

# Los Angeles Auto Show Coverage as it Happens on kbb.com

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PRNewswire  
IRVINE, Calif.

IRVINE, Calif., Nov. 18 /PRNewswire/ -- Kelley Blue Book, <http://www.kbb.com/>, the leading provider of new- and used-car information, will have complete coverage of the 2008 Los Angeles Auto Show during the show's media preview days November 19 and 20, 2008. Auto enthusiasts and those looking for the latest new-vehicle information can check the Auto Shows section of kbb.com where consumers can access the L.A. Auto Show floor before the general public.

News and interviews from Kelley Blue Book's kbb.com will be continually updated on the company's Web site, Twitter, on Kelley Blue Book's YouTube channel, which will be completely taken over by the company's editorial staff both days. Accessing any of these sites, viewers will find the latest in automotive news, videos and status updates as they happen, and get a sneak peek into the future products coming out of the auto industry.

"We will deliver around-the-clock reporting directly from the auto show floor to give our audience a firsthand look at what to expect from the ever-changing automotive industry in the coming months and years," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "From world debuts to the latest in concept, production, and hybrid and other eco-friendly vehicles, we will be there to cover and share it all."

It is expected that many auto manufacturers will feature world debuts during the 2008 Los Angeles Auto Show, including the 2010 Ford Mustang, 2009 Nissan 370Z, the all-new Infiniti G37 Convertible, 2010 Mazda3, 2010 Ford Fusion, the new Lexus RX, and a small-run electric vehicle from MINI. North American debuts are expected to include the Audi Q5, A6 and S4, the Ferrari California, Lamborghini Estoque sedan concept, and the Lotus Evora, among others.

For more information about the 2008 Los Angeles Auto Show and other upcoming auto shows, please visit <http://www.kbb.com/kbb/auto-shows/>.

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, <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. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among 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.

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