

Experian Automotive's AutoCheck Vehicle History Reports Now Available On Kelley Blue Book's KARPOWER Online Platform

Dealers Benefit from Additional Provider to Help Effectively Market Inventory

IRVINE, Calif., Sept. 16, 2013 /PRNewswire/ -- Experian Automotive's AutoCheck® vehicle history reports are now available on KARPOWER Online®, announces Kelley Blue Book, www.kbb.com, the leading provider of new and used car information.

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KARPOWER Online is a powerful sales tool designed to value, manage and market vehicle inventory online. With this tool, customers also can access Kelley Blue Book® Values, including Suggested Retail, Lending, Trade-In, Certified Pre-Owned (CPO) and Auction values with ease, in addition to vehicle history reports.

Now accessible through the KARPOWER Online Web portal, AutoCheck vehicle history reports include in-depth information that enables consumers to quickly and easily check if a vehicle has any reported accidents, frame damage or odometer rollback issues and other potentially negative events that can impact a vehicle's value. Additionally, the reports feature the AutoCheck Score®, the industry's first and only vehicle history score, which allows consumers to quickly understand a vehicle's past, compare it with similar models, and provide them with confidence that they are selecting the right vehicle.

"Dealers now benefit from another vehicle history report provider that can be appended to their listings to help effectively market inventory," said Damon Bennett, vice president, syndication & ecommerce for Kelley Blue Book. "Car shoppers also benefit from this information as dealers add transparency to the used-car shopping process."

Through KARPOWER Online, dealers can access an existing AutoCheck account or create a new one. Once signed in to the AutoCheck account from within the KARPOWER Online platform, vehicle history reports can be created for individual vehicles from either the full Inventory Listing page or directly within an individual vehicle listing.

"Connecting KARPOWER Online customers with AutoCheck made sense, because understanding a vehicle's past is pivotal when buying or selling a used car," said Dave Nemtuda, senior vice president for Experian Automotive. "Consumers benefit from the additional information because it provides them with another level of assurance they are selecting the right vehicle, and dealers can utilize the information to further facilitate trust and transparency with potential customers."

For more information on Kelley Blue Book's KARPOWER Online platform, please visit www.800bluebook.com/. For more information about Experian Automotive's AutoCheck vehicle history reports, please visit www.autocheck.com/.

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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 cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co., Inc. is a wholly owned subsidiary of AutoTrader Group.

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