

Kelley Blue Book® Announces Carfax Integration for KARPOWER Online

Co-Branded Window Stickers Allow Dealers to Build Consumer Trust and Sell More Cars

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Kelley Blue Book (<http://www.kbb.com/>), the leading provider of new- and used-vehicle information, announces the integration of Carfax Vehicle History Reports seamlessly into its pricing, management and marketing solution, KARPOWER Online(SM) (<http://www.karpower.com/>). The integration of Carfax services into KARPOWER Online allows dealerships to quickly and easily obtain used-vehicle history information without ever leaving the KARPOWER program while harnessing the power of the Carfax and Kelley Blue Book brands to better market and sell more used vehicles.

Within KARPOWER Online, dealers now can set up and access their Carfax account directly through KARPOWER Online. When a used vehicle is booked into KARPOWER Online, dealers have the option of having a Carfax Vehicle History Report generated automatically. With one quick click of the mouse, dealers can view the entire Carfax Vehicle History Report directly within KARPOWER Online.

In addition to the automatic generation of Carfax Vehicle History Reports, KARPOWER Online also allows dealers to leverage the power of both the Kelley Blue Book and Carfax trusted brands to market their used-vehicle inventory through a co-branded window sticker program. As part of KARPOWER Online's window sticker program, highlights from the Carfax Vehicle History Report are printed on the window sticker in short, bullet-point form. The dynamic window stickers include key information taken directly from the Carfax Report, helping to immediately build confidence in prospective buyers.

"Kelley Blue Book is continually searching for new ways to be the No. 1 online marketing partner for dealers by building consumer confidence in the buying process," said Mike Romano, vice president, dealer strategy, Kelley Blue Book. "Our research indicates that approximately seven out of 10 consumers are more likely to buy a vehicle from a dealer displaying the Kelley Blue Book brand on the dealership's lot. The integration of the Carfax brand along side the trusted Kelley seal will drive this number even higher, helping dealers to sell more cars."

Another feature of the Carfax window stickers through KARPOWER Online allows dealers to prominently highlight any vehicle identified as a Carfax 1-Owner car, a major selling point among consumers. According to a recent study, car buyers will pay up to 15 percent more for a one-owner used vehicle. In addition to the co-branded window-sticker, dealers also have the option of printing a Carfax addendum sticker directly from KARPOWER Online to place on any used vehicle alongside the dealership's certified or dealer-branded sticker.

"Dealers today want to stock Carfax 1-Owner cars in their inventory because they sell faster and consumers are willing to pay a premium price for them," said Larry Gamache, communications director at Carfax. "In fact, the average Carfax-subscribing dealer has roughly 60 percent one-owner vehicles in their inventory. Using the Carfax-enhanced KARPOWER Online, they can quickly view all of the information reported to Carfax to better evaluate each vehicle and maximize the full profit potential of their inventory."

KARPOWER Online can be accessed across the entire sales organization, offering dealer management system (DMS) polling, automated Web export capabilities, and necessary information and tools to value, manage, and market

used-vehicle inventory more efficiently and effectively. With access to 21 years of regionally adjusted Kelley Blue Book Retail, Wholesale and Trade-In Values, KARPOWER Online offers a built-in VIN decoder in which dealers can quickly input and evaluate vehicles rather than individually keying in vehicle details.

The most popular feature in KARPOWER Online is the capability to customize and print Kelley Blue Book branded window stickers and buyer's guides for a single vehicle or a dealer's entire used-vehicle inventory. Kelley Blue Book window stickers allow dealers to display the Kelley Blue Book seal, consumer-trusted Kelley Blue Book Suggested Retail Price, and the dealer's reduced price on each vehicle. In 2006, more than three million used and certified vehicles were sold in the United States displaying Kelley Blue Book window stickers.

For more information and details on Kelley Blue Book's all-new KARPOWER Online, please visit <http://www.karpower.com/> or to order, call 1-800-Blue-Book.

About Carfax (<http://www.carfax.com/>)

Millions of used car buyers and sellers each year rely on Carfax, the most trusted provider of vehicle history information. Using the unique 17-character vehicle identification number (VIN) found on vehicle dashboards and title documents, Carfax instantly generates a detailed Vehicle History Report on any used car or light truck. Carfax Vehicle History Reports™ provide valuable information that helps used car buyers and sellers make better decisions. Free Carfax Vehicle History Reports are instantly available with vehicles listed in nearly every online marketplace by Carfax-subscribing dealers. For more information, ask your dealer or visit <http://www.carfax.com/>.

About Kelley Blue Book (<http://www.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](http://www.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](http://www.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](http://www.kbb.com); nearly one in every three American car buyers performs their research on [kbb.com](http://www.kbb.com).

First Call Analyst:

FCMN Contact:

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard, +1-949-268-3049, reckard@kbb.com, or Joanna McNally, +1-949-268-3079, jmcnally@kbb.com, both of Kelley Blue Book

Web site: <http://www.kbb.com/>

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