

Kelley Blue Book Launches Internet Marketing Seminars for Dealers

Education Series to Focus on Selling More Vehicles Online in the Current Economy

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Kelley Blue Book and <http://www.kbb.com/>, the leading provider of new- and used-vehicle information and premier dealer partner for Internet marketing solutions, announces the launch of a new series of workshops educating dealership personnel on how to take advantage of new Internet-based marketing solutions to more effectively sell vehicle inventory in the current economy. The next Internet Marketing Seminar will take place in Seattle on July 17, 2008, at the Grand Hyatt Seattle. Guest presenters include experts from CARFAX, ADP Dealer Services and Liquid Motors.

Kelley Blue Book eNetwork Brunch Internet Marketing Seminar Dates & Locations

July - Seattle
September - Chicago
November - New York

During each seminar, Kelley Blue Book will share in-depth information collected from the 14 million shoppers visiting its No. 1 vehicle information Web site each month, as well as detailed material about in-market car-buyers by geographic region. In addition, Kelley Blue Book's National Sales Trainer Rob Lange, an experienced industry veteran, will show dealership managers and sales professionals a variety of Internet-based solutions to manage merchandise more efficiently. Attendees will have access to Kelley Blue Book's up-to-date market research on consumer buying habits. Additional expert speakers from CARFAX, ADP Dealer Services and Liquid Motors will share tactics for increasing sales through various online tools and services.

"Our Internet-based marketing services for dealers continue to rapidly grow, and the launch of our new education series further demonstrates our commitment to be the leading provider of online marketing solutions for dealers nationwide," said Mike Romano senior vice president of dealer sales and strategy for Kelley Blue Book.

Dealers will walk away with a better understanding of the activities in which consumers participate, the amount of time consumers spend in the shopping process, the type of information consumers are looking for and what factors motivate the consumer to buy from a particular dealer. Furthermore, Kelley Blue Book will assist dealers in implementing an effective sales process, competitively price inventory for today's market and increase visits to dealership Web sites, managing the conversation, how to set up more appointments, identifying word tracks that sell and overcoming customer concerns.

The Internet Marketing Seminars will provide imperative information to Internet managers, used car managers, marketing and advertising personnel and general managers. For more information, please email dealerevents@kbb.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 nine 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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