

## **FCA US LLC Names CarGurus 'Premier Partner' for Certified Pre-Owned Vehicle Advertising**

- Deal opens new marketing channel for FCA US dealerships on nation's fastest growing car shopping platform
- Enrolled dealers may post their Certified Pre-Owned Vehicle inventory on CarGurus website

April 27, 2016, Auburn Hills, Mich. - FCA US LLC and CarGurus, a leading car shopping website, today announced an agreement that provides FCA US dealers an opportunity to advertise and post their Certified Pre-Owned (CPO) Vehicle inventory on the CarGurus site.

The agreement puts dealer CPO Vehicle inventory in front of 20 million monthly unique automotive shoppers on the CarGurus website and gives FCA US dealers access to the platform's top-performing lead generation and display advertising programs.

"As our dealers drive continued growth with CPO, it's important that we support their efforts to get these vehicles in front of as many shoppers as we can," said Eric Swanson, Head of Certified Pre-Owned Vehicles at FCA US. "In partnering with CarGurus, we are opening a new channel to expose these great vehicles to highly engaged buyers. We're confident that CarGurus will help us generate quality leads for our stores and tell the CPO story in ways we never could before."

Founded in 2007, CarGurus uses technology and data analysis to help consumers search their local market for the best car deals, and then connects shoppers with listing dealerships. CarGurus works with dealers and OEMs to incorporate their inventory feeds on the site, and offers dealerships a range of high-performance lead generation and audience extension advertising packages.

"We are excited to bring more FCA US Certified Pre-Owned Vehicle choices and brand information to CarGurus shoppers, and we look forward to working with FCA US dealerships to help them reach our audience with the most efficiency and impact," said Frank Weishaupt, Senior Vice President of Audience Sales at CarGurus. "There's no question that CPO is becoming an important consideration for car buyers, and aligning with brands like FCA to tell their CPO story allows us to help our users make the best buying choices."

Dealers interested in learning more about CarGurus free and paid subscription programs should contact the FCA US Certified Pre-Owned Vehicle group.

### **About CarGurus**

Founded in 2007 by Langley Steinert (also co-founder of TripAdvisor), CarGurus ([www.cargurus.com](http://www.cargurus.com)) is a leading online automotive shopping destination focused on bringing transparency and efficiency to the car research and shopping experience. The site serves 20 million unique monthly users and more than 14,000 car dealerships, and ranks number one among third party car shopping websites in the U.S. for mobile shopper traffic. With corporate headquarters in Cambridge, Mass., CarGurus also has sites in the UK and Canada.

### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE:

FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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