

Kelley Blue Book Taps M Booth as Its First Public Relations Agency of Record

IRVINE, Calif., and NEW YORK, Sept. 29, 2014 /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, has named [M Booth](#) its first public relations agency of record.



M Booth will help build on Kelley Blue Book's reputation as *The Trusted Resource*[®] for new and used vehicle valuations, insights and marketing solutions. The agency will seek to drive greater awareness among new audiences through earned and social media, build a thought leadership platform among business stakeholders, and counsel on strategy to continue to establish Kelley Blue Book's leadership position in the new-car marketplace.

"A creative and innovative agency thoroughly versed in brand-building, M Booth displays the kind of industry insight and market analysis needed to confidently help us move our business forward," said Chintan Talati, senior director of public relations at Kelley Blue Book. "Many car shoppers recognize Kelley Blue Book as the foremost used-car value provider – now, with the help of M Booth's expertise, we aim to increase consumer awareness of the breadth of helpful new-car information we provide on KBB.com."

Engrained in the automotive industry, Kelley Blue Book has nearly 90 years of history as *The Trusted Resource*[®], providing helpful shopping tips and tools including the KBB.com Price Advisor, 5-Year Cost to Own information, Fair Purchase Price on new and used cars, and expert and consumer reviews and ratings.

"M Booth is delighted to be partnering with Kelley Blue Book, a trusted source for generations in car buying and selling," said Dale Bornstein, M Booth CEO. "My dad never went car shopping without his Blue Book[®] in hand, and today, a fresh generation of new- and used-car buyers can look to Kelley Blue Book for guidance on KBB.com. We're revving our engines to help Kelley Blue Book deepen its roots as the leading information source trusted by both consumers and the automotive industry."

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 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.


About M Booth

M Booth is a global communications agency pioneering creative science – the intersection of research, insight and imagination. The agency shapes opinion, enhances reputation and drives business results for some of the world's most influential brands. It works in diverse sectors including travel, financial services, food, fashion & beauty, wine & spirits, consumer tech, business-to-business, and small business. Based in New York City, M Booth is a wholly-owned subsidiary of the Next Fifteen Communications Group, operating from 38 offices in 19 markets around the globe. For more information, visit www.mbooth.com.

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SOURCE Kelley Blue Book

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