

CARS.COM TRAFFIC BOOM CONFIRMS ELECTRIC VEHICLES WERE THE REAL MVPS OF LAST NIGHT'S BIG GAME

Six of Seven Car Brands Aired Ads Promoting Electric Vehicles, Prompting an 80% Surge to EV Models' Pages on Cars.com

CHICAGO, Feb. 14, 2022 /PRNewswire/ -- Shoppers flocked to [Cars.com](https://www.cars.com)™ (NYSE: CARS), the car shopping marketplace, last night following automakers' TV commercials that aired during one of the world's most-watched sporting events. The number of auto commercials doubled compared to 2021, with this year's event seeing seven auto brands airing eight commercials that led to a **217% average lift on advertiser brand pages** on Cars.com. Of the seven automakers that ran a TV ad, six featured an electric vehicle (EV). Cars.com saw an **80% increase in EV** page views across its site and apps from fans to learn more about the automaker's EV models.

"Millions of car shoppers visit Cars.com daily to research every make and model in one place, read unbiased editorial stories and reviews, and connect with local dealers. The immediate boost in site traffic from the big game's commercials reinforces what we've always known: Consumers seek out a trusted third-party source like Cars.com during their car-shopping journey," said Julie Scott, vice president and general manager of national sales, Cars.com. "At any given time, about 5% of households in a local market are looking to buy a car, so automotive brands are seeking saturation among the 25 million high intent, in-market car shoppers on Cars.com. By targeting a data-rich, trusted marketplace like Cars.com, major brands are in front of active buyers, not just football fans."

Los Angeles was not the only champion crowned last night, the **Polestar 2** had massive spikes in traffic propelling it to the No. 1 spot on Cars.com's most-visited list during the game. As a new, relatively unknown brand outside of the automotive circles, Polestar stepped into the national spotlight with its Big Game commercial "No Compromises." The new brand had low visibility on Cars.com prior to their ad spot, but saw a **580x lift** to its dedicated pages on the marketplace from EV-curious consumers during the game.

EV commercials, in general, stood out as last night's MVP with 75% of automaker commercials dedicated to electric vehicles. Interest in electric vehicles is growing. On Cars.com, searches for EVs have almost doubled since last year — however, sales of EVs are growing at a slower rate. There's no doubt that consumers are paying more attention, especially as more major automakers commit to the category and offer more of the popular SUV and pickup truck options for shoppers. With automakers using the biggest advertising event of the year to focus on EVs, a shift in consumer adoption could be on the horizon.

In addition to Polestar, Kia, BMW, Toyota, Nissan and GM all aired spots during the football championship game. Overall results revealed an average **2361%** lift to pages of the specific car makes and models, as well as an average **217%** lift in automaker brand pages on Cars.com.

The Big Game commercial roster saw the most lifts for new vehicles, puppies and the Joneses. See below for the automaker teams' final scores on Cars.com, which figures in total brand page views.

- **921%** — **Kia** brought the cuteness factor with a lost electric pup chasing its owner in **Kia's EV6**.
- **782%** — **BMW** "Zeus and Hera" electric-themed commercial promoted the **BMW iX**.
- **341%** — **Toyota Tundra** features multiple celebrities in a Joneses' Tundra race.
- **120%** — **Nissan's** star-studded action commercial shined the spotlight on the **Nissan Ariya** and **Nissan Z**.
- **58%** — **GM's Chevy** recreated the classic "Sopranos" series featuring the onscreen daughter and son of the famed central character to promote the all-electric **Chevy Silverado**. The gas-power version of the truck also saw a **115% boost** from the throw-back commercial.
- **14%** — **GM's corporate brand** leaned on the nostalgia of Austin Powers' Dr. Evil character, putting the GMC Hummer EV, electric Chevy Silverado and Cadillac Lyriq from the company's EV lineup centerstage. The 90s ensemble cast scored a **187%** jump for all GM EVs combined.

Not to be outdone, early 1960's Impalas crashed the halftime show as three of the classic cars were featured during the performance, **increasing page views to classic used Impalas by 164%** on Cars.com compared to the previous hour.

Cars.com analyzed site traffic patterns for advertised car model pages during the eight minutes before each spot aired and again eight minutes after. General EV traffic patterns were measured week over week.

For more reviews, car-buying advice and tips, visit [Cars.com/news](https://www.cars.com/news).

ABOUT [CARS.COM](#) INC.

CARS is a leading automotive marketplace platform that provides a robust set of industry-specific digital solutions that connect car shoppers with sellers. Launched in 1998 with the flagship marketplace [Cars.com](#) 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 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 addition to [Cars.com](#), CARS brands include Dealer Inspire, a technology provider building solutions that future-proof dealerships with more efficient operations and connected digital experiences; FUEL, which gives dealers and OEMs the opportunity to harness the untapped power of digital video by leveraging [Cars.com](#)'s pure audience of in-market car shoppers, DealerRater, a leading car dealer review and reputation management platform, automotive fintech platform CreditIQ, and Accu-Trade Group, a leading provider of vehicle acquisition technology and valuation data.

The full suite of CARS properties includes [Cars.com](#)™, [Dealer Inspire](#)®, [FUEL](#)™, [DealerRater](#)®, [CreditIQ](#)™, [Accu-Trade](#)™, [Auto.com](#)™, [PickupTrucks.com](#)™ and [NewCars.com](#)®. For more information, visit [www.Cars.com](#).

View original content to download multimedia: <https://www.prnewswire.com/news-releases/carscom-traffic-boom-confirms-electric-vehicles-were-the-real-mvps-of-last-nights-big-game-301481757.html> 

SOURCE Cars.com Inc.

For further information: Allison Phelps, aphelps@cars.com, 773-724-1385

<https://investor.cars.com/2022-02-14-CARS-COM-TRAFFIC-BOOM-CONFIRMS-ELECTRIC-VEHICLES-WERE-THE-REAL-MVPS-OF-LAST-NIGHTS-BIG-GAME>