

## **Kelley Blue Book's KBB.com, AutoTrader.com To Host Inaugural Automotive Sales Day Conference Call On Friday, August 1**

**Senior Analysts to Discuss July New-Car Sales Results, Industry Trends; Available for Q&A Session**

IRVINE, Calif. and ATLANTA, July 30, 2014 /PRNewswire/ -- On Friday, August 1, Kelley Blue Book [www.kbb.com](http://www.kbb.com), the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry, and AutoTrader.com, the Internet's leading resource for car shoppers and sellers, will host an automotive sales day conference call providing media with insights from two of the companies' automotive experts, Alec Gutierrez and Michelle Krebs. The inaugural conference call, which moving forward will be jointly hosted by KBB.com and AutoTrader.com on a monthly basis on automotive sales day, will feature brief opening analysis from the experts, followed by a moderated question and answer session.

- What:** Senior analysts from both Kelley Blue Book's KBB.com and AutoTrader.com will discuss the latest new-car sales results, share industry trends and participate in a moderated Q&A session.
- Who:** Alec Gutierrez, senior analyst for Kelley Blue Book's KBB.com, and Michelle Krebs, senior analyst for AutoTrader.com, will be available to comment on the latest industry results and answer participant questions.
- When:** Friday, August 1, 2014 at 11 a.m. Eastern (8 a.m. Pacific)
- Where:** Please call 1-855-674-5320 (Conference ID: 81291095) to attend the conference call. Participants will be asked to provide their full name and organization upon dial-in, and then will be passed through to the moderated session.

For follow-up information or additional data, please contact a member of the Kelley Blue Book and/or AutoTrader.com Media Relations teams.

### **About Kelley Blue Book ([www.kbb.com](http://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 automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In and Suggested 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, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company. For more information and news from Kelley Blue Book's KBB.com, visit [www.kbb.com/media/](http://www.kbb.com/media/).

### **About [AutoTrader.com](http://AutoTrader.com)**

Created in 1997, Atlanta-based [AutoTrader.com](http://AutoTrader.com) is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers, [AutoTrader.com](http://AutoTrader.com) aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. [AutoTrader.com](http://AutoTrader.com), which also operates the [AutoTraderClassics.com](http://AutoTraderClassics.com) auto marketing brand, is wholly


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