

## **Jesse Toprak Joins Cars.com as Chief Analyst**

CHICAGO, Jan. 20, 2014 /PRNewswire/ -- Cars.com today announced that Jesse Toprak has been named Chief Analyst. Toprak will be the spokesperson for the company's market intelligence and communication initiatives, sharing his unique perspective and expertise on issues within the digital media and automotive space.

"Cars.com has developed into a leader within the automotive and digital media categories, sharing powerful insights and pushing the industry to understand new trends in consumer behavior," Toprak said. "I'm excited to join this team to add a new voice to an already progressive program."

Prior to joining Cars.com, Toprak served as Vice President of Market Intelligence at TrueCar.com where he was responsible for analyzing and reporting on a range of automotive topics, trends and insights for the industry, media and consumers. Toprak also served as the Executive Director of Industry Analysis at Edmunds.com.

With more than 18 years of industry experience, including roles at franchise dealerships and with major automotive manufacturers, Toprak is frequently cited by major media publications, such as the Wall Street Journal and New York Times, for his leading analysis.

"We're thrilled to have Jesse be a part of Cars.com's efforts to bring new research and insights to the automotive community and beyond," said Mitch Golub, President Cars.com. "In addition to being a trusted expert within automotive, Jesse's experience stretches across digital media and business strategy, and he'll play an important role in how we communicate actionable intelligence to our partners."

Cars.com shares industry news, insights and dealership best practices to help dealers and manufacturers better understand the automotive landscape, automotive shopping trends and new consumer behavior. For more information, visit <http://dealeradvantage.cars.com/>.

### **ABOUT CARS.COM**

[Cars.com](http://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](http://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](http://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](http://Cars.com) is a division of [Classified Ventures LLC](http://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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