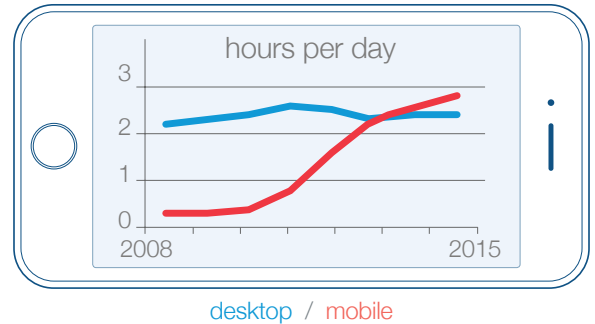


The Rise of Mobile

Smartphone ownership among US adults¹



People now spend more time on mobile than on desktop²



The Mobile Commerce Boom

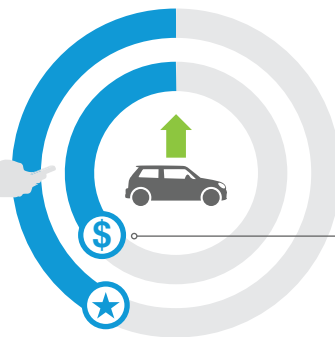
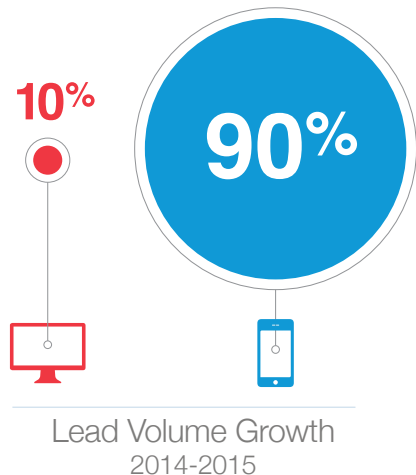
More people are shopping via mobile³



58% of 30-to-49-year-olds have made at least one large purchase on mobile⁴

The Mobile Car Shopper

Shoppers are using mobile devices to contact dealers⁵...



42%
of people look at dealer reviews inside dealerships

36%
of people compare pricing inside dealerships

...and even relying on their phones when they visit a dealership⁶.

1 Pew Research Center, Oct 2015
 2 eMarketer, Oct 2015
 3 eMarketer, May 2016
 4 Bankrate, Feb 2016
 5 CarGurus, 2015
 6 CarGurus Survey, 2017

Did You Know?

70% of shoppers use mobile devices to find vehicle information¹



CarGurus is the #1 Mobile Shopping Site²

Rank	Auto Shopping Site	Total Unique Visitors
1	CarGurus	9,676,079
2	Autotrader.com	6,352,148
3	Cars.com	6,196,105
4	KBB.com	4,454,500
5	Edmunds.com	3,276,801
6	eBay Motors U.S.	1,463,743
7	CarFax.com	1,450,468
8	NADAGuides.com	1,356,335

60% of CarGurus' traffic comes from mobile²

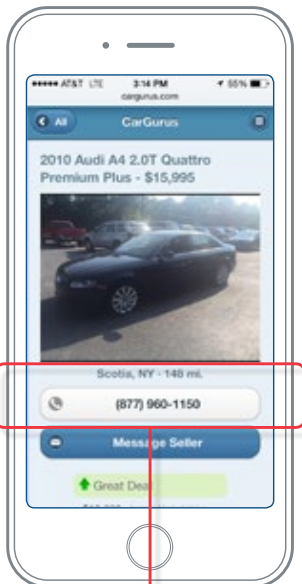


Your inventory is just a click away on mobile devices. Capture mobile shoppers with features only offered in our **Enhanced or Featured Listing packages**.

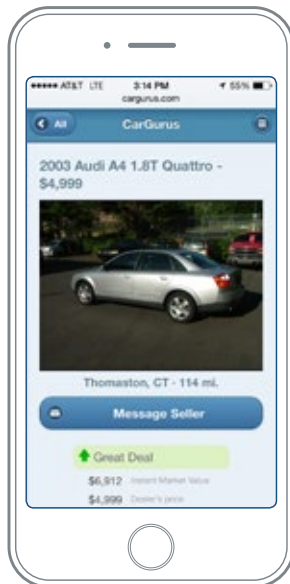
1. Click-to-Call

Shoppers are more likely to call than fill out a form, so make it easy for them.

Enhanced/Featured



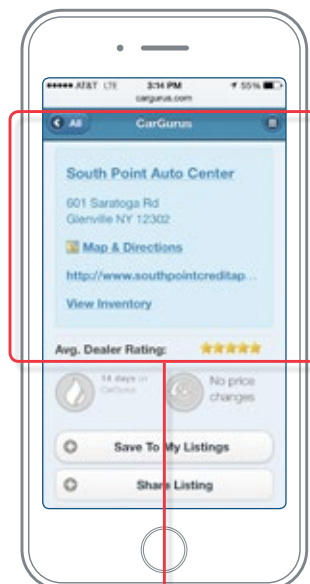
Basic



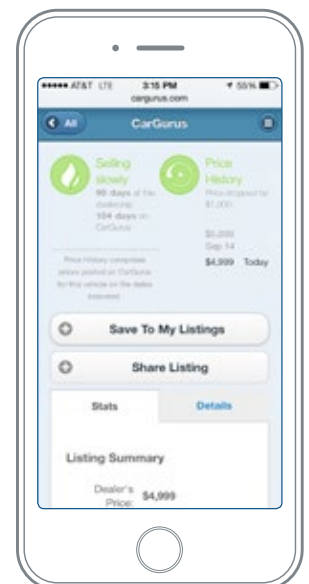
2. Map & Directions

Provide accessible map & directions to mobile shoppers that are already on the go.

Enhanced/Featured



Basic



¹ J.D. Power, Sept 2015
² comScore Media December 2016, Average Daily Visitors