

PickupTrucks.com Launches Free Truck Shopping App for iPhone

CHICAGO, Sept. 23 /PRNewswire/ -- PickupTrucks.com now offers a free iPhone app to help pickup truck shoppers search dealer and private-party pickup truck listings so they can easily locate the vehicle they want while on the go. The app, which also works on the iPod Touch and iPad, is free and can be downloaded from the App Store on iTunes.

"The new iPhone app will offer pickup truck shoppers the best of PickupTrucks.com so the growing number of iPhone users can access pertinent information about buying their next truck whenever and wherever they want," said PickupTrucks.com senior editor Mike Levine.

The PickupTrucks.com app gives shoppers the ability to search millions of new, used and certified vehicles based on make/model, distance and maximum price preferences; save specific dealerships and listings, along with notes and additional photos, to a favorites list for future access; and locate nearby dealerships to contact them by email or phone, visit the store, view their complete inventory or access their traditional internet site.

The new app also allows truck shoppers to sort listings search results based on distance, mileage, price and model year and access affordability and payment calculators.

"PickupTrucks.com's new iPhone app is just another enhancement we are making to better reach mobile consumers," said Mitch Golub, president of Cars.com, parent company of PickupTrucks.com. "Mobile continues to be one of the fastest growing areas for traditional websites like ours and now accounts for 10 percent of our current visits and projected to be 20 percent by 2011. We're bringing a whole new level of value to consumers, who can now access our site directly from a dealer lot, and to advertisers, who are able to reach an incremental audience over and above what we are delivering."

Automotive advertisers are also taking note of the opportunity to reach in-market car shoppers through mobile. The new PickupTrucks.com iPhone app is sponsored by the Chevy Silverado.

About PickupTrucks.com

PickupTrucks.com is a website dedicated to the distinct needs of pickup truck buyers and owners. In addition to thousands of new- and used-truck listings, PickupTrucks.com offers relevant information and powerful tools so that truck buyers can make the right decision on what to buy, where to buy, how much to pay and how to outfit their vehicles. The site features expert truck reviews, the latest truck news, a pickup truck configurator, pricing calculators, user generated ratings and more.

PickupTrucks.com is a member of the Cars.com™ family.

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