

## **Cars.com Appoints Darren Haygood as Senior Vice President of Commercial Strategy**

CHICAGO, Sept. 21, 2017 /PRNewswire/ -- [Cars.com](http://www.Cars.com) (NYSE:CARS) is announcing the appointment of Darren Haygood as the company's senior vice president of commercial strategy, effective September 25, 2017. Haygood most recently served as president and chief operating officer at Transparency AI. Previously, he was executive vice president at Dealer.com.

"Cars.com is focused on creating value for our dealer partners and advertisers with strategy and intelligence that fuels their business," said Alex Vetter, chief executive officer of Cars.com. "Darren is a recognized thought leader in the automotive industry with nearly 20 years of experience across multiple business channels. His depth of expertise in mobile attribution, automotive insights and intelligence has helped redefine digital marketing investment strategies for retail dealers in the space. We are thrilled to have Darren on our team to help us drive customer-centric innovation in this highly competitive online market."

"For almost 20 years, my career has centered around delivering innovative solutions in automotive that improve the experience for consumers and business results for dealers," said Haygood. "Cars.com is helping the industry evolve with consumer behavior. I've watched as they've led the mobile and attribution conversations across the industry. I'm proud and excited to be joining at a time when Cars.com's innovative products and services are fueling the evolution of the industry and empowering local dealers."

Prior to his roles at Transparency AI and Dealer.com, Haygood was the general manager at the Lokey Nissan dealership in Clearwater, Florida, from 2004-2007. He was also the director of e-commerce at Asbury Automotive Group, one of the largest, publicly traded, top 10 dealer groups in the country, from 2001-2004, and he served as regional marketing director at the Chrysler Corporation from 1997-2001.

Haygood has also served as featured speaker and contributor at automotive industry events in the US and Canada over the past several years.

### **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](http://www.Cars.com) properties include [DealerRater®](http://www.DealerRater.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, Illinois. For more information, visit [www.Cars.com](http://www.Cars.com).

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