

Cars.com™ Announces Ad Buy in Super Bowl XLVI

CHICAGO, Oct. 7, 2011 /[PRNewswire](#)/ -- Cars.com, the premiere online resource for buying and selling new and used vehicles, announced today that it is returning to the Big Game for the fifth consecutive year. With one 30-second commercial during the third quarter, the site will again be positioned alongside some of the most recognizable brands in the world.

"Advertising during the largest television event of the year has been a successful awareness-building strategy for us over the last four years," said Mitch Golub, president of Cars.com. "We see this year's commercial as another important investment in our brand, translating the enormous audience into new Cars.com customers and opportunities for advertisers."

Cars.com will add to its 'Confidence' campaign with one 30-second spot in the third quarter, focusing on the site's significant resources available to car shoppers to help them choose the perfect car at the perfect price – including expert and consumer vehicle reviews, consumer dealer reviews, comparison tools and pricing guides. DDB Chicago, the site's advertising agency of record, will develop the spots.

"For four years, this has been a terrific way to launch our annual marketing campaign," said Carolyn Crafts, Cars.com vice president of marketing. "As we continue to look toward new and innovative ways to build awareness among car buyers, traditional advertising channels remain equally important as ways to build our brand and generate buzz."

About Cars.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. Cars.com offers 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 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).

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For further information: Jackie Brennan, Associate Public Relations Manager, +1-312-601-6229, jbrennan@cars.com

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