

Cars.com Launches Premier New at NADA

Exclusive cross-platform solution helps franchise dealers drive awareness throughout shopping journey

NEW ORLEANS, Jan. 25, 2014 /PRNewswire/ -- Cars.com, the leading online resource for buying and selling new and used cars, announced today the launch of Premier New, an exclusive cross-platform advertising solution designed to help Franchise dealerships influence new-car shopping decisions throughout the Cars.com site. Premier New allows dealerships to showcase their unique brand message, available inventory, Special Offers and Dealership Reviews through exclusive ownership of dynamic, marquee display ads on Cars.com's desktop and mobile properties.

"New-car shoppers do research across multiple devices for months leading up to purchase, and our latest offering provides an opportunity for select Franchise dealers to stay top of mind throughout that entire process," said Barbara Mousigian, vice president of product at Cars.com. "With Premier New, dealers can engage a targeted group of shoppers with a consistent message promoting both their dealership's brand and inventory on every device shoppers use to decide on their next vehicle."

Exclusive placement

With exclusive ownership of dynamic display ads on key areas of the new-car search results, dealer locator and new-car configurator pages, Premier New gives dealers an edge over competitors. Driven by make-specific searches, Premier New dealers can proactively promote and differentiate their dealership brand to the 77% of Cars.com shoppers who plan to buy a car in the next year.¹

Mobile connectivity

Car shoppers move between devices to do research prior to purchase – 81% use a mobile phone², 85% use a computer and 52% use a tablet.³ With Premier New, dealers can build and reinforce their message across all digital devices. Whether a shopper is browsing inventory on a tablet at home, reading Dealer Reviews on a desktop computer at work, or running last-minute comparisons using a smartphone on the lot, Premier New gives dealerships a consistent, relevant presence to positively influence shopper decisions.

Special Offers integration

For dealers leveraging Cars.com's Special Offers product, Premier New delivers an additional opportunity to differentiate and highlight inventory, as offers automatically integrate into Premier New display ads. Connected to dealership brand information and Dealer Reviews, Special Offers within Premier New engage new-car buyers who are further along in their shopping journey¹ and deliver them to the dealership.

For more information, dealers can contact their Cars.com representative, visit <http://dealers.cars.com/nada2014> or visit us at the NADA Convention & Expo, Jan. 24-27 in New Orleans, booth #1630.

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).

¹ Custom Study for Cars.com by Millward Brown, 2013

² Placed, Inc. – Mobile Device Use at the Dealership: How Smartphone Shopping is Impacting Automotive Retailing, January 2014

³ Nielsen Mobile Study for Cars.com, 2013

SOURCE Cars.com

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