

## **VehicleHistory Integrates Trusted Kelley Blue Book® Values into Its Comprehensive Database**

**Las Vegas (February 28, 2018)** – VehicleHistory (VehicleHistory.com) has expanded its comprehensive “free of charge” vehicle database for consumers and the automotive industry with the integration of Kelley Blue Book® Values. Kelley Blue Book provides trusted, market-reflective vehicle values for new and used cars, complementing VehicleHistory.com’s proprietary database drawn from more than 42 million data points and records.

“We’re excited to integrate Kelley Blue Book’s trusted values into our data platform,” said Jennifer Mitchell, CEO of VehicleHistory. “As an industry leader in automotive data, Kelley Blue Book Values adds a new dimension to our service and tremendous piece of mind for our consumers.”

VehicleHistory provides consumers with the history of virtually any car or truck in North America – at no cost. Vehicles can be researched via vehicle identification number (VIN), license plate number and – when available – consumers may even be provided with images of historical vehicle damage.

“For more than 90 years, Kelley Blue Book has provided trusted vehicle information to help shoppers make the best possible choice for buying or selling a car,” said Damon Bennett, senior director of syndication for Kelley Blue Book. “Offering new and used-car pricing in conjunction with VehicleHistory’s service adds another level of confidence in the consumer’s decision-making process because it is backed by decades of experience and a tremendous amount of data.”

While other providers market access to their databases for a charge, VehicleHistory’s category-leading database is available for free and is entirely private. This complimentary service is provided as a result of VehicleHistory’s innovative business model and technologies that aggregate and align millions of data sets into an easy-to-read consumer report.

For consumers, VehicleHistory.com also can be the source of vital information on safety recalls, prior accident history, as well as a range of title details.

## **VehicleHistory**

VehicleHistory.com provides the most reliable way for customers to become educated when buying and selling a car. Through VehicleHistory.com, consumers are provided with proprietary databases (utilizing more than 42 million data points and records in the U.S.) and can receive free online reports on any car or truck in North America.

VehicleHistory.com also provides consumer and industry professionals with a broad range of automotive research, information and content. Find out more at VehicleHistory.com.

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

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website [KBB.com](http://KBB.com), including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book<sup>SM</sup> Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.

Contact: Eric Pylvanainen, PCG, 424-903-3685

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