

## **DealerRater Continues to Expand Footprint with Reviews Now Featured on Cars.com**

WALTHAM, Mass., Dec. 8, 2016 /PRNewswire/ -- DealerRater has announced that starting today it will feature its growing database of reviews on Cars.com. The move will expand the reach of DealerRater's three million consumer-submitted reviews and grow the existing Cars.com review platform to continue to help arm consumers with the tools they need to make informed decisions on what to buy, where to buy and whom to buy from.

"This is the first tangible evidence of being part of the Cars.com family, and it's a win-win for both our brands as well as the industry," said Gary Tucker, CEO of DealerRater. "DealerRater continues to actively and aggressively extend the reach of our review content across multiple platforms where consumers are shopping to provide more value to our customers. A single review will now be seen by millions of consumers on Cars.com and other frequently visited third-party automotive sites, and ultimately lead to increased walk-in traffic at the dealership. With this broadened syndication, there is no review more valuable to a dealership than a DealerRater review."

The integration of DealerRater reviews onto Cars.com will adjust dealership ratings to reflect only recent reviews posted within the last 24 months. This is beneficial to consumers because the more recent a review, the more useful it is during the car shopping process. Additionally, more recent reviews will provide dealerships with a better tool to gauge current consumer satisfaction.

"DealerRater reviews are invaluable to today's car shoppers as well as today's dealers," said Tucker. "We help connect millions of consumers with the right dealership and, more importantly, the right person at the right dealership. Dealers leverage our reviews as a tool to flag and celebrate great customer service while addressing opportunities to perform even better. It's a win-win for the industry."

For more information, visit [www.dealerrater.com](http://www.dealerrater.com).

### **ABOUT DEALERRATER**

Founded in 2002, [DealerRater](http://www.dealerrater.com), a [Cars.com](http://www.cars.com) Company, is the world's leading car dealer review website that connects consumers with the right person at the right dealership. The site offers more than 2.5 million sales and service reviews across 41,000 U.S. and Canadian dealerships, including a 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 their reputations and achieve higher SEO rankings, DealerRater supports new customer connections by growing online presence.

### **ABOUT CARS.COM**

[Cars.com](http://www.cars.com) is a leading online destination that helps car shoppers and owners navigate every turn of car ownership. A pioneer in automotive classifieds, the company has evolved into one of the largest digital automotive platforms, connecting consumers with local dealers across the country anytime, anywhere. Through trusted expert content, on-the-lot mobile app features, millions of new and used vehicle listings, a comprehensive set of research tools and the largest database of consumer reviews in the industry, [Cars.com](http://www.cars.com) helps shoppers buy, sell and service their vehicles.

[Cars.com](http://www.cars.com) companies include [DealerRater](http://www.dealerrater.com), [Auto.com](http://www.auto.com), [PickupTrucks.com](http://www.pickuptrucks.com)™ and [NewCars.com](http://www.newcars.com)®. The company was founded in 1998 and is headquartered in Chicago. It is owned by [TEGNA, Inc.](http://www.tegna.com)

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