

KBB.com Announces Three 2012 W3 Award Wins For iPhone App, Vehicle Video Reviews

Kelley Blue Book Earns Silver Award Recognition

IRVINE, Calif., Sept. 27, 2012 [PRNewswire/](#) -- The KBB.com app for iPhone from Kelley Blue Book and the company's '2012 Mitsubishi i-MiEV Hatchback' and '2012 Lexus CT Hatchback' video reviews, today were honored with W3 Silver Award recognition. Receiving more than 3,000 entries, the W3 Awards recognize outstanding websites, Web marketing, Web video and mobile apps created by the best interactive agencies, designers and creators worldwide.

(Logo: <http://photos.prnewswire.com/prnh/20120808/LA53814LOGO>)

The W3 Awards are sanctioned and judged by the International Academy of the Visual Arts. The KBB.com iPhone app was judged on creativity, usability, navigation, functionality, visual design and ease-of-use. Kelley Blue Book's Web videos were evaluated on content, technical execution, implementation and overall experience.

"Recognition by the W3 leaders highlights Kelley Blue Book's hard work and dedication to deliver new-car shoppers with the best information and experience when researching vehicles," said Scott Ehlers, vice president of product for Kelley Blue Book. "As a company, we are committed to creative excellence and a helpful user experience for each KBB.com product, and this year's three W3 Award wins showcase the consumer benefits of our iPhone app and informative expert video reviews."

KBB.com's free, interactive app provides iPhone users with trusted Kelley Blue Book® Values and crucial information to give them the insights and confidence they require to make a smart purchase decision. With this app, users will find both new- and used-car values, including MSRP, Invoice, Fair Purchase Price, Certified Pre-Owned, Suggested Retail, Private Party and Trade-In Values, in addition to other helpful car-shopping information.

Kelley Blue Book's vehicle reviews are generated by the KBB.com Editorial staff, with each video providing a comprehensive assessment of new vehicles in the marketplace. In addition to expert video reviews, the KBB.com Editorial team also provides latest news stories and written car reviews and ratings.

The company has received numerous W3 Awards over the years. Kelley Blue Book's KBB.com received 2008, 2009, 2010 and 2011 W3 Awards in the automotive website category, while Kelley Blue Book's iPhone app also won a W3 Award in 2010. Kelley Blue Book's Editorial staff also has been recognized for their outstanding achievements in vehicle reviews with the 'Mercedes Benz SLS AMG,' 'Nissan 370Z Roadster,' 'Cadillac CTS-V Feature Video' and 'Kia Soul and Nissan Cube Go Head to Head' videos all receiving W3 Awards between 2009 and 2011. For more information about the W3 Awards, visit www.w3award.com.

To download the free KBB.com iPhone app, please visit <http://itunes.apple.com/us/app/kbb-com/id367353324?mt=8>. To view videos from KBB.com's team of expert editors, visit <http://www.kbb.com/car-videos/>.

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.

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