

New Cars.com Mobile App Features Make Labor Day Car Shopping a Breeze

CHICAGO, Aug. 31, 2016 /PRNewswire/ -- Summer road trips are winding down, but back-to-school carpool season is in full swing – and consumers are getting ready for one of the busiest car shopping weekends of the year. With brand-new features and recent updates, Cars.com's car shopping and research app is the perfect shopping companion.

"It's second nature now for consumers to use their mobile devices while shopping for a car at the dealership," said Alex Vetter, president and CEO of Cars.com. "Shoppers want up-to-date information to compare vehicles and cost. That's why we're innovating around the clock to make sure our app serves as a convenient and reliable tool while shoppers are out making one of the biggest purchases of their lives."

Cars.com's mobile app was launched in 2010 and currently receives about 7 million visits per month. Its recently introduced features include:

- **On The Lot VIN Scanner:** This new feature allows shoppers to easily scan the VIN of any car on a dealer lot with their mobile device from the Cars.com app for additional vehicle information like price, features, and the ability to save that vehicle as a favorite on your app.
- **Price Drop Alerts:** For consumers in the market for a specific vehicle, this new app feature allows shoppers to sign up for a push notification alert any time the price is reduced on a specific vehicle.

"Labor Day is a great time to go car shopping," said Patrick Olsen, Cars.com editor-in-chief. "By the end of summer, the car model-year changeover is in full swing; this year's models are quickly being replaced by next year's version of the vehicle, making it an ideal time to find good deals and incentives on the outgoing models."

To access the Cars.com app, download it from the [Apple App Store](#) or [Google Play](#). To read more automotive industry news from Cars.com experts, visit www.cars.com/news.

ABOUT CARS.COM

[Cars.com](#) is a leading online destination that helps car shoppers and owners navigate every turn of car ownership. A pioneer in automotive classifieds, the company has evolved into one of the largest digital automotive platforms, connecting consumers with local dealers across the country anytime, anywhere. Through trusted expert content, on-the-lot mobile app features, millions of new and used vehicle listings, a comprehensive set of research tools and the largest database of consumer reviews in the industry, [Cars.com](#) helps shoppers buy, sell and service their vehicles.

[Cars.com](#) properties include [DealerRater](#), [Auto.com](#), [PickupTrucks.com](#)™ and [NewCars.com](#)©. The company was founded in 1998 and is headquartered in Chicago. It is owned by [TEGNA, Inc.](#)

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