Kelley Blue Book®

Syndicated New Car Price Advisor
Technical Implementation Guide

Kelley Blue Book®
Fair Market Range
$30,542 - $31,865

Dealer
Sales Price
$30,768

Kelley Blue Book®
Fair Purchase Price
$31,204

MSRP
$33,535
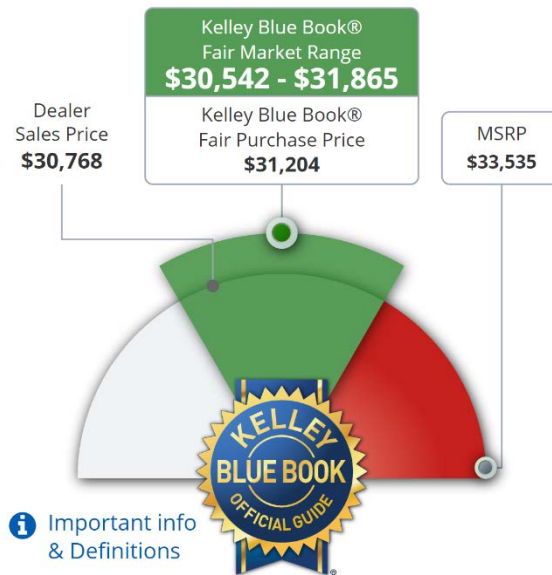
ℹ Important info
& Definitions

Kelley Blue Book info valid for ZIP Code 95136
through 02/08/2018

Kelley Blue Book Privacy

Overview

The Kelley Blue Book Syndicated New Car Price Advisor provides a simple way to publish Kelley Blue Book New Car values on your website. It can display a vehicle's Fair Market Range and any of the following optional values:

- Fair Purchase Price
- Dealer Sales Price
- MSRP

The default configuration settings can be modified easily using URL parameters.

This guide describes the various methods and options available for implementing Kelley Blue Book's Syndicated New Car Price Advisor.

Getting Started

Your API Key
You should have received an API Key from Kelley Blue Book via email.

Example:

```
SAMPLE34-8B86-D033-B42D-FFC0RCC96409
```

You'll need this key to use Syndicated New Car Price Advisor.

The iframe

Frame Size
Syndicated New Car Price Advisor is designed to be displayed in a 300 x 375-pixel iframe with no scrollbars.

Components
The following is a breakdown of the basic iframe components needed for a Syndicated New Car Price Advisor implementation:

1. Set the iframe dimensions.

```
<iframe width="300" height="375"
```

2. Ensure that no frame border or scrollbars are visible.

```
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
```

3. Set the content source to the URL for Syndicated New Car Price Advisor.

```
src="//panc.syndication.kbb.com/priceadvisornewcar/fairpurchaseprice
```

4. Pass in the API Key provided to you by Kelley Blue Book using the **APIKey** URL parameter.

```
?APIKey=SAMPLE34-8B86-D033-B42D-FFC0RCC96409
```

5. Pass in the VIN using the **VIN** URL parameter.

```
&VIN=1HGCR6F70FA010817"></iframe>
```

> *Note:* *Additional methods for identifying vehicles and other optional parameters and settings are defined throughout the remainder of this document.*

Vehicle Identification Options

There are two methods for identifying the vehicle for which you would like to display the Syndicated New Car Price Advisor. They are as follows:

Method 1 – by VIN Lookup

The following example shows how to display Syndicated New Car Price Advisor using a Vehicle Identification Number (VIN) lookup to identify the vehicle:

```
<iframe width="300" height="375"
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
src="//panc.syndication.kbb.com/priceadv
isornewcar/fairpurchaseprice?APIKey=SAMP
LE34-8B86-D033-B42D-FFC0RCC96409&
VIN=3C6UR5ML9EG246192"></iframe>
```

To use this method, pass in the vehicle's VIN using the **VIN** parameter.

> *Note: The vehicle must be listed with Autotrader or kbb.com to use this method.*

Method 2 – by Vehicle Id

The following example shows how to display Syndicated New Car Price Advisor using the vehicle's KBB vehicle ID:

```
<iframe width="300" height="375"
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
src="//panc.syndication.kbb.com/priceadv
isornewcar/fairpurchaseprice?APIKey=SAMP
LE34-8B86-D033-B42D-FFC0RCC96409&
ZIPCode=92618&VehicleId=392606&Optio
nIds=5516188,5516354,5516374,55174
68,5517604,5516243,5517402,5517052
,5516613,5516669,5517392,5516618,5
516629,5961638,5961641,5516372,551
6405,5516456,5516822,5516365,55168
16,5517320,5517325&AskingPrice=28500"
></iframe>
```

To use this method, you'll need to pass in the vehicle's KBB Vehicle ID using the **VehicleId** parameter.

Unless you know the vehicle to be "typically equipped", you'll also need to pass in all the KBB Option IDs that describe the vehicle using the **OptionIds** parameter.

This method would typically be used by a KBB data customer who can easily determine a vehicle's KBB IDs using KBB data syndication tools.

URL Parameters

The following are parameters that can be used with Syndicated New Car Price Advisor when identifying your vehicles by VIN along with sample values and explanations of how and when to use them:

Parameter	Req/Opt	Sample	Description
APIKey	Required	SAMPLE34-8B86-D033-B42D-FFC0RCC96409	The unique identification number assigned to you by Kelley Blue Book for use with Syndicated New Car Price Advisor. **Default value:** n/a
VIN	Required	3C6UR5ML9EG246192	The VIN (Vehicle Identification Number) of the car for which you want to display the Syndicated New Car Price Advisor. **Acceptable values:** Any VIN belonging to a vehicle currently listed with Autotrader or KBB.com **Default value:** n/a
AskingPriceLabel	Optional	4	ID number of the text label you wish to be displayed above the dealer's asking price. Options: 1 "Dealer Asking Price" 2 "Dealer Sales Price" 3 "Dealer Selling Price" 4 "Your Price" 5 "Price" **Acceptable values:** The value must be a single digit, 1 through 5. **Default value:** 2 ("Dealer Sales Price")
AskingPriceOverride	Optional	28500	Allows you to specify the asking price amount that will be displayed on the Price Advisor. By default, the asking price displayed is taken from the vehicle's current listing on Autotrader or KBB.com. If you make frequent changes to your asking price you may want to use this parameter to help ensure that the asking price amount displayed on the Syndicated New Car Price Advisor is always current. **Acceptable values:** The value must be numeric, without thousand separators or dollar signs. **Default value:** n/a. *Note: Asking price values passed in with the **AskingPriceOverride** parameter will not be displayed if **DisplayAskingPrice** is set to "false".*
DisplayAskingPrice	Optional	true	Allows you to control the display of Asking Price on the Price Advisor. **Acceptable values:** "true" or "false". **Default value:** "true".

Parameter	Req/Opt	Sample	Description
DisplayMSRP	Optional	true	Allows you to control the display of MSRP on the Price Advisor. **Acceptable values:** "true" or "false". **Default value:** "true"
DisplayFPP	Optional	false	Allows you to control the display the Fair Purchase Price amount on the Price Advisor. (Fair Purchase Price is typically the amount at the midpoint of Fair Market Range.) **Acceptable values:** "true" or "false". **Default value:** "false".
ZIPCode	Optional	92618	The ZIP Code of the dealer's location. This is required if the vehicle is listed in multiple locations. **Acceptable values:** Five-digit ZIP Code. **Default value:** n/a.

When identifying your vehicles by KBB ID, all other parameters noted above may be used as described except **VIN** and **AskingPriceOverride** which are not applicable. The following additional parameters apply specifically to identifying your vehicles by KBB ID:

Parameter	Req/Opt	Sample	Description
ZIPCode	Required	92618	The ZIP Code of the dealer's location. This is required for the Price Advisor to display the appropriate, regionally adjusted vehicle values. **Acceptable values:** Five-digit ZIP Code. **Default value:** n/a.
VehicleId	Required	392606	The KBB Vehicle ID that represents a car's Year, Make, Model, and Trim. **Acceptable values:** Any KBB Vehicle ID. **Default value:** n/a.
OptionIds	Optional	5516188,5516354,5516374,5517468,5517604,5516243,5517402,5517052,5516613,5516669,5517392,5516618,5516629,5961638,5961641,5516372,5516405,5516456,5516822,5516365,55...	A list of all KBB Option IDs that describe the vehicle. This parameter must be used in conjunction with **VehicleId** for all vehicles except those that are "typically equipped". **Acceptable values:** A comma delimited list of KBB Option IDs for all equipment on the car, not just the options added. **Default value:** n/a.
AskingPrice	Optional	28500	The dealer's asking price for the vehicle. **Acceptable values:** The value must be numeric, without thousand separators or dollar signs. **Default value:** n/a. *Note: Asking price values passed in with the **AskingPrice** parameter will not be displayed if **DisplayAskingPrice** is set to "false".*