



CARS.TV





The Art of AUTOMOTIVE!

Emmy® Winner for Outstanding Lifestyle Program, CARS.TV delivers ART! Yes, the “art of automotive” passions is what **CARS.TV** specializes in. It’s a full-speed, front-seat to the latest car and truck designs and innovations. From under the hood to the checkered flag at the track, viewers get an insider’s look at private collections (Jay Leno, Jerry Seinfeld, John Cena and others), exclusive auctions across the country, and car show premieres around the world.

CARS.TV also gives consumers repair and buying tips to keep consumers informed.

Consult your local cable or satellite provider to find this network in your area.

Business Tip: Advertise on **CARS.TV**

The Car Market is volatile: Dealers Can’t Keep Up With Demand, but tech is hindering.

Post-pandemic, as car chips continue to become more readily available, the backlog in consumer demand will drive spending to very high levels in 2022. - Source: NY Times Business July 2021

SPOT TRENDER RESEARCH Q4-2021 shows **CARS.TV** demo make up as: M18-25, M25-54 college education, in a relationship, strong positive outlook, homeowner, engage with social media, early adopters, tech is an interest, DIY

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