

## **Cars.com Mobile App No. 1 for Visitors and Engagement Among Third-Party Automotive Sites**

*Free app helps consumers take the mystery out of car shopping and servicing anywhere, anytime*

CHICAGO, Oct. 13, 2015 /PRNewswire/ -- Cars.com, the leading online destination for car shoppers and owners, ranks first among mobile apps for unique visitors and engagement in the third-party automotive/automotive resources category, according to the latest findings from comScore, Inc.

For the month ending Aug. 31, Cars.com's free mobile app received nearly 900,000 unique visitors across mobile devices, while each visitor averaged more than 61 minutes on the app<sup>1</sup>.

"Mobile apps from Cars.com empower millions of car shoppers and owners to make decisions throughout the car buying, selling and servicing process—whether they are at home or on the lot," said Colette LaForce, chief marketing officer of Cars.com. "Car shoppers are spending significant time on Cars.com mobile apps, gathering insights from our unbiased, trusted reviews that can help anyone buy, sell or service their vehicle."

Currently, Cars.com is focused on re-platforming its website to provide consumers a responsively designed, consistent and tailored Cars.com experience across all devices. This initiative began earlier this year when the company launched its new, responsively designed Cars.com home page and [industry news pages](#).

<sup>1</sup> comScore, Inc., *Mobile Metrix*, August 2015

### **About Cars.com**

Launched in 1998, [Cars.com](#), a [TEGNA](#) Inc. (NYSE: TGNA) company, is an award-recognized online destination for car shoppers and owners that offers information from experts and consumers to help research, price and find new and used cars, as well as information about service and repair for car owners.

With more than 30 million monthly visits to its web properties, [Cars.com](#) offers millions of new and used vehicle listings, expert and consumer reviews, side-by-side comparisons, build and price tools, unbiased editorial content and much more. In 2015, [Cars.com](#) introduced a new service and repair feature to help consumers find the right service provider and understand how much to pay with the fair-price estimator tool. [Cars.com](#) puts millions of car buyers, and now owners, in control of their shopping process with the information they need to make stress-free buying, selling and servicing decisions.

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