

Our trusted valuations just keep getting better.

At Kelley Blue Book our valuation process is constantly evolving to reflect the ever-changing automotive marketplace. To continue providing consumers and business partners with market-reflective values, we recently rebuilt our valuation engine from the ground up.

Here are some of the key improvements:

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More Local Pricing Granularity

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Enhanced Treatment of Mileage

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The Value of Color

— 4 —

Improved Condition Adjustments



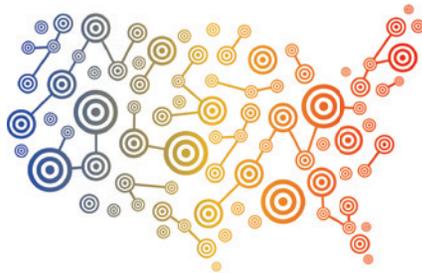
For more information, email Values@KBB.com or visit b2b.kbb.com.

More Local Pricing Granularity

What makes the single biggest impact on a vehicle's value? Demand for that vehicle in your local market. Kelley Blue Book is an expert at studying, analyzing and dissecting local markets. We've been around the block — almost every block of almost every city in America.

We've refined our valuations to 101 regions encompassing the 50 largest markets in the nation.

What's more, we're perfecting the analytics that generate this ever-changing value-defining data.



Enhanced Treatment of Mileage

It's time to reset the trip meter on how to determine a vehicle's value. We've improved the way we adjust values for mileage by analyzing millions of records to more accurately reflect how mileage impacts the values of vehicles of different ages, makes, categories and more. For example, high mileage on a truck will not be as impactful as high mileage on a sports car.



The Value of Color

We recognize that color plays a role in determining a vehicle's value. Kelley Blue Book data concludes that black vehicles are usually highly favorable, and white vehicles generally have greater resale value. But what about all those other emotionally charged colors? Red is to sports cars what gray is to luxury sedans. And light blue — well, what better color is there for a hybrid? We've analyzed the top 15 colors in the marketplace and turned this knowledge into market-reflective valuations.



Improved Condition Adjustments

It's not easy to look at a vehicle and state whether or not it's in good shape. There are so many factors, seen and unseen. Today we're looking more closely at age and scarcity. An older, hard-to-find vehicle in good condition may be worth a fraction of the same vehicle in excellent condition. Conversely, a late model vehicle in excellent condition may have only a slightly higher value than a comparable vehicle in good condition.

