



CarGurus' Latest Digital Retail Capabilities Spotlights in New Brand Creative

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"Do More From Home" Campaign Shows How CarGurus Instills Confidence in Vehicle Transactions

CAMBRIDGE, Mass., Oct. 05, 2021 (GLOBE NEWSWIRE) -- CarGurus (Nasdaq: CARG), a multinational, online automotive platform for buying and selling vehicles, today announced the launch of a new integrated, mass-media marketing campaign. The "Do More From Home" campaign kicks off today with four spots – "Home Office," "We Need Space," "Family" and "Moving" – airing nationally on television networks and social and digital channels.

"CarGurus has set the standard for consumer-friendly car shopping experiences, and this sentiment is at the core of our company's new digital retail capabilities," said Sarah Welch, Chief Marketing Officer at CarGurus. "The 'Do More From Home' campaign introduces these new features to a broader audience while also bringing these concepts to life with new Guru characters that perfectly capture our brand's helpful and techy personality."

The "Do More From Home" campaign highlights how CarGurus uses technology and scale to equip consumers with the confidence and information they need to buy or sell a vehicle. The spots "Home Office" and "We Need Space" reflect CarGurus' core capability around making it easy for shoppers to find a great deal on a vehicle, and how CarGurus separates itself from the pack with the level of rigor behind its deal ratings.

The campaign also expands on this foundational area of expertise and focuses on how CarGurus now enables consumers to do more of car buying and selling online. The "Family" spot showcases the company's Finance in Advance¹ offering that allows consumers to pre-qualify for financing online², and introduces new functionality that lets consumers shop from vehicles that can be delivered right to their driveway. The "Moving" spot showcases the CarGurus Instant Max Cash Offer feature where consumers can sell their car 100% online through CarGurus while getting the best offer from the CarGurus/CarOffer network of thousands of dealers. CarGurus Instant Max Cash Offer is currently available in select states, with additional market launches expected in Q4 and 2022.

In addition to introducing the company's latest digital retail capabilities, the campaign also unveils two "Gurus" to bring CarGurus' brand personality to life and increase the creative work's distinctiveness in a crowded category. In the campaign, the Gurus pop into situations where consumers are navigating the car shopping or selling process from home and help them feel more confident before buying or selling a vehicle.

As part of the change in creative narrative, CarGurus has brought on a new team for this campaign and partnered with VIA for the creative work and strategy while continuing to partner with Ocean Media for media buying.

"I've always been a huge car enthusiast and our team was thrilled when VIA earned the opportunity to create work for CarGurus," said Chris Avantaggio, Creative Art Director at VIA Agency. "We aimed to create a campaign that would not only break through the category, but also educate consumers on CarGurus' smarts, science, scale and new offerings. We were able to bring the brand to life in playful and unexpected ways by casing our duo of Gurus, and we created a campaign that's unmistakably CarGurus."

The "Do More From Home" spots can be found on [CarGurus' YouTube video library](#) and can also be found below:

- [Home Office](#)
- [We Need Space](#)
- [Family](#)
- [Moving](#)

CarGurus can be found on Twitter (@CarGurus), Facebook (CarGurus) and Instagram (@cargurus).

About CarGurus

CarGurus (Nasdaq: CARG) is a multinational, online automotive platform for buying and selling vehicles that is building upon its industry-leading listings marketplace with both digital retail solutions and the CarOffer online wholesale platform. The CarGurus marketplace gives consumers the confidence to purchase or sell a vehicle either online or in-person; and gives dealerships the power to accurately price, effectively market, instantly acquire and quickly sell vehicles, all with a nationwide reach. The company uses proprietary technology, search algorithms and data analytics to bring trust, transparency, and competitive pricing to the automotive shopping experience. CarGurus is the most visited automotive shopping site in the U.S. (source: Comscore Media Metrix® Multi-Platform, Automotive – Information/Resources, Total Audience, Q2 2021, U.S.).

CarGurus also operates online marketplaces under the CarGurus brand in Canada and the United Kingdom. In the United States and the United Kingdom, CarGurus also operates the Autolist and PistonHeads online marketplaces, respectively, as independent brands. To learn more about CarGurus, visit www.cargurus.com and for more information about CarOffer, visit www.caroffer.com.

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Cautionary Language Concerning Forward-Looking Statements

This press release includes forward-looking statements. All statements contained in this press release other than statements of historical facts, including, without limitation, statements regarding our expectations for our new brand creative campaign, our expansion plans for CarGurus

Instant Max Cash Offer, and our business and strategy are forward-looking statements. The words “anticipate,” “believe,” “continue,” “estimate,” “expect,” “guide,” “intend,” “likely,” “may,” “will” and similar expressions and their negatives are intended to identify forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives and financial needs. 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 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. Moreover, we operate in very competitive and rapidly changing environments. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, we cannot guarantee that future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. We are under no duty to update any of these forward-looking statements after the date of this press release to conform these statements to actual results or revised expectations, except as required by law. You should, therefore, not rely on these forward-looking statements as representing our views as of any date subsequent to the date of this press release.

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¹ Product of CarGurus, Inc. Subject to final agreement between dealership and customer. Financing not completed on site.

² Pre-qualification subject to verification of credit with participating lenders. Pre-qualification terms are not guaranteed. Completing a credit application at a dealership may result in inquiries posted to the consumer’s credit file. Final agreement will reflect purchase and finance terms.

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/abc07b37-f871-426f-aafd-11a82709fbfd>



Source: CarGurus, Inc.

CarGurus "Do More From Home" Campaign



CarGurus' new "Gurus" who help consumers feel more confident before buying or selling a vehicle