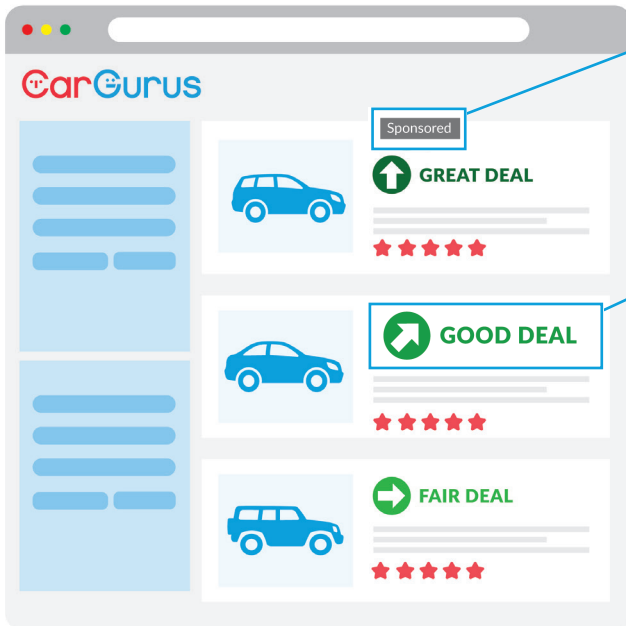


What Sets CarGurus Apart from the Competition in Canada?

Car shopping on CarGurus is simple and user friendly. Our focus on transparency and efficiency results in informed, engaged shoppers that drive results for dealers.

CARGURUS



Clearly marked sponsored listings

No more than three sponsored listings show at the top of the page. Dealers only qualify for these spots if their cars fit the shopper's search criteria, have a Fair or better deal, and the dealership has a Featured Listings package.

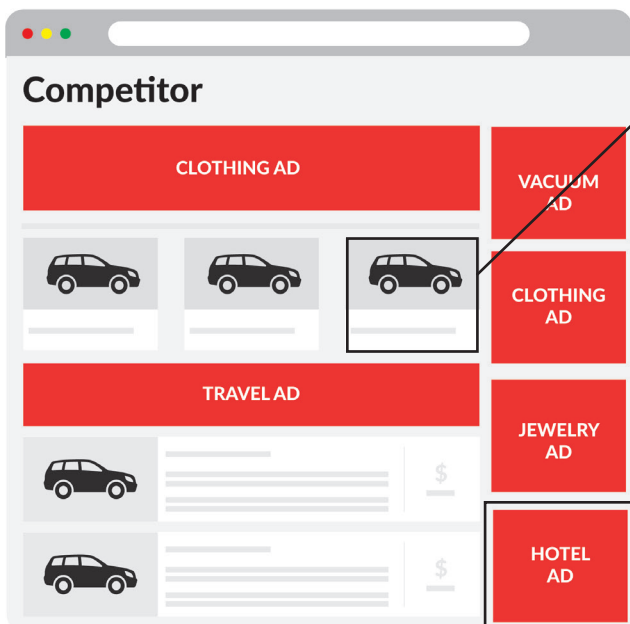
Search results are sorted by best deals first

The Instant Market Value (IMV) informs our Deal Ratings and search rankings. Every vehicle's IMV is updated daily using an algorithm that factors in millions of data points, so our rankings are always up to date.

Clean SRPs keep shoppers on track

A clean design free of distractions provides an easy, uninterrupted shopping experience for consumers. This makes it easier for them to find the car they're looking for.

COMPETITOR



Sponsored listings aren't obvious

On some competitors' sites, sponsored listings are not clearly marked with a "sponsored" label.

Search rankings are heavily influenced by how much you pay

Default search rankings aren't sorted by the value of the deal. On many sites, the default search orders cars from high to low price. Plus, on other sites, sponsored listings can take up much of the first SRP a shopper sees.

Intrusive ads make SRPs hard to navigate

Lots of ads on the SRP make it hard for shoppers to stay focused. More ads mean more opportunities for the shopper to get distracted and never find your car.

For more information, call (855) 232-0708 or visit ca.cargurus.com/signup/whatssetsCGapart.