



CarGurus Receives Two DrivingSales Dealer Satisfaction Awards

January 27, 2017

CarGurus presented with Two "Top Rated" awards for Dealer Satisfaction for both New Car Leads and Used Car Advertising Categories

Cambridge, MA – January 27, 2017 – CarGurus, a leading car shopping site in the U.S., is the recipient of two "Top Rated" Awards for New Car Leads and Used Car Advertising in the eighth annual DrivingSales Dealer Satisfaction Awards. The awards, presented at a special event on January 27th in conjunction with the 2017 National Automobile Dealers Association (NADA) Convention & Expo, are based on DrivingSales Vendor Ratings, which comprise 35,000 validated user reviews.

"CarGurus is honored to have won two Dealer Satisfaction Awards for car lead and advertising capabilities," said Langley Steinert, Founder and CEO of CarGurus. "From day one CarGurus has strived to be a transparent and valued resource for car dealerships and car shoppers alike, and we are proud that the value we provide to dealerships is being recognized. We want to thank our esteemed customers for sharing their feedback on DrivingSales and we hope to continue to deliver top-notch products in the years to come."

CarGurus provides dealers with a proprietary deal rating across their inventory that delivers trust and transparency for shoppers, yielding stronger quality leads and greater inventory exposure. Vehicle listings are ranked solely based on the vehicles' deal rating and the dealer's reputation, thereby helping shoppers find the best deals from top-rated dealers. In turn, CarGurus, which attracts more than 21 million monthly shoppers, sends dealers leads that are confident in their vehicle's pricing and ready-to-buy.

CarGurus will hold demos and dealer inventory analysis at Booth # 3801 during this year's National Automobile Dealer Association Convention & Expo being held from January 26-29 in New Orleans.

"We congratulate CarGurus on earning the "Top Rated" for both Used Car Advertising and New Car Leads and for consistently contributing value to its dealership customers throughout 2016," said DrivingSales CEO and Founder, Jared Hamilton. "DrivingSales Vendor Ratings help dealers make important, informed vendor decisions by providing peer reviews on solutions, leading them to outstanding service providers such CarGurus."

The DrivingSales Dealer Satisfaction Awards are based on cumulative ratings tallied and verified over the calendar year (January – December) at DrivingSales.com Vendor Ratings. DrivingSales.com Vendor Ratings is the industry's only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons. The site provides dealerships with important information from actual customers who have hands-on experience using vendor products / solutions in their stores. Each rating is verified as coming from an actual dealership employee.

Full award results are available online at <http://dealersatisfactionawards.com/>. Award winners are showcased in the Q1 2017 issue of DrivingSales Buyers Guide which, in addition to being distributed at the 2017 NADA Convention and Expo, is delivered to every new car dealership nationwide, as well as to more than 2,000 of the top used car dealers in the U.S. The DrivingSales Buyers Guide represents over 1,000 automotive solutions and over 35,000 dealer reviews of those products from DrivingSales Vendor Ratings, identifying the solutions that have risen to the top.

About CarGurus

Founded in 2006 by Langley Steinert, co-founder of TripAdvisor, CarGurus is a leading online automotive shopping destination focused on bringing transparency and efficiency to the car research and shopping experience. The site uses technology and market data analysis to help millions of automotive shoppers search for cars and quickly identify the best deals from top-rated dealers in their local area. Today, the site serves 21 million unique monthly users and more than 19,000 car dealerships with more than 5 million car listings, and it ranks #1 among car shopping websites in the U.S. by daily unique visitor traffic and mobile visitors as measured by ComScore Media Metrix. CarGurus also has sites in the U.K. and Canada.

About DrivingSales

DrivingSales serves automotive retailers with an integrated suite of technology, knowledge, community and performance insight designed to advance the success of retail professionals and their dealerships. Founded by a third-generation car dealer in 2008, today DrivingSales is utilized by two-thirds of franchised dealerships in North America as a resource to improve their business performance.

To learn more about the DrivingSales community, news, dealer education or performance analytics visit DrivingSales.com.

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