

# IN 2017, CARS.COM CONTINUED TO INNOVATE TO FUEL GROWTH AT YOUR DEALERSHIP.

Check out some of our biggest accomplishments from last year:

## ENHANCEMENTS ACROSS

### THE 4Ps OF AUTOMOTIVE MARKETING™



#### PRODUCT

Connected consumers with the right inventory faster than ever with improved VDP, SRP, and navigation.



#### PRICE

Facilitated pricing transparency with new price badging and price comparison graphs.



#### PLACE

Provided additional insight into consumer shopping behaviors with our newly patented Lot Insights technology.



#### PERSON

Connected dealership salespeople directly to in-market shoppers with new Salesperson Connect feature.

These innovations drove meaningful connections to our in-market audience.

#### Quality Audience: Spending your ad dollars effectively

Cars.com connects advertisers with consumers that are open to influence. 94% of in-market Cars consumers have not yet decided on a dealer.<sup>1</sup>

#### Engaged Audience: Creating connections with consumers that are ready to buy

80% of Cars.com visitors plan to purchase or lease a car in the next 6 months.<sup>1</sup>

#### Mobile Audience: Making it easy for consumers to reach you on any device

Benefit from the best car buying or selling app experience for mobile web.<sup>2</sup> Cars.com App users average 88 minutes per user.<sup>3</sup>

#### Key Milestones

DealerRater turned 15 years old and — combined with Cars.com — surpassed 6 million consumer reviews to become the largest consumer review platform in the automotive industry. We also launched a new B2B site GrowWithCars.com and a monthly On-The-Lot trend report using our patented Lot Insights technology.



In 2018, Cars.com will continue to do more to strengthen our partnership and drive connections that fuel growth.

**Contact your Cars.com representative to learn more!**

Visit: [GrowWithCars.com](http://GrowWithCars.com) | Call: 800.298.1460 | Email: [salesinfo@cars.com](mailto:salesinfo@cars.com)

1. Cars.com Consumer Metrics 2017 Survey Respondents

2. AUTO Connected CAR New, 2017: Award Winning App

3. Cars.com Adobe Analytics, Feb-April 2017