

All-New Multi-Point Marketing Campaign Encourages Dealers to “Get Results Out of the Blue”

Build Brand Awareness, Help Drive Dealership Traffic and Reduce Sales Friction with Products, Services from Kelley Blue Book

IRVINE, Calif., April 20, 2016 – With 68 percent of in-market shoppers planning to purchase within the next two months, Kelley Blue Book, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, offers a powerful in-market audience that can allow dealer and OEM clients to reach highly engaged buyers. Kelley Blue Book’s storied history also makes it the most influential site for shoppers choosing a dealership, which helps our clients “Get Results Out of the Blue.”

With this in mind, the 90-year-old brand has launched its all-new multi-point “Out of the Blue” marketing campaign directed at franchise and independent dealer audiences. The campaign brings to life how Kelley Blue Book is shifting from a marketplace to matchmaker strategy, bringing the right buyers to the right dealership through an experience and purchase that all parties can feel good about. The marketing campaign will include print media, display advertising, retargeting and pre-roll video, expected to reach 90 percent of franchise and 25 percent of independent dealers.

“By associating with Kelley Blue Book and its brand and benefiting from KBB.com’s competitive traffic levels of in-market shoppers and strong pedigree within the industry, Kelley Blue Book helps dealerships achieve their respective goals,” said Jessica Stafford, vice president of marketing at Kelley Blue Book’s parent company Cox Automotive. “The company’s all-new campaign supports that mission by building awareness and perception among dealers that the Kelley Blue Book brand and its products are highly relevant and necessary to reduce friction in the car-buying process.”

In addition to an existing robust portfolio of products, including New and Used Car Fusion classified listings, Dealer Showcase ads, LeadDriver™ and more, the company also has launched the Kelley Blue BookSM Instant Cash Offer and the Used Car Highlight module:

Instant Cash Offer: Last year, Kelley Blue Book provided nearly 100 million trade-in values to car shoppers. Now car shoppers can quickly and easily see how their Instant Cash Offer aligns with the trusted Kelley Blue Book Trade-In Range with the integration of the Kelley Blue Book® Price Advisor. The Price Advisor helps boost confidence that shoppers are getting a fair value when redeeming an Instant Cash offer on their current vehicle.

Used Car Highlight: Dealers receive a unique opportunity to make an immediate connection with in-market shoppers using Used Car Highlight. As consumers receive a value for their configured used vehicle, this widget matches the most relevant replacement vehicle from local participating dealers to the consumer search criteria.

For more information on Kelley Blue Book products and services, visit b2b.kbb.com/blue.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the 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 2015 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™ brand.

About Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has nearly 30,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

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