

Kelley Blue Book Establishes All-New Dealer Advisory Panel

Thomas Vann, Owner of Team Hillsdale Chrysler Dodge Jeep, Named President of Panel

PRNewswire
IRVINE, Calif.

Kelley Blue Book (www.kbb.com), The Trusted Resource® for new and used vehicle information, today announces the creation of its all-new Dealer Advisory Panel. As Kelley Blue Book prepares to launch several new and ground-breaking dealer products and services, the company has assembled a panel of the nation's top dealer executives to foster greater communication, closer relationships and build tools that better serve the needs of the industry.

Twenty top dealers from across the United States were hand-selected to participate in Kelley Blue Book's Dealer Advisory Panel, with Thomas Vann, owner of Team Hillsdale Chrysler Dodge Jeep in Hillsdale, Mich., serving as the group's president. In his role, he will facilitate frequent interaction among dealers and Kelley Blue Book executives to bring dealership issues and requirements to the forefront. Additional dealer-panel members include Senior Vice President of Marketing for AutoNation, Gary Marcotte, and Bill Krouse of Polar Chevrolet.

"Kelley Blue Book is an icon in the automotive industry with a lot to offer the dealer community," said Thomas Vann, owner of Team Hillsdale Chrysler Dodge Jeep and president of the Kelley Blue Book Dealer Advisory Panel. "I look forward to leading this innovative and forward-thinking group of dealers and working closely with Kelley Blue Book to achieve goals that will benefit the entire dealer community."

The panel will meet with Kelley Blue Book's dealer products and services group twice annually to address the changes and growth the Internet has brought to the car-buying experience and how Kelley Blue Book can better assist dealers in achieving their sales goals. In addition, panel-member dealers will have the opportunity to take advantage of new Kelley Blue Book dealer products and services before they enter the marketplace. The first meeting of the Kelley Blue Book Dealer Advisory Panel, "The Trusted Resource Dealer Summit," will be a three-day event taking place September 24 - 27 at the St. Regis Resort in Monarch Beach, Calif.

"Assembling this group allows us to deepen our relationships with dealers at a very crucial time," said Mike Romano, vice president of dealer strategy for Kelley Blue Book and chief operating officer of CDMdata, Inc. "Through regular collaboration and communication with our advisory panel dealers, we can provide some of the most relevant and cost-effective vehicle sales tools in the industry."

For more information about Kelley Blue Book dealer products and services, visit www.800bluebook.com.

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. kbb.com has been 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 perform their research on kbb.com.

SOURCE: Kelley Blue Book

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