

Kelley Blue Book and MileOne Dealerships Sign Agreement

LeadDriver™ Becomes KBB's Best-Selling Dealer Service

PRNewswire
IRVINE, Calif.

Kelley Blue Book, The Trusted Resource®, the leading provider of new and used vehicle information, has signed a one-year agreement with MileOne, the mid-Atlantic region's largest dealer group, bringing Kelley Blue Book's LeadDriver service and trusted Trade-In values to the MileOne.com Web site. The MileOne dealer group is made up of 29 vehicle brands, 64 dealerships and more than 15,000 new and used vehicles in stock along the Atlantic Coast from Pennsylvania to North Carolina.

LeadDriver is the only online solution seamlessly integrating the well-known Kelley Blue Book Trade-In values within the dealer's Web site while simultaneously capturing lead information. In addition to the car shopper's contact information, LeadDriver provides the dealer with data on the shopper's trade-in vehicle, its value and the site visitor's new vehicle of interest.

"With more and more automotive consumers initiating their research process online, we remain committed to focusing our efforts on our Web site, MileOne.com," said David Metter, divisional president, MileOne marketing. "Kelley Blue Book's LeadDriver service has not only increased our Internet business, but provides our site visitors with the class-leading service they deserve."

LeadDriver enables dealerships to convert more of their current Web site visitors into active leads simply by providing a trusted trade-in value, which 80 percent of in-market vehicle shoppers say they are looking for. Putting helpful trade-in information on the dealership Web site keeps shoppers from surfing to other sites. LeadDriver also allows dealers to customize links driving shoppers to other important areas of their sites.

"Our dealer clients report that LeadDriver is not only producing greater amounts of leads from their own Web site, but an increase in sales from those very same leads," said Mike Romano, vice president of dealer strategy, products and services. "Since we launched LeadDriver at NADA back in February, this has become our best-selling and fastest growing dealer service."

LeadDriver Service Highlights

- * Kelley Blue Book Trade-In values and branding are displayed directly within the dealer's Web site
- * Captures vehicle-shoppers' contact information, trade-in vehicle information and value, and the new vehicle they are interested in
- * Automatically provides shoppers with a free, customized Kelley Blue Book trade-in value report from the dealership
- * Recognized and trusted Kelley Blue Book branded logos and links on the dealer's Web site drive shoppers into the LeadDriver service on the dealer's Web site
- * Easily customizable interface, messaging, colors and functionality to seamlessly integrate with each dealer's Web site

LeadDriver Improves Dealer Web Site Leads and Increases Sales

"In July, 2006 we received more qualified prospects (leads) than we had originally expected from Kelley Blue Book's LeadDriver and it produced the best ROI rate of any lead source we currently use," said LeadDriver client Ralph Paglia, eBusiness director at Courtesy Chevrolet, which obtains leads from more than 40 different sources as part of their Internet Marketing program. "This service allows us to build deals, understand the customer's expectations and prepare the sale before the client ever arrives at our dealership."

"When a customer visits our site and gets the Kelly Blue Book value, they have the information they need right from our own Web site," said Bob Kress, Internet Director at Baierl Automotive in Pittsburgh, Pa. "Building a relationship with our customers online through the LeadDriver service has generated more leads and more sales since its implementation just two months ago."

The LeadDriver service is available for \$249 per month, per rooftop, with no per-lead charges or set-up fees. For more information on LeadDriver or how to put LeadDriver on a dealership Web site, please call 1-800-Blue Book.

About Kelley Blue Book (kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

SOURCE: Kelley Blue Book

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