



## CarGurus to Launch Premier Automotive Retail and Digital Marketing Event

September 25, 2019

### Technology, Business and Automotive Leaders Headline an Inspiring and Educational Agenda at Inaugural "Navigate" Conference

CAMBRIDGE, Mass., Sept. 25, 2019 (GLOBE NEWSWIRE) -- CarGurus (Nasdaq: CARG), a leading global online automotive marketplace, today announced that its inaugural user conference, [Navigate](#) will take place in Boston at the Hynes Convention Center from October 22-23, 2019. This first-of-its-kind automotive event is designed to educate attendees on solutions to major challenges that dealerships face today, including areas like digital marketing, strategy and leadership.

"After analyzing the automotive conference landscape, CarGurus recognized the opportunity to create an event that combines industry knowledge with expert voices from other areas," said Sam Zales, President and COO at CarGurus. "As an automotive retail and digital marketing leader, CarGurus is launching Navigate with a diverse set of speakers and panels to help dealerships tackle our changing market."

The Navigate agenda is filled with engaging sessions and panels ranging from business growth to innovation and will include keynotes from two of today's most prominent entrepreneurs: Guy Kawasaki and Daymond John. Among his impressive list of accomplishments, Kawasaki is best known for being the chief evangelist of Canva and also of Apple, and a brand ambassador for Mercedes-Benz USA. His keynote "The Art of Innovation" will educate attendees on how to create strong brands for their business. As the Founder and CEO of FUBU and a well-known Shark Tank investor, Daymond John is an equally remarkable entrepreneur and business leader. His keynote, "Daymond John's 5 Shark Points," will provide attendees with actionable business and life advice.

"The automotive retail market is ripe for dealerships to harness their entrepreneurial spirits and learn new ways to create successful businesses and satisfied customers," said Daymond John. "I'm excited to be a part of this inaugural event to help attending dealerships accomplish their goals, and I am honored to be among those speakers that will inspire, invigorate and educate the first class of Navigate attendees."

Navigate attendees will hear from industry experts such as David Kain and representatives from Carvana and Google to learn about topics such as the changing face of auto retail, lead management best practices and the future of mobility. In addition, Navigate's speaker roster consists of CEOs and leaders from notable technology companies like TripAdvisor, Kronos, and Zillow and their sessions will cover a wide array of topics like the importance of transparency, building an organization that employees love and hiring best practices.

CarGurus senior executives will be sharing news about CarGurus products and upgrades; and following the event, certain presentation materials will be archived and available on the Investor Relation section of the company's website at <https://investors.cargurus.com>. Additionally, throughout the event CarGurus representatives will be available for product demonstrations and account reviews.

Those interested in registering for Navigate or learning more about the event can visit <https://events.cargurus.com/navigate> and also email [navigate@cargurus.com](mailto:navigate@cargurus.com) with any questions.

#### 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](http://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 inaugural user conference, Navigate, 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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