# KBB.com Launches 'Follow This Car' Feature; Track Change in Vehicle's Value Over Time

**All-New Tool Provides Car Sellers Latest Valuation Information to Help Ensure Best Possible Deal**

IRVINE, Calif., April 17, 2012 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of new car and used car information, today announces its all-new Follow This Car feature, allowing car sellers to be among the first to know when the value of their vehicle changes. With the ability to track up to five cars, consumers will be notified via email when a specified vehicle's value changes by more than 2 percent.

(Logo: http://photos.prnewswire.com/prnh/20111102/AQ99077LOGO)

Updated weekly with clear expiration dates listed on kbb.com, Kelley Blue Book® Values provide car buyers and sellers with market-reflective information to help make the best possible vehicle buying and selling decisions. Follow This Car provides kbb.com site visitors the unique opportunity to follow their vehicle's value as it changes over time.

"It is critical to have the most up-to-date vehicle values information available when a consumer decides to sell their car," said Mike Wulf, director of product management for Kelley Blue Book's kbb.com. "Whether they decide to sell their car to a private party or trade it in at their local dealership, the latest valuation information provided by kbb.com's all-new Follow This Car feature will help ensure the best deal possible."

To access the Follow This Car feature on kbb.com, research 'what's my current car worth' from the kbb.com homepage, select the appropriate year, make and model, and determine its current value. On the values page, consumers will find a link to receive alerts for change in that vehicle's value. To sign up, interested users simply enter their name and email address to begin following their vehicle's value. Site visitors will receive a 'thank you' email with information on the selected model. A single notification email will arrive for all models being tracked once a value moves up or down 2 percent. In this email, car sellers also gain access to helpful kbb.com new-car shopping tools, including both expert reviews and ratings and consumer reviews and ratings.

For more information and news from Kelley Blue Book's kbb.com, visit http://www.kbb.com/media/, follow us on Twitter at www.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 Suggested 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.

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