

Cars.com Reaches 1 Million Dealer Reviews, Offers Enhanced Site Experience to Automotive Consumers

Independent Research Site Rolls Out Mobile-Focused Redesign

CHICAGO, May 26, 2015 /PRNewswire/ -- Cars.com announced today it has received more than 1 million consumer-generated online reviews since the site feature first launched just four years ago.

"We're proud to reach 1 million reviews for our dealer customers. It shows just how engaged Cars.com shoppers are during the dealership visit and the value they put on reviews in choosing who to do business with," said Barbara Mousigian, vice president of product at Cars.com. "Since we launched the feature in 2011, we've maintained our transparent and honest model for generating consumer feedback, which better serves our shoppers and customers."

Once viewed as a foreign concept within the automotive category, online reviews are now an integral component of the modern car shopping and vehicle maintenance processes, as is evident by the 91 percent of consumers who reference them to help select a dealership.¹ A consumer expectation that extends beyond the showroom floor, 40 percent of all new dealer reviews on Cars.com are based on a service experience.

"A few years ago, online reviews were limited to restaurants and entertainment, but now they're essential to nearly all consumer transactions," said Mousigian. "We've seen a transformation within the automotive category, as both retailers and manufacturers have embraced the power of online reviews as a means to build their brands with potential customers."

In conjunction with the dealer reviews milestone, Cars.com has rolled out a new, responsively designed homepage intended to provide a more tailored consumer experience across all devices.

"We've been working toward the development of a fully responsive site for several months. Earlier this year we launched new, responsively designed [industry news pages](#), and the new home page brings us one step closer to our goal," added Mousigian. "We know consumers frequently transition between devices throughout their shopping process, often moving to a smartphone as they get closer to purchase. These site updates allow us to provide a seamless experience regardless of screen size or device preference."

Among the many consumer benefits, auto researchers will find greater integration of Cars.com editorial content and service tools, as well as easier access to browse new, used and certified pre-owned inventory. The update also allows consumers to submit dealer reviews on Cars.com via a mobile device, including the Cars.com iOS and Android apps. Cars.com OEM customers will benefit from enhanced digital ad offerings. Completion of the fully responsive site is expected in the first quarter of 2016.

About Cars.com

Launched in 1998, [Cars.com](#) is a leading independent research site for car shoppers with approximately 30 million visits per month. The Chicago-based company provides shoppers with credible and easy-to-understand information from consumers and experts. Leveraging its growing audience, Cars.com informs digital marketing strategies through consumer insights and innovative products, helping automotive dealers and manufacturers more effectively reach in-market car shoppers. For more information, visit [Cars.com](#).

¹ Digital Air Strike, 2014 Automotive Social Media Trends Study

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