



DealerRater® Initiates the 2011 Dealer of the Year Award Program

DealerRater Announces the Kickoff of the 2011 Dealer of the Year Award Program and Begins to Tally PowerScore Results for Top Car Dealers Across the United States and Canada

Waltham, MA ([PRWEB](#)) January 5, 2011 -- DealerRater, the world's premier car dealer review web site, today announced the kickoff of the 2011 Dealer of the Year Award Program. Through this award program, a select number of car dealerships 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 located throughout the United States and Canada that have the highest PowerScore in their brand category.

Each dealership's PowerScore is determined using a Bayesian algorithm that factors the dealership's average DealerRater user rating and the total number of reviews written about the dealership during the 2010 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 2011. This dealership will be recognized for having a PowerScore that outranks other brand-specific Dealer of the Year winners. "We look forward to seeing who this year's top dealers will be. With more than 30,000 dealerships in the running, the program will be more competitive than ever before," said Chip Grueter, president of DealerRater.

About DealerRater

DealerRater was founded in 2002 as the first car dealer review website worldwide. With more than 250,000 people joining the DealerRater user community each month, DealerRater is fast becoming the world's #1 online resource for anyone seeking third-party information on automobile dealerships. DealerRater features more than 30,000 US and International car dealers, 190,000 user reviews and over 1,000,000 classified ads. DealerRater attracts more than 3 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. For more information, visit www.DealerRater.com or call 800-266-9455.

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