

KELLEY BLUE BOOK LAUNCHES 'NEW KARPOWER' WITH TRADE- IN VALUES

CARFAX Vehicle History Reports and New Marketing Tools Now Included

KELLEY BLUE BOOK LAUNCHES 'NEW KARPOWER' WITH TRADE-IN
VALUES

CARFAX Vehicle History Reports and New Marketing Tools Now Included

LAS VEGAS, NADA CONVENTION BOOTH # 4321, January 31, 2004- Kelley Blue Book is showcasing the newest version of its flagship dealer software product 'New KARPOWER' at the 2004 NADA Convention. In an ongoing effort to provide dealers with cost-effective used vehicle marketing solutions, Kelley Blue Book has enhanced KARPOWER with several new features, most notably the addition of trade-in values and quick access to CARFAX Vehicle History Reports.

"It's our goal to partner with well-respected companies and integrate services into KARPOWER that dealers are already using in an effort to simplify the used car merchandising process," said Stephen Henson, executive vice president, sales and marketing. "With these new enhancements, dealers can now find the two most valuable pieces of used car information within KARPOWER-- its value and its history."

With CARFAX being included in KARPOWER, dealers have one more way to access and use vehicle history information to build consumer confidence in the cars they sell.

"The convenient new feature in New KARPOWER allows me to quickly run CARFAX Vehicle History Reports on my inventory, saving me time and boosting the confidence of potential buyers," said Jennifer Lees, Used Vehicle Inventory Manager, Polar Chevrolet, White Bear Lake, MN.

"Research shows us 75% of dealers have consumers coming to their stores asking for CARFAX Vehicle History Reports," said Scott Fredericks, vice president, CARFAX. "In partnering with Kelley Blue Book, CARFAX reports are just a click away for dealers."

New Capabilities of Kelley Blue Book's New KARPOWER ---

- Trade-in values have been added to KARPOWER
- CARFAX Vehicle History Reports now accessible in the program
- Ability to upload inventory data and photos anywhere on the Web
- Ability to create customized color window stickers
- Added inventory management capabilities making KARPOWER easier to use

KARPOWER is available on a subscription basis for \$468 a year. For more information on KARPOWER and other Kelley Blue Book products, please visit www.800bluebook.com.

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 Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer](#) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

<https://stage.mediaroom.com/kbb/press-releases?item=105809>