

KBB.com Video Wins Prestigious 2015 Dean Batchelor Award For Excellence In Automotive Journalism

Motor Press Guild Praises Kelley Blue Book Editorial's 'Polaris Slingshot Review' with Industry's Top Honor; KBB.com Video Also Wins Award for 'MPG Best of the Year Video Review'

IRVINE, Calif., Dec. 18, 2015 /PRNewswire/ -- KBB.com won the prestigious 2015 Dean Batchelor Award for Excellence in Automotive Journalism, judged and sponsored by the Los Angeles-based Motor Press Guild (MPG), announces Kelley Blue Book www.kbb.com, the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. In addition, KBB.com took home honors for 'MPG Best of the Year Video Review.'



The award-winning video '[Polaris Slingshot Review](#)' was published on both KBB.com and YouTube and is available for viewing on both sites. In the review, Kelley Blue Book's Managing Editor of Video, Micah Muzio, takes viewers on an informative and entertaining journey with the unique three-wheel Polaris Slingshot, providing expert insights laced with quirky humor. The highly visual video was produced in partnership with COTU Media.

"Winning the 2015 Dean Batchelor Award for Excellence in Automotive Journalism is a gratifying recognition that our Kelley Blue Book videos deliver the information and entertainment consumers need and want," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's KBB.com. "We at KBB.com are blessed to have an extremely talented video team, headed by Managing Editor Micah Muzio and Senior Associate Editor Zach Vlasuk, and to me, their dedication to help others better understand individual vehicles is a key reason for this high honor."

Established in 1995 and awarded annually, [MPG](#) presents the Dean Batchelor Award to the journalist judged to have produced the single piece of work that best represents the professional standards and excellence demanded by Dean Batchelor during his life as an editor, writer and chronicler of the automotive industry. The 2015 Dean Batchelor Awards were presented during the annual MPG awards banquet on December 15 at The Petersen Automotive Museum in Los Angeles.

While this is the first year bringing home the highest honor of the Dean Batchelor Award for Excellence in Automotive Journalism, Kelley Blue Book has been honored with several important awards at the Motor Press Guild's annual ceremony in recent years. In 2014, KBB.com won "Best of the Year Video" honors for its '[KBB Attends Stunt Driving School](#)' video. In addition, KBB.com was honored with a 2012 award for 'Best Audio-Visual' for its '[KBB Races a Mazda](#)'

[Miata - Part 1: Skip Barber Race School](#)' video, and a 2010 award for 'Best Audio-Visual' for its '[Ford F-150 Raptor Video – On Land, Through Water, In the Air](#)' video.

To view the library of feature and vehicle review videos from Kelley Blue Book's KBB.com, visit www.youtube.com/kbb. To subscribe to an RSS feed of the latest videos and news stories from the expert editors of Kelley Blue Book's KBB.com, visit <http://rss.kbb.com/kbb-car-news>.

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.

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 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 company.

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

<https://stage.mediaroom.com/kbb/kbb-video-wins-prestigious-2015-dean-bachelor-award-excellence-automotive-journalism>