

## Cars.com Revs Up the Drama in its Latest Commercial with a Cameo from Actor James Van Der Beek

CHICAGO, June 6, 2013 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used cars, announced today the debut of a new dramatic commercial, "Football," the latest addition to the site's '**ALL DRIVE. No drama.**' campaign. The commercial features a cameo by James Van Der Beek, famous for his dramatic roles in *Varsity Blues* and *Dawson's Creek*, and star of the upcoming sitcom, *Friends with Better Lives*, who, in the commercial, inserts drama into the car shopping experience. The commercial will make its national television debut on Sunday, June 9 during the *Party in the Poconos 400 presented by Walmart* on TNT. After which it will be a part of the site's national advertising, both on TV and online.

"We brought the drama with a protective mama wolf during the Big Game, and parents who were a little too honest in one of our more recent commercials," said Linda Bartman, [Cars.com](#)'s Chief Marketing Officer. "Now, we're bringing in someone who knows a thing or two about drama, actor James Van Der Beek. In this ad, when the customer misses the drama after using [Cars.com](#), the dealer, who always wants the customer to be happy, brings in James to deliver one of his most famous, and of course most dramatic movie lines."

To celebrate the launch of the latest commercial, fans can get in on the drama on social networks through special James Van Der Beek themed contests and more on Twitter, starting on June 10. Fans can join the conversation using #vanderdrama.

"We know that many car shoppers expect stress and drama as part of the car buying process, and from our research, we're seeing shoppers respond to the idea of [Cars.com](#) providing tools to prepare them for a drama-free experience," said Bartman. "The '**ALL DRIVE. No drama.**' campaign, which has been reaching shoppers on TV, print digital and social, is all about making up for the lack of perceived drama in buying a new car by bringing in some excitement to an otherwise drama-free situation. James Van Der Beek, who is known for his dramatic acting roles, is the perfect catalyst to continue to tell this story to car shoppers in a way that will resonate with them."

With tools like [expert and consumer car reviews](#), [dealer reviews](#), [side-by-side comparison](#), [calculators](#) and [millions of car listings](#), [Cars.com](#) takes the drama out of car shopping. To view "Football" and all of [Cars.com](#)'s '**ALL DRIVE. No drama.**' ads, visit [www.Cars.com/nodrama](#).

### **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](#), 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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