

Dale Earnhardt Jr. Drives Fair-Pricing Initiative With #KBBEffect

Kelley Blue Book Movement to Empower Car Buyers Features Fresh Video Content Starring NASCAR Fan Favorite, Sweepstakes and Fold of Honor QuickTrip 500 Race Weekend Promotions

IRVINE, Calif., Feb. 26, 2015 /PRNewswire/ -- With the 2015 NASCAR Sprint Cup Series revving up, the winner's circle just got better with the introduction of the #KBBEffect initiative, thanks to Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



#KBBEffect, a new initiative from Kelley Blue Book featuring NASCAR driver Dale Earnhardt Jr., reinforces the company's goal to empower shoppers to be in control of their car-buying experience. Launching in line with this weekend's NASCAR Sprint Cup Series race in Atlanta, the initiative supports Kelley Blue Book's partnership with Earnhardt Jr. and features him in new video content purposed for both social media and broadcast advertising placements. In addition, there will be on-site race weekend promotions at the Atlanta Motor Speedway on Sunday, March 1, and an exciting consumer sweepstakes for those that can't make it to the track, giving car shoppers and NASCAR fans alike a chance to win.

#KBBEffectSweeps for a Chance to Win

The #KBBEffectSweeps will run from February 27 - March 30, 2015. Whether fans got a great deal on a new car or they're still in love with the one they purchased years ago, users can tweet a photo of their vehicle with the hashtag #KBBEffectSweeps for a chance to win prizes. Prizes range from autographed hats and die-casts, to the sweepstakes grand prizes of two pairs of tickets to race weekend at Talladega Superspeedway on October 25, 2015, including access to a hospitality suite. Sweeps submissions will be aggregated in a gallery site where users can interact with Kelley Blue Book in an all-new way, extending the partnership with Dale Earnhardt Jr. to a tangible and interactive experience that will engage confident car shoppers and NASCAR fans alike.

"Kelley Blue Book's goal is to put consumers in the driver's seat when they are buying a car, so they can seek out the right car at a fair price," said Dale Earnhardt Jr. "As the #KBBEffect video spots reveal, I'm passionate about Kelley Blue Book's pricing expertise and the KBB.com Price Advisor, which helps others be pricing experts, too."

The promotional spots will air on a variety of cable networks that reach NASCAR viewers and fans, including ESPN, Spike TV, NBC Sports and the History Channel, as well as live on the Kelley Blue Book social media channels.

Fold of Honor QuickTrip 500 Race Weekend Fan Zone

The #KBBEffect promotion will culminate in an excitement-filled Sprint Cup Series

race weekend in Atlanta, where fans can score big at the KBB.com Fan Zone. Featuring the No. 88 Kelley Blue Book Chevy SS show car, the Fan Zone booth will give attendees a chance to play the "Price It to Win" interactive game: Contestants who guess the Kelley Blue Book® Fair Purchase Price of a vehicle shown on a flat screen within 88 seconds will win a \$50 gas card. For participating, contestants also will win NASCAR memorabilia, and be entered for a chance at the KBB.com Fan Zone booth's grand prize, a trip to the All-Star Race in Charlotte, N.C., on May 16, 2015.

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 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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