

Car Shoppers Can Save Thousands This November on 2019 Models; Cars.com Study Finds 62% of Car Shoppers Plan to Reap the Benefits of Monthly and Black Friday Deals

Cars.com Consumer Retail Expert Shares the Best November Deals and Top 5 Tips for Car Shoppers to Get the Most Out of Black Friday Weekend

CHICAGO, Nov. 21, 2019 /PRNewswire/ -- Car shoppers can save thousands this November with dealers adding Black Friday deals to their monthly sale discounts. Consumers are ready to take advantage: a new study from [Cars.com](#)™ (NYSE: CARS) reveals that more than 62% of consumers actively shopping for a vehicle on its site plan to shop Black Friday deals in November.¹

"With Thanksgiving hitting later in the month this year, car shoppers are well positioned to get a great deal on a new car," said Kelsey Mays, senior consumer affairs editor at Cars.com. "There are several November specials and end-of-year deals already in play, and we anticipate additional Black Friday deals to hit the week of Thanksgiving. But to make the most of their trip to the dealership, shoppers should do their homework ahead of time and understand their options."

To make the most out of Black Friday car shopping, Mays encourages consumers to consider the following five tips:

- **New, Used, CPO: Consider all the options.** It's the end of the month and dealers are clearing 2019 inventory, giving shoppers deep discounts on new vehicles. But consumers should also [consider used and CPO cars](#), which deliver excellent value and often come with deals of their own.
- **Narrow down the options.** Shoppers should do their research to pare down their choices to one or two models before arriving at the dealership. If they're undecided on make and model, try [finding a car based on lifestyle needs](#).
- **Look beyond the monthly payment.** A common mistake shoppers make is looking only at the monthly [car payment](#) instead of the entire cost of the vehicle, which involves more than the sticker price. Using a [price tool](#) can help a shopper know the total cost and monthly payment based on a loans length and terms.
- **Don't forget warranties , finance options and insurance plans are all part of owning a vehicle.** Before stepping on the lot, shoppers should research different warranty options, and contact banks and insurance providers to discuss available [loans](#) and any changes a new car could have on their current insurance policy.
- **Find the right dealership and salesperson.** Take advantage of the millions of [dealership and salespeople reviews](#) on sites like Cars.com to learn from other shoppers' experiences.

To maximize these deals, Mays suggests looking at some of the [best Black Friday deals](#) :

- **Chevrolet** is offering nearly 20% off list price for many 2019 models and trim levels, including the Bolt EV, Cruze, Impala, Malibu, Silverado 1500 double cab and more. Or qualified shoppers can get 0% financing for 72 months plus up to \$3,250 off, depending on the model and trim level.
- **Hyundai** is offering \$2,750 in cash discounts for select [2019 Sonata](#) trims, or qualified shoppers can choose 0% financing for 60 months. The [2019 Tucson](#) also boasts up to \$2,750 off select trims. Shoppers who skip the cash discount can get \$500 plus 0% financing for 72 months.
- **Kia's 2019 Sorento** comes with discounts up to \$6,000 for specially tagged models depending on trim level. Or qualified shoppers can bypass the cash discounts and opt for 0% financing for 66 months-plus.
- **Jeep** is offering up to \$5,300 off on select trims of the [2019 Compass](#) depending on a shoppers location. Or qualified shoppers can choose 0% financing for 36 months and receive up to \$3,500 off. The [2019 Renegade](#) comes with up to \$6,200 in savings depending on the trim level and region. Qualified shoppers can get 0% financing for 36 months plus up to \$3,500 off select trims, depending on the region.
- **Nissan** is dealing out discounts of up to \$3,500, depending on the region, off for the [2019 Rogue Sport](#). Or qualified shoppers can also get 0% financing for 60 months and an additional \$1000 off.

For more car shopping tips and tricks, helpful pricing tools and detailed reviews, visit [Cars.com](#).

¹ Cars.com Survey, reported by 550 shopper responses during the week of 11/4/2019

About Cars.com

[Cars.com](#) is a leading digital marketplace and solutions provider for the automotive industry 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 dealerships and OEMs 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 [Cars.com](#).

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