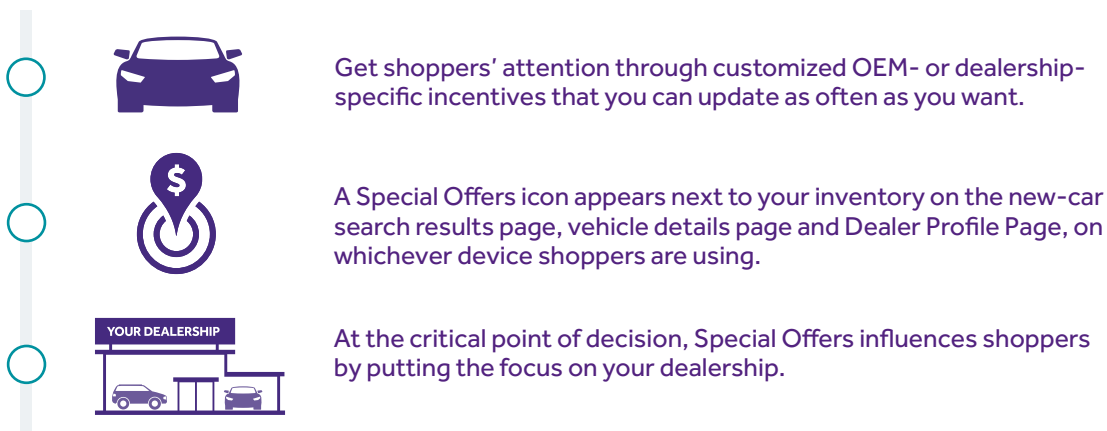


Special Offers

Special Offers highlights your dealership's incentives to influence new-car shoppers when it matters most, as they near their purchase decision. Special Offers appears across devices – computer, tablet and smartphone – to ensure shoppers see what you have to offer.

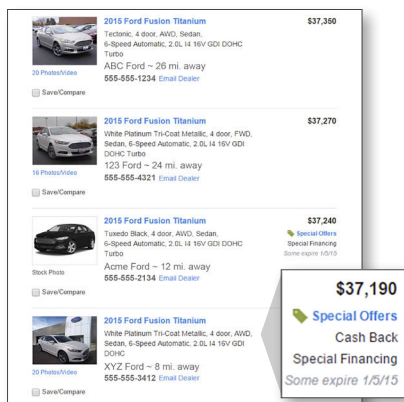
SET YOUR INVENTORY APART



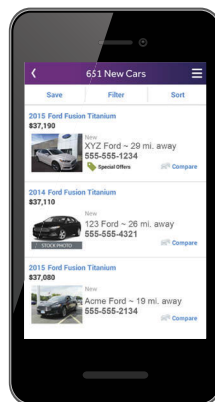
INFLUENCE IN-MARKET SHOPPERS

- Incentives and rebates are important features to 80% of new-car shoppers.¹
- Special Offers influences shoppers to notice your dealership – shoppers who view a vehicle details page and then Special Offers are 64% more likely to contact a dealer.²

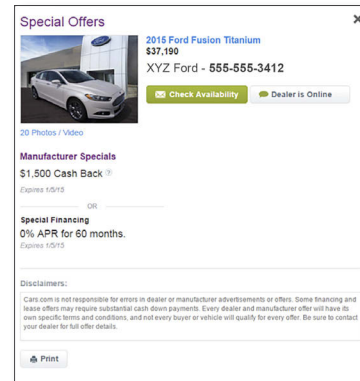
SEARCH RESULTS PAGE



SEARCH RESULTS PAGE - MOBILE



OFFER INFORMATION



1 Burke, Website Optimization Research, 2011

2 Placed, Inc., January 2014

*Images may appear differently on Cars.com than shown