



## Jaguar Land Rover North America Names CarGurus A Certified Retail Marketing Vendor

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### Luxury Carmaker's Retailers Can Better Access CarGurus' Shopper Connections

CAMBRIDGE, Mass., Nov. 19, 2018 /PRNewswire/ -- [CarGurus](#) (NASDAQ: CARG), a leading global online automotive marketplace, today announced the company has been named a Certified Vendor for the Jaguar Land Rover Retailer Marketing Program (JLRMP). The certification makes CarGurus a top recommended choice for Jaguar Land Rover dealers interested in listings, search engine marketing (SEM) products and participating in co-op programs.

"We are thrilled to be partnering with CarGurus for this new Retailer Marketing Program," said Joseph Torpey, Director, National Remarketing, Jaguar Land Rover North America, LLC. "This relationship will offer participating Jaguar Land Rover retailers the ability to reach a higher number of in-market car shoppers and showcase the value of each brand's vehicles."

With CarGurus approved as a Certified Vendor, Jaguar Land Rover dealerships qualify for the following CarGurus product benefits:

- All CarGurus products are eligible for up to 100% co-op program reimbursement
- A more efficient reimbursement process forgoes dealer submission and is instead managed by CarGurus and Jaguar Land Rover
- A free 30-day trial of CarGurus Enhanced Listings product
- Jaguar Land Rover dealers currently using CarGurus listings products will have the opportunity to sign up for CarGurus' SEM Plus product at a reduced cost for the first 90 days of the subscription term

"CarGurus' industry-leading technology gives dealers the tools to fully optimize their multi-channel marketing strategies in order to reach consumers throughout the shopping journey," said Marty Blue, SVP of Business Development at CarGurus. "We're excited to partner with Jaguar Land Rover to offer their dealers first-class listings and SEM services and provide a more streamlined co-op program designed to make reimbursement easier for dealers."

CarGurus works with dealerships to provide products and services that help them sell cars and digitally market their businesses. Jaguar Land Rover dealers taking advantage of this new marketing program will gain access to those products, as well as the high-quality shopper connections from CarGurus' vast consumer audience on the largest among automotive shopping site in the U.S.\*

\*Measured by unique monthly visitors, Comscore Media Metrix® Multi-Platform, Automotive – Information/Resources, Total Audience, Q3 2018, U.S. (Competitive set includes: CarGurus.com, Autotrader.com, Cars.com, TrueCar.com)

#### About CarGurus

Founded in 2006, CarGurus, Inc. (NASDAQ: CARG) is a global, online automotive marketplace connecting buyers and sellers of new and used cars. The company uses proprietary technology, search algorithms and data analytics to bring trust and transparency to the automotive search experience and help users find great deals from top-rated dealers. CarGurus is the largest automotive shopping site in the U.S. by unique monthly visitors (source: Comscore Media Metrix® Multi-Platform, Automotive – Information/Resources, Total Audience, Q3 2018, U.S. (Competitive set includes: CarGurus.com, Autotrader.com, Cars.com, TrueCar.com)). In addition to the United States, CarGurus operates online marketplaces in Canada, the United Kingdom, Germany, Italy and Spain.

#### About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car brands.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2017/18 Jaguar Land Rover sold 614,309 vehicles in 129 countries, with more than 80 percent of our vehicles being sold abroad.

We support around 260,000 people through our retailer network, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, Austria and Slovakia.

Our innovation is continuous: we will spend in the region of £4 billion this year on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer the latest diesel and gasoline engines.

#### Important Information Regarding Forward-Looking Statements About CarGurus:

The information in this release contains forward-looking statements regarding future events that involve risks and uncertainties, and our actual results may differ materially from those contemplated by such forward-looking statements. For further information regarding risks and uncertainties associated with our business, please refer to the "Risk Factors" section of our most recent annual or quarterly report filed with the SEC. Any forward-looking statements represent our beliefs and assumptions only as of the date of this release. While we may elect to update forward-looking statements at some point, we specifically disclaim any obligation to do so.

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

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