



## CarGurus Marks 20 Years of Automotive Leadership with Next Chapter of AI-Powered Innovation

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*With the largest audience, inventory, and dealer network, CarGurus continues to redefine confidence in car buying and selling through cutting-edge technology*

BOSTON, Jan. 22, 2026 (GLOBE NEWSWIRE) -- CarGurus, Inc. (Nasdaq: CARG), the No. 1 visited automotive shopping site in the U.S.<sup>1</sup>, is marking 20 years of redefining trust, transparency, and innovation in car buying and selling. This foundation, combined with leadership in consumer audience<sup>1</sup>, vehicle inventory<sup>2</sup>, and dealer network<sup>2</sup>, is powering CarGurus' next phase: AI-driven products and real-time market intelligence that enable smarter, more confident decisions.

"CarGurus was founded on a simple idea: that transparency and differentiated data could create a better experience for consumers and dealers. Twenty years later, that principle still guides how we operate, but our scale has changed what's possible in applying technology and intelligence to deliver value to customers," said Jason Trevisan, CarGurus Chief Executive Officer. "We intend to continue investing in innovation that deepens our role as an indispensable partner across the full buying and selling journey."

### **Built on Trust and Transparency, Strengthened by Scale**

Since launching in 2006, CarGurus has transformed car buying and selling by prioritizing data, unbiased information, and customer trust. Early innovations like Instant Market Value and Deal Ratings disrupted how value and pricing are communicated and reshaped car shopper expectations. More recent launches like Digital Deal, CarGurus' fastest-growing product, help dealers meet shopper demand to do more from home.

Today, CarGurus connects tens of millions of shoppers each month<sup>1</sup> with the widest selection of vehicles and the largest dealer network in the U.S.<sup>2</sup>, translating scale into a customer advantage.

### **Innovation That Helps Consumers Get Their Best Deal**

Shoppers rely on the CarGurus website and No. 1-downloaded app<sup>3</sup> at every step, from researching, considering, and purchasing one car to selling or trading in another. To further empower consumers, CarGurus has introduced AI-powered products that simplify the journey to their best deal:

- [CarGurus Discover](#) is an AI-powered shopping assistant that makes car research and discovery more personalized and approachable. Shoppers can use their own words to explore options, compare models, and narrow down listings. The impact is clear: traffic to Discover has nearly tripled quarter-over-quarter, as of Q3 2025.
- [Dealership Mode](#) is a first-of-its-kind app feature that helps car buyers get their best deal while at the dealership. Through location-based technology, shoppers can instantly find details about vehicles on the lot, compare cars, see AI-generated recommendations, and estimate final price and payments—all in one seamless experience.

### **Audience Scale and Intelligence That Bring Dealers Higher-Quality Leads and Stronger Profits**

As the No. 1-ranked listings site for ROI by dealers<sup>4</sup>, CarGurus helps dealerships sell more cars and run more profitable businesses. Innovation across inventory, marketing, conversion, and data solutions is empowering dealers with clearer guidance backed by data from billions of monthly site interactions:

- [PriceVantage](#) is an AI-powered software solution that turns real-time information on shopper demand and market supply into predictive pricing recommendations tailored to a dealer's business goals. The most engaged PriceVantage users see cars turn five times faster than their closest peers using CarGurus<sup>5</sup>.
- [Dealer Data Insights](#) help dealers enhance profits and performance with pricing, merchandising, and inventory acquisition recommendations customized to their strategy and local market. By the end of Q3 2025, nearly 20,000 dealers across North America and the U.K. were using CarGurus' intelligence to strengthen their business.

### **Brand Updates that Underscore this Journey**

CarGurus has launched an updated logo to reinforce this next chapter of innovation. The enhanced design preserves the spirit and visual connection of the original, while reflecting a more forward-looking momentum. Updated typography is inspired by

roadways with rounded corners that convey a sense of ease and simplicity.

CarGurus is introducing the refreshed logo across its platforms, channels, and events, including the National Automotive Dealers Association's annual convention.

Dealers can demo products like PriceVantage, see the logo come to life, and experience the CarGurus advantage at NADA Show 2026. **Visit booth #1501W in Las Vegas from Feb. 4 to 6.**

#### **About CarGurus, Inc.**

CarGurus (Nasdaq: CARG) is the leading multinational automotive platform helping consumers and dealers confidently buy and sell vehicles. Founded in 2006 with a mission to bring more trust and transparency to car shopping, CarGurus is the No. 1 visited automotive shopping site in the U.S.<sup>1</sup> with the largest selection of inventory and network of dealers.<sup>2</sup> CarGurus' unmatched selection, trusted automotive insights, and data-driven products and solutions support each shopper's journey — from online research and shopping to in-dealership decisions — to empower them at every step. And, by translating data from billions of monthly site interactions, CarGurus provides dealers a personalized, predictive intelligence platform with software solutions that helps them run their businesses more efficiently and profitably at all stages of inventory acquisition and pricing, marketing, and conversion to sale.

CarGurus operates online marketplaces in the U.S., U.K., and Canada. The company's network of brands includes PistonHeads, the largest online motoring community in the U.K.<sup>6</sup>, and Autolist, a U.S.-based online marketplace.

To learn more about CarGurus, visit [www.cargurus.com](http://www.cargurus.com).

<sup>1</sup>Similarweb: Traffic and Engagement Report [Cars.com, [Autotrader.com](http://Autotrader.com), [TrueCar.com](http://TrueCar.com), [CARFAX.com](http://CARFAX.com) Listings (defined as [CARFAX.com](http://CARFAX.com) Total Visits minus Vehicle History Reports)], Q3 2025, U.S.

<sup>2</sup>Compared to [Autotrader.com](http://Autotrader.com) (YipitData July/August 2025), Cars.com, [TrueCar.com](http://TrueCar.com) (YipitData as of September 30, 2025), and CARFAX (Joreca as of September 30, 2025).

<sup>3</sup>No. 1 downloaded automotive marketplace app in the U.S., CA, and U.K. for 8 consecutive quarters, per Sensor Tower Data, App IQ Category: Autos/AutoMarketplace, Apple App & Google Play store.

<sup>4</sup>Market Probe International, blinded survey of 651 dealers, July-August 2025. Based on 321 dealers who pay for at least two listings sites.

<sup>5</sup>CarGurus analysis between June and September of average of median turn time trends for 30 Beta dealers that took the most recommendations within +/- 1% compared to five dealerships with the most overlap in shoppers viewing both dealers' VDPs.

<sup>6</sup>Similarweb: Traffic Insights, Q3 2025, U.K.

#### **Cautionary Language Concerning Forward-Looking Statements**

This press release includes forward-looking statements. Other than statements of historical facts, all statements contained in this press release, including statements regarding our plans to focus on technology and analytics that will enable smarter sourcing and pricing decisions; our business and growth strategy and our plans to execute on our growth strategy; our ability to grow our business profitably and efficiently; attractiveness and value proposition of our current offerings and other product opportunities; our ability to maintain existing and acquire new customers; addressable opportunities; and our intention to continue to invest in growth initiatives are forward-looking statements. The words "aim," "anticipate," "believe," "could," "estimate," "expect," "goal," "guide," "guidance," "intend," "may," "might," "plan," "potential," "predicts," "projects," "seeks," "should," "strive," "target," "will," "would," 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. You should not rely upon forward-looking statements as predictions of future events.

These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from those reflected in such statements, including risks related to our growth and our ability to grow our revenue; our relationships with dealers; competition in the markets in which we operate; market growth; our ability to innovate; increased inflation and interest rates, global supply chain challenges, changes in international trade policies, including tariffs, volatile economic conditions, and other macroeconomic issues; the impact of changes in tax law and related guidance and regulations that may be implemented, including on tax rates, our business, and our financial results; changes in our key personnel; natural disasters, epidemics, or pandemics; and 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 U.S. 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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