

# Motor Press Guild Honors Kelley Blue Book “Ford F-150 Raptor - Review and Off-Road Test” with Industry's Top Video Honor for Best of the Year – Vehicle Review

**IRVINE, Calif., February 16, 2018** – Kelley Blue Book today announces its prestigious 2017 MPG Award win for its [“2017 Ford F-150 Raptor – Review and Off-Road Test”](#) video. The MPG Awards honor excellence in automotive journalism, judged and sponsored by the Los Angeles-based Motor Press Guild (MPG).

The award-winning video “Ford F-150 Raptor – Review and Off-Road Test” video was published on both KBB.com and YouTube and is available for viewing on both sites. In the review, Kelley Blue Book’s Editorial team takes viewers on an informative and entertaining journey with a one-of-a-kind vehicle to answer just how much better the off-road vehicle is than a traditional full-size pickup outfitted with some common bolt-ons. The highly visual video was produced in partnership with COTU Media.

“Kelley Blue Book videos deliver the information consumers need in the compelling manner they want,” said Karl Brauer, executive publisher for Cox Automotive. “The extremely talented video team is dedicated to helping everyday drivers better understand the ins and outs of a particular model, all in an effort to help them make the best decision possible. As a result of the team’s hard work, they’ve not only set a precedent for high-quality content, but capture more than 6 million video views each month.”

Established in 1995 and awarded annually, [MPG](#) presents its awards to individuals demonstrating outstanding achievement in the profession of automotive journalism in eight journalist disciplines within articles, audio/visual, books and photography. In addition, the Bob D’Olivo Award for Outstanding Photography and Dean Batchelor Lifetime Achievement Award are presented. The 2017 MPG Awards were awarded during the annual banquet on February 11 at The Petersen Automotive Museum in Los Angeles.

Kelley Blue Book has been honored with several important awards at the Motor Press Guild’s annual ceremony in recent years. In 2015, KBB.com won the “Dean Batchelor Award” and “Best Video Vehicle Review of the Year” with its [“Polaris Slingshot Review.”](#) In 2014, KBB.com won “Best of the Year Video” honors for its [“KBB Attends Stunt Driving School”](#) video. In addition, KBB.com was honored with a 2012 award for “Best Audio-Visual” for its [“KBB Races a Mazda Miata - Part 1: Skip Barber Race School”](#) video, and a 2010 award for “Best Audio-Visual” for its [“Ford F-150 Raptor Video – On Land, Through Water, In the Air”](#) video.

To view the library of feature and vehicle review videos from Kelley Blue Book’s KBB.com, visit [www.youtube.com/kbb](http://www.youtube.com/kbb). To subscribe to an RSS feed of the latest videos and news stories from the expert editors of Kelley Blue Book’s KBB.com, visit <http://rss.kbb.com/kbb-car-news>.

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

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website [KBB.com](http://KBB.com), including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book<sup>SM</sup> Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.

#### **About Cox Automotive**

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, financial, retail and wholesale solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 34,000-plus team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues exceeding \$20 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit [www.coxautoinc.com](http://www.coxautoinc.com).

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