

Kelley Blue Book Trade-In Values Now Available for AutoGravity Car Shoppers

Buyers empowered with trusted vehicle valuations and personalized finance offers

IRVINE, Calif., March 13, 2018 – AutoGravity, a FinTech pioneer empowering millions of car buyers with indirect loan and lease offers in minutes on their smartphones, today announced the availability of Kelley Blue Book® Trade-In Values in its platform. Through this collaboration, AutoGravity customers nationwide will have access to instant vehicle valuations when assessing their trade-in as they search for financing on any new or used car.

In less than two years, AutoGravity has attracted over 1.3 million users who have collectively requested more than \$2 billion in vehicle financing. AutoGravity empowers these car buyers, the majority of whom are millennials, with up to four personalized loan and lease offers in minutes.

“Today’s shopper demands a seamless car buying and financing journey,” said Damon Bennett, senior director of syndication at Kelley Blue Book. “The inclusion of Kelley Blue Book’s trusted data provides consumers an added level of confidence, offering easy access to the information they need at the right time in the buying process within the AutoGravity platform.”

AutoGravity technology connects car shoppers with the financing they need to drive off the lot through an easy-to-use digital platform. Consumers can select any new or used car; determine the value of their trade-in; apply for financing; and select from up to four indirect finance offers in minutes – all from one smartphone app.

“Dealers and car buyers are looking for a faster and simpler car financing process,” said Andy Hinrichs, Founder and CEO of AutoGravity. “In addition to serving customers with personalized loan and lease offers from the same finance providers our dealers use, AutoGravity users have instant access to trusted trade-in values that make the car financing process that much easier.”

The AutoGravity app is available via the Apple App Store, the Google Play Store and all web devices at www.autogravity.com.

About AutoGravity Corporation

AutoGravity technology is revolutionizing the digital car-buying experience. Harnessing the power of the smartphone, AutoGravity’s award-winning platform empowers car shoppers with transparency, convenience and speed. Based in Irvine, California, AutoGravity partners with the world’s leading banks and financial services companies to give car buyers direct control over how they finance or lease their cars, while connecting them to a nationwide network of trusted car dealerships. Available on iOS, Android and Web, AutoGravity provides car buyers with up to four tailored loan or lease offers in minutes. For more information, please visit www.AutoGravity.com and follow us on

About Kelley Blue Book (www.kbb.com)

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

In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue BookSM Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, financial, retail and wholesale solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 34,000-plus team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues exceeding \$20 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

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