

Kelley Blue Book Releases Video Of NASCAR's Dale Earnhardt Jr. Racing A Tiny Chevrolet Spark With KBB.com Editor Micah Muzio

Earnhardt Jr., Muzio Have Fun Putting Small 'City Car' to the Test on Racing Legend's North Carolina Estate

IRVINE, Calif., Sept. 30, 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, recently posted a video showing NASCAR's 11-time Most Popular Driver and 2014 Daytona 500 winner Dale Earnhardt Jr. reviewing -- and racing! -- a tiny Chevrolet Spark with KBB.com's Managing Editor of Video Micah Muzio. Kelley Blue Book teamed up with Hendrick Motorsports as a primary sponsor of Dale Earnhardt Jr.'s No. 88 Chevrolet SS NASCAR Sprint Cup Series team for the 2014 and 2015 race seasons.

"Our support of a talented driver like Dale Earnhardt Jr. can only be topped by getting to spend quality time with him," said Micah Muzio, managing editor of video for Kelley Blue Book's KBB.com. "We had a blast testing out the adorably tiny Chevy Spark on Earnhardt Jr.'s estate just north of Charlotte, North Carolina. Unsurprisingly, what begins as a simple video review quickly morphs into something much more exciting. One partially airborne Chevy Spark and several smoking tires later, it's clear why Dale Earnhardt Jr. is such a popular and successful driver."

To view the video of NASCAR's Dale Earnhardt Jr. reviewing a Chevrolet Spark with KBB.com's Micah Muzio, visit <http://www.kbb.com/car-news/all-the-latest/dale-earnhardt-jr-reviews-the-chevy-spark-with-kbbcom/2000011207/>.

To discuss this topic, or any other automotive-related information, with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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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 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.




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Video - <http://www.youtube.com/watch?v=GlvfbI5J13c&list=PLY2padmHjoeo0vq90xHBgokgGcsEegakw>
Photo - <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>

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Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/kbb/2014-09-30-Kelley-Blue-Book-Releases-Video-Of-NASCARs-Dale-Earnhardt-Jr-Racing-A-Tiny-Chevrolet-Spark-With-KBB-com-Editor-Micah-Muzio>