



CarGurus To Test First TV Ad Campaign In Select Markets

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Popular Car Shopping Site Looks to New Channels to Grow Brand Awareness

CAMBRIDGE, Mass. – April 3, 2017 – [CarGurus](#), a leading car research and shopping platform, today debuted two new TV spots to kick off the company's first mass-media awareness advertising campaign. The 30-second commercials will air on network and cable television in Nashville, Austin and Denver over the next 12 weeks, concurrent with a national YouTube campaign.

The humorous ads, titled "Detective" and "Guru," position CarGurus as the simple, easy solution for car shoppers looking to find great car deals from top-rated dealers. The spots play on the notion that while consumers might feel like they need detective skills or even a guru to navigate the complexities of car shopping, CarGurus in fact makes it fast and easy to find the perfect deal.

"CarGurus helps millions of consumers find great car deals and connect with top-rated local dealers, but many car shoppers still haven't heard of us," said Sarah Welch, SVP of Consumer Marketing. "We've built a compelling solution that simplifies the car shopping process, enabling consumers to save time and money. We are excited to test into a channel that gives us more room to tell that story."

Founded in 2006, CarGurus is now the #1 leading U.S. third-party car shopping and research platform by unique monthly mobile user traffic (comScore), a significant audience that the company has grown primarily through digital channels and word of mouth. With this test, the company will measure TV's performance as a driver for brand awareness and incremental traffic acquisition to inform a longer term offline marketing strategy. CarGurus has no plans to scale back its investments in digital marketing channels, but rather will test mass media as a complement and hopefully an accelerator to its proven digital strategy.

For creative development and production, CarGurus partnered with advertising agency Plum14 and Director Nick Spooner of The Sweet Shop and Chirp Films. Ocean Media will manage media planning. The three test markets were selected to enable effective campaign measurement.

The television advertisements and additional YouTube content can be viewed at CarGurus' video library: <https://www.youtube.com/playlist?list=PLih2CvHcvvNPZxGCQG3ePgRICCVi4i3xr>

About CarGurus

Founded in 2006 by Langley Steinert, co-founder of TripAdvisor, CarGurus is a leading online automotive shopping platform, focused on bringing transparency and efficiency to the car research and shopping experience. The site uses technology and market data analysis to help shoppers search more than 5 million car listings and quickly identify great deals from top-rated dealers in their local area. Today, the site serves 23 million unique monthly users and more than 21,000 car dealerships. CarGurus also has sites in the U.K. and Canada.

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