



VINMax, CarGurus' Newest Innovation, Shortens Turn Times by Over a Week¹

September 29, 2026

CarGurus brings its predictive intelligence to VIN-level marketing, helping dealers boost the right vehicles at the right time to protect margin



BOSTON, Sept. 29, 2026 (GLOBE NEWSWIRE) -- [CarGurus](#) (Nasdaq: CARG), the No. 1 most visited automotive shopping site in the U.S.², announced details on the latest addition to its dealer platform: VINMax, which extends CarGurus' consumer demand data and AI-powered predictive intelligence into marketing for the first time. Dealers are getting more listing views, more leads, and faster turn time with VINMax handling the targeting and promotion decisions automatically based on CarGurus' real-time supply and demand data.

"VINMax is one of CarGurus' fastest-growing product launches, a signal of the value it provides dealers in maintaining healthy inventory and strong margins," said Ben Kasdon, Vice President of Dealer Product Management at CarGurus. "Using live market data, it determines where extra visibility can make the biggest difference so dealers can act earlier on VINs at risk of aging while making the most of demand for their strongest inventory."

CarGurus' Intelligence Comes to Marketing

VINMax expands CarGurus' growing dealer solutions across inventory, marketing, lead conversion, and data. Built on the same data and intelligence architecture as PriceVantage and Shopper Signals, VINMax is the first CarGurus product to bring automated, predictive intelligence to marketing.

"Our solutions complement each other to give dealers a more intelligent toolkit across their workflow," Kasdon added. "PriceVantage identifies when a price change can maximize margin on a high-demand vehicle, or improve performance on slow-moving inventory. When a vehicle is priced right, VINMax determines where more visibility can help drive a sale. Shopper Signals then flags the shoppers most likely to buy. Together, they help dealers act earlier and more decisively to protect and grow margin."

Using CarGurus' proprietary marketplace data, VINMax identifies VINs that would benefit most from extra exposure and promotes them automatically on CarGurus and through off-site channels. Vehicles with strong demand get maximized to capture full value at peak interest, while VINMax catches underperforming inventory early, using consumer demand signals to boost high-potential VINs before they age.

An analysis of VINMax-boosted listings on CarGurus shows the impact:

- Vehicles sold 9 days faster than comparable non-boosted listings, a 23% improvement in turn time¹
- Listings also generated 34% more daily leads than comparable non-boosted listings³

To learn more about VINMax, visit: dealers.cargurus.com/vinmax

About CarGurus, Inc.

CarGurus (Nasdaq: CARG) is the leading multinational automotive platform helping consumers and dealers confidently buy and sell vehicles. Founded in 2006 with a mission to bring more trust and transparency to car shopping, CarGurus is the No. 1 visited automotive shopping site in the U.S.¹ with the largest selection of inventory and network of dealers.⁴ CarGurus' unmatched selection, trusted automotive insights, and data-driven products and solutions support each shopper's journey — from online research and shopping to in-dealership decisions — to empower them at every step. And, by translating data from billions of monthly site interactions, CarGurus provides dealers a personalized, predictive intelligence platform with software solutions that helps them run their businesses more efficiently and profitably at all stages of inventory acquisition and pricing, marketing, and conversion to sale.

CarGurus operates online marketplaces in the U.S., U.K., and Canada. The company's network of brands includes PistonHeads, the largest online motoring community in the U.K.⁵, and Autolist, a U.S.- based online marketplace.

To learn more about CarGurus, visit www.cargurus.com.

¹Based on the median time to sale for 10.3K listings boosted by VINMax on CarGurus (not including Facebook) vs. 24K similar never-boosted listings between 2/1/26- 7/13/26

²Similarweb: Traffic and Engagement Report (Cars.com, Autotrader.com, TrueCar.com, CARFAX.com Listings (defined as CARFAX.com Total Visits minus Vehicle History Reports)), Q2 2026, U.S.

³Based on leads per day for 10.3K listings boosted by VINMax on CarGurus (not including Facebook) vs. 24K similar never-boosted listings between 2/1/26- 7/13/26

⁴Compared to Autotrader.com, Cars.com, TrueCar.com, and CARFAX (Joreca as of June 30, 2026)

⁵Similarweb: Traffic Insights, Q2 2026, U.K.

CarGurus® and Autolist® are each a registered trademark of CarGurus, Inc., and PistonHeads® is a registered trademark of CarGurus Ireland Limited in the U.K. and the European Union. All other product names, trademarks, and registered trademarks are property of their respective owners.

© 2026 CarGurus, Inc., All Rights Reserved.

Media Contact:

Maggie Meluzio
Director, Public Relations & External Communications
pr@cargurus.com

Investor Contact:

Kirndeeep Singh
Vice President, Head of Investor Relations
investors@cargurus.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/ebf8504d-aaf1-4ea5-a8a4-b1f4e0ada458>



CarGurus

VINMax image



CarGurus brings its predictive intelligence to VIN-level marketing with VINMax, helping dealers boost the right vehicles at the right time to protect margin.

Source: CarGurus, Inc.