

Cars.com Kicks Off Aggressive Fourth Quarter Marketing Campaign

Leading online automotive marketplace launches new multi-media advertising campaign to close the year strong

CHICAGO, Sept. 29, 2017 /PRNewswire/ -- Cars.com (NYSE:CARS), a leading online automotive marketplace, announced today the launch of a new multi-media advertising campaign that will amplify the brand across multiple media platforms throughout the fourth quarter of 2017.

"We're doubling down on our investments in marketing in the fourth quarter to meet consumers where they are through an impactful mix of media while raising awareness about our new pricing tools and extensive database of more than five million expert and user reviews," said Brooke Skinner Ricketts, chief marketing officer at Cars.com. "Our new creative campaign demonstrates how Cars.com provides a superior shopping experience by delivering data-driven information across each of the four P's of car buying (Product, Price, Place and Person). By connecting consumers to dealership inventory, providing transparency around pricing, and offering reviews on not just where to buy, but who to buy from, Cars.com has solidified its position as the go-to resource for car shoppers and owners. "

The new campaign includes a full week of broadcast TV advertising during the highly visible Premiere Week, which kicked off Sept. 25. The company developed two new 15-second TV commercials, including "Twins" and "Donut," which will run across more than 15 series premieres on ABC, NBC and CBS.

"Twins," features two sets of twins comparing vehicles on Cars.com and highlights the benefits of the site's [Price Comparison Tool](#), which was launched in February as the first of several pricing features expected to hit the site, helping consumers find the best vehicle at a fair price. "Donuts," features a couple looking at reviews on Cars.com to find the best dealership to visit and purchase a car – the one that serves free donuts is the obvious choice.

Cars.com will also make a return to sports with its first ever high-impact, integrated Major League Baseball tentpole programming. In-game TV spots will air during National League games in October throughout playoff season, and Cars.com will sponsor the "5-Tool Play of the Game," which spotlights a pivotal play and reminds viewers of the many helpful tools Cars.com offers car shoppers. The MLB campaign will also include full Twitter integration and revolutionary TV-synced digital advertising.

The company will round out the campaign by amping up their always-on DRTV, SEM and digital retargeting programs, which includes an all-time high investment across social media and a first-ever presence on Snapchat.

To view the new TV commercials, please visit the [Cars.com Facebook page](#).

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

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