

## **Cars.com Awarded "Best Car Buying or Selling App Experience or Mobile Web" by AUTO Connected CAR News' Tech CARS**

CHICAGO, March 7, 2017 /PRNewswire/ -- Cars.com has received [AUTO Connected CAR News'](#) award for "Best Car Buying or Selling App Experience or Mobile Web." The publication's annual Tech CARS Awards' honor was given for receiving the most votes.

"We're incredibly proud to be named the Best Car Buying or Selling App Experience or Mobile Web by AUTO Connected Car News," said Brooke Skinner Ricketts, chief marketing officer at Cars.com. "The mobile experience is critical to today's car shopping journey, which is why we have prioritized making ours next in class. We've dedicated significant resources to ensure consumers have a superior and seamless experience on Cars.com across devices. As a result, we're seeing a highly engaged audience of ready to buy shoppers on our platform every day."

As consumers increasingly utilize their mobile devices throughout the car shopping process, Cars.com continues to advance its mobile user experience to stay current with consumer trends. And the company's commitment to mobile is paying off: According to a Cars.com analysis of App Annie data, the Cars.com app is a consumer favorite in the US with 10% more iOS and Google Play downloads in 2016 than its closest car sales app competitor.

As consumer behavior drives change in the industry, the site has also revolutionized mobile tools for car dealers and manufacturers. According to the "[Mobile Car Shopper Survey](#)" from VerstaResearch, it was found that more than half of shoppers use their smartphones on dealership lots to get more information<sup>1</sup>. With the launch their of Lot Insights report, Cars.com put a stake in the ground demonstrating the importance of mobile attribution for dealers. The first-of-its-kind report, which uses geo-fencing technology, allows dealers to track and analyze mobile car shopper behavior on their lots.

"We're on a mission to evolve how we measure value in the automotive industry," said Skinner Ricketts. "Our Lot Insights analytics and reporting is a great first step, but we're not stopping there. Mobile accolades like this create momentum behind our efforts as they prove the changes taking place in our space. We will continue to lead with a user experience that aligns with modern car buying behaviors and provides our advertiser customers better understanding, reach and influence."

<sup>1</sup> *Mobile Shopper Study, VerstaReserach, December 2016*

### **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.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/carscom-awarded-best-car-buying-or-selling-app-experience-or-mobile-web-by-auto-connected-car-news-tech-cars-300419263.html>

SOURCE Cars.com

For further information: Ethan Hertzberg, [ehertzberg@cars.com](mailto:ehertzberg@cars.com), 312.601.5685

---

Additional assets available online:  [Photos \(1\)](#)

<https://investor.cars.com/2017-03-07-Cars-com-Awarded-Best-Car-Buying-or-Selling-App-Experience-or-Mobile-Web-by-AUTO-Connected-CAR-News-Tech-CARS>