

Win Up To \$50,000 Toward Purchase Of A Best Buy Award Winner In KBB.com Sweepstakes

Kelley Blue Book Hosts Daily, Monthly and Year-End Giveaways for Car Shoppers

IRVINE, Calif., Oct. 1, 2015 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, today announces its Best Buy Awards Sweepstakes. As part of the Sweepstakes, Kelley Blue Book will give away \$100 gas gift cards to daily winners, \$10,000 down payments or two years of payments toward a Best Buy Award-winning vehicle for first place monthly winners, oil changes for as long as you own your vehicle for second place monthly winners, and \$50,000 toward the purchase of a new Best Buy Award-winning vehicle for the grand prize winner. Kelley Blue Book's [Best Buy Awards](#) honor the top new model year vehicle choices available in the U.S. market. For official rules and to learn more, please visit <http://sweepstakes.kbb.com>.



What: The Kelley Blue Book Best Buy Awards Sweepstakes will hold daily, monthly and one grand prize winner drawings. The grand prize winner will receive \$50,000 toward the purchase of a new Best Buy Award-winning car, while monthly prizes include \$10,000 toward a new Best Buy Award-winning vehicle for first place winners and oil changes for as long as you own your vehicle for second place winners. Daily winners will receive \$100 gas gift cards.

Who: Open to all legal residents of the 50 United States and the District of Columbia who are at least eighteen years of age at the time of entry. For official rules and regulations, please visit <http://sweepstakes.kbb.com>.

When: The Best Buy Awards Sweepstakes will begin on October 1, 2015, at 12:00 PM ET and ends on December 31, 2015, at 11:59 PM ET.

Where: Enter daily by visiting <http://sweepstakes.kbb.com> and following the on-screen prompts to enter the Sweepstakes. All eligible entries will be included in the grand prize drawing. Entries received during a calendar month will only be eligible for that month's drawing.

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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In

Values and Fair Purchase Price, which reports what others are paying for new and used 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, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2015 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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SOURCE Kelley Blue Book

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