

## **Cars.com™ Ignites New Car Shopping With iPad® App**

CHICAGO, Sept. 28, 2011 /PRNewswire/ -- Cars.com, a leading online resource for buying and selling new and used cars, announced today a new [Cars.com app for iPad](#) designed to make new car shopping entertaining and engaging. The app features high resolution video and photo catalogues, giving users access to information on hundreds of new vehicle models. Starting today the app is available for free download from the [App Store\(SM\)](#).

(Photo: <http://photos.prnewswire.com/prnh/20110928/CG76829>)

"We set out to create an experience that customizes new car information for the unique ways iPad users interact with Cars.com – and not simply adapting our popular Cars.com app for iPhone®," said Sharon Knitter, Cars.com senior director of mobile technology. "On a dealer lot or even at work, most of our mobile users shop with our app for iPhone or Android™ to gather information on price, availability and inventory – elements which are more commonly suited for 'on-the-go' shopping. iPad users, on the other hand, tend to concentrate more on photos, videos and new car content like reviews and specs, which is why our new Cars.com app for iPad specifically focuses on those features."

The new Cars.com app for iPad includes:

- Unbiased car reviews from the Cars.com team of expert editors
- "My Showroom" feature, enabling users to save vehicles for later review and comparisons
- Facebook and Twitter integration, allowing users to post vehicles to social networks
- Side by side comparison of up to three vehicles
- Users who wish to browse the site's vast inventory of new and used vehicles can do so through a link within the Cars.com app for iPad or via their Web browser.

More than one million users have downloaded the site's popular Cars.com app for iPhone since its launch in 2010. The site expects similar downloads of the new Cars.com app for iPad.

Lexus has signed on as the inaugural sponsor of the Cars.com app for iPad. "Lexus has been a long-time supporter of our mobile platforms, having also sponsored our Cars.com apps for iPhone and Android," said Knitter.

### **ABOUT CARS.COM**

Cars.com was recently named the "Best Overall Customer Experience" by Keynote Systems, the leader in Internet and mobile cloud monitoring. 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 (NYSE: BLC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and the Washington Post Company (NYSE: WPO).

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