



# Cars.com

## “Service & Repair” Fact Sheet

<b>Who</b>	<ul style="list-style-type: none"> <li>• Award-recognized online destination for car shoppers, attracting 30 million monthly visits</li> <li>• Offers millions of new and used vehicle listings, expert and consumer reviews, unbiased editorial content and many other tools and resources</li> <li>• Launched in 1998 and owned by Gannett Co. (NYSE: GCI)</li> </ul>
<b>What</b>	<ul style="list-style-type: none"> <li>• Cars.com has launched a new, revolutionary “Service &amp; Repair” feature to help consumers confidently get through the car service and repair process</li> </ul>
<b>Why is this important?</b>	<ul style="list-style-type: none"> <li>• It brings more transparency to automotive service and repair, helping remove stress, build trust and confidence and save money with increased transparency in service costs, parts and labor</li> <li>• To review the most common types of repairs and what consumers should be paying when taking their car into a service center</li> <li>• To help car owners locate their nearest dealership service center and to differentiate service departments through consumer reviews</li> </ul>
<b>Additional Details</b>	<ul style="list-style-type: none"> <li>• With their first-to-market “Service and Repair” tools, Cars.com can:             <ul style="list-style-type: none"> <li>○ Help Americans achieve price transparency and spend less money with their <a href="#">fair-price estimator</a>, which helps explain what others are paying, including the breakdown between the cost of parts and labor</li> <li>○ There is also a safety and recalls tool where car owners can find the latest National Highway Safety Administration updates on their car</li> </ul> </li> </ul>
<b>Key Statistics on the State of the Service Industry</b>	<ul style="list-style-type: none"> <li>• Drivers spend an average of \$855 per year on maintaining their car, and that number will increase as <a href="#">average vehicle age</a> on the road continues to creep up</li> <li>• 1 in 3 drivers don’t think the prices given from mechanics are fair</li> <li>• As many as 40-50% of people do research online before getting work done on their car             <ul style="list-style-type: none"> <li>○ HOWEVER, no resource exists where consumers can find all of the information they need, including price estimates and service shop reviews in one place</li> </ul> </li> <li>• Only 30% of people are confident that they will always get a fair price when servicing their vehicle</li> <li>• Most people are influenced by at least 3 online sources, and two-thirds refer to an online source as one of their go-to resources</li> </ul>

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