

KELLEY BLUE BOOK PRICING SERVICE DISPLAY REQUIREMENTS

These Display Requirements govern the display of Valuations on consumer-facing Customer Website(s).

Kelley Approval for All Displays is REQUIRED. Prior to the use, release or distribution, Kelley Blue Book (hereafter “KBB”) shall approve in writing any and all displays that include the information below. At any time during the Term, KBB may request to review such Display.

- I. **Generating a Valuation.** With respect to the Kelley Blue Book Values, all information required to generate a Valuation must be collected from the Customer Website user prior to its display. This minimum requirement of information is:
 - A. Year
 - B. Make
 - C. Model
 - D. Trim
 - E. Engine
 - F. Transmission
 - G. Drivetrain
 - H. Kilometers
 - I. State
 - J. Optional equipment
 - K. Condition (if a Trade-In or Private Party Value)

- II. **Displaying Valuations on Customer Website(s).** The page that displays a Valuation on the Customer Website must contain the following required elements:
 - A. Identify the displayed value as ‘Kelley Blue Book® <specific value type> Value’ or ‘Blue Book® <specific value type> Value’
 - B. The date the Valuation was generated.
 - C. The State as entered by the visitor.
 - D. A description of the vehicle which must include the following information:
 1. Year
 2. Make
 3. Model
 4. Trim
 5. Engine
 6. Transmission
 7. Drivetrain
 8. Kilometers
 9. All optional equipment selected by the visitor
 - E. A KBB Mark, which shall be no smaller than 50×50 pixels. KBB Marks are available [here](#) and are subject to the accompanying Kelley Blue Book Downloadable Trademark Usage Guidelines.

- F. Copyright and disclaimer information in at least 10 pt. font (or as otherwise approved by KBB):

©20XX Kelley Blue Book Co., Inc. All rights reserved. As of <MM/DD/YYYY> Edition for <STATE>. 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, kilometers and/or condition information provided by the person generating this report. Kelley Blue Book assumes no responsibility for errors or omissions.

- G. 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 KBB:

USED VEHICLES

Kelley Blue Book® Typical Dealer Asking Price

Updated monthly, the Kelley Blue Book® Typical Dealer Asking 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 but excludes applicable tax. 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 is the price you should expect a dealer to ask - not always the price you should pay.

Kelley Blue Book® Typical Dealer Asking Price Range

Updated monthly, the Kelley Blue Book® Typical Dealer Asking Range 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 but excludes applicable tax. 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 is the price you should expect a dealer to ask - not always the price you should pay.

Kelley Blue Book® Private Party Value

Updated monthly, the Kelley Blue Book® Private Party Value is the starting point for negotiation of a used-car sale between a private buyer and seller. This is an "as is" value (not inclusive of applicable taxes) that does not include any warranties. The final price depends on the car's actual condition and local market factors.

Kelley Blue Book® Trade-In Value

Updated monthly, 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 Private Party Value because the reselling dealer incurs the cost of safety inspections, reconditioning and other costs of doing business.

Kelley Blue Book® Trade-In Range

Updated monthly, the Kelley Blue Book® Trade-In Range is Kelley Blue Book's estimate of what a consumer can expect to receive this month based on the style, condition, kilometers and options of the vehicle when they trade it in to a dealer. However, every dealer is different and values are not guaranteed.

- H. 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 KBB:

Excellent

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

Kelley Blue Book does not rate the condition of the vehicle. Rating the vehicle is the exclusive responsibility of the user. The condition descriptions are provided to guide in the assessment of vehicles.

Very Good

“Very Good” condition means that the vehicle has minor cosmetic defects and is in excellent mechanical condition. This vehicle has had minor paint touch-ups and/or bodywork, and requires minimal reconditioning. The engine compartment is clean and free of 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 vehicle history report and will pass a safety inspection. Most service records are available.

Kelley Blue Book does not rate the condition of the vehicle. Rating the vehicle is the exclusive responsibility of the user. The condition descriptions are provided to guide in the assessment of vehicles.

Good

“Good” condition means that the vehicle has some minor cosmetic repairable defects and is free of mechanical problems. This vehicle has had minor paint touch-ups and/or bodywork. The engine compartment may have minor leaks. This vehicle has only minor rust, if any. The body and interior have normal signs of wear or visible defects. The wheels may have minor repairable scratches or scrapes. All tires match and have at least 50% or more tread remaining. This vehicle has a clean vehicle history report and will pass a safety inspection. Most service records are available.

Kelley Blue Book does not rate the condition of the vehicle. Rating the vehicle is the exclusive responsibility of the user. The condition descriptions are provided to guide in the assessment of vehicles.

Fair

“Fair” condition means that the vehicle has cosmetic defects that require repairing and/or replacing and may require minimal mechanical maintenance. This vehicle may need some mechanical repairs. The paint and bodywork may require refinishing and body repair. The engine compartment has leaks and may require minimal repairs. This vehicle may have some repairable rust damage. The body has dings, chips, and/ or scratches and the interior has substantial wear, and may have small tears. The wheels may be warped or bent, have scratches and might require replacement and tires may need replacing. This vehicle needs servicing, but is still in reasonable running condition. Few service records available.

Kelley Blue Book does not rate the condition of the vehicle. Rating the vehicle is the exclusive responsibility of the user. The condition descriptions are provided to guide in the assessment of vehicles.

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

IV. Miscellaneous.

- A.** Each page of the path to the report page for a Valuation must contain a KBB Mark, the use, display and positioning must be pre-approved by KBB.
- B.** Optional equipment for which KBB 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.
- C.** All Blue Book® Values displayed on Customer Website(s) must match the then-current values generated and provided by KBB for vehicles with the same optional equipment.
- D.** All usage of KBB Marks must comply with the terms and conditions of the Agreement, and the Kelley Blue Book Downloadable Trademark Usage Guidelines [here](#) which may be changed by Cox at its sole discretion.