Disrupting Auto Shopping: The CarGurus Story

Presented by Marty Blue, CarGurus SVP of Business Development
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So what is CarGurus? CarGurus was founded in 2007 by TripAdvisor co-founder Langley Steinert. CarGurus provides pricing information and dealer reviews to help consumers find the right car, from the right dealer, and at right price.

Founded in 2007 by TripAdvisor co-founder Langley Steinert, CarGurus provides **pricing information** and **dealer reviews** to help shoppers find great deals from great dealers. CarGurus:

- Sees **more repeat visitors** per month than any other auto shopping and research site
- Is the **fastest-growing** U.S. auto shopping site
- Recently launched in the U.K. (in addition to the U.S. and Canada)
Significant User Growth Since 2011

Unique Visitors/Month Nov. 2011-Nov. 2015

CarGurus®
What Sets CarGurus Apart

More transparency
1. Independent price analysis

A better user experience
2. ‘Smart’ vehicle searches
3. Ease of navigation

Superior outcomes for consumers and dealers
4. Better-informed shoppers
Savvy Shoppers Seek Transparency

Need for Transparency

Cost of Failed Purchase

Zillow
CarGurus
KAYAK
yelp
NETFLIX

CarGurus
CarGurus' daily vehicle price analysis considers:

- Make/model
- Trim
- Mileage
- Options

...and "rates" vehicles for sale as Great, Good, or Fair deals.

CarGurus offer a proprietary pricing model which analyzes 6 million cars every night against a number of different factors such as make, model, location, and vehicle history to determine an instant market value for each listing. The results, based on large, statistically significant data sets provide third party validation.
2. Advanced Search Algorithm

Search results pages (SRPs) are organized on the basis of **deal rating**: 

- **Great Deal**: $3,539 BELOW Instant Market Value of $10,410
- **Good Deal**: $1,756 BELOW Instant Market Value of $40,612
- **Far Deal**: $921 BELOW Instant Market Value of $52,451

...and **dealer reviews**

Maureen  
Mar 1, 2015

Great experience. Would absolutely recommend them to others looking for a quality used car
Two clicks to get to a VDP
4. Better-Informed Shoppers

80% of car shoppers say they wouldn’t buy a car without independent, 3rd-party pricing data

"CarGurus creates a different kind of consumer, and it’s different from what other sites are doing." – CarGurus dealer in Naperville, Ill.
CarGurus Helps Connect Dealers With Mobile Shoppers

70% of MSRP or list-price searches happen on mobile

Mobile searches conducted on dealer lots are up 43% y-o-y

CarGurus traffic by device type

Data source: Google