

Cars.com Receives Patent for Lot Insights Technology and Launches First On-the-Lot Trends Report

CHICAGO, July 7, 2017 /PRNewswire/ -- Cars.com, Inc. (NYSE: CARS) has received a patent from the U.S. Patent and Trademark Office for its Lot Insights technology (Patent No. 9686646), a first-to-market solution that pinpoints key mobile shopping data from consumers actively looking for vehicles on dealer lots nationwide. First introduced in 2015, Lot Insights technology identifies mobile consumers on or near dealership lots to provide valuable insights for automotive advertisers. The patented technology allows for more precise, accurate, location-based consumer data for Cars.com dealer partners.

"While most digital companies are interested in clicks, likes, or impressions, Cars.com is focused on efficiently driving buyers into dealer showrooms," said Alex Vetter, chief executive officer at Cars.com. "Mobile data intelligence, like Lot Insights, allows us to analyze those consumer behaviors and directly measure how digital activity impacts sales. We have been at the forefront of the mobile revolution in our industry, and this new Lot Insights patent is an example of how Cars.com is leading mobile innovation."

Using Lot Insights technology, Cars.com created the new [On-the-Lot Trends Report](#) by analyzing mobile consumer shopping behavior throughout the month of May to identify the top viewed makes and models by style.

"By mapping and geofencing the perimeter around dealerships with this level of precision, we can better understand today's shopping trends & behaviors, which is critical to making value-added connections between consumers and dealers," said Tony Zolla, Cars.com chief product officer.

Here are the top viewed lists for new vehicles searched that appears in the May 2017 report:

Luxury Vehicles:

- Porsche Panamera
- Alfa Romeo Giulia
- Land Rover Range Rover
- Mercedes-Benz E-Class
- Porsche Macan

Trucks:

- Ford F-150
- Chevrolet Silverado 1500
- RAM 1500
- Toyota Tacoma
- GMC Sierra 1500

Compact Sedan:

- Honda Civic
- Hyundai Elantra
- Volkswagen Jetta
- Subaru WRX
- Subaru Impreza

Midsized Sedan:

- Dodge Charger
- Honda Accord
- Toyota Camry
- Ford Fusion
- Hyundai Sonata

Fullsize Sedans:

- Nissan Maxima
- Chrysler 300
- Chevrolet SS
- Chevrolet Impala

- Ford Taurus

SUVs:

- Jeep Grand Cherokee
- Jeep Wrangler
- Jeep Unlimited
- Toyota 4Runner
- Ford Explorer

Luxury SUVs:

- Land Rover Range Rover
- Porsche Macan
- Land Rover Range Rover Sport
- Audi Q7
- Porsche Cayenne

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 classified, 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](#) companies include [DealerRater®](#), [Auto.com](#), [PickupTrucks.com](#)™ and [NewCars.com](#)®. The company was founded in 1998 and is headquartered in Chicago. For more information, visit www.Cars.com.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/carscom-receives-patent-for-lot-insights-technology-and-launches-first-on-the-lot-trends-report-300484642.html>

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