widgets make it quick and simple for site managers to provide additional relevant content to their own audiences," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "Each one highlights Kelley Blue Book's automotive information in a condensed unit that can be effortlessly applied into a magnitude of online formats."

Kelley Blue Book is currently offering three versions of widgets: 'Expert Videos,' 'Review of the Week' and 'Breaking News.' The 'Expert Videos' widget features the most-viewed videos on kbb.com and recent videos that have been uploaded to the company site. The 'Review of the Week' widget updates weekly to showcase a unique vehicle video review generated by the Kelley Blue Book Editorial staff. The weekly vehicle video review encompasses the strengths and weakness of every new vehicle in the market, including cars, trucks and hybrids. Users also can access the latest automotive industry news through the 'Breaking News' widget. This widget is designed to inform consumers about vehicle debuts, auto show coverage and trends in the automotive marketplace.

For more information and news from Kelley Blue Book's kbb.com, visit www.kbb.com/media/, follow us on Twitter atwww.twitter.com/kelleybluebook (or @kelleybluebook), or like our page on Facebook at www.facebook.com/kbb.

**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 provides consumer pricing and information on minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

SOURCE Kelley Blue Book

For further information: Brenna Robinson, +1-949-267-4781, berobinson@kbb.com, or Natalie Kumaratne, +1-949-267-4770, nkumaratne@kbb.com

---

https://mediaroom.kbb.com/press-releases?item=111104