

Cars.com Heads Back to the Big Game with Super Bowl XLVII Ad Buy

CHICAGO, Aug. 30, 2012 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used vehicles, announced today that it is heading back as an advertiser in Super Bowl XLVII. With one 30-second spot, Cars.com joins an elite group of brands advertising in the Big Game for six consecutive years.

"Commercials during the Big Game have proven to be very highly anticipated, so there is no better platform to start the year off with an all-new campaign," said Linda Bartman, Vice President of Marketing for Cars.com. "Year after year, the Super Bowl has afforded us the opportunity to showcase Cars.com in a powerful way, giving us a significant boost to our brand, and this year we expect to see even greater results when we unveil our latest brand campaign."

The 30-second spot and full campaign will be the first work released by [mcgarrybowen](#) for Cars.com, who was named the site's agency of record in May of this year. Cars.com has long offered car shoppers the confidence they need to make the right decisions when buying a new car. In the new campaign, Cars.com will show how the site's tools make car shopping a great experience.

"Buying a car is the second largest purchase most people will ever make," said Bartman. "Car shoppers often indicate that they feel stressed during the process, so our new campaign taps into this insight and highlights the tools that Cars.com offers to help take the stress out of car shopping."

ABOUT CARS.COM

[Cars.com](#) is an award-winning 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 A.H. Belo (NYSE: AHC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and The Washington Post Company (NYSE: WPO).

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