

Kelley Blue Book Now Offers Customers Access To Batch VIN Value-Appending Service

Obtain Mass Vehicle Valuations for New, Used Vehicles in Real Time through Self-Service Portal

IRVINE, Calif., Oct. 12, 2015 /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, now offers customers a new self-service interface for easy access to trusted new and used-car Kelley Blue Book® Values and configuration data by vehicle identification number (VIN) within its suite of business-to-business solutions.



Kelley Blue Book Values are always fresh, local and relevant, incorporating more than 250 sources. Using flexible file formats, customers can quickly obtain current vehicle valuations in real time by simply inputting the desired batch VIN information using a Web-based interface.

"The latest addition to Kelley Blue Book's suite of industry solutions gives customers easy access to useful VIN-specific data and timely, relevant new and used-vehicle valuations on their own time," said Dan Ingle, vice president of valuations and industry solutions for Kelley Blue Book. "Leveraging Kelley Blue Book's nearly 90 years of automotive expertise, providing trusted values, unparalleled data and integration tools for both new and used vehicles, we continue our mission to be a vital resource for our customers."

All VIN-related information is obtained from factory data. Kelley Blue Book also provides all associated VIN trims, if more than one is identified from the decoding process.

Kelley Blue Book provides vehicle values and information through its suite of industry products to car dealers, auto manufacturers, finance and insurance companies, banks, credit unions, governmental agencies, websites and more. For more information about how to obtain login access and Kelley Blue Book Values via the new self-service interface, please visit <https://b2b.kbb.com/BatchVIN> for direct mail marketing companies or <https://b2b.kbb.com/portfolio> for financial institutions.

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 four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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SOURCE Kelley Blue Book

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