

Cars.com Named Highest Ranked Third-Party Automotive Desktop Site in the J.D. Power 2017 Automotive Website Evaluation Study Cross DeviceSM

CHICAGO, March 29, 2017 /PRNewswire/ -- Performing above the industry average for nearly every measure and attribute, Cars.com has been named the highest ranked third-party automotive desktop site in the J.D. Power 2017 Automotive Website Evaluation Study Cross DeviceSM (AWESxD). The study examines which current site functions and designs are most effective in helping shoppers narrow their consideration set, increasing their likelihood to return to and recommend the website.

"We're incredibly proud of this important distinction," said Alex Vetter, president and chief executive officer at Cars.com. "Cars.com offers a best-in-class user experience for consumers looking to buy, sell or service their vehicles – and that's not an accident. We have invested significant resources to ensure our site speed and functionality are superior, that consumers can seamlessly transition between devices while using our site, and that our overall site experience enables shoppers to confidently make decisions about what to purchase, where to purchase and from whom to purchase. Consumer expectations around web experiences will continue to rapidly evolve, and Cars.com is committed to staying one step ahead."

Cars.com received the highest score in two of the four study measures for desktop: Navigation and Appearance. The study states that Cars.com's responsive site has strong overall performance due to its ease of navigation, clean appearance and wealth of information.

The AWESxD is a redesigned study that evaluates automotive third-party websites from two perspectives across multiple platforms (desktop, smartphone, tablet): overall site function and the importance of various site features to online shoppers. Desktop and mobile rankings (separately awarded) are based on the combined index scores of the four measures that comprise the overall website experience: Navigation, Appearance, Information/Content, and Speed.


ABOUT CARS.COM

[Cars.com](http://www.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](http://www.cars.com) helps shoppers buy, sell and service their vehicles. [Cars.com](http://www.cars.com) properties include [DealerRater](http://www.dealerater.com)®, [Auto.com](http://www.auto.com), [PickupTrucks.com](http://www.pickuptrucks.com)™ and [NewCars.com](http://www.newcars.com)®. The company was founded in 1998 and is headquartered in Chicago. It is owned by TEGNA, Inc.

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