



## CarGurus Gives Shoppers "Everything You Need To Know" in Newest Television Ads

March 7, 2018

### #1 Most Visited Car Shopping Site Launches Second National Mass-Media Ad Campaign

CAMBRIDGE, Mass., March 7, 2018 /PRNewswire/ -- [CarGurus](#), a leading online automotive marketplace, today debuted three new television spots in the company's second mass-media brand campaign titled, "Everything You Need to Know". The 30-second commercials will air on broadcast and cable television concurrent to national YouTube, Facebook and digital marketing campaigns. The integrated marketing campaign underscores CarGurus mission to provide shoppers with the most trusted and transparent automotive shopping experience.

The trio of ads, titled "Hood," "Emma" and "Lit," share the tagline "you don't have to know much about cars to know everything about a car." The spots were designed to show that while not everybody is a car expert, CarGurus makes it fast and easy for consumers to make the most informed car shopping decisions and find great deals from top-rated local dealers. The campaign is designed to draw attention to key differentiators for CarGurus versus other car shopping sites. The spots highlight that CarGurus has more inventory than any other major U.S. car shopping site\*, gives cars a deal rating and sorts the best deals first.

"Our first TV campaign achieved its goal of growing brand awareness and interest in CarGurus significantly and helped cement our position as the most visited car shopping site in the US," said Sarah Welch, SVP of Consumer Marketing. "We still have significant opportunity to grow awareness for CarGurus but are shifting our focus to helping consumers begin to understand some of the many unique benefits of shopping on CarGurus."

Based on the previous year's successful results, CarGurus used the same team for the development of the "Everything You Need to Know" campaign, partnering with advertising agency Plum14 and Director Nick Spooner of The Sweet Shop and Chirp Films for development and production. Additionally, Ocean Media will again manage the media planning for this campaign.

Visit the CarGurus YouTube video library to view the full ads for [Hood](#), [Emma](#) and [Lit](#)

Follow CarGurus on Twitter ([@CarGurus](#)), Facebook ([CarGurus](#)) and Instagram ([@cargurus](#))

#### About CarGurus

Founded in 2006, CarGurus (NASDAQ: CARG) is a global, online automotive marketplace connecting buyers and sellers of new and used cars. The company uses proprietary technology, search algorithms and data analytics to bring trust and transparency to the automotive search experience and help users find great deals from top rated dealers. In addition to the United States, CarGurus operates online marketplaces in Canada, the United Kingdom and Germany. To learn more about CarGurus, visit [www.cargurus.com](http://www.cargurus.com).

CarGurus is a registered trademark of CarGurus, Inc.

\*Compared to AutoTrader.com, TrueCar.com and Cars.com (2/1/18)

Cision View original content with multimedia:<http://www.prnewswire.com/news-releases/cargurus-gives-shoppers-everything-you-need-to-know-in-newest-television-ads-300609562.html>

SOURCE CarGurus

Shannon Todesca, [stodesca@cargurus.com](mailto:stodesca@cargurus.com), 617-315-1130