



**CarGurus Approved Press Release:**

*CarGurus asks that dealerships use the following template when announcing their recognition to the media or through a newswire. If you would like to draft your own announcement, CarGurus requires that you email our marketing team at [toprateddealer@cargurus.com](mailto:toprateddealer@cargurus.com) with the draft for approval. Thank you for your cooperation.*

**FOR IMMEDIATE RELEASE**

**CarGurus recognizes **Dealership Name** with 2025 Top Dealer Award**

*The 11th annual program honours dealerships raising the bar for customer experience*

**CITY, State, Date** – **Dealership Name** today announced that it has been named a 2025 Top Dealer by [CarGurus](#) (Nasdaq: CARG), the fastest-growing automotive shopping site in Canada<sup>1</sup>. The annual program, now in its 11<sup>th</sup> year, spotlights the top dealerships that consistently deliver exceptional customer service, value, and trust while embracing digital retail tools that enhance the shopper experience. **Dealership Name** earned honours in the **award category name(s)**.

“For over a decade, the CarGurus Top Dealer Awards have recognized dealerships that lead with a customer-first approach, leveraging data and market intelligence to build trust and confidence throughout the shopping journey,” said Sam Zales, CarGurus President and Chief Operating Officer. “We’re proud to showcase dealers, such as **Dealership Name**, who are meeting shoppers where they are and delivering standout experiences across the online to in-store experience.”

The 2025 Top Dealer Awards provide unbiased validation of a dealer’s commitment to customer service. Selections are informed by verified customer reviews and analysis of vehicle listings data in the CarGurus platform. CarGurus Top Dealer Award categories include:

- **Top Rated Dealer** recognizes dealers with a proven track record of customer satisfaction. Winning dealerships have maintained a minimum average rating of 4.5 out of 5, with at least four new reviews in 2024.
- **Top Value Dealer** honours dealerships offering consistently fair and competitive pricing. CarGurus awards the top 100 dealers with the highest percentage of 2024 inventory rated as a “Good” or “Great” deal, based on its trusted deal rating algorithm.

**CarGurus Approved Quotes to use:**



*\* CarGurus has supplied your dealership with a choice of quotes for one of your executives to use in your press release. But, if you would like to create your own quote, CarGurus requires that you email our marketing team at [toprateddealer@cargurus.com](mailto:toprateddealer@cargurus.com) for review and approval of that quote before your press release can be distributed. Thank you for your cooperation.*

#### **Option 1**

"At **Dealership Name**, delivering outstanding customer service is at the core of everything we do, and we're proud that this recognition from CarGurus reflects that mission," said **Dealership Executive Name and Title**. "This award speaks to our team's dedication to building trust and guiding our customers with care through every step. We sincerely thank our customers for their continued support."

#### **Option 2**

"We are proud to receive this meaningful recognition from CarGurus at **Dealership Name**, as it highlights the commitment of our entire team," said **Dealership Executive Name and Title**. "It's incredibly rewarding to know that our efforts to provide dependable, top-tier service have resonated with our customers. We look forward to continuing to uphold these values and serving our community with excellence."

#### **About CarGurus, Inc.**

CarGurus (Nasdaq: CARG) is a multinational, online automotive platform for buying and selling vehicles that is building upon its industry-leading listings marketplace with digital retail solutions. The CarGurus platform gives consumers the confidence to purchase and/or sell a vehicle either online or in-person, and it gives dealerships the power to accurately price, effectively market, and quickly sell vehicles, all with a nationwide reach. The company uses proprietary technology, search algorithms, and data analytics to bring trust, transparency, and competitive pricing to the automotive shopping experience. CarGurus is the fastest-growing automotive shopping site in Canada.<sup>1</sup>

CarGurus operates online marketplaces under the CarGurus brand in the U.K., Canada, and U.S., where it is the most visited automotive shopping site<sup>2</sup>. The CarGurus network of brands also includes PistonHeads, the largest online motoring community in the U.K.<sup>3</sup>; Autolist, a U.S.-based online marketplace; and CarOffer, a digital wholesale marketplace serving the U.S.

To learn more about CarGurus, visit [www.cargurus.ca](http://www.cargurus.ca).

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<sup>1</sup>Similarweb: Traffic Insights, Q1 2025, Canada

<sup>2</sup>Similarweb: Traffic Insights (Cars.com, Autotrader.com, TrueCar.com), Q1 2025, U.S.

<sup>3</sup>Similarweb: Traffic Insights, Q1 2025, U.K.

#### **Media Contact:**

**Dealership contact info**

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