



CarsDirect Launches Redesigned Website

Top-to-bottom redesign showcases original automotive content and improves experience for consumers, dealer partners, and advertisers

LOS ANGELES (March 3, 2011) – CarsDirect, a leading online automotive shopping service and research portal, today launched a completely redesigned website at www.carsdirect.com.

The result of months of research and testing, the new CarsDirect.com introduces an all-new user interface designed to simplify the navigation process for consumers. The simplified interface allows consumers to move through the site more quickly and better showcases CarsDirect's large collection of exclusive automotive content.

"We've introduced a number of new features and made many behind-the-scenes enhancements to CarsDirect over the past few years," said Ken Potter, vice president and general manager of automotive sales and industry relations at CarsDirect. "This redesign resides on a new architecture that brings these enhancements to the forefront and provides a solid foundation for the introduction of even more new products and features in the future."

A few of the site areas receiving significant enhancements from the redesign include:

- **[CarsDirect Research Center](#)**: Exhaustive specifications, reviews, and other information on new and used vehicles, as well as articles on financing, insurance, and car ownership.
- **[CarsDirect Used Car Marketplace](#)**: Hundreds of thousands of used car listings from trusted CarsDirect dealer partners.
- **[New Car Pricing Insider Blog](#)**: Breaking automotive news and updates on the latest rebates and incentives on new cars, updated daily by CarsDirect's team of expert editors.

In addition to consumer experience improvements, the new CarsDirect.com will benefit CarsDirect dealer partners and advertisers by enhancing the performance of CarsDirect's high quality, organic traffic.

A simplified consumer lead submission process is expected to increase conversion of traffic for dealer partners. Dealer partners will also receive new customized dealer pages that increase visibility and branding opportunities.

All CarsDirect advertisers can take advantage of expanded advertising options, including new ad units and placements that have been carefully designed to improve performance of ads.

"By approaching this redesign from a consumer perspective, all stakeholders benefit from the new CarsDirect.com," Potter added. "Our focus has always been on the consumer, and our commitment to providing the best consumer experience possible remains our top priority with our new website."

About CarsDirect

CarsDirect (www.carsdirect.com) is a leading multi-brand online car buying service and research portal, providing new and used automobiles and related products and services. As the pioneer of the direct online car buying model, CarsDirect has become the natural choice for consumers who demand

objectivity, selection and upfront pricing, and for dealers who want to leverage the Internet for cost-effective incremental sales and revenue.

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