

Customer Success: Dan Wolf Automotive Group

Since 2014, The Dan Wolf Automotive Group has used CarGurus at their stores to:



Market
Their Inventory



Drive More
Website Traffic



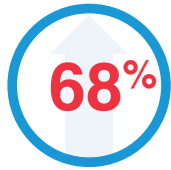
Generate More
Sales Leads

CARGURUS BENEFITS: More Traffic, Better Shoppers

CarGurus delivers two main benefits to the Wolf Auto Group: more website traffic and high quality, low funnel leads.



More Website
Referrals
Than Cars.com™



More Website
Referrals
Than AutoTrader™



CarGurus Users'
Average Time On
Dealer Site

THE CARGURUS DIFFERENCE: Third Party Price Validation

CarGurus users are more confident when they reach out to dealers – something that Wolf Auto Group sees in its business every day.

“CarGurus shoppers have already validated our pricing. That means that when they come in to our stores, they're lower in the funnel.”

By connecting the group's sales team with ready-to-buy shoppers, CarGurus helps Wolf Auto Group sell more effectively and continue to deliver great service to its customers.

ABOUT THE DEALER

Location: Greater Chicago Area (Naperville, IL)

Number of Stores: 3

Dealer Type: Franchise

Fun Facts: The #1 Volume New Vehicle Toyota Dealer in the Midwest and the #8 Toyota Certified Volume Dealer in the Nation.

KEY RESULTS

CarGurus drives:

68% MORE website referrals than AutoTrader™

35% MORE website referrals than Cars.com™

“We have more traffic come in through CarGurus than any other 3rd party provider.”

*- Tom Gregg,
Internet Director*