

NAVIGATE[®] '21

by CarGurus[®]

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JASON TREVISAN and SPENCER SCOTT

OCTOBER 2021

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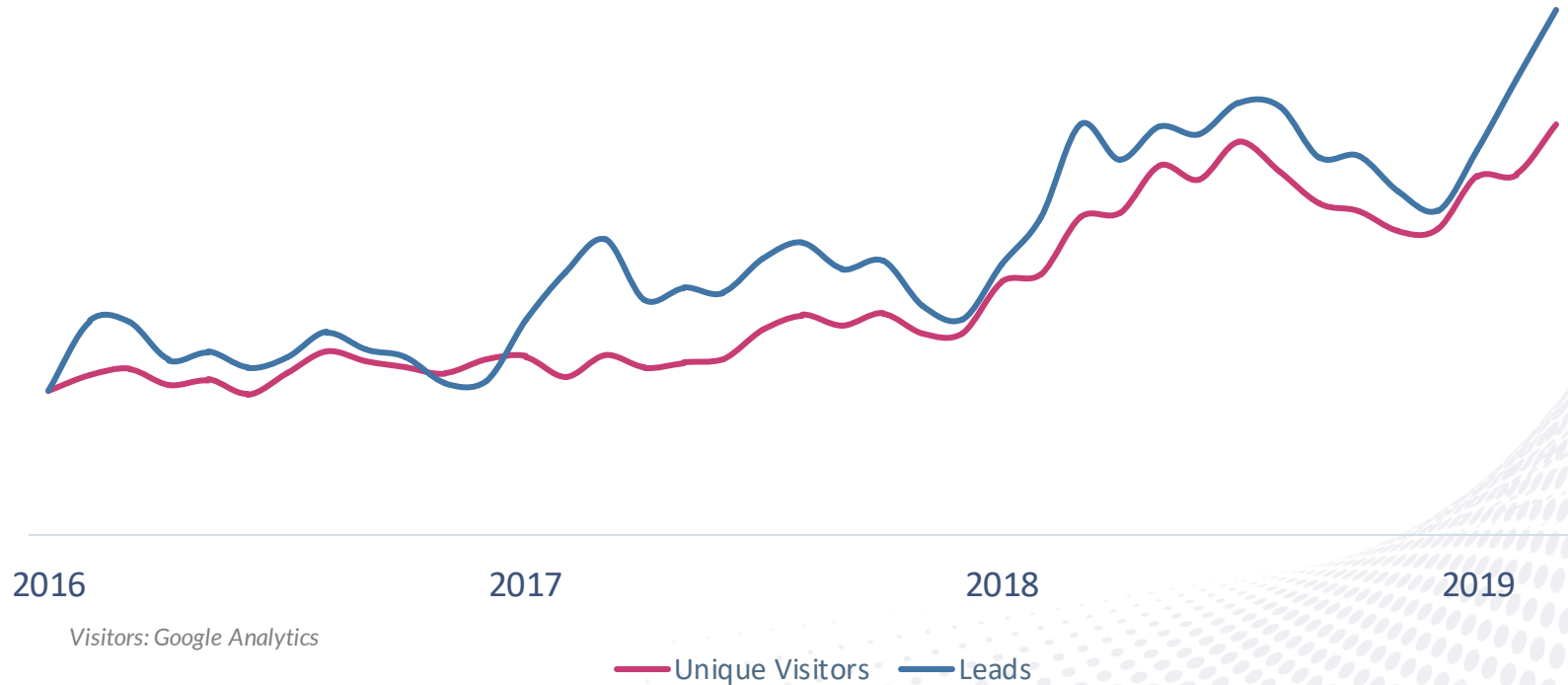
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AGENDA

- 1** Listening to you
- 2** Serving you
- 3** Partnering: buy, market, sell

LISTENING TO YOU

Marketplace simplicity: visitor and lead growth (US)



The CarGurus Difference



Quality leads

Receive high-quality leads from engaged, ready-to-buy shoppers



A high-ROI marketing channel

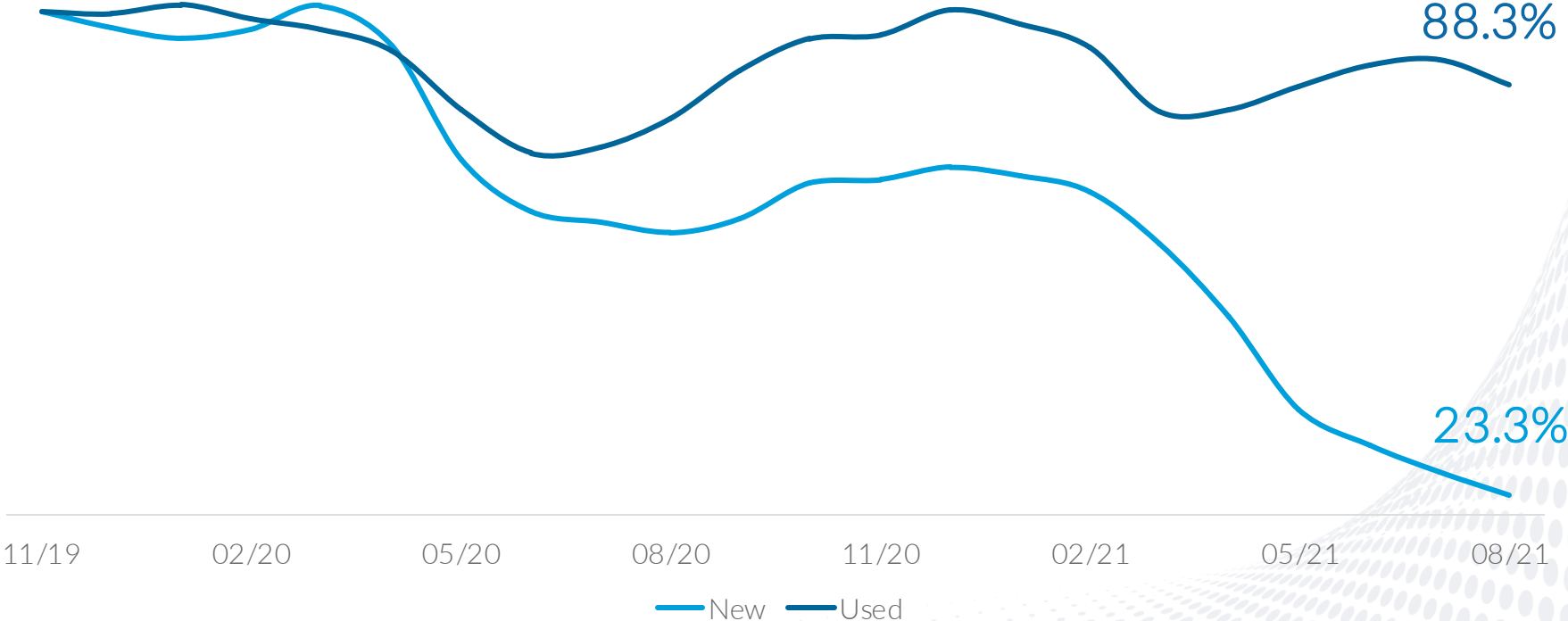
Generate incremental sales with a high return on your marketing investment



Strategic partner

Work with a proven partner that aligns to your dealership's goals and supports your success

Covid impact: inventory disruption



CarGurus Vehicle Availability Index - inventory per dealer indexed to November 2019

SERVING YOU

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Getting to know you

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A team that understands your business



The data tools you need



Your account team

Commitment to partnership



Dedicated account teams



What we have done for you lately

Improving our foundational listings business by focusing on you



Driving difference

Contactless
Services

Area Boost

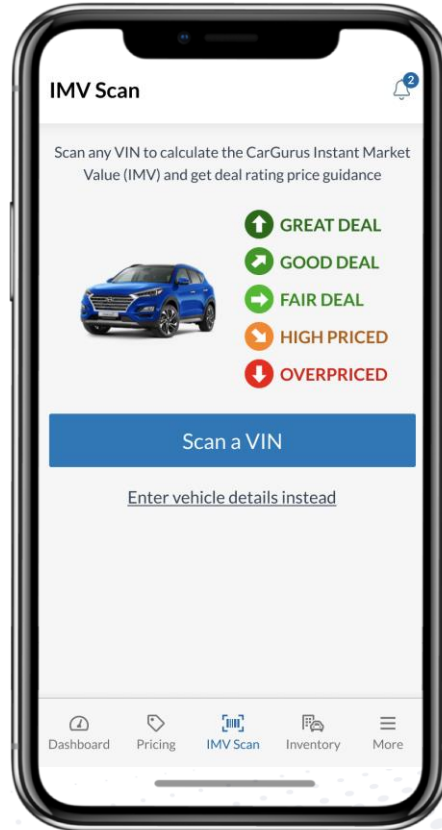
Pre-Qualified
Leads

Access to
Data

Process
Improvement

CarOffer
Integrations

Coming soon: CarGurus dealer app



PARTNERING: BUY, MARKET, SELL



BUY

CarOffer

CarOffer logo and a laptop displaying a car listing.

MARKET

SELL

Laptop displaying a car listing.

Laptop displaying a car listing.

Laptop displaying a car listing.

Person in a circular interface.

Laptop displaying a car listing.

Car listing interface.

Car listing interface.



BUY



MARKET

SELL



Buy, market, sell



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THANK YOU

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