

Cars.com Unveils New Advertising Campaign, "For Every Turn"

CHICAGO, Aug. 22, 2016 /PRNewswire/ -- Today, Cars.com launched its new brand advertising campaign, *For Every Turn*. With the recent introduction of tools that cater to car sellers and service seekers on the site in addition to its long-standing shopping platform, Cars.com's new campaign focuses on how the site is a one-stop-shop, helping consumers at every turn of car ownership.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7722651-cars-com-for-every-turn-campaign/>

"Cars.com has long been the go-to site for car shoppers," said Jenny Chan, senior director of consumer marketing. "With our new campaign, we're going a step further to tell the full story of how Cars.com is there for consumers during every milestone in the car ownership lifecycle. From the excitement of buying a car, through the repairs, the adventures, all the way to the moment you're ready to trade it in for a new one."

With its simple and easy-to-understand research tools, reliable expert content and unparalleled platform for consumer reviews, Cars.com is the only true source for the total ownership experience.

"The lifetime of your car is actually a reflection of your own lifetime," said Alex Vetter, chief executive officer and president of Cars.com. "So many memorable moments happen within that space, and Cars.com is there through them all."

For Every Turn will come to life across a variety of marketing channels so consumers are surrounded by Cars.com messaging while they watch TV and browse the web on mobile and desktop devices. Tactics include:

- **TV ads:** The new television ads capture highly relatable moments of a family as they go through key ownership milestones with their car, including buying a new one, road trip shenanigans, repairs, the adventure of learning to drive, all the way through the trade-in process when it's time for a new set of wheels.
- **Digital/Print ads:** Similar to the TV commercials, the print and digital ads will hit on key car ownership milestones, demonstrating how Cars.com helps consumers for every turn of the journey.
- **Campaign landing page:** A [splash page](#) was launched as a destination for fans and visitors to view all of the new commercials and extended, never-before-seen outtakes. Various car shopping tools and resources are also thematically integrated into the page depending on which video is being viewed. The page allows Cars.com to promote relevant editorial content and help guide consumers deeper into the site.
- **Social media:** An organic, engagement-focused social media campaign was launched across Facebook, Twitter, Instagram and LinkedIn to announce the new campaign, share content, drive traffic to the new splash page and encourage fans to chime in with their own personal anecdotes about memorable moments in their car.

For more information, visit www.cars.com/foreveryturn.

ABOUT CARS.COM

Launched in 1998 and owned by TEGNA Inc., Cars.com is a leading online destination that offers information from experts and consumers to help car shoppers and owners buy, sell and service their vehicles. 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 comparison, build and price tools, unbiased editorial content, service and repair resources, multiple options to sell a vehicle, and much more.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/carscom-unveils-new-advertising-campaign-for-every-turn-300316124.html>

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