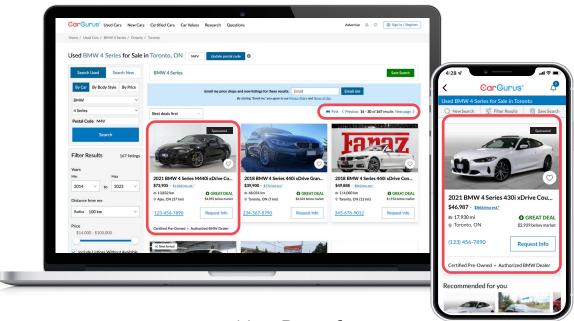


Highlight

Create your inventory strategy to promote your vehicles beyond the first page



Key Benefits

Strategically promote inventory

Get more control over the vehicles that you promote, giving your selection an extra boost in visibility

Reach the most committed shoppers

Lowest funnel shoppers click through several SRPs to look for the right deal

Boost your exposure beyond the first page

Exclusive sponsored slots start at the top of the second SRP and every ten listings on mobile

Create Your Inventory Strategy

Aged Inventory

Promote listings with the longest time onsite

Certified Pre-Owned Inventory

Promote vehicles with proven value

Newest Model Year Inventory

Promote your most recently produced used car inventory

Qualified Inventory

Promote your great, good, and fair deals

All promoted inventory must be great, good, or fair deals regardless of selected category. Highlight is available to all Enhanced, Featured and Featured Priority dealers.

To get started with Highlight today, please call your CarGurus representative at **1-800-CARGURUS**