

Kelley Blue Book, Cyclechex Team Up to Offer Motorcycle History Reports on kbb.com

Consumers Gain Access to Pertinent Pre-Owned Vehicle Data to Help Make Information Purchase Decision

IRVINE, Calif., Feb. 21, 2012 /PRNewswire/ -- Kelley Blue Book, the leading provider of [new car](#) and [used car](#) information, today announces its newly formed relationship with Cyclechex to offer Motorcycle History Reports on its top-rated website www.kbb.com. Consumers contemplating the purchase of a pre-owned motorcycle now have the opportunity to view its history, dating back to model-year 1981.

(Logo: <http://photos.prnewswire.com/prnh/20111102/AQ99077LOGO>)

The Cyclechex report can include historical title information such as the last recorded odometer reading, any disclosed damage, the number of previous owners, salvage, rebuilt, or stolen titles, vehicle identification number (VIN) decoding, vehicle specifications and the manufacturer's recall history.

"Working with Cyclechex, Kelley Blue Book offers its motorcycle shoppers access to the information they need to make an informed purchase decision," said Damon Bennett, vice president of business development and partnerships for Kelley Blue Book. "These reports generate data from a variety of governmental sources, consolidate the information, and deliver to the consumer comprehensive information that provides a level of confidence."

Cyclechex Motorcycle History Reports can be purchased through the Kelley Blue Book website (www.kbb.com) for \$24.95 each, or three for \$49.95.

"Our Cyclechex Motorcycle History Report has already proven to be among the most valuable sources of vital information for people who are considering the purchase of a used motorcycle," said Anthony Havens, CEO of Specialty Reports, Inc. "With our exciting new relationship with Kelley Blue Book, and the trust they enjoy in the marketplace, we're anticipating another major milestone for Cyclechex and its ability to reach a broader consumer market for our product."

For more information on this new offering, visit www.kbb.com or www.cyclechex.com.

For more information and news from Kelley Blue Book's kbb.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), or like our page on Facebook at www.facebook.com/kbb.

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 provides consumer pricing and information on [minivans](#), [pickup trucks](#), [sedan](#), [hybrids](#), [electric cars](#), and [SUVs](#). Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

SOURCE Kelley Blue Book

For further information: Joanna Pinkham, +1-949-268-3079, jpinkham@kbb.com, or Brenna Robinson, +1-949-267-4781, berobinson@kbb.com, or Natalie Kumaratne, +1-949-267-4770, nkumaratne@kbb.com, all of Kelley Blue Book

<https://mediaroom.kbb.com/press-releases?item=122091>