

KELLEY BLUE BOOK INFODRIVER DISPLAY REQUIREMENTS

These Display Requirements govern the display of Valuations and Kelley Blue Book Content on consumer-facing Customer Website(s).

I. Valuations.

A. Generating a Valuation. With respect to the Kelley Blue Book Values, all information required to generate a Valuation must be collected from the Licensee Site user prior to its display. This minimum requirement of information is:

1. Year
2. Make
3. Model
4. Trim
5. Engine
6. Transmission
7. Drivetrain
8. Mileage
9. ZIP Code
10. Optional equipment
11. Condition (if a Trade-In or Private Party Value)

B. Displaying Valuations on Customer Website(s). The page that displays a Valuation on the Customer Website must contain the following required elements:

1. Identify the displayed value as “Kelley Blue Book® <specific value type> Value” or “Blue Book® <specific value type> Value”
2. The date the Valuation was generated.
3. The ZIP Code as entered by the visitor.
4. A description of the vehicle which must include the following information:
 - a) Year
 - b) Make
 - c) Model
 - d) Trim
 - e) Engine
 - f) Transmission
 - g) Drivetrain
 - h) Mileage
 - i) All optional equipment selected by the visitor
5. A Kelley Mark, which shall be no smaller than 50x50 pixels. Kelley Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.
6. Copyright and disclaimer information in at least 10 pt. font (or as otherwise approved by Cox):

©20XX Kelley Blue Book Co., Inc. All rights reserved. As of <MM/DD/YYYY> Edition for < ZIP CODE>. Values and pricing are the opinions of Kelley Blue Book, and the actual price of a vehicle may vary. The value and pricing information displayed for a particular vehicle is based upon the specification,

mileage and/or condition information provided by the person generating this report. Kelley Blue Book assumes no responsibility for errors or omissions.

7. The definition, as provided below, of the type of value represented in at least 9 point font near or in roll-over format as approved by Kelley:

Kelley Blue Book® Trade-in Value

The Kelley Blue Book® Trade-in Value is Kelley Blue Book's estimate of what a consumer can expect to receive from a dealer for a trade-in vehicle assuming an accurate appraisal of condition. This value will likely be less than the Kelley Blue Book® Private Party Value because the reselling dealer incurs the cost of safety inspections, reconditioning and other costs of doing business.

Kelley Blue Book® Typical Listing Price

Formerly known as Suggested Retail Price, the Kelley Blue Book® Typical Listing Price is representative of dealers' asking prices for a used car. It assumes that the vehicle has been fully reconditioned and has a clean title history. This price also takes into account the dealers' profit, costs for advertising, sales commissions and other costs of doing business. The final sale price will likely be less, depending on the car's actual condition, popularity, type of warranty offered and local market factors. In other words, it's the price you should expect a dealer to ask - not always the price you should pay.

Kelley Blue Book® Private Party Value

This is the starting point for negotiation of a used-car sale between a private buyer and seller. This is an "as is" value that does not include any warranties. The final price depends on the car's actual condition and local market factors.

Kelley Blue Book® Fair Purchase Price (New)

Updated weekly, the Kelley Blue Book® Fair Purchase Price for new cars is generally the midpoint of the Fair Market Range. It is Kelley Blue Book's estimate of what a consumer can reasonably expect to pay this week in their area for a new vehicle configured with their selected options, excluding taxes, title, fees and any available rebates or incentives. It's based on actual new-car transactions, plus data from other reliable third-party sources as well as market conditions.

Kelley Blue Book® Fair Purchase Price (Used)

Updated weekly, the Kelley Blue Book® Fair Purchase Price for used cars is generally the midpoint of the Fair Market Range. It is Kelley Blue Book's estimate of what a consumer can reasonably expect to pay this week in their area for this year, make and model used vehicle with typical miles and configured with their selected options, excluding taxes, title and fees, when buying from a dealer. It's based on actual used-car transactions, plus data from other reliable third-party sources as well as market conditions.

Kelley Blue Book® Typical List Price (CPO)

Formerly known as the Certified Pre-Owned (CPO) Price, the Kelley Blue Book® Typical Listing Price (CPO) is representative of dealers' asking prices for a used car covered by the manufacturer's warranty in its CPO program. It assumes that the vehicle has been fully reconditioned and has a clean title history. This price also takes into account the dealers' profit, costs for advertising, sales commissions and other costs of doing business, while also factoring in any value associated with the CPO program. For most vehicles, CPO coverage typically increases market value between \$1,000 and \$2,000. The final sale price may vary according to the vehicle's actual condition, popularity, type of warranty offered and local market conditions. In other words, it's the price you should expect a dealer to ask - not always the price you should pay.

MSRP

This is an acronym for the Manufacturer's Suggested Retail Price. This is the price at which the manufacturer recommends a dealer sell the car. This is a reference point to begin negotiations with the dealer. Most cars typically are purchased for less than the MSRP.

Dealer Invoice

This is the price the dealer has paid the auto manufacturer for the car, including destination charges.

8. When displaying a Kelley Blue Book Trade-In Value or Private Party Value, the vehicle condition definition must be displayed, as provided below, in at least 9 point font near or in roll-over format as approved by Cox:

Excellent

“Excellent” condition means that the vehicle looks new and is in excellent mechanical condition. This vehicle has never had any paint or bodywork and does not need reconditioning. The engine compartment is clean and free of fluid leaks. This vehicle is free of rust. The body and interior are free of wear or visible defects. The tires all match and are like new. This vehicle has a clean title history and will pass a safety and smog inspection. This vehicle has complete and verifiable service records.

Very Good

“Very Good” condition means that the vehicle has minor cosmetic defects and is in excellent mechanical condition. This vehicle has had minor or no paint or bodywork, and requires minimal reconditioning. The engine compartment is clean and free of fluid leaks. This vehicle is free of rust. The body and interior have minimal signs of wear or visible defects. The tires all match and have 75% or more of tread remaining. This vehicle has a clean title history and will pass a safety and smog inspection. Most service records are available.

Good

“Good” condition means that the vehicle has some cosmetic repairable defects and is free of major mechanical problems. The paint and bodywork may require minor touch-ups. The engine compartment may have minor leaks. This vehicle has only minor cosmetic or no rust. The body may have minor scratches or dings and the interior has minor blemishes characteristic of normal wear. The tires match and have at least 50% of tread remaining. Though it may need some reconditioning, it has a clean title history and will pass safety and smog inspection. Some service records are available.

Fair

“Fair” condition means that the vehicle has some cosmetic defects that require repairing and/or replacing and requires some mechanical repairs. The paint and bodywork may require refinishing and body repair. The engine compartment has leaks and may require a tune up. This vehicle may have some repairable rust damage. The body has dings, chips, or scratches and the interior has substantial wear, and may have small tears. The tires may need replacing. This vehicle needs servicing, but is still in reasonable running condition. Has a clean title history. A few service records are available.

Poor

Kelley Blue Book does not provide values for cars in poor condition.

C. Valuations Prohibited from Use/Display on Customer Website. In no event shall Customer publish on Customer Website either the “Kelley Blue Book Auction Value” or the “Kelley Blue Book Lending Value”.

D. Miscellaneous.

1. Each page of the path to the report page for a Valuation must contain a Kelley Mark, the use, display and positioning must be pre-approved by Cox.
2. Optional equipment for which Kelley has not assigned a value may not be added to the vehicle valuation. If such optional equipment needs to be added (e.g., for convenience of introducing additional information on a vehicle in a classified listing), then the valuation provided to the consumer must make it clear that such optional equipment was not included in the overall vehicle valuation.
3. All Blue Book® Values displayed on Customer Website(s) must match values generated on kbb.com for vehicles with the same optional equipment during the Update Period set forth in the Order Form.
4. All usage of Kelley Marks must comply with the terms and conditions of the Agreement, and the Kelley Blue Book Downloadable Trademark Usage Guidelines which may be changed by Cox at its sole discretion.

II. Kelley Blue Book Content

KBB Content **MUST** be updated on Customer Website at least once per week.

DO NOT share KBB Content on social media.

A. KBB.com Expert Ratings

1. **Display.** The following are requirements for displaying **KBB.com Expert Ratings** in any public-facing website, application or other media
2. **Logo.** A Kelley Mark, which shall be no smaller than 60x70 pixels, must be used next to the Heading. Kelley Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.
3. **Heading.** The following heading **MUST** precede the display of KBB.com Expert Ratings: “**KBB.com Expert Ratings**”
 - a) If used with KBB.com Expert Reviews: “**KBB.com Expert Ratings and Reviews**”
 - b) If used with KBB.com Consumer Ratings and/or Reviews: “**KBB.com Ratings and Reviews**”
4. **Description.** The following description(s) **MUST** be included:
 - a) **MUST** display vehicle year, make and model that is the subject of the rating
 - b) If using Overall Rating: “Overall Rating” **MUST** be labeled/displayed
 - c) **MUST** include the rating is out of a total of 5 stars
 - d) May choose which specific categories to display:
 - (1) performance
 - (2) comfort
 - (3) styling
 - (4) value
 - (5) quality
 - (6) reliability
 - (7) **LINK:** If all categories are not displayed, **MUST** include statement and link: "See more rating (categories) at KBB.com" and **MUST** link directly to full review on KBB.com (without intermediate pages, advertisements, or re-routes) to the corresponding ratings on KBB.com

B. KBB.com Consumer Ratings

1. **Display.** The following are requirements for displaying **KBB.com Consumer Ratings** in any public-facing website, application or other media
2. **Logo.** A Kelley Mark, which shall be no smaller than 60x70 pixels, must be used next to the Heading. Kelley Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.
3. **Heading.** The following heading **MUST** precede the display of KBB.com Consumer Ratings: “**KBB.com Consumer Ratings**”
 - a) If used with KBB.com Consumer Reviews: “**KBB.com Consumer Ratings and Reviews**”
 - b) If used with KBB.com Expert Ratings and/or Reviews: “**KBB.com Ratings and Reviews**”
4. **Description.** The following description(s) **MUST** be included:
 - a) **MUST** display vehicle year, make and model that is the subject of the rating
 - b) If using Overall Rating: “Overall Rating” **MUST** be labeled/displayed
 - c) **MUST** include the rating is out of a total of 5 stars
 - d) **MUST** include “Based on <number of ratings> consumer ratings for the <vehicle generation years> models as of <Date>”
 - e) May choose which specific categories to display:
 - (1) performance
 - (2) comfort

- (3) styling
- (4) value
- (5) quality
- (6) reliability
- (7) **LINK:** If all categories are not displayed, **MUST** include statement and link: "See more rating (categories) at KBB.com"

C. KBB.com Expert Reviews

1. **Display.** The following are requirements for displaying **KBB.com Expert Reviews** in any public-facing website, application or other media.
2. **Logo.** A Kelley Mark, which shall be no smaller than 60x70 pixels, must be used next to the Heading. Kelley Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.
3. **Heading.** The following heading **MUST** precede the display of KBB.com Expert Reviews: "**KBB.com Expert Reviews**"
 - a) If used with KBB.com Expert Ratings: "**KBB.com Expert Ratings and Reviews**"
 - b) If used with KBB.com Consumer Ratings and/or Reviews: "**KBB.com Ratings and Reviews**"
4. **Description.** The following **MUST** be included:
 - a) **MUST** display vehicle year, make and model that is the subject of the review
 - b) **MUST** display the full title of the review with a Logo (see C.2 above)
 - c) **MUST** include KBB.com as the source at the bottom of the review
 - d) **LINK:** If entire review is not shown, **MUST** Link directly to full review on KBB.com (without intermediate pages, advertisements, or re-routes) to the corresponding reviews content on KBB.com (e.g.: Read More on KBB.com (link))

D. KBB.com Consumer Reviews

1. **Display.** The following are requirements for displaying **KBB.com Consumer Reviews** in any public-facing website, application or other media.
2. **Logo.** A Kelley Mark, which shall be no smaller than 60x70 pixels, must be used next to the Heading. Kelley Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.
3. **Heading.** The following heading **MUST** precede the display of KBB.com Consumer Reviews: "**KBB.com Consumer Reviews**"
 - a) If used with KBB.com Consumer Ratings: "**KBB.com Consumer Ratings and Reviews**"
 - b) If used with KBB.com Expert Ratings and/or Reviews: "**KBB.com Ratings and Reviews**"
4. **Description.** The following **MUST** be included for each review:
 - a) **MUST** display vehicle year, make and model that is the subject of the review
 - b) **MUST** display the full title of the review
 - c) **MUST** display the date of the review
 - d) **MUST** include statement that "Reviews include model years <vehicle generation years>"
 - e) **DO NOT** display nickname of user/review shall NOT be displayed. **MUST** use "KBB.com User" or "KBB.com Visitor"
 - f) **MUST** include KBB.com as the source at the bottom of the review
 - g) **LINK:** If entire review is not shown, **MUST** Link directly to full review on KBB.com (without intermediate pages, advertisements, or re-routes) to the corresponding reviews content on KBB.com (e.g.: Read More on KBB.com (link))

E. KBB.com Articles

1. **Display.** The following are requirements for displaying **KBB.com Articles** in any public-facing website, application or other media.
2. **Logo.** A Kelley Mark, which shall be no smaller than 60x70 pixels, must be used next to the Heading. Kelley Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.
3. **Title and Source**
 - a) **MUST** display the full title of the article with a Logo (see C.2 above)
 - b) **MUST** include KBB.com as the author or source of the article next to the Heading
 - c) **LINK:** If entire article is not shown, **MUST** Link directly to full article on KBB.com (without intermediate pages, advertisements, or re-routes) to the corresponding reviews content on KBB.com (e.g.: Read More on KBB.com (link))

III. Kelley Blue Book 5 Year Cost to Own

- A. **Display.** The following are guidelines for displaying Kelley Blue Book 5-Year Cost to Own values in any public-facing website, application or other media.
 1. **Logo.** A Kelley Mark, which shall be no smaller than 50x50 pixels, must be used next to the Heading. Kelley Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.
 2. **Heading and Description.** The following heading **MUST** precede the display of 5YCTO: **Kelley Blue Book® 5-Year Cost to Own**. The following description **MUST** accompany the Heading: *“includes out of pocket expenses like fuel and insurance, plus the car’s loss in value over time (depreciation)”*.
 3. **5-Year Cost to Own** total amount **MUST** be displayed either individually or in combination with one or both of the following two options:
 - a) Out of Pocket Expenses and Loss of Value
 - (1) Out of Pocket Expenses is the total of *Fuel, Insurance, Financing, State Fees, plus Maintenance & Repairs*.
 - (2) Must include the following description: *“Fuel, Insurance, Financing, State Fees, Maintenance & Repairs”*
 - (3) Must include the definitions in Section III.A.5.a and III.A.5.b. below.
 - (4) Out of Pocket Expenses can never be displayed independently
 - (5) Loss of Value (Depreciation) can never be displayed independently
 - (6) May include a display expansion to show the break down and the associated amount for each component, with the total amount underneath all
 - b) Fuel, Insurance, Financing, State Fees, Maintenance & Repairs, and Loss of Value (depreciation)
 - (1) Must include the definitions in Section III.A.5 below.
 - (2) The individual components must always be displayed together and may not be used independently without the other components.
 - c) Both a. and b. above must include the following copyright disclosure:

©20YY Kelley Blue Book Co., Inc. All rights reserved. As of MM/DD/YYYY, based on National Averages. Values and pricing are the opinions of Kelley Blue Book and actual cost of ownership may vary. The specific information required to determine the values for this particular vehicle was supplied by the person generating this report. This report is intended

for the individual use of the person generating this report only and shall not be sold or transmitted. Kelley Blue Book assumes no responsibility for errors or omissions.

4. The following MAY be included with the 5-Year Cost to Own:

a) Cost Per Mile

(1) Must include the definitions in Section III.A.5.c below.

b) Rating

(1) Must be labeled "How Does It Compare to Similar Cars?".

(2) Must include the description: "When compared against similar models, this vehicle's 5-Year Cost to Own is considered <RATING>."

(3) The following definitions must be included either in a pop-up window or hover or as otherwise approved by KBB:

(a) **Among the Best** When compared against similar models, this vehicle is rated among the best because of its low 5-Year Cost to Own.

(b) **Lower Cost Than Most** When compared against similar models, this vehicle's 5-Year Cost to Own is lower than most others.

(c) **Average Cost** When compared against similar models, this vehicle's 5-Year Cost to Own is considered average.

(d) **Higher Cost Than Most** When compared against similar models, this vehicle's 5-Year Cost to Own is higher than most others.

5. Definitions. The following definitions must be included either in a pop-up window or hover or as otherwise approved by KBB:

a) Out of Pocket Expenses:

Fuel - the estimated annual cost to fill up, based on 15,000 miles per year and reflecting 45% highway/55% city driving using U.S. EPA mileage data.

Insurance - the average insurance premium, including collision and liability, for your state (based on common limits and deductibles).

Financing - assumes an APR of 3.09% for 60 months and a 10% down payment.

State Fees - items like license, registration and state sales tax based on nationwide averages.

Maintenance - the costs to follow the manufacturer's recommended service schedule, based on national average parts and labor costs.

Repairs - because repair records vary so widely, we base repair costs on an extended 5-year service warranty with \$0 deductible

b) Loss of Value - Depreciation is the difference between what you paid and what the vehicle is worth at the end of 5 years

c) Cost per Mile Formula - Calculations are based on 15,000 miles per year for 5 years. For example, 15,000 miles per year x 5 years = 75,000 miles. Total 5-year cost / 75,000 miles = cost per mile

B. Multiple Vehicles Displayed. When multiple vehicles are displayed on a single page on the Website, the respective 5 Year Cost to Own amounts may be displayed for each vehicle in a research capacity only when pre-approved in writing by KBB, approval is at KBB's sole discretion.

- C. **Advertising.** Neither the 5 Year Cost to Own total amount nor any of the individual components shall be used in comparative advertising. The 5 Year Cost to Own total amount or individual component(s) may be used in advertising only when pre-approved in writing and in accordance with any other requirements provided by KBB.

Implementation Example

LOGO MUST INCLUDE LOCK UP

Kelley Blue Book
The Trusted Resource

The Kelley Blue Book 5-Year Cost to Own
includes out of pocket expenses like fuel and insurance, plus the car's loss in value over time (depreciation).

2017 Ford Mustang GT Coupe
How Does it Compare?

AMONG THE BEST

5-Year Cost
\$49,545*
(\$0.66 per mile)

What Does It Include?

- \$29,171** Out of Pocket Expenses
Fuel, Insurance, Financing, State Fees, Maintenance, Repairs
- \$20,374** Loss of Value
The difference between what you paid and what the vehicle is worth at the end of 5 years

[See Breakdown](#)

Definitions

Fuel - the estimated annual cost to fill up, based on 15,000 miles per year and reflecting 45% highway/55% city driving using U.S EPA mileage data.

Insurance - the average insurance premium, including collision and liability, for your state (based on common limits and deductibles).

Financing - assumes an APR of 3.19% for 60 months and a \$2,504 down payment.

State Fees - items like license, registration and state sales tax based on nationwide averages.

Maintenance & Repairs - maintenance is the costs to follow the manufacturer's recommended service schedule, based on national average parts and labor costs. Repair costs are based on an extended 5-year service warranty with \$0 deductible, since repair records vary so widely.

Depreciation - the difference between what you paid and what the vehicle is worth at the end of 5 years.

Fuel	\$7,880
Insurance	\$7,400
Financing	\$1,981
State Fees	\$2,532
Maintenance & Repairs	\$3,907
Depreciation	\$15,385
5-Year Total	\$39,085

Customize the 5-Year Cost to Own

Miles Driven per Year: 15,000 miles ▼

ZIP Code: 92618

Down Payment: \$ 2504

Loan Rate (APR): 3.19

Loan Term: 60 months ▼

- An interactive version of this example can be found [here](#).

Technical Information

The following table provides details about how the various display elements described above map to the response object from InfoDriver Web Service 4.0.

Display Element	Location of value(s) in the response object	Notes
5-Year Cost to Own	The total attribute under yearTotal .	
Loss of Value	The total attribute under depreciation .	<i>This is the same value as is used for Depreciation.</i>
Out of Pocket Expenses	The sum of the total values from under fuel, insurance, financing, stateFees and maintenanceAndRepairs .	
Fuel	The total attribute under fuel or if broken out by year, the year1, year2, year3, year4, year5 attributes under fuel .	
Insurance	The total attribute under insurance or if broken out by year, the year1, year2, year3, year4, year5 attributes under insurance .	
Financing	The total attribute under financing or if broken out by year, the year1, year2, year3, year4, year5 attributes under financing .	
State Fees	The total attribute under stateFees or if broken out by year, the year1, year2, year3, year4, year5 attributes under stateFees .	
Maintenance & Repairs	The total attribute under maintenanceAndRepairs or if broken out by year, the year1, year2, year3, year4, year5 attributes under maintenanceAndRepairs .	
Depreciation	The total attribute under depreciation or if broken out by year, the year1, year2, year3, year4, year5 attributes under depreciation .	<i>This is the same value as is used for Loss of Value, but the label Depreciation is used when displayed along with other breakdown values like Fuel, Insurance, Financing, etc.</i>
Cost per mile	The cost attribute under costPerMile .	
Rating	The rating attribute under valueRating .	

- For more information, please see our [developer portal](#).