

Cars.com Shoppers Crown the Ford Mustang the Cars.com 2010 Shoppers' Choice Winner

CHICAGO, Nov. 18, 2010 /PRNewswire/ -- Cars.com, one of the nation's leading resources for buying and selling a car, announced today that the Ford Mustang has been selected by the site's users as the winner of its first annual Shoppers' Choice Award. Finalists were selected based on key shopping indicators and owner feedback on Cars.com including leads to dealers, vehicle searches on the site and volume and quality of consumer vehicle reviews collected on Cars.com. Additionally, thousands of consumer votes via the [Cars.com's Facebook page](#) were tallied, and the Ford Mustang rose above the other contenders as the Shoppers' Choice Award winner.

"The Mustang is -- and has always been -- an iconic car with a loyal following," said Cars.com editor-in-chief Patrick Olsen. "Over the years it has remained a high-quality, fun car to own, and it's no surprise it won. Ford should be proud of this win because it's a direct recommendation from Mustang owners."

The 10 finalists for the Shoppers' Choice Award were (in alphabetical order):

- Cadillac Escalade
- Chevrolet Corvette
- Chevrolet Silverado 2500
- Ford Expedition
- Ford Fusion
- Ford Mustang
- Mazda6
- Nissan Murano
- Subaru Impreza
- Toyota Prius

"Being a finalist is a huge accomplishment," Olsen added. "Not only are these cars noteworthy in the minds of Cars.com's shoppers, they also had to meet the highest standards when it came to feedback from our consumer reviewers. Only the cars with the highest ratings on our site were in contention for this award."

Finalists were selected based on shopping behavior from September 2009 through August 2010. Consumer voting started Oct. 15 and continued through Nov. 15 via the Cars.com's Facebook page. The winning vehicle was announced today at the 2010 Los Angeles Auto Show.

About Cars.com

[Cars.com](#) is an online destination for car shoppers that offers information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. With price listings, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and a large selection of new- and used-car inventory, Cars.com puts millions of car buyers in control of their shopping process with the information they need to make confident buying decisions.

Launched in June 1998, [Cars.com](#) is a division of [Classified Ventures, LLC](#), which is owned by leading media companies, including Belo (N.Y.SE: BLC), Gannett Co., Inc. (N.Y.SE: GCI), The McClatchy Company (N.Y.SE: MNI), Tribune Company and The Washington Post Company (N.Y.SE: WPO).

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