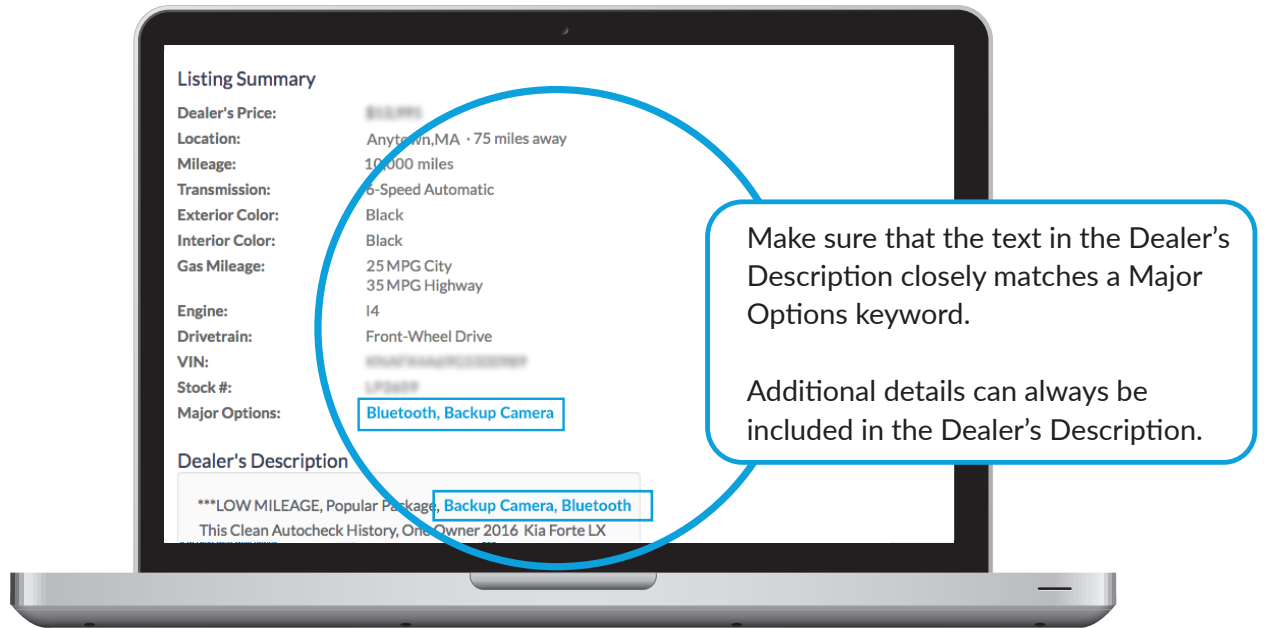


Get the Views Your Vehicle Deserves

Keywords are crucial to being found on CarGurus.

Keywords are vehicle options descriptors that are pulled from the Dealer Description in your feed, and then matched to options information by CarGurus' proprietary algorithm. **To show up in a filtered search, your vehicle must have updated trim and option data.**



Did You Know?

The most searched for options on CarGurus are:

- ➔ Leather Seats
- ➔ Navigation System
- ➔ Sunroof/Moonroof
- ➔ Bluetooth
- ➔ Backup Camera

Make sure your listings are updated for all vehicles that have these options!

Options on CarGurus are based on what shoppers are searching for, to make their search easier, transparent, and comparable. To reach them effectively, you should use language that they understand:

Upholstery – Leather
 Leather Bucket Seats
 Leather-Appointed Seat Trim } **Leather Seats**

Use the Pricing Tool in your CarGurus Dealer Dashboard to identify and edit vehicles missing options.

CarGurus Option List

101A
2lt Package
301A
302A
3rd Row Seating
501A
502A
5th Wheel
601A
701A
802A
Acoustical Package
Adaptive Ride Package
Adaptive Suspension
Alloy Wheels
Aluminum Wheels
Ambient Light Package
AMG Sport Package
Android Auto
Appearance and Protection Package
Appearance Package
Audio Package
Autoride Suspension Package
Backup Camera
Bi Xenon Headlamp Package
Blind Spot Monitoring
Bluetooth
Bose High End Sound Package
Carbon Ceramic Brakes
Cargo Package
CarPlay
Chrome Wheels
Climate Package
Cold Weather Package
Comfort Package
Convenience Light Package
Convenience Package
Convenience Plus Package
Courtesy Lights Illum Package
Customer Preferred Package
Driver Confidence Package
Dual Rear Wheels
DVD Entertainment System
Elite Package
Extra Value Package
F01 Package
Grand Tour Package
Graphics Package
Ground Effects Package
Handicap Accessible
Handling Trailer Suspension Package
Heat Package
Heated Seats
Heavy Duty Handling Trailer Suspension Package
Heavy Duty Trailer Package
Journey Package
Lariat Package
LE Package
Leather Seats
Levant Package
License Plate Front Mount Package
Light Package
Limited Package
LS Package
LT Package
Luxury Package
Luxury Ride Suspension Package
Luxury Sound Insulation Package
Memory Package
Moonroof
Multi Zone Climate Control
Multimedia Package
Navigation System
Off Road Package
P01 Premium Package
P1 Package
P2 Package
Parking Sensors
Performance Handling Package
Performance Package
Popular Equipment Package
Power Mirror Package
Power Package
Preferred Accessory Package
Preferred Equipment Package
Preferred Package
Preferred Premium Accessory Package
Premium 1 Package
Premium 2 Package
Premium Audio Package
Premium Package
Premium Plus Package
Premium Smooth Ride
Premium Sound Package
Premium Wheels
Quick Order Package
Quiet Package
Rear Climate Package
Remote Start
Remote Vehicle Starter Prep Package
S Line Package
S Line Sport Package
Safety Package
SE Package
Security Package
Skid Plate Package
SL Package
SLE Package
SLT Package
Smoker Package
Solid Smooth Ride Suspension Package
Sound Package
Special Edition Package
Sport Activity Package
Sport Chrono Package
Sport Package
SR5 Grade Package
SR5 Package
Standard Suspension Package
Steel Wheels
Storage Package
Sunroof/Moonroof
Suspension Package
Suspension Package
SXT Package
Technology Package
Tour Package
Tour Suspension Package
Tow Package
Trailer Package
TRD Package
Trim Package
Ultimate Package
Upgrade Package
Utility Package
Value Package
Winter Package
Wood Trim Package
Wood Upgrade Package
XLE Package
XLT Package
Z71 Package
Z85 Package