

All-New 2009 Dodge Ram Takes Over kbb.com® Homepage With Innovative New Partnership

Customized Partnership Also Provides Click-Stream Analysis and KBB Marketing Research

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IRVINE, Calif., Nov. 21 /PRNewswire/ -- Kelley Blue Book <http://www.kbb.com/>, the leading provider of new- and used-vehicle information, today announces a partnership with the Dodge brand to promote the all-new 2009 Dodge Ram, featuring a groundbreaking series of homepage takeovers on Kelley Blue Book's top-rated Web site, <http://www.kbb.com/>. Dodge has partnered with Kelley Blue Book for this particular portion of its "game-changing marketing launch" of the 2009 Dodge Ram, targeting in-market new-truck buyers on Kelley Blue Book's kbb.com, which sees more than 13 million visits each month.

The custom-made partnership package kbb.com created for Dodge also contains a research and measurement component, allowing Dodge to not only deliver its message to in-market new-truck shoppers, but also gain invaluable insight into potential buyers. Kbb.com will provide Dodge with click-stream analysis from Kelley Blue Book's Market Watch report and insight into consumer shopping attitudes and behaviors with Kelley Blue Book Marketing Research's Brand Watch.

The never-before-done on kbb.com, customized rich-media campaign features three different one-week homepage takeovers, where visitors to the kbb.com homepage see a large 2009 Dodge Ram floating around the Web site and can then click to interact with various features. Initially launched in late October, the next kbb.com homepage takeover launches on November 26, 2008, featuring both a floating and video component for the all-new Ram. The third and final week-long kbb.com homepage takeover for this campaign begins on December 12, 2008.

"With this innovative new partnership, we're able to deliver millions of views to Dodge's interactive rich-media advertising via prime, online automotive real estate, the kbb.com homepage," said Robin Cooper, vice president of advertising and business development for Kelley Blue Book and kbb.com. "Advertisers need more than just click-throughs these days and with Kelley Blue Book market intelligence, we are able to provide our partners behavioral and psychographic data of their potential buyers."

Click-through rates soared with the first week-long 2009 Dodge Ram kbb.com homepage takeover, with measurements showing it as one of the top-performing ads running on the homepage of kbb.com. The next two 2009 Dodge Ram homepage takeovers occurring in November and December are predicted to perform just as well, if not better, as the initial launch in late October.

"We launched the all-new Dodge Ram with a multi-layered media strategy that is just as unconventional as the Ram itself," said Michael Accavitti, Director - Dodge Marketing. "With an increasing number of full-size pickup truck buyers using the Internet as part of their shopping process, smartly targeted creative and media approaches like the Kelley

Blue Book's kbb.com home page takeovers, allow us to connect the Dodge Ram to consumers with more precision than we've ever done."

For more information about Kelley Blue Book/kbb.com advertising and marketing research tools, visit <http://www.800bluebook.com/>.

About Kelley Blue Book (<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, <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. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among 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.

About Dodge Ram

The all-new 2009 Dodge Ram is a game-changer in terms of its ability to outsmart and out tough the competition. With a typically bold Dodge exterior design, a crafted and refined interior, engineering excellence, superb innovation, and best-in-class features and amenities, this truck is ready for demanding truck buyers. With one of the most comprehensive model lineups in the segment, the Ram now offers its first-ever crew-size cab, giving Dodge an entry into the largest and fastest-growing part of the market. Ram offers the first-in-segment coil-spring multilink rear suspension fitted to a solid rear axle that provides ride and handling capabilities unexpected in a pickup truck. The new Dodge Ram Crew 1500 is loaded with innovative features, including an available first-in-segment RamBox cargo management system that provides weatherproof, lockable, illuminated and drainable storage compartments integrated into both fender sides for effortless access and convenience. Ram's new 5.7-liter HEMI® V-8 provides more horsepower (390) and torque (407 lb.-ft.), with increased fuel economy. In addition, Ram offers two additional gasoline powertrain options.

About Dodge Brand

With a U.S. market share of 6.2 percent, Dodge is Chrysler LLC's best-selling brand and the sixth largest nameplate in the U.S. automotive market. In 2007, Dodge sold more than 1.3 million vehicles in the global market.

SOURCE: Kelley Blue Book

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