

Cars.com Will Bring the Drama to Super Bowl XLVII

CHICAGO, Jan. 18, 2013 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used vehicles, will add drama to this year's Big Game to launch its all-new advertising campaign. Today, the site released print, digital and social teasers that pose the question "why drama?" Until the big reveal of Cars.com's first new commercial, which will air during the first quarter of the game, fans can get a taste for drama by visiting www.cars.com/whydrama.

To view the multimedia content associated with this release, please click:

<http://www.multivu.com/players/English/59238-cars-com-campaign>

(Photo: <http://photos.prnewswire.com/prnh/20130118/MM41009>)

"With a brand-new campaign, we wanted to build excitement for our ad and save its reveal for the Super Bowl," said Linda Bartman, Cars.com's Chief Marketing Officer. "Our new campaign is more connected to the car shopping experience and more compelling than ever. Fans should be ready for a more engaging feel from Cars.com advertising that is consistent wherever they see our brand."

2013 will be a significant year for Cars.com advertising. The new commercials will be the first work created by the site's new advertising agency of record, mcgarrybowen Chicago, who leads Cars.com's integrated team of agencies. With full creative integration across TV, digital, print, radio and social combined with a robust media plan, the campaign will be more impactful than ever. In addition, for the first time in the site's history, the new campaign is intended to be more than a single year execution.

"We have heard from car shoppers that buying a new car can be overwhelming, and sometimes even stressful, so our new campaign shows how dealers help car shoppers have a drama-free buying experience by using Cars.com," said Bartman. "We think this message is one that will resonate with car shoppers. As has been the case for the last five years, the Super Bowl remains the perfect place to tell our story to an unprecedented audience."


In addition to mcgarrybowen, other agencies on Cars.com's integrated team include Avenue (B2B), Edelman Digital (social), OMD (media buying), Optimum Sport (media buying), Prometheus (media buying) and Piston (digital).

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 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](http://ClassifiedVentures.com), 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).

SOURCE Cars.com

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Additional assets available online:  [Photos \(1\)](#)

<https://investor.cars.com/2013-01-18-Cars-com-Will-Bring-the-Drama-to-Super-Bowl-XLVII>