



ENTERPRISE EDITION

Kelley Blue Book (KBB) data provides accurate and timely values.

CONTACT INFO:

 sales@adicio.com
 **760.602.9502**
 **800.276.1332**
 www.adicio.com

One Carlsbad Research Center
2382 Faraday Avenue
Suite #350
Carlsbad, CA 92008

KELLEY BLUE BOOK DATA BOOSTS CONSUMER CONFIDENCE!



Adicio offers Kelley Blue Book's (KBB) comprehensive new vehicle reviews, including forthcoming models and articles featuring car buying tips and more. This data has become an important factor in the buying cycle as it empowers consumers to make more informed purchase decisions.

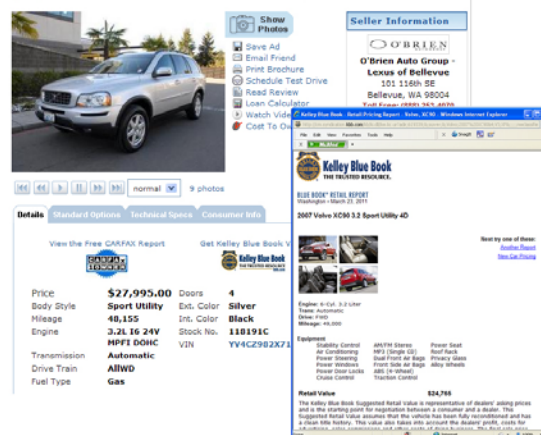
In addition to our reviews, our Kelley Blue Book pricing tool gives you the ability to provide consumers on your automotive website with Kelley Blue Book's trusted new and used vehicle retail, trade-in and private party values as well as incentives and rebates.

The pricing tools can all be accessed from our automotive research center as well as from the Listing Detail and Listing Posting pages. You can license any or all of the Kelley Blue Book tools to complement your research information.

Industry statistics indicate that search is a major factor in the buying cycle. In fact, nearly 80% of vehicle buyers research their purchase online to find the information they need, while 67% claim the internet has an impact on the make and model they select.

2007 Volvo XC90 in Bellevue, WA, 98004

  **\$27,995.00** Estimated Payment 604.22 * per Month Recalculate



consumers feel confident that they are paying a fair price and facilitate sales for your advertisers.



BLUE BOOK® PRIVATE PARTY REPORT
California • March 23, 2011
2010 Ford Fusion Hybrid Sedan 4D



Engine: 4-Cyl. 2.5L Hybrid
Trans: Automatic CVT
Drive: FWD
Mileage: 18,039

Equipment

- | | | |
|------------------|---------------------|------------------|
| Air Conditioning | Cruise Control | ABS (4-Wheel) |
| Power Steering | AM/FM Stereo | Traction Control |
| Power Windows | MP3 (Multi CD) | Alloy Wheels |
| Power Door Locks | Dual Front Air Bags | |
| Tilt Wheel | Front Side Air Bags | |

Next try one of these:
[Another Report](#)
[New Car Pricing](#)

Consumer Rated Condition:

Excellent
"Excellent" condition means that the vehicle looks new, is in excellent mechanical condition and needs no reconditioning. This vehicle has never had any paint or body work and is free of rust. The vehicle has a clean title history is assumed, and will pass a smog and safety inspection. The engine compartment is clean, with no fluid leaks and is free of any wear or visible defects. The vehicle also has complete and verifiable service records. Less than 5% of all used vehicles fall into this category.

Private Party Value

\$20,715

Private Party Value is what a buyer can expect to pay when buying a used car from a private party. The Private Party Value assumes the vehicle is sold "As Is" and carries no warranty (other than the continuing factory warranty). The final sale price may vary depending on the vehicle's actual condition and local market conditions. This value may also be used to derive Fair Market Value for insurance and vehicle donation purposes.

Having an online automotive site with advanced search features and an extensive research section is key to gaining and retaining consumer trust and loyalty. Our automotive research center features ratings, reviews, photos, videos, pricing and articles from some of the most respected leaders in the automotive industry.

Adding KBB data to your automotive site enables you to get instant access to one of the most widely accepted and trusted sources of automotive values. You can expedite automotive research and purchasing cycles, ultimately helping