

Finding the right **PLACE** to visit is an important step during the car shopping journey. There are many factors that will drive a consumer to visit a dealer's lot and Cars.com's patented Lot Insights technology can provide insight into foot traffic patterns. Even after a shopper reaches the lot, the usage of mobile devices allows Cars.com to collect data around peak shopping hours and days of the week.



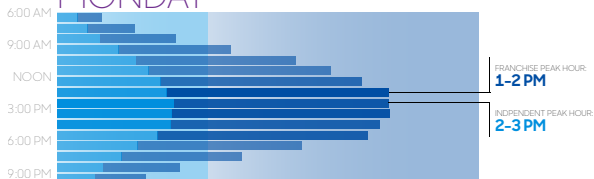
PLACE

Key: ■ Independent Visits ■ Franchise Visits

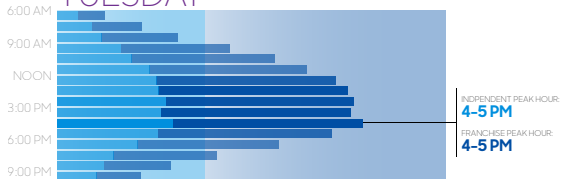
SUNDAY



MONDAY



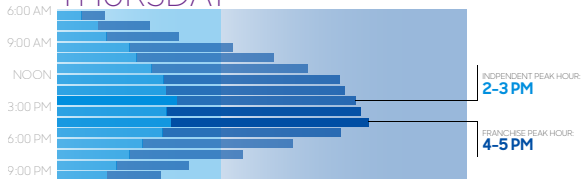
TUESDAY



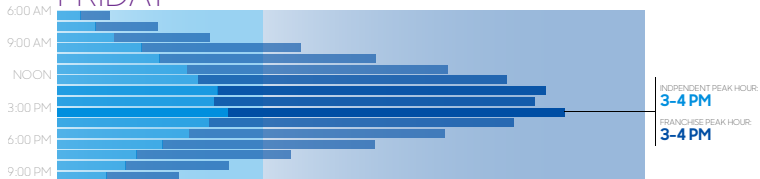
WEDNESDAY



THURSDAY



FRIDAY



SATURDAY

