

Cars.com Partners with Tragedy Assistance Program for Survivors (TAPS) for Memorial Day Weekend Campaign

Cars.com Commits Up to \$1 Million of the Site's Media to Drive Awareness of TAPS Critical Programs and Services to Help Families Grieving a Military Loss

CHICAGO, April 23, 2019 /PRNewswire/ -- Leading digital automotive marketplace Cars.com (NYSE: CARS) today announced a partnership that will help drive awareness of the Tragedy Assistance Program for Survivors (TAPS), an organization that helps families grieving a military loss.

CARS is committing up to \$1 million of media on its website to TAPS with the help of its dealer and automaker partners. Through Memorial Day, for every new or upgraded digital solutions service from Cars.com, Dealer Inspire or DealerRater, CARS will match the first month's investment with the equivalent in media value for TAPS, helping spread the word about its great work to attract volunteers and donors nationwide. In addition, car shoppers can donate directly to TAPS on Cars.com. All contributions will be placed into the TAPS Emergency Financial Assistance Fund which provides financial help to families in emergency situations.

"Memorial Day is an opportunity to honor the men, women and families who selflessly serve our country, sometimes making the ultimate sacrifice for our freedom. In honor of Memorial Day, Cars.com is happy to use our website to drive awareness of TAPS to our nearly 19 million monthly visitors," said Alex Vetter, Chief Executive Officer of CARS. "Car shoppers can also join CARS in providing support to TAPS by donating directly to the TAPS Emergency Financial Assistance Fund via the Cars.com website. Contributions will help alleviate some of the financial burdens these families face related to life's critical needs including vehicle upkeep and having reliable transportation."

Participating dealers and automakers will be featured in a special CARS and TAPS Memorial Day weekend campaign encouraging consumers to shop and have their vehicles serviced with participating partners.

"For military families who have lost a loved one, it can be difficult to financially handle basic services like vehicle maintenance on top of housing and other vital needs," said Bonnie Carroll, TAPS Founder and President. "We're thankful for this partnership with CARS, and its participating customers, for bringing greater awareness to our organization and directly helping to assist more members of our community through this program."

Dealers or consumers who want to join CARS in helping TAPS make a difference or for more information visit www.cars.com/taps/.

ABOUT CARS.COM

Cars.com is a leading two-sided digital automotive marketplace that connects car shoppers with sellers. Launched in 1998 and headquartered in Chicago, the company empowers shoppers with the data, resources and digital tools needed to make informed buying decisions and seamlessly connect with automotive retailers. In a rapidly changing market, Cars.com enables automotive dealers and manufacturers with innovative technical solutions and data-driven intelligence to better reach and influence ready-to-buy shoppers, increase inventory turn and gain market share. In 2018, Cars.com acquired Dealer Inspire®, an innovative technology company building solutions that future-proof dealerships with more efficient operations, a faster and easier car buying process, and connected digital experiences that sell and service more vehicles.

Cars.com properties include DealerRater®, Dealer Inspire®, Auto.com™, PickupTrucks.com® and NewCars.com®. For more information, visit www.Cars.com.

ABOUT TAPS

The Tragedy Assistance Program for Survivors (TAPS) is the leading national nonprofit organization providing compassionate care and survivor support services for the families of America's fallen military heroes. Since 1994, TAPS has offered support to more than 85,000 survivors of fallen military in the form of peer-based emotional support, grief and trauma resources, grief seminars and retreats for adults, Good Grief Camps for children, casework assistance, connections to community-based care, online and in-person support groups and a 24/7 resource and information helpline for all who have been affected by a death in the Armed Forces. Services are provided free of charge. For more information go to www.taps.org or call the toll-free TAPS resource and information helpline at 1.800.959.TAPS (8277).

SOURCE Cars.com, Inc.

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