

Kelley Blue Book, NIADA Join Forces to Provide Independent Dealers With Market-Relevant Values, Solutions to Effectively Manage Inventory

NIADA Members Gain Access to Kelley Blue Book Products, Accurate Information with National Member Benefit Program

IRVINE, Calif., June 22, 2011 /PRNewswire/ -- Kelley Blue Book's www.kbb.com, a leading provider of [new car](#) and [used car](#) information, today announces its participation in the National Independent Automotive Dealers Association (NIADA) National Member Benefit Program, putting trusted, accurate information in the hands of dealers across the country. The National Member Benefit Program was founded by NIADA to provide an extensive, highly vetted roster of reliable companies that will offer products and services for members.

"Kelley Blue Book's superior reputation within the automotive industry made it an obvious addition to the program," said Scott Lilja, vice president of member services for NIADA. "NIADA members will greatly benefit from Kelley Blue Book's more than 85 years of experience and vast product offerings."

With the company's massive increase in data collection, greater transparency into its processes, sophisticated forecasting models and formidable analytic capabilities, businesses and consumers can now, more than ever, look to Kelley Blue Book's weekly values as the most trusted in the industry.

"Kelley Blue Book's analytic capabilities provide dealers and the industry with unrivaled insights into the future of the automotive marketplace, continuing the company's preeminence in vehicle pricing and values," said Paul Johnson, president and CEO for Kelley Blue Book. "With our game-changing enhancements in data collection, advanced statistical modeling and personnel, businesses can manage inventory more effectively and profitably than ever before."

Founded in 1926, Kelley Blue Book is the vehicle valuation and information source relied upon by consumers and the industry. In addition to its top-rated consumer website, www.kbb.com, Kelley Blue Book offers a variety of solutions to meet the needs of dealers, including kbb.com advertising opportunities, LeadDriver™, KARPOWER Online®, inventory listings and window stickers.

Most recently, Kelley Blue Book introduced Quick Values(SM) to dealers and other industry service customers. Quick Values is a fast and simple solution, delivering comprehensive new- and used-car values to banks, insurance companies, governmental agencies and auto dealers, all in an easy-to-use, self-service model. This all-new product provides customers with a convenient and realistic picture of the automotive marketplace, supporting critical business and risk-management decisions. Users can identify a vehicle by its Vehicle Identification Number (VIN) or year, make and model to obtain relevant, regionalized values for their business. Each valuation report includes every Kelley Blue Book Value available in Quick Values, including Auction Value.

"Kelley Blue Book established a presence in the automotive industry

with its trusted Blue Book® Values and has built on this foundation with a number of offerings to help dealers get inventory to market faster and more effectively," said Johnson. "With our newly formed relationship with NIADA, we can keep the organization's members apprised of the various solutions provided by Kelley Blue Book to help increase efficiency and profits."

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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 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 is a leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale and car dealer locations. Kelley Blue Book Co., Inc., is a wholly owned subsidiary of AutoTrader.com.

About NIADA

The National Independent Automobile Dealers Association (NIADA) <http://www.niada.com/>, founded in 1946, has represented quality independent automobile dealers for over 61 years. NIADA assists its members in becoming more successful within the used motor vehicle industry. Through membership in NIADA, members join with over 20,000 other professional automobile dealers who share the dream of financial prosperity for their business. NIADA is the industry's legislative representative -- working hard every day to protect dealer and consumer interests. The association consistently brings forward industry education, valuable industry information along with services and benefits designed to prepare members for an ever-changing marketplace. As a consumer friendly association, automotive consumer information can be found on <http://www.autoconsumer.tv/>.

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