

Dealer Success Stories

Group Spinelli

Location: Montreal, Quebec, Canada

Dealer Type: Large Franchise

Number of Stores: 9

Customer Since: August 2016

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As soon as we upgraded to a paid listings package with CarGurus, we realized that having the customer's contact information right away made it easier for us to bring them in for an appointment and close them.

Frédéric Feudi, Digital Strategy Manager
Group Spinelli



A Partner for Growth

Group Spinelli has been in business for over 95 years and has seen major disruption in the automotive industry. With shoppers spending more and more time online researching vehicles, they saw CarGurus as a good partner to work with to increase their brand awareness and reach more consumers.

*“We compare every third-party vendor we use across the same set of metrics—and, we’ve seen a **45% increase in lead volume** from CarGurus just in the past year.”*

The CarGurus Difference



High-quality leads

“Our closing rate for CarGurus leads is **15%** higher than the average from our other sites.”



Increased lead volume

“CarGurus wasn’t on the map for us three years ago, and now they make up **18%** of our total preowned lead volume.”



Easy-to-use tools

“Using CarGurus’ Pricing Tool, we’re able to provide the best experience possible for customers, while staying competitive in terms of our vehicle pricing.”

More Confident Shoppers Through Transparency

CarGurus provides transparency to car shoppers via deal ratings and dealership reviews. As a result of CarGurus’ approach, Group Spinelli sees more qualified shoppers who are serious about making a purchase.

“CarGurus’ customer-centric approach provides a better shopping experience for consumers, which ultimately leads to more confident buyers for us.”

CarGurus

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