



DealerRater® Initiates the 2012 Dealer of the Year Award Program

DealerRater Announces the Kickoff of the 2012 Dealer of the Year Award Program to Recognize North America's Top Car Dealers for Outstanding Customer Service, with Winners to be Unveiled at NADA 2012.

Waltham, MA ([PRWEB](#)) January 05, 2012 -- DealerRater, the world's premier car dealer review web site, today announced the kickoff of the 2012 Dealer of the Year Award Program. Through this award program, a select number of car dealerships throughout the United States and Canada will be awarded for outstanding customer satisfaction as expressed through customers' online reviews posted on DealerRater's web site.

DealerRater's Dealer of the Year awards are given each February to car dealerships that have the highest PowerScore™ in their brand category. Each dealership's PowerScore is determined using a Bayesian algorithm that considers the dealership's average DealerRater user rating and the total number of reviews written about the dealership during the 2011 calendar year. The dealership must also have at least twenty-five (25) new reviews written on DealerRater's web site during the previous calendar year and an average rating greater than 4.0, with 5.0 as the highest possible score.

In addition, one dealership will be chosen as the overall Dealer of the Year for 2012. This dealership will be recognized for having a PowerScore that outranks all other brand-specific Dealer of the Year winners.

“For the first time since initiating the Dealer of the Year Award Program in 2007, we will recognize top dealers in their brand category at the individual state level,” said Chip Grueter, president at DealerRater. “With more than 41,000 dealerships now in the running, it will be a tight competition among many outstanding dealers throughout North America.”

The Dealer of the Year award winners will be announced at the upcoming NADA General Conference & Exposition in Las Vegas, Nevada on February 3-6, 2012. DealerRater will be exhibiting at the conference with Booth #2993.

About DealerRater

DealerRater was founded in 2002 as the first car dealer review website worldwide. DealerRater is the world's #1 online resource for anyone seeking third-party information on automobile dealerships. DealerRater features more than 41,000 U.S. and Canadian car dealers, 510,000 user reviews and over 1,000,000 cars for sale. DealerRater attracts more than 5 million consumers every year who visit the site to search for car dealerships, read current reviews, write their own descriptive reviews, and find car deals – all for free. Car dealers are rated on the criteria of customer service, quality of work, friendliness, price and overall experience. In addition, DealerRater offers qualified car dealers a Certified Dealer Program as a reputation management tool to help them grow their online presence and achieve higher SEO rankings across the Web. Today, more than 4,200 dealers are members of DealerRater's Certification Program. For more information, visit <http://www.DealerRater.com> or call 800-266-9455.

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