

## **Kelley Blue Book's KBB.com, AutoTrader.com to Host Automotive Sales Day Conference Call on Wednesday, October 1**

### **Analysts to Review New-Car Sales Results, Industry Trends; Available for Q&A Session**

**IRVINE, Calif., and ATLANTA, September 30, 2014** – On Wednesday, October 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](http://AutoTrader.com), the Internet's leading resource for car shoppers and sellers, will host its monthly automotive sales day conference call providing media with insights from two of the companies' automotive experts, Karl Brauer and Mark Strand. The conference call, which is jointly hosted by Cox Automotive companies Kelley Blue Book and [AutoTrader.com](http://AutoTrader.com), will feature brief opening analysis from the experts, followed by a moderated question and answer session.

**What:** Analysts from both Kelley Blue Book's [KBB.com](http://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:** Karl Brauer, senior analyst for Kelley Blue Book's KBB.com, and Mark Strand, analyst for [AutoTrader.com](http://AutoTrader.com), will be available to comment on the latest industry results and answer participant questions.

**When:** Wednesday, October 1, 2014, at 12 p.m. Eastern (9 a.m. Pacific)

**Where:** Please call 1-877-214-0312 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](http://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](http://KBB.com), including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used 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](http://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.

#### **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 owned by Cox Automotive. Additionally, Cox Automotive owns Kelley Blue Book ([KBB.com](http://KBB.com)®), Manheim Auctions as well as companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto®, HomeNet Automotive®, VinSolutions®, AIS Rebates™, Genius Labs® and Haystak™. Cox Automotive is a subsidiary of Cox Enterprises. For

more information, please visit <http://press.autotrader.com>.

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