

Cars.com and PickupTrucks.com Turn Texans Into "Textans" at the State Fair of Texas

CHICAGO, Sept. 30, 2011 /PRNewswire/ -- Cars.com, the premiere online resource for buying and selling cars, in partnership with PickupTrucks.com, an authoritative site for pickup truck news and reviews, today announced that Texans get to be the critics in the sites' "Truck of the Fair" competition at the upcoming State Fair of Texas. To participate, fairgoers can text their vote to 35350 after seeing all the new models in the fair's Truck Zone.

"As editor of PickupTrucks.com, I get a chance to share my thoughts on new trucks through reviews and articles on our website," says site editor, Mark Williams. "But what's special about our Truck of the Fair competition is that gives the actual buyers and enthusiasts a chance to make their voices heard and crown one truck their favorite."

Cars.com site data shows that one-fifth of all new pickup truck searches come from Texas. Additionally, according to a 2008 study from Experian, nearly 25-percent of the vehicles on the road in Texas are pickup trucks.

"The Texas State Fair houses the largest pickup truck show in the country for the largest population of pickup truck enthusiasts in the country," says Williams. "Manufacturers will be bringing all of their best-selling models to try to impress this tough crowd but to win the crown, they're going to have to show some of the smartest truck buyers in the country something very special."

Last year, the 2011 Ford F-350 Lariat won the PickupTrucks.com/Cars.com Truck of the Fair competition. In 2009, the 2010 Ford F-150 took home the crown.

"Ford has dominated among voters since we started our competition," says Williams. "This year, they'll face some tough competition as manufacturers continue to roll out better trucks with more standard features than ever before."

Voting for "Truck of the Fair" begins on September 30th and runs through October 23rd.

ABOUT CARS.COM AND PICKUPTRUCKS.COM

Cars.com was recently named the "Best Overall Customer Experience" by Keynote Systems, the leader in Internet and mobile cloud marketing. 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. PickupTrucks.com, part of the Cars.com brand is dedicated to the distinct needs of pickup truck buyers and owners. Both sites offer thousands of new and used vehicle listings, consumer reviews, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and many other tools. Cars.com and PickupTrucks.com put 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).

SOURCE Cars.com

For further information: Ethan Hertzberg, +1-312-601-5685, for Cars.com

<https://investor.cars.com/2011-09-30-Cars-com-and-PickupTrucks-com-Turn-Texans-Into-Textans-at-the-State-Fair-of-Texas>