

KELLEY BLUE BOOK ENHANCES NEW CAR DECISION GUIDES WITH GM-POWERED 'ADVISOR'

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IRVINE, CALIF, April 25, 2002 - Kelley Blue Book has enhanced its popular suite of new car Decision Guides on its leading automotive Web site, www.kbb.com, by adding the General Motors (NYSE: GM) powered Auto Choice Advisor, it was announced today.

The GM designed and powered Auto Choice Advisor is an in-depth tool for new car shoppers looking for unbiased help in the decision making process. Auto Choice Advisor takes into account personal usage habits, price, brand and body style preferences, as well as the importance of certain features like gas mileage and frequency of repairs.

The sophisticated decision engine recommends ten vehicles that best meet the consumer's need from over 250 makes and models available from all major US manufacturers.

The new feature is part of kbb.com's suite of new car "Decision Guides," providing tools, tips, comparisons and advice to facilitate the right choice for new car purchases.

Other Decision Guide services include: the **Recommendation Tool**, offering suggestions on how to select your next car, based on shopper preferences, including manufacturer, price range, and body style, and; **Side-By-Side Comparisons**, where up to four new and used models are displayed side-by-side so shoppers can compare exact specifications, features and options.

"Our suite of Decision Guides, including our newest, the Auto Choice Advisor, is the most useful tool a new car buyer can find on the Internet," said Stephen Henson, vice president, marketing and business development for Kelley Blue Book based here. "These services help car buyers discover what the best new car is for their lifestyle and then sets up direct, side-by-side comparisons that make an often complicated car buying decision easy," he said.

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer](#) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.
