



DealerRater's Second Annual Consumer Satisfaction Awards Spotlight Top-rated Dealerships

The accolades recognize standout U.S. and Canadian dealerships for exceptional customer service

WALTHAM, Mass. ([PRWEB](#)) January 26, 2016 -- DealerRater, the car dealer review website for consumers, today announced the winners of its second annual Consumer Satisfaction Awards, which recognize U.S. and Canadian dealerships that have received high marks for outstanding customer service on DealerRater.com and DealerRater.ca.

“Many dealers have embraced online reputation management as a standard part of their day-to-day operations because consumers are increasingly using online reviews as part of their car shopping experience. The words a consumer writes about a dealer or specific employee can make the difference between whether or not someone chooses to visit a particular showroom,” said DealerRater CEO Gary Tucker. “2015 was a record year for U.S. car sales and the automotive sales environment is fiercely competitive. Those recognized today should be proud of being at the top of their class in terms of customer satisfaction.”

The Consumer Satisfaction Awards – an extension of DealerRater’s Dealer of the Year program – are given annually to the top 10 percent of U.S. new-car dealers based on their PowerScore, as well as all U.S. used-car dealers and Canadian (new and used) car dealers that meet the Dealer of the Year criteria. A dealership’s PowerScore is calculated using an algorithm that considers the dealership’s average DealerRater star-rating as well as the total number of reviews written about the dealership during the calendar year.

Consumer Satisfaction Award winners will receive a digital badge on their DealerRater Dealer Page so the site’s visitors can instantly identify providers of high-quality customer service.

The 2016 Dealer of the Year Award winners will be selected from today’s Consumer Satisfaction Award recipients and announced at the CBT Automotive Conference and Expo on February 10.

For full details on the DealerRater Consumer Satisfaction Award, visit the DealerRater website at <https://www.dealerrater.com/dealers/awards/winners/csa>.

About DealerRater

Founded in 2002, DealerRater is the world’s leading car dealer review website with more than two million service and sales reviews across 41,000 U.S. and Canadian dealerships, including a national network of more than 5,600 Certified Dealers. More than 14 million consumers read DealerRater content across the Web each month. By offering a product suite that allows qualified dealerships to manage reputation and achieve higher SEO rankings, DealerRater supports new customer connections by growing online presence.

DealerRater has received the Dealer Marketing Magazine Technology Leadership Award and the “Top Rated” Reputation Management Award for three consecutive years at the DrivingSales Dealer Satisfaction Awards. An October 2013 equity investment from Great Hill Partners, a Boston-based private equity firm, has allowed DealerRater to continue with a global expansion, accelerate product innovation and evaluate strategic acquisition opportunities. For more information, visit www.DealerRater.com or call 800-266-9455.

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Contact Information

Eric Pylvanainen

PCG: Los Angeles

424-903-3685

Wendi McAden

PCG: Philadelphia

215-630-5287

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