

Toronto Auto Brokers Wins 2016 Used Car Dealer of the Year Award from DealerRater

The distinction is awarded to top-rated Canadian dealerships for online customer satisfaction

FOR IMMEDIATE RELEASE

Woodbridge, ON 2/10/2016 – Toronto Auto Brokers has been awarded a 2016 DealerRater Dealer of the Year Award, an annual recognition given to the top-rated auto dealerships on www.dealerrater.ca, according to consumer reviews. The Dealer of the Year is given to just a handful of dealers across Canada. Toronto Auto Brokers has received consistently high marks on www.dealerrater.ca, making it one of the top Canadian dealerships on the site. Online shoppers visiting Toronto Auto Broker's dealer page will find a "2016 Dealer of the Year Award winner" badge on their profile to instantly recognize it as one of the best dealerships of the year.

"We are extremely humbled and honoured having been recognized as the top used car dealer in Canada."

The Dealer of the Year Awards program was created to recognize automotive dealerships whose sales and service operations exemplify excellence. The extremely exclusive award is given to Canadian-based dealerships for being the top-rated dealership within their OEM brand nationwide and the highest scoring dealers in each province.

"Congratulations to Toronto Auto Brokers on being named a 2016 Dealer of the Year," said DealerRater CEO Gary Tucker. "Vehicle shoppers are increasingly reliant on the Internet to research makes and models, features, specs and more. DealerRater allows consumers to connect with the right dealership and the right person from which to purchase their next vehicle.

"DealerRater reviews speak volumes about customer satisfaction at a dealership – Toronto Auto Brokers is highly regarded and we are honored to recognize them with this distinction."

Dealer of the Year Award winners were chosen based upon their PowerScore™ ratings, which are determined using a Bayesian algorithm that factors the dealership's average DealerRater consumer ratings and the total number of reviews written about the dealership during the 2015 calendar year.

For a full list of Dealer of the Year winners, please visit <http://www.dealerrater.ca/dealers/awards/winners/doty>.

About DealerRater

Founded in 2002, DealerRater is the world's leading car dealer review website with more than two million service and sales reviews across 41,000 U.S. and Canadian dealerships, including a national 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 lead generation by growing online presence.