

# KELLEY BLUE BOOK AND HONDA TEAM TO SPEED PRICING OF "TRADE-INS"

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**IRVINE, CALIF, April 22, 2002** - Kelley Blue Book ([www.kbb.com](http://www.kbb.com)) and America Honda Motor Co. ([www.hondacars.com](http://www.hondacars.com)) today announced they have teamed up to speed the online pricing of used car "trade-ins" for prospective new Honda buyers.

Under the partnering agreement, Honda new car shoppers are guided to an owner link on the Honda Internet site. The owner is asked to complete a series of optional choice questions on specifications and the trade-in vehicle's condition. The responses are fed to kbb.com for evaluation, and the trade-in price is communicated instantly.

"We recognize that time is of the essence to most new car shoppers today," said Stephen Henson, Kelley Vice President of Marketing and Business Development. "Our expanded online relationship with Honda gives buyers an experience that is both efficient and credible. It's another way that Kelley Blue Book is reinforcing its reputation as the trusted resource for new and used car shoppers."

"Our goal for Hondacars.com is to provide all the tools and resources consumers want most," said Dick Colliver, executive vice president of sales for American Honda Motor Co., Inc. "The Kelley Blue Book connection adds a new level of convenience to Hondacars.com."

About Kelley Blue Book ([www.kbb.com](http://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](http://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.

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