

# Kelley Blue Book® - kbb.com Continues To 'Empower' Car-Buying Consumers Through New Alliances

**Nation's Most Visited Automotive Web Site Offers Choice of Purchase Experience  
Through New Alliances With CarsDirect.com and Greenlight.com**

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Kelley Blue Book® (kbb.com), the most visited automotive web site in the nation, announced today it has enhanced its car-buying experience to include new ways to use the Internet to buy cars. Shoppers now can choose from a variety of approaches, including new "buy direct" services from CarsDirect.com and Greenlight.com. These services augment the existing experiences of being referred to a dealer, represented by companies such as AutoNation.com, Microsoft CarPoint and GM BuyPower. The site also links directly to over 9,000 dealer web sites.

According to Stephen Henson, director of marketing and business development at Kelley Blue Book, "These alliances further advance our strategy to 'empower' the car-buying consumer by offering unbiased, accurate information, as well as a choice of car-purchasing experiences."

Henson went on to point out that the new kbb.com partners were selected based on their sites' functionality and ability to provide a positive web experience for the car-buying consumer. A service appears on kbb.com only if it has a significant presence in the state in which the user lives. Henson said that Kelley Blue Book will also begin to survey its users to measure their level of satisfaction and to provide independent feedback to each company.

## About CarsDirect.com

CarsDirect.com (<http://www.carsdirect.com/>) is a leading direct online provider of new automobiles and related products and services, such as loan and lease financing and extended warranties. CarsDirect.com allows consumers to research, price, configure, order, purchase and finance a vehicle online. The company's user-friendly, intuitive Web site offers consumers product information for nearly every make, model and style of new automobile available in the United States today, as well as the ability to simultaneously compare the specifications of competing vehicles. CarsDirect.com offers an online shopping experience that features competitive, up-front, no-haggle pricing on new vehicles.

The company sources vehicles through a priority dealer network of more than 2,500 automotive dealer franchises nationwide. Most recently, CarsDirect.com set a new record when it was named best car buying site on the Web for four consecutive quarters by Gomez's Internet Auto Buying Scorecard™.

## About Greenlight.com

Greenlight.com was founded in 1999 to bring to new car buying the same convenience, confidence and simplicity that online shopping has brought to other consumer goods. Greenlight.com provides the best of both worlds -- combining the best online buying experience with the nation's strongest network of local dealers for ongoing service and support. Greenlight.com is the only online car buying service to provide consumers with a complete solution including financing and trade-ins. Consumers get low, upfront pricing, the ability to get the exact car they want, a dedicated live account manager, great financing options and support from Greenlight's network of local dealers where and when it is needed. Greenlight.com's customer experience is so positive, that Greenlight was selected to be Amazon.com's exclusive partner in the new car market. To shop for a car or

to get more information about Greenlight.com, visit the company on the web at <http://www.greenlight.com/>.

#### About Kelley Blue Book

Since 1926, Kelley Blue Book has been the nation's de facto standard in automotive pricing and value information. As an automotive icon, Kelley Blue Book maintains some of the strongest brand equity and name recognition in the world. Today, as the nation's most popular automotive web site, kbb.com receives nearly a quarter billion "hits" per month -- attracts 3 million unique visitors each month -- generates over 21 million pricing reports on new and used vehicles every month. Kelley Blue Book continues to enhance the consumer experience, positioning the company as a one-stop shopping guide for the car buyer. For more information please visit <http://www.kbb.com/>.

SOURCE: Kelley Blue Book

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Website: <http://www.kbb.com/>

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