



CarGurus Launches New “My Car, My Deal” Brand Advertising Campaign

September 18, 2019

Inspired by User Testimonials, New Creative Shows Site’s Benefits and Advantages

CAMBRIDGE, Mass., Sept. 18, 2019 (GLOBE NEWSWIRE) -- CarGurus (Nasdaq: CARG), a leading global online automotive marketplace, today introduced a new mass-media advertising campaign in the U.S. The company’s latest creative work is designed to communicate CarGurus’ main differentiators to its competitors, the consumer benefits of using CarGurus and continue to increase overall brand awareness.

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<img_src="https://ml.globenewswire.com/media/4072d63d-956c-46cd-91ed-6f4ceccfa31d/medium/cargurus-my-car-my-deal.jpg" border="0" width="300" height="169" alt="CarGurus' "My Car, My Deal" />
CarGurus' "My Car, My Deal"
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Earlier in the year, CarGurus wove consumer testimonials into its site experience, and with this new campaign CarGurus continues to draw inspiration from those firsthand stories. As such, the new campaign titled “[My Car, My Deal](#)” is inspired by what CarGurus users said about how the site helped them find a great deal on a vehicle, but in a format that is intended to drive awareness. The spots communicate that car shoppers can easily use CarGurus and trust the company to provide information like dealership ratings and whether or not a car is a good deal, all with simple ease of use.

“Our strong user experience is at the heart of CarGurus and it is a major reason why we have become such a popular and trusted car shopping source,” said Sarah Welch, Chief Marketing Officer at CarGurus. “The My Car, My Deal campaign shows why car shoppers love us so much by demonstrating several of our key features such as intuitive search and filtering, deal ratings that even call out when cars are overpriced, and free access to hard-to-find vehicle information like number of previous owners, accident history and how long a car has been on a dealer’s lot.”

The campaign will consist of three commercials: “[Shopping with confidence](#),” “[Steve wants a car](#),” and “[The less painful way](#).” Each will air in 30 second spots in both broadcast and cable television networks, as well as digital marketing channels like YouTube.

CarGurus has primarily kept the same team together for “My Car, My Deal.” This includes partnering with the advertising agency Plum14, Director Tim Abshire and Taylor James Studio for development and production, and Ocean Media for managing the campaign’s media planning.

Please visit [the CarGurus YouTube video library](#) to view all of the “My Car, My Deal” videos.

About CarGurus

Founded in 2006, CarGurus (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 most visited automotive shopping site in the U.S. (source: Comscore Media Metrix® Multi-Platform, Automotive – Information/Resources, Total Audience, Q2 2019, 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. To learn more about CarGurus, visit [www.cargurus.com](#). CarGurus® is a registered trademark of CarGurus, Inc.

Cautionary Language Concerning Forward-Looking Statements

This press release includes forward-looking statements. All statements contained in this press release other than statements of historical facts, including, without limitation, statements regarding our new brand advertising campaign, are forward-looking statements. The words “anticipate,” “believe,” “continue,” “estimate,” “expect,” “guide,” “intend,” “likely,” “may,” “will” 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. These forward-looking statements are subject to a number of risks and uncertainties, including, without limitation, risks related to our rapid growth and ability to sustain our revenue growth rate, our relationships with dealers, competition in the markets in which we operate, market growth, our ability to innovate and manage our growth, our ability to expand effectively into new markets, our ability to realize benefits from our acquisition of PistonHeads and successfully implement the integration strategies in connection therewith, our ability to operate in compliance with applicable laws as well as other risks and uncertainties set forth in the “Risk Factors” section of our Quarterly Report on Form 10-Q, filed on August 6, 2019 with the Securities and Exchange Commission (SEC), and subsequent reports that we file with the SEC. Moreover, we operate in a very competitive and rapidly changing environment. 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 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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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/4072d63d-956c-46cd-91ed-6f4ceccfa31d>



Source: CarGurus, Inc.