



Auto Dealers Agree Puredealer Is #1 In Final Round Of Head To Head Study

An in-depth head to head study of the nations leading web design companies servicing the automotive industry comes to a close with some surprising results. For full details visit Dotcom Insider (<http://www.dotcominsider.com>).

([PRWEB](#)) March 27, 2003 -- Lawrenceville, NJ - Automotive Internet Solution Provider, PureDealer (<http://www.puredealer.com>) continues to demonstrate that quality counts in business. The New Jersey-based company was rated number one in dealer satisfaction and perceived value in the third and final wave of an ongoing, independent study published by Dotcom Insider (<http://www.dotcominsider.com>). The study, which was headed up by Dennis Rushing, CEO of DealerCAT Inc., is believed to be the largest of it's kind comparing the nations leading web design companies servicing the automotive market. The goal of the three-part study is to help and educate dealers in making better decisions when choosing a service provider. Over 670 automotive dealers participated in the overall study during 2002-03 and more than 15,000 consumers tested and evaluated the auto dealer web sites providing feedback on a variety of topics.

As part of the third series, ten sites from ten of the nations leading service providers were chosen at random to compare the speed of web pages, link reliability, administrative features and network strength. The study further revealed automotive dealer's feelings about their investments as well as their comfort level with their present service provider. 631 automotive dealer's nationwide were asked to rate their service provider on the following: perceived value of their sites, effectiveness in the site generating traffic, ease of site administration, administrative options to change their site, dealer satisfaction, and the likelihood that the dealer would change service providers.

Now at the close of the study, PureDealer has in many respects, surpassed their larger competitors by earning high marks consistent with earlier results from the study. Survey results seem to further indicate that PureDealer is the service provider dealers would be least likely to leave in search of another service provider. In response to the study's outcome PureDealer CEO, Michael Sweigart states, "We couldn't be happier about our performance and it feels good knowing that our business principles have merit. We've poured a lot of time and energy into making PureDealer something that both our customers and our company can be proud of. We stand behind our commitment to be the best and this study has offered valuable insight from the perspective of both consumers and automotive dealers."

PureDealer Inc. is one of the automotive industry's leading providers of interactive websites. The company offers comprehensive, highly adaptable website systems that are suited for any market, can be implemented quickly and can support dealer's needs for automotive sales and customer retention.



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