

## NEW DATA-DRIVEN, PERSONALIZED INSIGHTS REPORTS FROM CARS AVAILABLE AT THE 2023 NADA SHOW THIS WEEK, EMPOWER DEALERS WITH A COMPETITIVE EDGE

*Using Platform-Connected Data, CARS Offers Dealers a Free Preview of How to Maximize Their Trade-in Process, Brand Reputation and Targeted Marketing Efforts*

CHICAGO, Jan. 24, 2023 /PRNewswire/ -- With the [Cars.com Inc.](#) (NYSE: CARS) platform further strengthened by recently integrated companies such as Accu-Trade and CreditIQ, the richness and scope of its data offering continues to grow. CARS will offer **three free, personalized reports** for dealers leveraging its platform-connected data at this week's 2023 National Association of Automobile Dealers (NADA) Show in Dallas Jan. 27-29.

Dealers can visit **CARS Booth #509 in Hall A** at the Kay Bailey Hutchison Convention Center Dallas or reach out to their CARS account rep to gain access to their personalized reports:

- **The Accu-Save Calculator:** Approximately 45%<sup>1</sup> of vehicles sold at a dealership have a trade-in attached. With a standard in-store appraisal averaging 20 minutes per vehicle, dealerships are wasting hundreds of hours on outdated trade-in processes. An Accu-Trade appraisal takes as little as two minutes, and its unique, patent-pending OBD scanner identifies reconditioning issues in 1 of every 4 scanned vehicles — something often missed in traditional appraisals — saving dealers thousands in profitability by identifying maintenance needs before acquisition. Using a dealer's current inventory feed, the report delivers a personalized summary of the time waste and opportunity cost of traditional appraisals and potential cost savings that could be realized by modernizing.
- **The Experience Review:** Reputation matters, and while dealer reviews through DealerRater offer valuable insights, it's now possible to leverage those reviews for macro-level business improvements. Through natural language processing, a type of artificial intelligence, CARS has developed a personalized report identifying which dealership areas are over- or underperforming based on the detailed content of reviews across Cars.com and DealerRater. The information helps dealers focus on opportunities to build a stronger brand reputation.
- **The FUEL In-Market Map Planner:** Dealers looking to maximize cost-effective market share growth must start with high-quality data. Back by popular demand, the FUEL In-Market Map Planner leverages Cars.com's pure, in-market audience data to build a customized, geographically targeted, multiscreen audience plan. Dealers can get a sneak preview of competitors' claimed territories to ensure prime placement in the markets that matter most. This year, the report includes in-market display, social and video.

Dealers looking for more information can visit **CARS Booth #509 in Hall A** at the Kay Bailey Hutchison Convention Center Dallas Jan. 27-29 at the 2023 NADA Show or reach out to their CARS rep.

### *Sources:*

*1.NADA data, franchise dealers only, December 2022*

## **ABOUT [CARS.COM](#)**

CARS is the leading automotive marketplace platform that provides a robust set of 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™, the Company's brands include Dealer Inspire®, a technology provider building solutions to future-proof dealerships with more efficient operations and connected digital experiences; FUEL™, an advertising solution providing dealers and OEMs the benefit of leveraging targeted digital video marketing to Cars.com's audience of in-market car shoppers; DealerRater®, a leading car dealer review and reputation management technology solution; CreditIQ™, digital financing technology and Accu-Trade™, vehicle valuation and appraisal technology. The Company's portfolio of brands also includes Auto.com™, PickupTrucks.com™ and NewCars.com®.

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

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