

Fans to Pick Their Favorite Vehicle in Cars.com's Shoppers' Choice Award

CHICAGO, Nov. 1, 2011 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used cars, today announced that voting has opened for its Shoppers' Choice Award, an honor bestowed to the make/model that receives the most votes in the site's annual popularity poll. Cars.com determined the ten finalists for the award by looking at shoppers' actions on the site that indicated interest in new vehicles, including searching for vehicles, sending inquiries to dealers on availability and most importantly, filling out a positive [consumer review](#). The winner will be determined by votes from Cars.com Facebook fans.

"While the advice of experts is a key part of the car buying experience, our research shows that car shoppers place a high value on the opinions of other shoppers," said Patrick Olsen, Cars.com editor-in-chief. "This award is one more way that we can help car shoppers make confident decisions."

Shoppers' Choice finalists (in alphabetical order):

- Audi Q5
- Dodge Challenger
- GMC Terrain
- Honda Accord
- Honda Pilot
- Kia Soul
- Ram 1500
- Subaru Outback
- Toyota Highlander
- Toyota Sienna

Voting for the award begins on Nov. 1 and runs through Nov. 30, and visitors to [Cars.com's Facebook page](#) can vote for their favorite finalist there. The winning vehicle will be announced along with the Cars.com editors' awards at their fourth annual awards night on Tuesday, Jan. 10 in Detroit.

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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