

Kbb.com Android App Hits One-Million Download Milestone

Free Kelley Blue Book Mobile Offerings Provide Essential Car-Buying Information, Help Shoppers Negotiate On-the-Spot

IRVINE, Calif., March 20, 2012 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information, today reports a one-million download milestone for its kbb.com Android mobile application. Launched in November 2010, the free, interactive kbb.com Android app provides users with crucial car-buying information to help make confident purchase decisions.

(Logo: <http://photos.prnewswire.com/prnh/20111102/AQ990777LOGO>)

The kbb.com Android app provides shoppers with access to new and used Kelley Blue Book® Values, including MSRP, Invoice, Fair Purchase Price, Certified Pre-Owned, Suggested Retail, Private Party and Trade-In Values. Car buyers and sellers can use this information in vehicle transaction negotiations to ensure they get the best deal possible, wherever they may be.

The application also offers several helpful features for car shoppers, such as a dealer locator with detailed maps and directions, 360-degree vehicle photos, new-car video reviews from kbb.com's expert editors, and the kbb.com Twitter feed for the latest automotive news and information from Kelley Blue Book's team of car aficionados.

"Kelley Blue Book's mobile experience was created with the consumer's needs top-of-mind, and now more than one million Android users have tapped into Kelley Blue Book's car shopping expertise via their phones," said Chip Milson, product director for kbb.com mobile at Kelley Blue Book's kbb.com. "Having access to invaluable automotive information right when and where they need it gives shoppers confidence in negotiations, and allows them make educated purchase decisions while on-the-go."

The kbb.com Android app features a widget that can be positioned on the phone's home screen to track a vehicle's value. Whether users want to track their trade-in value prior to buying a car or stay up-to-date on their car value's performance in the marketplace, the widget provides the latest information. The widget is automatically updated to show the latest vehicles values, just like Kelley Blue Book Values on kbb.com. The widget can be accessed after downloading the Android app. Configure the widget by long-clicking an empty space on the Android desktop, choose "Android Widgets," and select the kbb.com widget from the menu.

In addition to the Android app, Kelley Blue Book's kbb.com also offers free apps for iPhone and Windows Phone 7 users. Kbb.com's app for iPhone launched in May 2010, followed by Android and Windows Phone 7 in November 2010.

To download the kbb.com iPhone app, visit the iTunes store. To download the kbb.com Windows Phone 7 app, visit the Windows Phone Marketplace via any Windows Phone. To download the kbb.com Android app, visit <http://market.android.com/details?id=com.kbb.mobile> from any Android device.

In addition, both Smartphone and non-Smartphone users can access trusted Kelley Blue Book information from the company's mobile-optimized website. To access the optimized site, visit www.kbb.com on

a mobile device to be automatically redirected.

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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 Suggested 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.

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

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