

Kelley Blue Book Primary Sponsor Of Dale Earnhardt Jr. At Upcoming Sonoma Race

Earnhardt to Wear Kelley Blue Book-Branded Fire Suit, Drive No. 88 Kelley Blue Book Chevrolet SS

IRVINE, Calif., June 19, 2014 /PRNewswire/ -- Hot on the heels of Dale Earnhardt Jr.'s recent NASCAR Sprint Cup Series victory at Pocono Raceway, Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, will be the [primary sponsor of Earnhardt](#) at the upcoming event at Sonoma Raceway on June 22, 2014.

- What:** Kelley Blue Book is the primary sponsor of the No. 88 Chevrolet SS NASCAR Sprint Cup Series team featuring driver Dale Earnhardt Jr. at the June 22 event at Sonoma Raceway. As part of a two-year pact with Hendrick Motorsports to sponsor Earnhardt throughout the 2014 and 2015 NASCAR seasons, the upcoming Sonoma race will feature Earnhardt wearing a Kelley Blue Book-branded fire suit and driving a No. 88 Chevrolet SS with a Kelley Blue Book paint scheme. This is Kelley Blue Book's first NASCAR sponsorship.
- Who:** Dale Earnhardt Jr., NASCAR's 11-time Most Popular Driver and 2014 Daytona 500 winner, racing his No. 88 Kelley Blue Book Chevrolet SS at Sonoma Raceway. Kelley Blue Book company executives also will be in attendance at the race.
- When:** The NASCAR Sprint Cup Series race begins at Noon Pacific on Sunday, June 22, 2014. The event will be broadcast live on TNT and PRN Radio affiliates.
- Where:** Sonoma Raceway in Sonoma, California. Media members must be credentialed by Sonoma Raceway to attend.
- Images:** Images of Dale Earnhardt Jr. with his Kelley Blue Book-branded fire suit and No. 88 Kelley Blue Book Chevrolet SS are available prior to the race. A multitude of images from the race weekend at Sonoma, including shots of Earnhardt with Kelley Blue Book executives, will be available following the race. Contact pr@kbb.com for image requests.



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 <https://plus.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 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 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, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.





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