

DealerRater Celebrates 3 Million Consumer Reviews, Solidifies Position as Largest Dealer Review Platform in the Industry

WALTHAM, Mass., Nov. 22, 2016 /PRNewswire/ -- [DealerRater](#), the car dealer review website for consumers, has secured its three millionth online review. On Sunday, Oct. 30, a happy customer purchased a new car from Hendrick Honda Hickory in Hickory, North Carolina. The 5-star review marked an impressive and historic moment for DealerRater. Since the site published its first consumer review on Jan. 3, 2003, its platform has quickly grown as reviews have become increasingly critical to the car shopping process.

"Hitting three million reviews is a significant milestone for DealerRater and our industry," said Gary Tucker, chief executive officer of DealerRater. "We witness the importance of reviews every day as tens of thousands of car buyers visit DealerRater to read and write reviews about their dealership experiences. The fact is that consumers are seeing less and less distinction from one manufacturer's product to the next – customer experience is where deals are won and lost."

While DealerRater offers auto dealers an opportunity to compete on experience, it offers consumers a platform to determine where to buy and whom to buy from. Earlier this year, DealerRater extended its offerings to allow consumers to review individual dealership employees and connect with them in real-time. The product is the first of its kind in the automotive industry.

"We congratulate DealerRater on its terrific accomplishment," said JR Fredell, Hendrick Honda Hickory general manager. "They provide a terrific platform for our customers to tell others about their experiences. We're thrilled that our focus on employees and serving our customers has often been rewarded with five-star comments throughout the years."

DealerRater's transparent review model only scores dealerships based on recent reviews written within the last 24 months. Consumers are asked to provide detailed reviews about their experiences at a dealership, with a 25-word minimum. And the company helps dealers resolve issues by allowing them to respond to negative reviews and rectify the situation with an unsatisfied shopper.

To celebrate this milestone, DealerRater will recognize both the dealership and the consumer associated with the three millionth review.

For more information about DealerRater and its products and services, visit [DealerRater.com](#).

About DealerRater

Founded in 2002, DealerRater, a [Cars.com](#) company, is the world's leading car dealer review website with more than three million service and sales reviews across 41,000 U.S. and Canadian dealerships, including a North American network of more than 5,600 Certified Dealers. More than 14 million consumers read DealerRater content across the web each month. By offering a product suite that allows qualified dealerships to manage reputation and achieve higher SEO rankings, DealerRater supports new customer connections by growing online presence.

DealerRater has received the Dealer Marketing Magazine Technology Leadership Award and the "Top Rated" Reputation Management Award for four consecutive years at the DrivingSales Dealer Satisfaction Awards. The company was acquired by Cars.com in late summer 2016. For more information, visit [www.DealerRater.com](#) or call 800-266-9455.

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