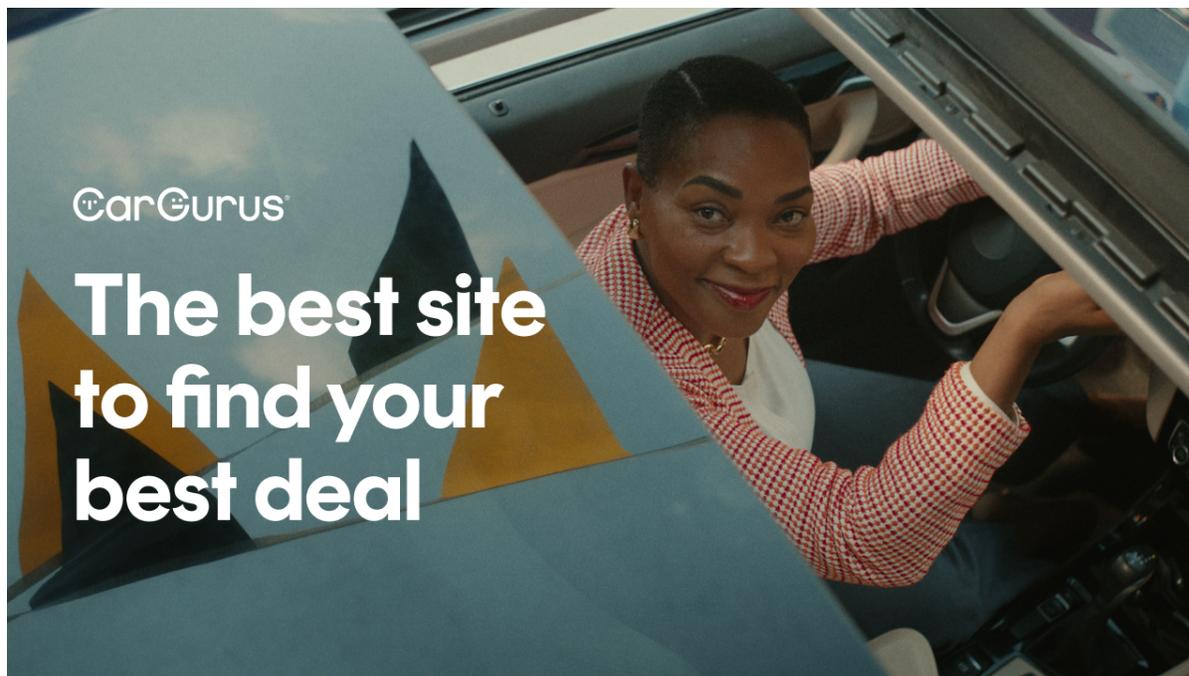




Latest CarGurus Brand Campaign Celebrates Life's Big Deal Moments, Like Buying or Selling a Car

February 3, 2025

The "Big Deal" campaign pays tribute to the momentous experience of car shopping, along with the trusted digital tools from CarGurus that help consumers find the best deal on their big deal



BOSTON, Feb. 03, 2025 (GLOBE NEWSWIRE) -- [CarGurus](#), Inc. (Nasdaq: CARG), the No. 1 visited site for shopping, buying, and selling new and used cars¹, today announced the launch of its latest national brand campaign, "Big Deal", recognizing the important role cars play in people's lives and the significance of making the right decision during a purchase or sale. The new spots empathize with the big decisions drivers make along the buy/sell journey to reach their ideal outcome, underscoring CarGurus' role in helping consumers find the best deal on their big deal.

"CarGurus has joined drivers along this important journey for nearly two decades, developing the best tools and information to help consumers feel confident in their decisions as [a growing share](#) prefer to do more online before going to the dealership," noted Dafna Sarnoff, CarGurus Chief Marketing Officer. "As a result, CarGurus has earned the trust of tens of millions of monthly users who turn to our site to make sure they find the best deal for their needs."

CarGurus is the No. 1 most visited car-shopping site¹, connecting buyers to the best deals by providing complete vehicle history and unbiased deal ratings on the largest selection of new and used vehicles in the U.S.² Added tools like price drop alerts and the ability to [finance in advance](#) enable confident decision-making in one of the biggest purchases of a person's life. The platform also supports sellers with [car pricing tools](#) and the ability to instantly receive multiple offers to [sell their car](#) either completely online or through a local dealer in select markets, empowering them to choose the best deal.

"Although CarGurus makes the process easy with all the tools and information you need to get the best deal, we don't want to lessen the gravity of the purchase and its significant impact on people's lives. Buying or selling a car is a huge decision, an emotional experience that we wanted to reflect in this campaign," said Carter Collins, Partner and Managing Director of Bindery. "Beyond the excitement of working with the No. 1 most visited car shopping site¹, partnering with the CarGurus team has been one of our most rewarding and close-knit experiences to date."

The "Big Deal" campaign will run across TV networks and connected TV providers. The spots will be supplemented with digital and social executions, including influencer programs throughout the year. View the full campaign video library here: <https://cargur.us/19jllY>.

Creative Credits:

CarGurus

- Dafna Sarnoff, Chief Marketing Officer
- Evan Jones, Creative Director
- Allison Conroy, Brand Marketing Director
- Carli Riibner, Sr Brand Marketing Specialist
- Maggie Meluzio, Director of Public Relations

Creative and Production - Bindery

- Carter Collins, Partner, Managing Director
- Kim Devall, Executive Creative Director
- Laura Hockstad, Producer
- Chris Hilke, Editor

Production - Ruffian

- Bubble & Squeak, Director
- Robert Herman, Founder, EP
- Leslie Vaughn, Line Producer
- Paul Meyers, Director of Photography
- Craig Pinckes, 1st Assistant Director

Production Services - Habitant

- Arturo Arroyo, Managing Director
- Montserrat Becerril, Chief of Staff
- Elizabeth Tapia, Head of Production
- Ivan Perez, Executive Producer
- Andrea Fumero, Line Producer
- Rodrigo Sánchez, Production Manager

Color + VFX - Trafik

- Daniel de Vue, Senior Colorist
- Ali Soofi, Assistant Colorist
- Geoff Linville, Color Producer
- Greer Bratschie, Head of Production
- Karena Ajamian, Executive Producer
- Ciaran Birks, VFX Producer
- Jaime Aguirre, Flame Lead
- Ben Fall, Flame Assist

Animation and Text Graphics - Buff Motion

Sound - Antfood

- Wilson Brown, Partner, Executive Creative Director
- Sue Lee, Executive Producer
- Joshua Heath, Creative Lead
- Dalton Harts, Composer, Mix Engineer
- Linton Smith, Mix Engineer
- Trevor Haimes, Senior Producer
- Charlie Blasberg, Music Supervisor
- Katie Hansen, Production Coordinator

About CarGurus, Inc.

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 platform gives consumers the confidence to purchase and/or sell a vehicle either online or in-person, and it 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.¹

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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¹ [Similarweb](#): Traffic Report [Cars.com, Autotrader, TrueCar, CARFAX Listings (defined as CARFAX Total visits minus Vehicle History Reports traffic)], Q3 2024, U.S.

² Compared to [Autotrader.com](#), Cars.com, [TrueCar.com](#) (YipitData as of September 30, 2024), and CarFax (Joreca as of September 30, 2024)

Media Contact:

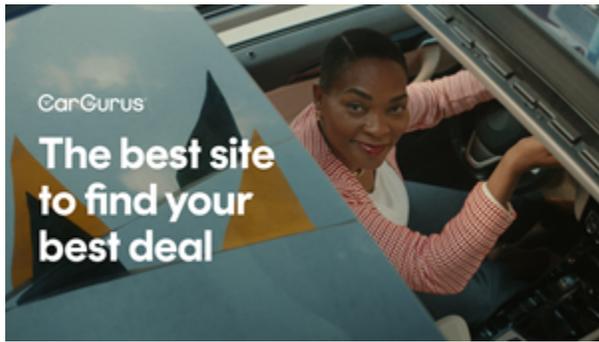
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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/f1267674-ed08-44a3-a107-cde3ff19ccdb>



CarGurus Big Deal campaign



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Source: CarGurus, Inc.