



Reality CheckSM

For New Cars on Kbb.com[®]

Kbb.com's Reality Check is a powerful, new, next-generation decision tool that presents consumers with a full range of pricing information for nearly all of the common makes and models of cars consumers see on the road today.

Reality Check is centered on Kelley Blue Book's Fair Purchase Price, the price consumers typically pay a dealer for a new car, which is based on actual new-car transactions and adjusted weekly for changing market conditions.

This free, easy-to-use tool benefits car shoppers by offering:

- A realistic purchase price range
- Dealer 'Asking Prices' for the vehicle they are researching
- Relevant rebate information
- Projected purchase prices for a particular vehicle 90 days into the future, based on actual market sales and data

Reality Check provides new-car shoppers the ability to view MSRP, Fair Purchase Price and Dealer Invoice price compared against the Purchase Price Range of actual vehicles recently purchased in the marketplace, enabling them to understand how car pricing works. Easily accessed on all New-Car Pricing and Information pages, Reality Check's highly engaging graphic gives car shoppers perspective on what a new car actually is selling for and a range of what they can realistically expect to pay.

Reality Check also features Kelley Blue Book's Future Purchase Prices, which forecasts values for a particular vehicle 90 days into the future, based on market sales and data. Visualizing how a car's Future Purchase Price either increases or decreases during the next 90 days can assist buyers in determining the best timing for their purchase.

Reality Check also showcases dealer 'Asking Prices' for the new car being researched and any relevant rebate information. It also surfaces and displays new-vehicle inventory, allowing consumers to contact the dealer for more information.

Kbb.com's 360-degree view of pricing arms consumers with the transparency and validation they need to enter into price negotiations on a fair playing field, giving shoppers indisputable confidence when buying a new car.

"Kbb.com's all-new Reality Check pricing tool is the result of ongoing consumer research and design, developed specifically to provide shoppers with the information they need and to help them make confident buying decisions," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "The unbiased pricing guidance provided by Kelley Blue Book, *The Trusted Resource*[®], can provide significant leverage toward hassle-free negotiations and closing sales."

Reality Check for new cars will be highlighted on all kbb.com New Car Pricing pages, under the Pricing tab. Shoppers can print the kbb.com Reality Check pricing report to bring along to their local dealer, adding a significant level of confidence when negotiating the final sale.



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