



## **Puredealer Ranks First With Consumers In Second Wave Of Head To Head Automotive Web Design Survey**

*Young dot com company PureDealer continues to rise in a head to head study of web design companies servicing the automotive industry. The study published by Dotcom Insider provides valuable insight to automotive dealers when choosing a quality service provider. Topping out as number one in a range of categories and surveyed by over 15,000 customers PureDealer continues to show that size isn't what matters and that quality is what truly counts in business.*

([PRWEB](#)) March 15, 2003 -- Lawrenceville, NJ -- New Jersey-based company, PureDealer (<http://www.puredealer.com>) rose to new heights in round two of an extensive, head to head survey of web design companies servicing the automotive market. Overshadowing other large competitors and topping out in the number one slot on just about every category, the young company in only their third year of business proved once again that size isn't what matters and that quality is what counts in business.

The independent study released by Dotcom Insider (<http://www.dotcominsider.com/>) surveyed 679 automotive dealers as part of round one of a study of the nations leading web design companies servicing the automotive market. Headed up by Dennis Rushing founder of Dotcom Insider and CEO of DealerCAT Inc., the study provides valuable information to help automotive dealers make better decisions when selecting a web design company. Dennis is also considered by many automotive professionals to be one of the true pioneers in Automotive Internet Sales with personal online automotive sales having exceeded 4300 vehicles to date. The study which is being published in three parts provides insight into how dealers feel about their present web design agency, how the consumers feel about the sites created by the design agencies and the ease of which the sites can be maintained by the automotive dealers surveyed.

Now released, round two of the study is an exhaustive review of automotive dealer sites produced by each design company. Over 15,000 consumers participated in the study over the course of four months testing hundreds of dealer web sites. The audience consisted primarily of consumers from ages eighteen to seventy-three who visited sites using DSL connections set up by Dotcom Insider. The criteria used in the evaluation is as follows: site appeal, ease of navigation, would the site influence customers to buy, level of confusion in using the site, ease of submitting a credit app, locating new and used cars, contacting the dealership, finding directions to the dealership, homepage design, and overall rankings.

With the dust now having settled, the results of round two seem to suggest that consumers also agree with automotive dealers that PureDealer equally satisfies their online needs providing an exceptional automotive buying experience for people of all ages. "Since the beginning we have always listened to what dealers have to say", states Michael Sweigart, President of PureDealer Inc. "We further understand the importance of building on these ideas so that we continue to improve and we're very confident that this philosophy is what has helped us to produce a best-in-class offering for our automotive dealers." In a highly competitive market PureDealer strives to reach new heights in their pursuit of success for automotive dealers. Michael further states, "If our dealer's don't succeed, we don't succeed".

As this study suggests PureDealer Inc. is one of 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. PureDealer



also offers comprehensive, tightly integrated websites systems that can be implemented quickly, and are designed to support dealer's needs for automotive sales and customer retention.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).