

Dale Earnhardt Jr. And Primary Sponsor Kelley Blue Book Place Third At Sonoma

Earnhardt Finishes Top 10 at Sonoma Track for the First Time with No. 88 Kelley Blue Book Chevrolet SS

IRVINE, Calif., June 23, 2014 /PRNewswire/ -- Dale Earnhardt Jr. finished third Sunday in the NASCAR Sprint Cup Series event at Sonoma Raceway with his No. 88 Kelley Blue Book Chevrolet SS, which was the first time he has placed within the top 10 at the track in his professional career. It was the first race with Earnhardt and his Hendrick Motorsports team for primary sponsor Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry.



"We are proud to be the primary sponsor of Dale Earnhardt Jr. as he achieved a significant milestone by placing third Sunday at Sonoma Raceway in his No. 88 Kelley Blue Book Chevrolet SS," said Kelley Blue Book President Jared Rowe. "This relationship helps to reinforce that we are the premier provider of new and used car pricing information and shopping content."

Images of Dale Earnhardt Jr. with his Kelley Blue Book-branded fire suit and No. 88 Kelley Blue Book Chevrolet SS are available. In addition, a multitude of images from the race weekend at Sonoma, including shots of Earnhardt with Kelley Blue Book executives, are available. Contact pr@kbb.com for image requests.

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 and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new 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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