

Video: kbb.com Launches 'Cash for Clunkers' Calculator

Kelley Blue Book Provides Key Details for Federal Cash for Clunkers Program, Finding Best Next Car

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IRVINE, Calif., July 2 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new-car and used-car information, today announces the launch of its [Cash for Clunkers](#) Calculator on its top-rated Web site, kbb.com. Using the Cash for Clunkers Calculator, consumers can gain important details to assist them in determining if their current vehicle might be eligible for up to \$4,500 toward the purchase of a more fuel-efficient new car, research new-car options, and reach a dealer -- all in one place.

To view the Multimedia News Release, go to:
<http://www.prnewswire.com/mnr/kbb/38983/>

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090702/NY41400>)

Kbb.com provides a simple, interactive Cash for Clunkers Calculator to help consumers determine whether they may be eligible for a credit under the Car Allowance Rebate System (CARS), the official government name of the Cash for Clunkers program. The calculator helps consumers evaluate vehicles with model years between 1989 and 2009 based on make, model, condition, and mileage. The age of the vehicle, its fuel economy and the fuel efficiency rating of the new car are key factors to determine whether the vehicle qualifies for a 'Cash for Clunkers' credit toward the purchase of a new vehicle. The calculator also displays the Kelley Blue Book® Trade-In Value, to help consumers determine whether their vehicle is worth more or less than the possible credit they could receive from the CARS program.

Under this groundbreaking, government-sponsored program, a consumer can receive instant credit toward the purchase of a new, more fuel-efficient vehicle upon trade-in of an old, gas-guzzling ride that has a combined city/highway fuel economy of 18 miles-per-gallon or less, is in drivable condition and has been insured and registered for the past year by the same owner.

"While the conditions of the new Cash for Clunkers program can be confusing, kbb.com provides a means of assisting consumers to determine eligibility and help get them into their next new car quickly and easily," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com.

Ford will be the official sponsor of the Cash for Clunkers program on Kelley Blue Book's kbb.com. Ford has been on the forefront of this new federal program and is dedicated to providing consumers the information they need. Ford also recently launched its 'Let Ford Recycle Your Ride' campaign to help take the confusion out of the Cash for Clunkers program. With an impressive line-up of fuel-efficient cars, trucks and utility vehicles, Ford can offer a variety of gas-sipping models to fit the needs of any consumer.

"Kelley Blue Book is pleased to have Ford as the official sponsor of the Cash for Clunkers Calculator on kbb.com," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "Together, we have the ability to further educate the consumer on the new government program and assist in all stages of the shopping process."

The CARS programs runs through November 1, 2009, or until government funds are exhausted. For more information about the Cash for Clunkers program, visit www.kbb.com/cashforclunkers to view program details, articles and a detailed

video.

About Kelley Blue Book (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, 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](http://www.kbb.com).

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