

KBB.com Wins 2012 WebAward For Outstanding Website In Automobile Category For Second Consecutive Year

Kelley Blue Book Site Offers 5-Year Cost to Own Information, Consumer and Expert Reviews and Ratings, Fair Purchase Prices for New Models

IRVINE, Calif., Sept. 25, 2012 [PRNewswire/](#) -- For the second year in a row, www.kbb.com has been recognized as an Outstanding Website in the Automobile category of the Web Marketing Association's WebAward competition, according to Kelley Blue Book, the leading provider of new car and used car information. With more than 2,000 entries from 45 countries for 2012, each nomination was judged on design, copy writing, innovation, content, interactivity, navigation and use of technology.

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"Recently, Kelley Blue Book has added pertinent, user-friendly tools to help new-car shoppers make more informed purchase decisions," said Scott Ehlers, vice president of product for Kelley Blue Book's KBB.com. "This award validates Kelley Blue Book's commitment to providing site visitors with the best online experience when researching vehicles."

In addition to Kelley Blue Book new- and used-car values, KBB.com offers consumers [5-Year Cost to Own](#) information, [Expert Reviews and Ratings](#) and [Consumer Reviews and Ratings](#). 5-Year Cost to Own data helps shoppers make smart decisions by breaking down total ownership costs during the initial five-year ownership period, including depreciation costs, expected fuel costs, typical insurance costs, and more by make and model.

The site also provides car reviews and ratings from the company's expert editorial staff. Having reviewed nearly all of the common makes and models of vehicles consumers see on the road today, KBB.com's expert editors provide straightforward assessments and information, including driving impressions, favorite features and pricing notes for each new car. On-site shoppers also voice their opinion by rating their own vehicles and other vehicles they have experience with. Consumer Reviews and Ratings allow site visitors to post actual photos and videos of the car they are reviewing. In addition, car shoppers have access to Kelley Blue Book's [Fair Purchase Price](#) for new cars, which demonstrates what a consumer can expect to pay for a vehicle based on what others have actually paid.

Produced by the Web Marketing Association, the WebAward program is the premier annual website award competition that names the best websites in 96 industries, while setting the standard of excellence for all website development. The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, public relations and top website design professionals who share an interest in improving the quality of online advertising, Internet marketing and website promotion.

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), like our page on Facebook at www.facebook.com/kbb, and get updates on Google+ at www.google.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 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 cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book's kbb.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year by the 2012 Harris Poll EquiTrend® study. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader Group.

SOURCE Kelley Blue Book

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