

Kelley Blue Book Introduces All-New Company Branding Campaign

Initial Dealer Ad Campaign, 'Life Creates,' Announced at NADA 2008

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Kelley Blue Book (<http://www.kbb.com/>), the leading provider of new- and used-vehicle information, today launches its new branding and advertising campaign theme: 'Life Creates.' The campaign focuses on Kelley Blue Book's strong penetration in the consumer segment through its long-standing history and trust among car buyers. Each ad illustrates that when life creates the need for a new vehicle, Kelley Blue Book is there to connect dealers with car shoppers with their next new vehicle. The new initiative also reintroduces the Kelley Blue Book brand, its products and Internet-based vehicle marketing services to the dealer community and conveys the company's broader set of capabilities including all of its new- and used-vehicle information and online vehicle marketing services.

The new Kelley Blue Book campaign helps illustrate how the company's new, cutting-edge Internet services can connect dealers with the 13 million unique visitors coming to kbb.com each month to conduct their vehicle research. Each new ad taps into specific life events that cause people to shop for a new vehicle, and identifies just how Kelley Blue Book products and services play a critical role turning car shoppers into car buyers.

Whether it is a recent job promotion, a new baby on the way, or even a car accident, everyday life events turn everyday people into car shoppers. For more than a decade these car shoppers have consistently turned to Kelley Blue Book's kbb.com, The Trusted Resource®, to help them make well-informed vehicle buying decisions and connect them to their next new vehicle. Kelley Blue Book can help dealers connect with those car shoppers by leveraging the Blue Book brand, displaying the company's trusted values on their Web site, and utilizing Internet marketing solutions and services.

"Kelley Blue Book has been the critical connection between dealers and car shoppers for more than 80 years. In fact, our own research shows that 73 percent of in-market new and used vehicle shoppers are more likely to purchase a vehicle from dealerships that display Kelley Blue Book values on their Web sites or their lots," said Rick Wainschel, vice president of brand communications, Kelley Blue Book. "This new campaign demonstrates the power of the Kelley Blue Book brand and how effective we are at connecting dealers with in-market car buyers."

The first two advertisements in the "Life Creates" campaign are now hitting the pages of dealer and industry publications touting KARPOWER Online™, Kelley Blue Book's Internet-based vehicle marketing and inventory management tool, and LeadDriver™, a seamless Internet lead-capture tool including the company's trusted Kelley Blue Book® Trade-In Values. The new ads show life-changing situations in which everyday people find themselves needing a new vehicle.

In the company's 82-year-history, Kelley Blue Book has produced advertising campaigns promoting its books and its dealer products and services. Those advertisements have appeared in dealer publications and more recently online. In the last few years, Kelley Blue Book has expanded its promotions through e-mail and direct mail, but this new branding effort will extend the company's brand through an integrated campaign that spans multiple mediums. Artwork from the ads and information on all of Kelley Blue Book products and services can be seen on <http://www.800bluebook.com/>.

The 'Life Creates' campaign was developed by Kelley Blue Book Marketing Communications in conjunction with the Truth Agency based in Santa Ana, Calif.

About Kelley Blue Book (<http://www.kbb.com/sitemap>)

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.

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