

Auction Genius Integrates Kelley Blue Book Values into Its Web-based Software, Helping Dealers Make the Best Purchase Decision

Kelley Blue Book® Auction Value Empowers Dealerships with Timely and Relevant Vehicle Pricing

IRVINE, Calif., Jan. 31, 2012 [/PRNewswire/](#) -- Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information, today announces its newly formed relationship with Auction Genius, a Web-based software provider for auto dealers buying vehicles at auction. The Kelley Blue Book Auction Value is now integrated into the Auction Genius product to help dealers make the best purchase possible.

(Logo: <http://photos.prnewswire.com/prnh/20111102/AQ99077LOGO>)

With a combined screen view, dealers that use the Auction Genius product can quickly evaluate more vehicles in less time and participate in more auctions. The product incorporates both local auction and vehicle specific information in one place to help dealers make smarter buying assessments.

Access to the vehicle information and the Kelley Blue Book Auction Value, as cars enter the lane, will help dealers eliminate the time invested in research beforehand and support their decisions at auction.

"Kelley Blue Book values are developed using hundreds of data sources, millions of vehicle data points and are specific for 51 distinct regions," said Juan Flores, director of vehicle valuation for Kelley Blue Book. "Having the vehicle valuations readily available during a live auction not only empowers the dealer to make the best purchase decisions for his or her lot, but also offers relevant and timely information about what should be paid for a particular model."

Using Auction Genius reduces prep time and with [Kelley Blue Book Values](#) and other important research information in one location, dealers can expand their reach and improve purchase effectiveness.

For more information about Auction Genius, visit www.auctiongenius.net. For more information and news from Kelley Blue Book's kbb.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), or like our page on Facebook at www.facebook.com/kbb.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. [Kbb.com](http://kbb.com) provides consumer pricing and information on [minivans](#), [pickup trucks](#), [sedan](#), [hybrids](#), [electric cars](#), and [SUVs](#). Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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