



Ratings Soar For PureDealer In Head To Head Automotive Web Design Survey

PureDealer, a start-up automotive web design company based out of Lawrenceville New Jersey, rose to new heights in a head to head automotive web design survey published by Dotcom Insider. Second only to other big industry players this young company demonstrates it's ability to meet the demanding needs of automotive dealers in a highly competitive market.

Lawrenceville, NJ - PureDealer ([PRWEB](http://www.puredealer.com/)) March 11, 2003 -up automotive web design company based out of Lawrenceville, New Jersey, soared to the top of the charts in a recent survey published by Dotcom Insider. Second only to two of the largest automotive dealer service providers in the nation, this small company has proven to be one of the most promising new companies to come into the automotive web site developer space. A classic case of the underdog rising into the spotlight, this company brings refreshing new meaning to the value of integrity in business relations as clearly shown by their impressive marks. "We have always strived to provide the best quality of service to our dealers across the nation, and this study shows our commitment to excellence", states Michael Sweigart, President of PureDealer, Inc.

The recent study published by DotCom Insider (<http://www.dotcominsider.com/>) surveyed 679 automotive dealerships throughout the United States as part of a head to head competitive analysis that included 11 of the industry's top service providers. The dealers were asked to provide feedback on their present automotive web design agencies. The criteria evaluated was as follows: customer service, design agency representatives, dealer input into their site designs and architecture, sales assistance and effective site strategy, quality training, and over all satisfaction with their service provider.

"(We) went to painstaking measures to provide (dealers) with as in-depth and unbiased evaluation as possible", states Dennis Rushing, CEO of Dealer C.A.T. Inc. and one of the co-authors of the study. Dennis is also considered to be one of the true pioneers in Automotive Internet Sales with personal online automotive sales having exceeded 4300 vehicles to date. Dennis further notes with respect to the results of several categories, "the companies with the most reps in the field appear to be in the forefront in these areas". Dwarfed only by their relative size to big industry players, PureDealer in only their third year effectively shows that it's not size that matters and that quality is what truly counts.

PureDealer Inc. is among the automotive industry's leading innovative providers of interactive websites. The company offers fully integrated and highly adaptable website systems that are designed for any market, including single and multi-franchise new and used automotive dealerships. They also offer comprehensive, tightly integrated website systems that can be implemented quickly and are designed to support dealers' needs for automotive sales and customer retention.

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Online Web 2.0 Version

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