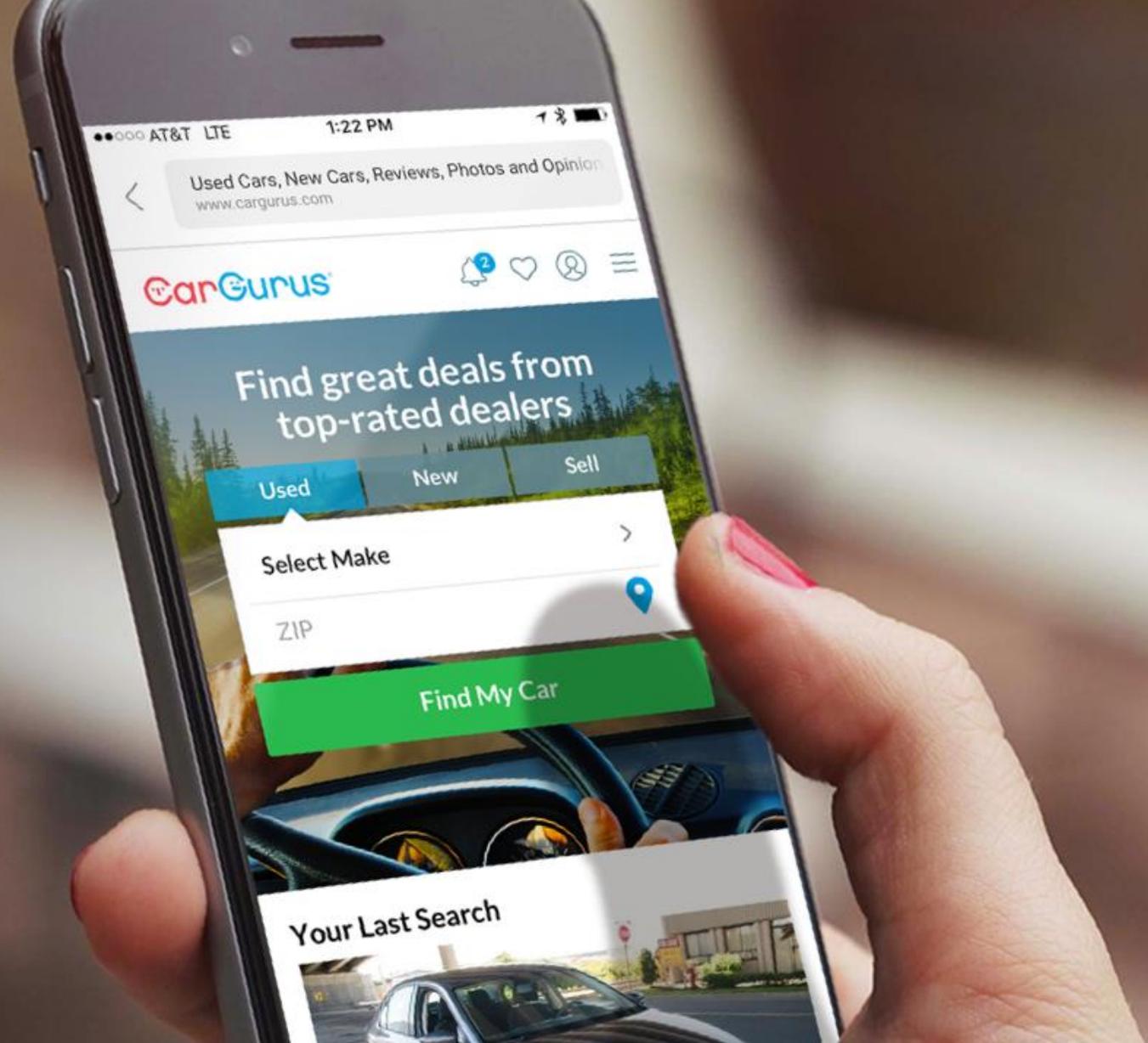


Q1 2020 Business Update



Cautionary Note Regarding Forward-Looking Statements

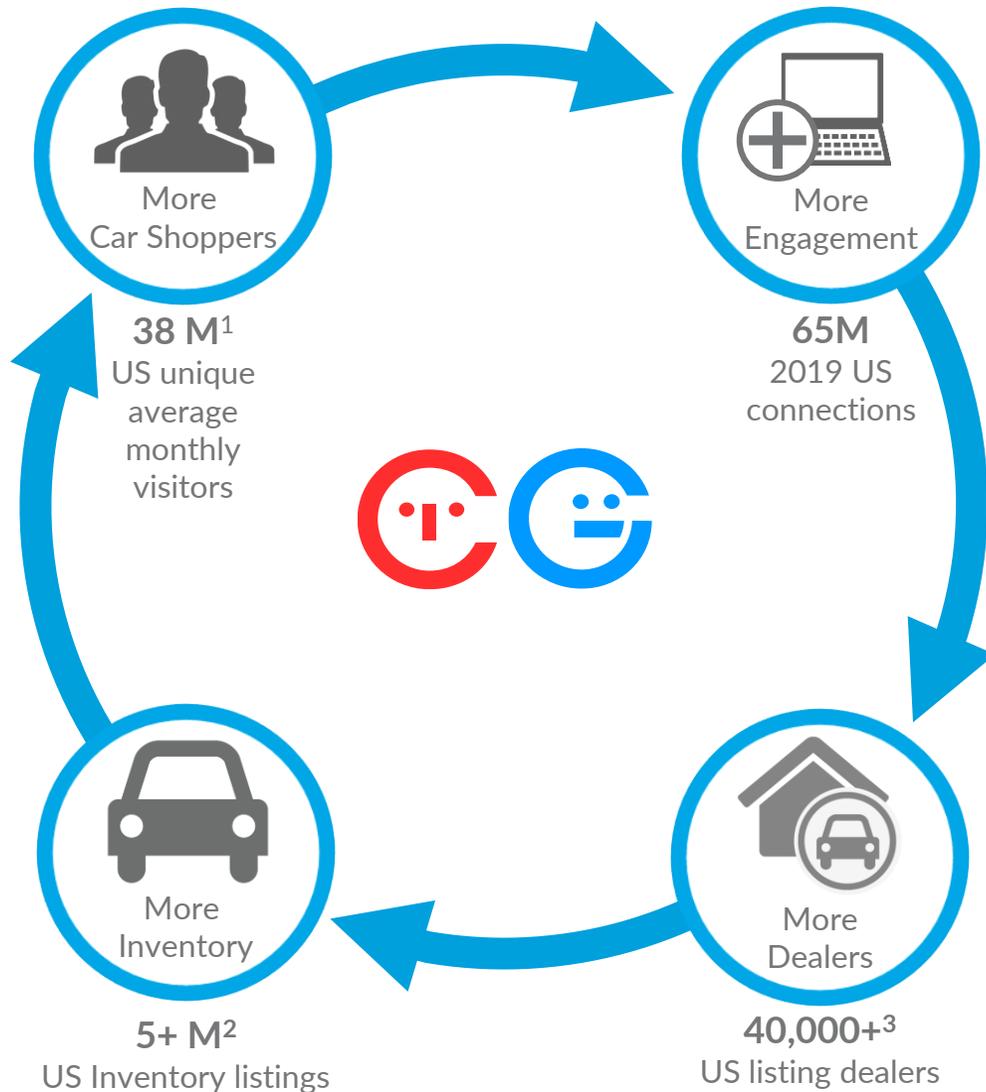
Certain information contained in this presentation, other matters discussed today and answers that may be given in response to questions may include “forward-looking statements.” We may, in some cases, use terms such as “anticipates,” “believes,” “could,” “estimates,” “expects,” “intends,” “likely,” “may,” “might,” “plans,” “potential,” “predicts,” “projects,” “seeks,” “should,” “target,” “will,” “would,” or other words that convey uncertainty of future events or outcomes to identify these forward-looking statements. In particular, statements in this presentation regarding: industry trends; our market awareness; our business and growth strategy and our plans to execute on our growth strategy; the growth levers we expect to drive our business; our brand awareness efforts, including investments in audience and brand building; our investments in and ability to drive adoption of new and existing products and their benefits, including revenue growth opportunities; the attractiveness and value proposition of our current offerings and other product opportunities; the ability of our offerings to support dealer customers impacted by the COVID-19 pandemic; our ability to maintain existing and acquire new customers; addressable opportunities; our success in international markets; our future financial and business performance, including long-term financial targets; and other statements regarding our plans, prospects and expectations, are examples of such forward-looking statements. These forward-looking statements are subject to a number of risks and uncertainties, including, without limitation, risks related to our growth and ability to grow our revenue, our relationships with dealers, competition in the markets in which we operate, market growth, our ability to innovate, our ability to realize benefits from our acquisitions and successfully implement the integration strategies in connection therewith, natural disasters, epidemics or pandemics, like COVID-19 that has negatively impacted our business, our ability to realize cost savings and achieve other benefits for our business from our planned expense reduction efforts at the levels we expect, our ability to operate in compliance with applicable laws, as well as other risks and uncertainties as may be detailed from time to time in our Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q and other reports we file with the Securities and Exchange Commission. These factors could cause actual results and developments to be materially different from those expressed in or implied by such statements. Forward-looking statements do not guarantee future performance and actual results may differ materially from those projected. The forward-looking statements are made only as of the date of this presentation and we undertake no obligation to update such forward-looking statements to reflect subsequent events or circumstance.

This presentation also contains estimates and other statistical data, including those relating to our industry and the market in which we operate, that we have obtained or derived from internally-prepared studies and surveys, as well as industry publications and reports and other publicly available information prepared by a number of third-party sources. We rely on both internal data and Google Analytics for data relating to our own key business metrics and, for consistency, we rely on Comscore for all data relating to comparisons with our competitors. Google Analytics and Comscore use different methodologies to derive their data and therefore their data for similar statistics are not comparable. These industry publications and reports generally indicate that they have obtained their information from sources believed to be reliable, but do not guarantee the accuracy and completeness of their information. This information involves a number of assumptions and limitations, and you are cautioned not to give undue weight to these estimates, as there is no assurance that any of them will be reached. Based on our experience, we believe that the publications and reports are reliable and that the conclusions contained therein are reasonable. In addition, you are cautioned not to rely on our extrapolations of internally-prepared studies and surveys, as these are estimates involving a number of assumptions and limitations, which we are unable to ensure will be reached.

In addition to the financial measures contained in this presentation that are prepared in accordance with U.S. Generally Accepted Accounting Principles (GAAP), this presentation includes certain non-GAAP financial measures and other business metrics. The presentation of non-GAAP financial information and other business metrics is not meant to be considered in isolation or as a substitute for the directly comparable financial measures prepared in accordance with GAAP. While our non-GAAP financial measures and other business metrics are an important tool for financial and operational decision-making and for evaluating our own operating results over different periods of time, we urge investors to review the reconciliation of the non-GAAP financial measures to the comparable GAAP financial measure included above it in the Appendix to this presentation and not to rely on any single financial measure to evaluate our business.

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Global Trusted Marketplace, Powerful Network Effect



Unbiased
Transparency

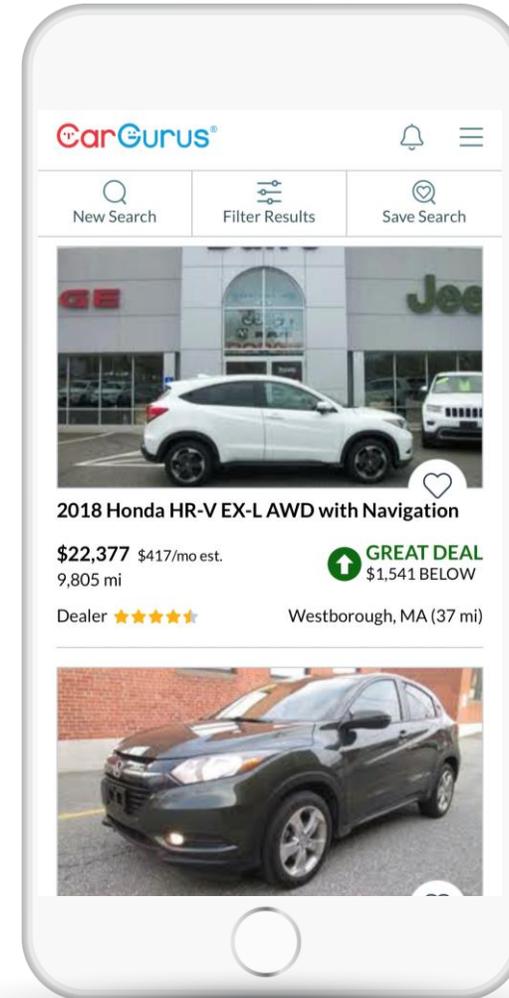
Price
Dealer Reputation
Vehicle Condition
Inventory Ranking

Marketplace

Dealers
and
Peer to Peer

Optimized for Consumer Relevance vs. Paid Inclusion

- How did Google disrupt Yahoo?
 - Relevance over economics
 - Algorithms provide best answers to consumer
- CarGurus ranks listings based on unbiased algorithms
 - Organic listings ranked by Deal Ratings
 - Instant Market Value considers make, model, trim, year, mileage, options and vehicle condition
 - Deal Rating incorporates Dealer Rating from CarGurus community



Our Freemium Marketplace Can't Be Replicated by Classified Models

LARGEST US AUTO INVENTORY OF 5M+ LISTINGS¹ FROM OVER 40,000 DEALERS¹



Car Information

- Vehicle History
- Time on Site²



Price Information

- Instant Market Value²
- Deal Rating²
- Price History



Dealer Information

- Qualified Dealer Reviews
- Dealer Ratings

BEST-DEAL-FIRST ORGANIC SEARCH RESULTS



92%
of users
are in-market³

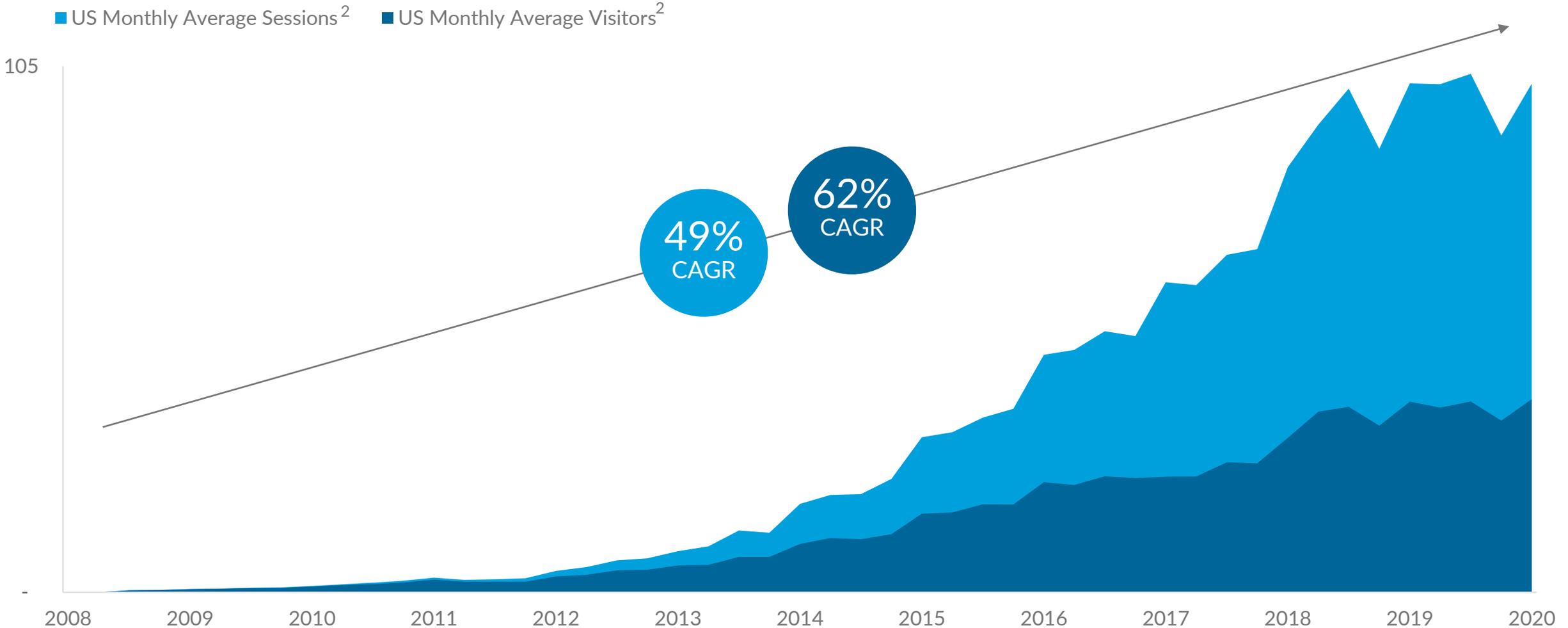
ENGAGED, INFORMED, READY-TO-BUY CONSUMERS

60%
more likely to visit CG vs. other
sites within week of purchase⁴

1. As of 5/7/2020; compared to major US online auto marketplaces defined as CarGurus.com, Autotrader.com, Cars.com, and TrueCar.com. 2. Unique among major US online auto marketplaces defined as CarGurus.com, Autotrader.com, Cars.com, and TrueCar.com. 3. Company survey of 1,000 US CarGurus users during Q4 2019. 4. 2019 CarGurus Buyer Insight Report (January 2020); Comparative set includes: Autotrader.com, Cars.com, Edmunds, KBB, and TrueCar.com.

We are the #1 Online US Automotive Marketplace¹

(MILLIONS)²



1. As measured by total visits. Source: Comscore Media Metrix® Multi-Platform, Automotive - Information/Resources, Total Audience, Q1 2020, U.S. (Competitive set includes: CarGurus.com, Autotrader.com, Cars.com, TrueCar.com)

2. Source: Google Analytics; Data from Q1 2020 includes sessions and users, as applicable, from the Autolist website from January 16, 2020 (the date of the closing of our acquisition of Autolist) to March 31, 2020.

Consumer Value Proposition and Audience Makeup

Our Technology Drives Transparency for Consumers

UNSTRUCTURED CAR DATA FROM HUNDREDS OF SOURCES ACROSS THOUSANDS OF DEALERS



Make	BMW	BMW
Model	3-Series Coupe	328
Year	2015	2015
Trim	328	xi
Seller's Description	Comes with AWD, sun roof, and more!	2-door BMW with moon roof in excellent condition

Both are a 2015 BMW 3-Series 328xi Coupe

CarGurus

Proprietary Algorithm



52M

Used Car Data Points



20+ Ranking Signals
100+ Normalization Rules

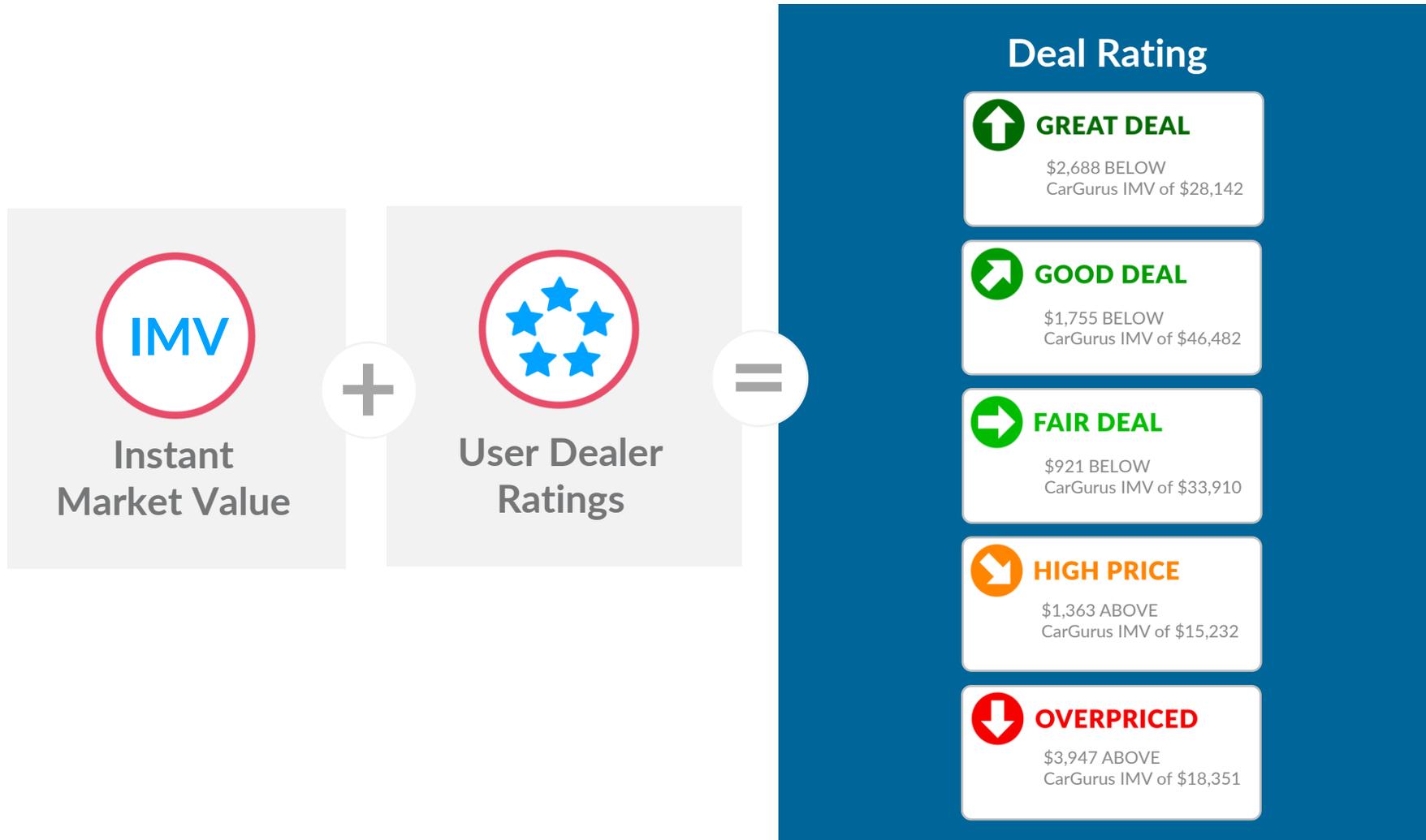


Analytics, Manual Penalties,
Bait & Switch Detection,
Non-standard Pricing, Photos



Instant
Market Value

Our Technology Drives Transparency for Consumers



Our Car Shopping Audience is Engaged and Ready to Purchase

CarGurus shoppers are decision makers and auto intenders who have the means to buy a new or used vehicle

74%

are the sole head of household¹

60%

have a total household income of \$75,000 or more¹

70%

plan to purchase or lease a vehicle within the next three months¹

And, they're visiting CarGurus right before making a purchase

% OF VISITS WITHIN A WEEK OF PURCHASE¹

CarGurus

37%

1.4x higher

Major US Automotive Marketplaces

27%

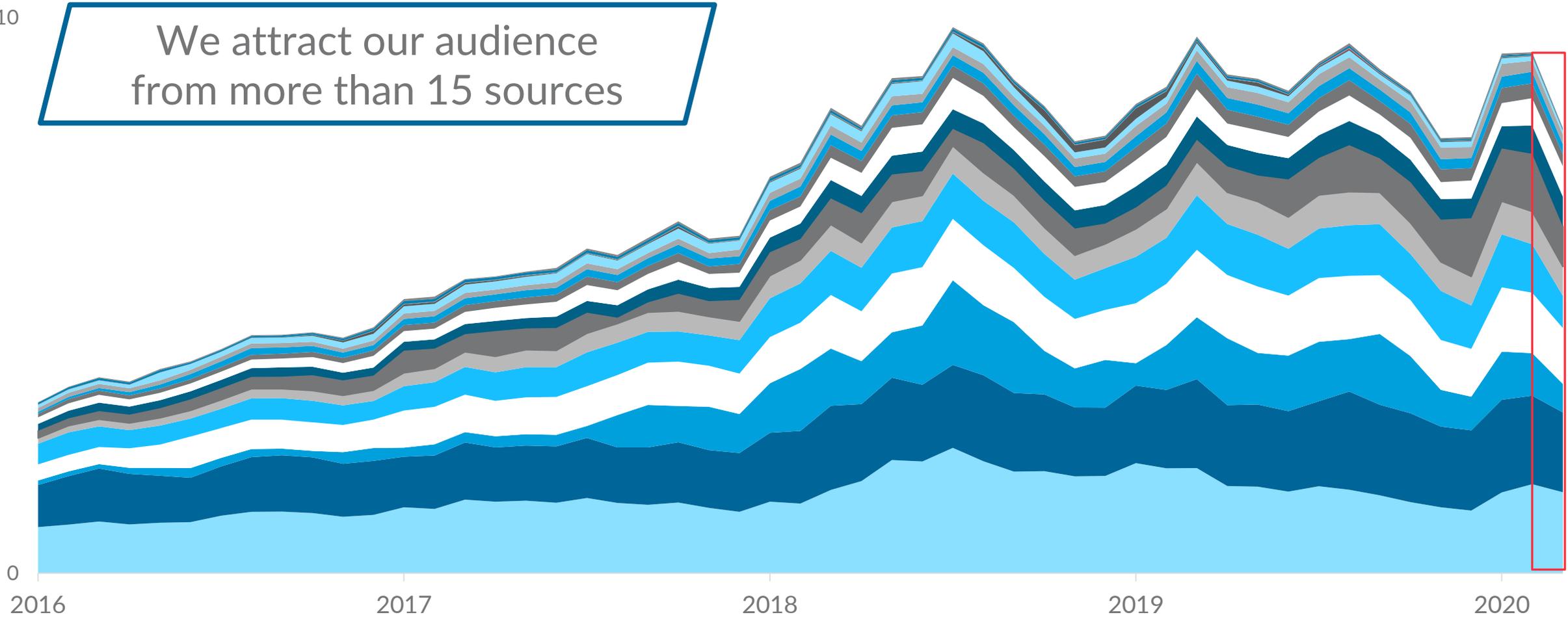
Diverse Traffic Mix Limits Reliance on Any One Channel

US MONTHLY SESSIONS (MILLIONS)¹

Impacted by COVID-19

110

We attract our audience from more than 15 sources

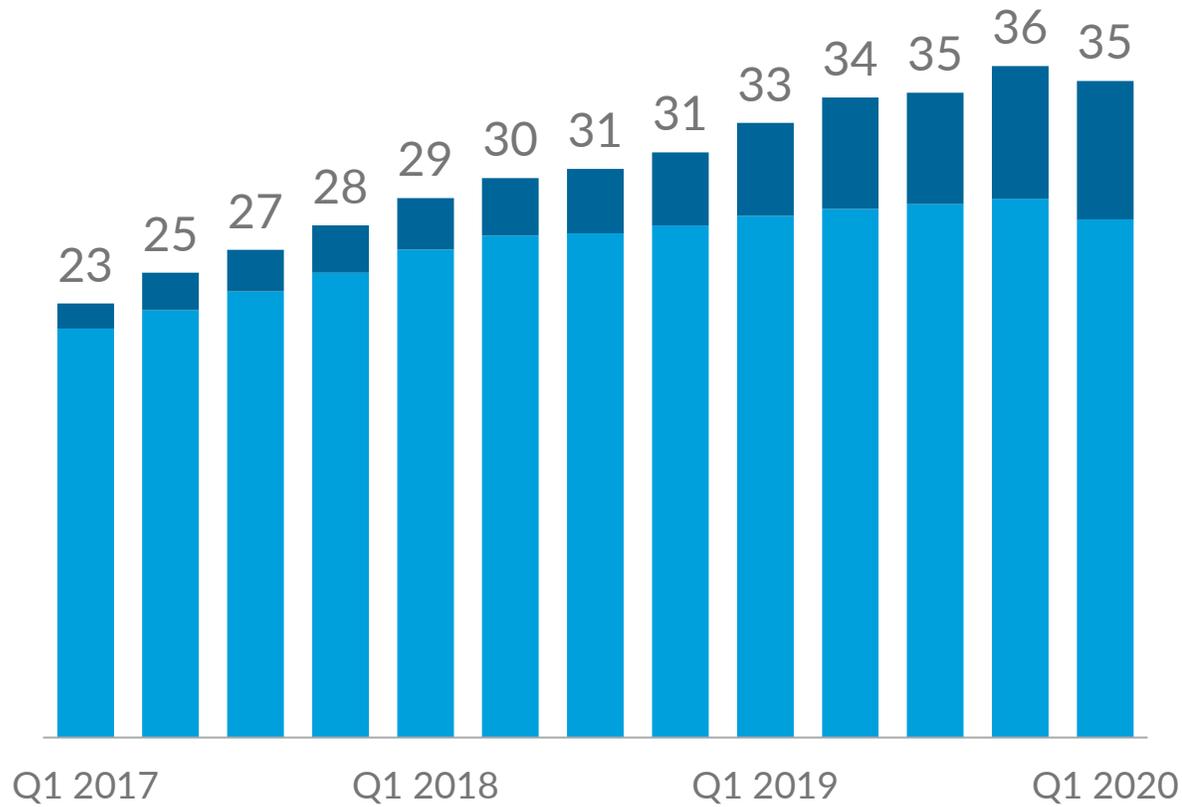


Dealer Business Overview

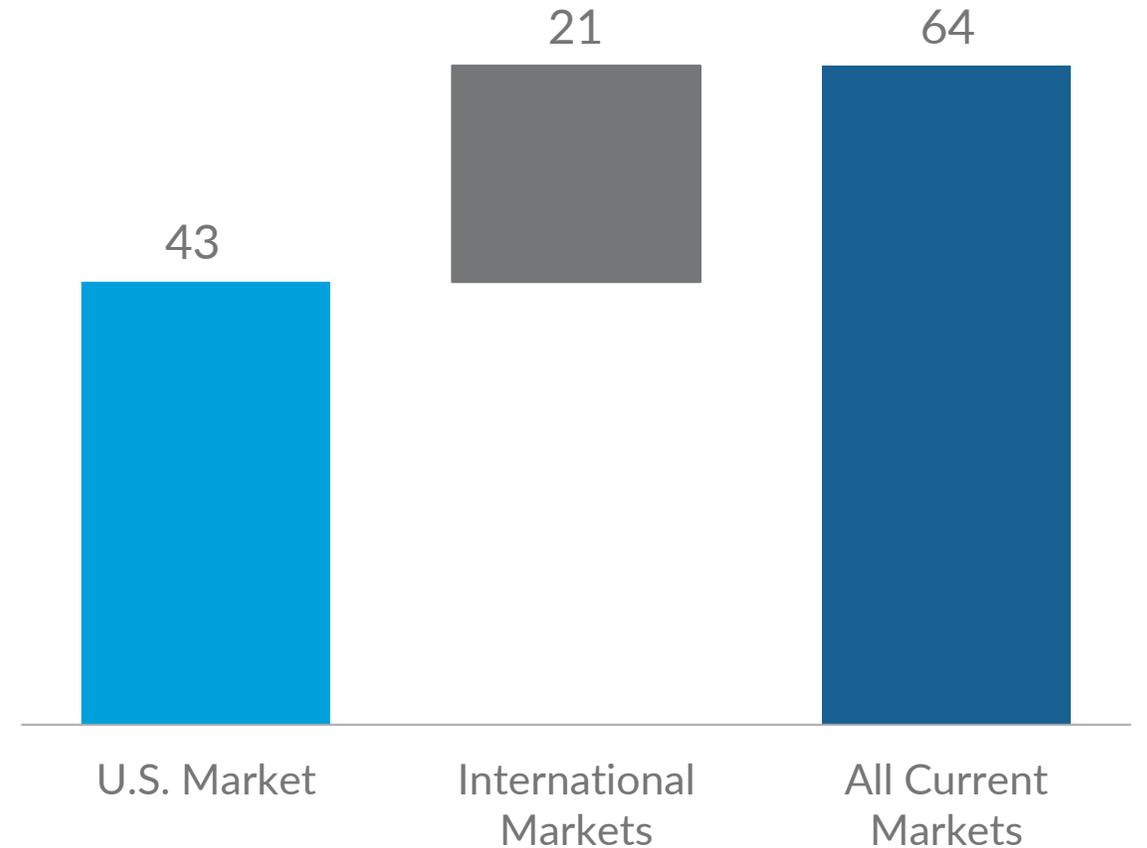
Large Domestic Paying Dealer Base, Growing International Opportunity

TOTAL PAYING DEALERS (THOUSANDS)¹

■ U.S. ■ International



LARGE DEALER ADDRESSABLE MARKET (THOUSANDS)²



Our Dealer Offerings Unlock Digital Marketing Wallet Share



Restricted Listing



Paying Dealers

Standard Listing
Enhanced Listing
Featured Listing
Featured Priority
Delivery



Dealer Dashboard

Performance Summary
Dealer Insights
User Review Management
Pricing Tool
Market Analysis



RPM Marketing Suite

Dealer Display
Audience Retargeting
SEM Plus
Social Ads

Offerings to Support Dealers Impacted by COVID-19

- **Contactless Services**

- Highlight socially distanced and virtual appointments, at-home test drives, home drop-off, and contactless purchase capabilities.

- **Delivery**

- Expands a dealer's reach by highlighting Delivery capabilities.
- Launched Delivery pilot programs in Canada and the UK.

- **Driving Difference**

- Resource center for dealers to share best practices and strategize for months ahead.
- Hosting virtual Dealer Councils to maintain dealer community engagement.

- **Suspended Listings**

- Temporarily maintain inventory visibility for formerly-paying dealers so our leading audience can continue to express interest.

Introducing New Products to Unlock Large TAM

US NEW AND USED CAR RETAIL SALES: \$1.4T¹

P2P



FINANCE



INSURANCE
WARRANTY



TRADE-IN



\$6B
Total US Value²

\$3B
US Used Car Loan
Commissions³

CONSUMER LIFECYCLE



Increase Consumer
Retention
+
Reduce Cost of
Customer Acquisition

LISTINGS
MARKETPLACE

DEALER MANAGEMENT



\$13.9B
US Dealer
Digital
Marketing
Spend⁴

\$5.3B
US Dealer
Software
Spend⁵

\$3.3B
US OEM
Display Ad
Spend⁶

MULTIPLE COUNTRIES



\$23B

International Total Automotive Advertising Spend⁷

Growing US AARSD¹ Through Three Levers

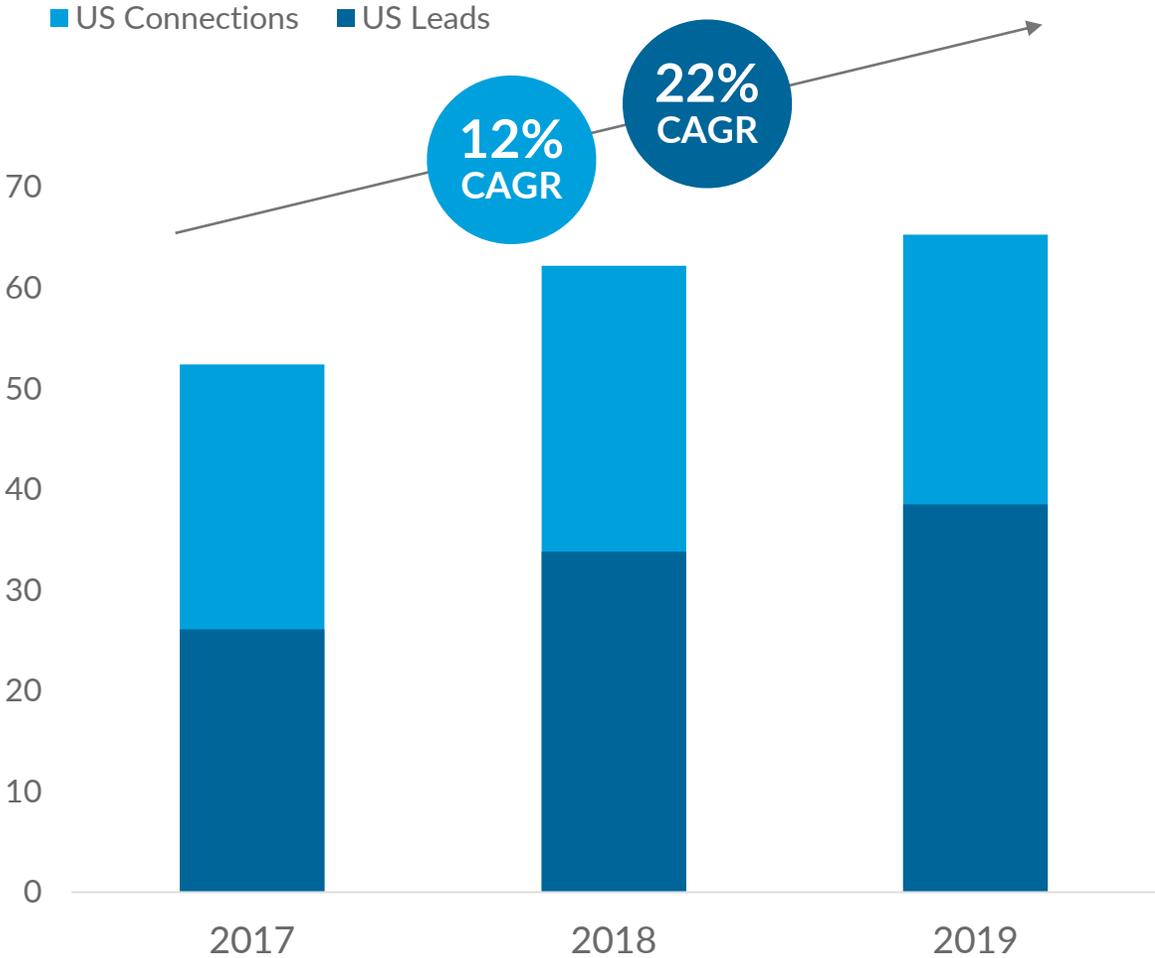
Grow
Connection
and Lead
Volume

Increase
Adoption
of New
Products

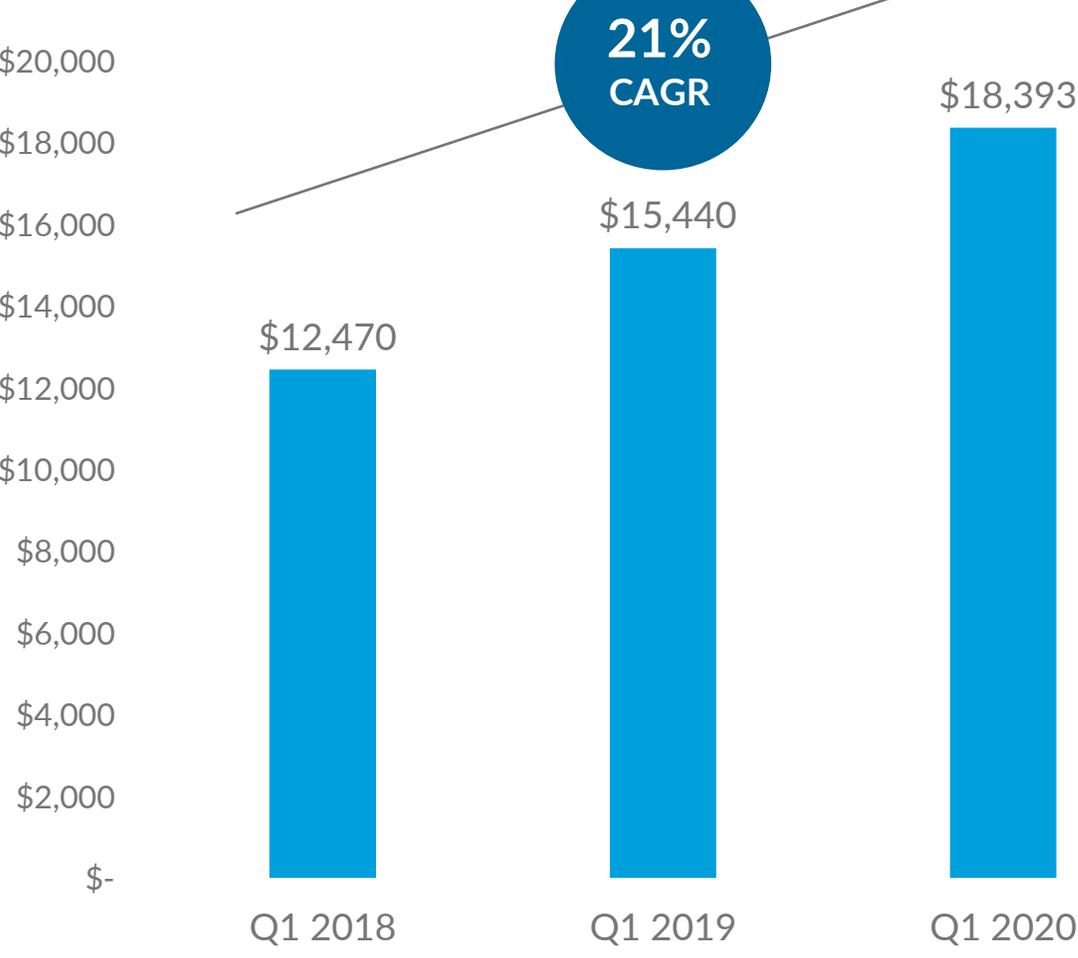
Unit
Pricing and
Product
Packaging

We Have Rapidly Grown Connection Volume and Increased US AARSD

OPTIMIZING FOR HIGH QUALITY LEADS (MILLIONS)



US AARSD



Scaling Our International Business

■ Core Market
 ■ Successfully Launched

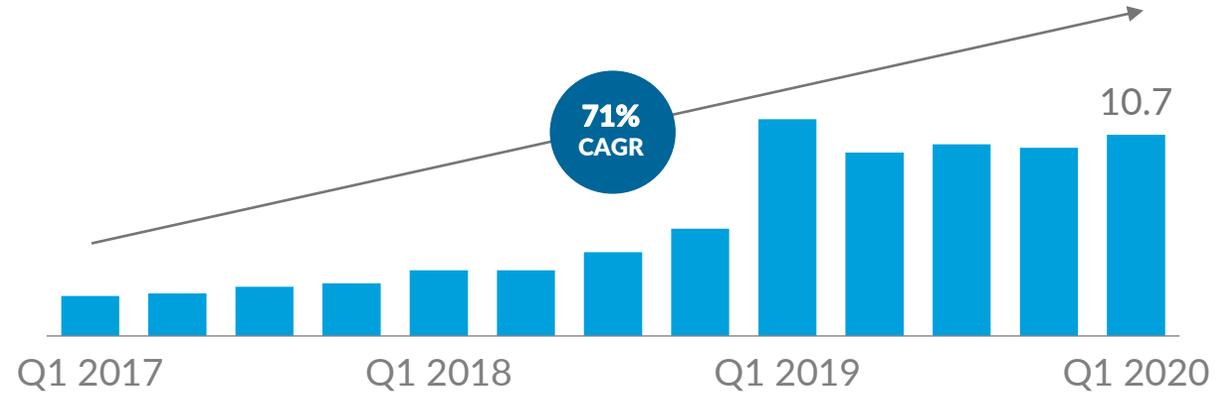


Launched in 2014

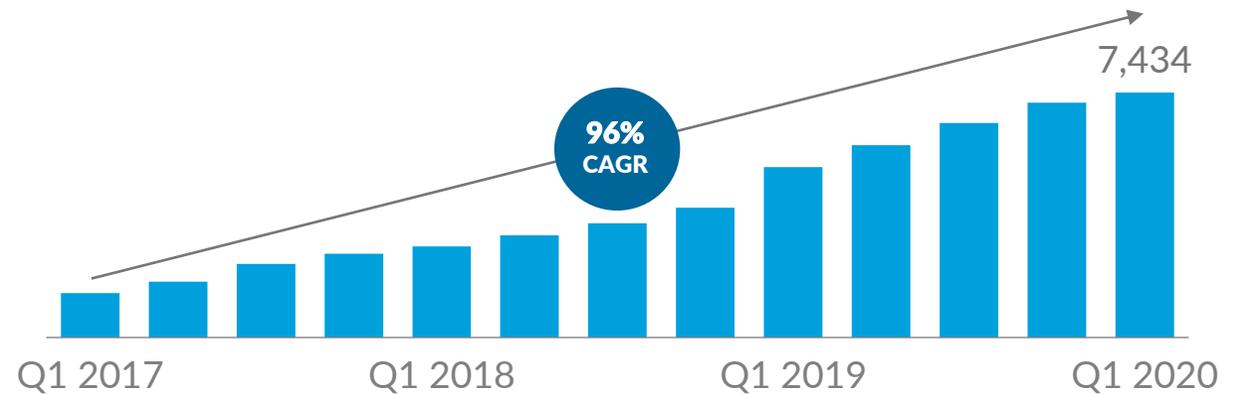


Launched in 2015

INTERNATIONAL AVERAGE MONTHLY UNIQUE USERS (MILLIONS)^{1,2}



INTERNATIONAL PAYING DEALERS²



Financial Overview

CarGurus Financial Highlights

Strong track record of **revenue growth** in large total addressable market

High quality revenue: recurring, high retention, and diversified

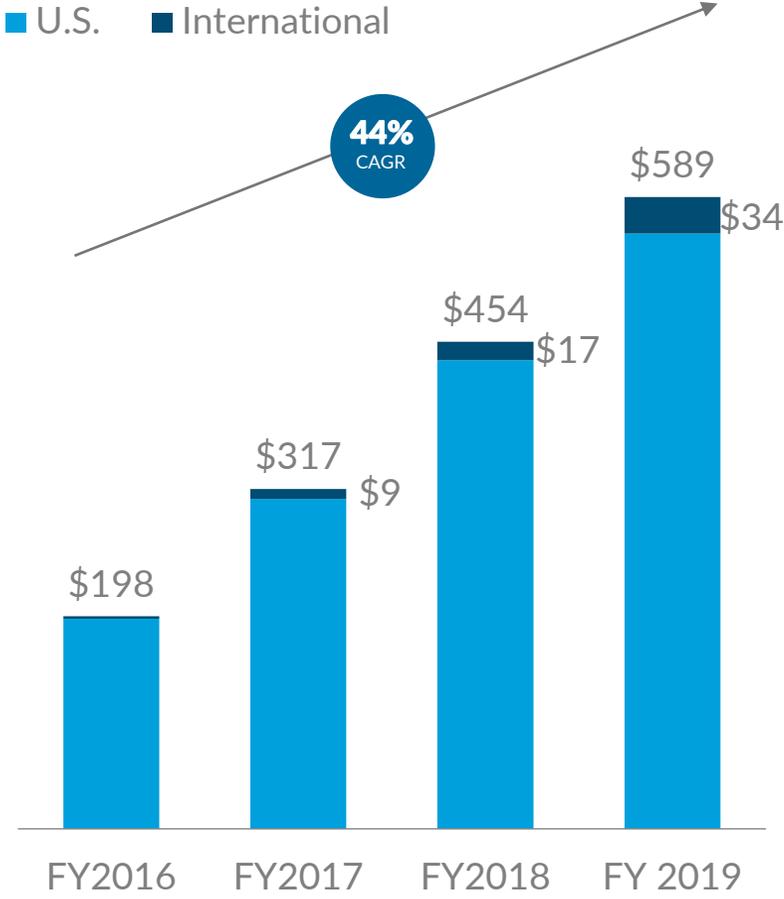
Proven operating leverage and **profitability**

Attractive **free cash flow** generation

Scalable model for replication in Canada and the UK

Significant Revenue Scale

(\$ MILLIONS)



Profitable US Business Driving Investments in International

US GAAP OPERATING INCOME (\$ MILLIONS)

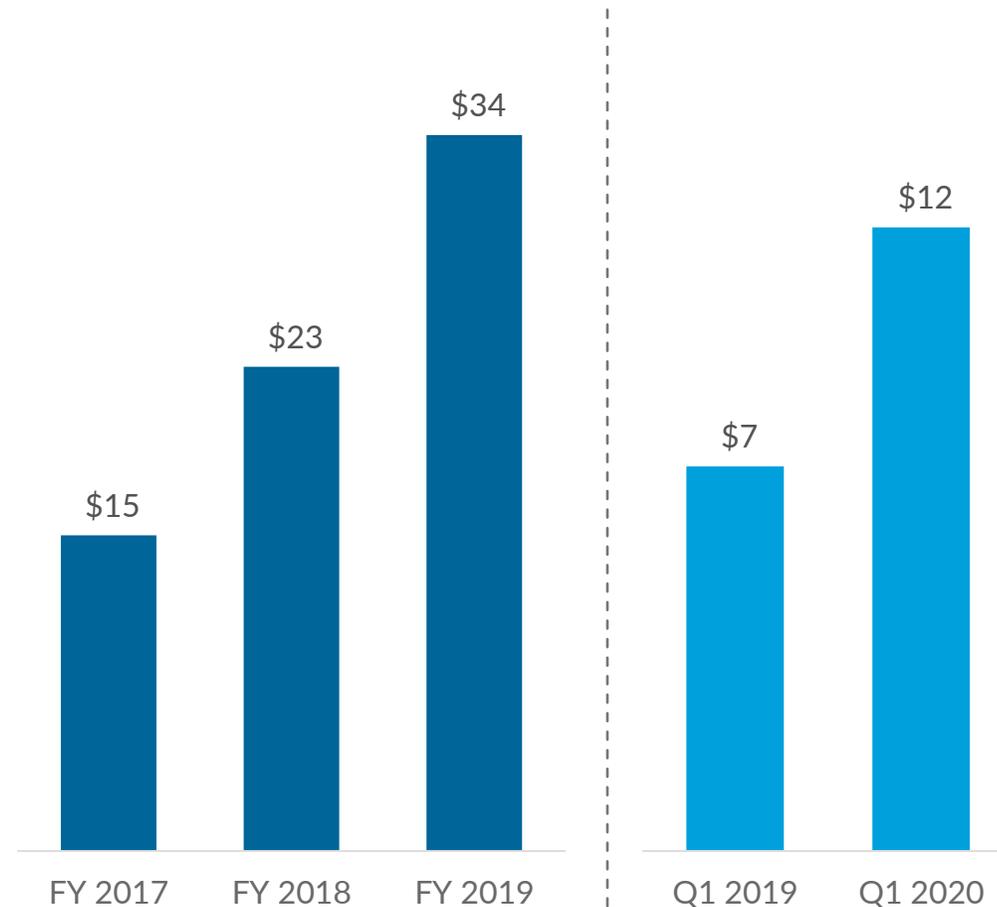


% Margin 14% 13% 13%

INT'L GAAP OPERATING INCOME (\$ MILLIONS)



CONSOLIDATED GAAP OPERATING INCOME



% Margin 5% 5% 6% 5% 8%

Long-Term Target Model Progression Since IPO

Percent of Revenue	2017	2018 ¹	2019 ¹	Q1 2020 ¹	Long-Term Target
Gross Margin	94%	95%	94%	93%	93% – 95%
Sales & Marketing %	74%	69%	66%	59%	43% – 47%
Product, Technology, Development %	7%	11%	12%	15%	9% – 11%
G&A %	7%	9%	9%	10%	5% – 6%
Depreciation & Amortization %	1%	1%	1%	1%	1% – 2%
Adjusted EBITDA ² Margin	8%	11%	13%	18%	32% – 34%
GAAP Operating Margin	5%	5%	6%	8%	29% – 31%
U.S. Segment GAAP Operating Margin	14%	13%	13%	14%	

1. Reflects adoption and impact of Accounting Standards Certification Topic 606, *Revenue from Contracts with Customers*.

2. Please see the Appendix to this presentation for a reconciliation of this non-GAAP measure.

Appendix: Reconciliation of Net Income to Adjusted EBITDA

(\$ MILLIONS)	2017	2018	2019	Q1 2020
Net Income	\$13.2	\$65.2	\$42.1	\$12.7
Depreciation and Amortization	3.8	5.0	7.8	3.0
Stock-based Compensation Expense	5.0	20.8	34.3	11.7
Acquisition-related Expenses	-	0.6	0.5	0.9
Other Income, Net	(0.6)	(2.3)	(4.4)	(0.7)
Provision for/(Benefit from) Income Taxes	2.6	(39.7)	(3.4)	0.1
Adjusted EBITDA	\$24.1	\$49.7	\$77.0	\$27.6

Note: We define Adjusted EBITDA as GAAP net income, adjusted to exclude: depreciation and amortization, stock-based compensation expense, acquisition-related expenses, other income, net, and the (benefit from) provision for income taxes. We have presented Adjusted EBITDA because it is a key measure used by our management and board of directors to understand and evaluate our operating performance, generate future operating plans, and make strategic decisions regarding the allocation of capital. In particular, we believe that the exclusion of certain items in calculating Adjusted EBITDA can produce a useful measure for period-to-period comparisons of our business.