

FEATURED PRESS RELEASE ON AUTOMOTIVE DIGEST



DealerRater Names Gary Tucker as Chief Executive Officer *30-Year Automotive Industry Executive Selected for Newly Created Position*

WALTHAM, MA. – April 8, 2014 - [DealerRater](#), the world's premier car dealer review web site, today announced it has appointed 30-year automotive industry executive Gary Tucker to the newly created position of Chief Executive Officer.

Mr. Tucker will be responsible for leading the company through its next phase of growth, building on DealerRater's established leadership in the consumer review and content marketing disciplines. He will direct the company's long-term growth strategy and lead the evaluation of any potential acquisitions.

"Given his global marketing and retail experience within the automotive industry, Gary was an ideal choice to lead DealerRater through the next critical phase in our growth story," explains DealerRater Founder Chip Grueter. "The entire DealerRater team is thrilled to welcome Gary as our CEO as we continue our evolution into the epicenter of consumer sentiment for the automotive industry."

Since its launch in 2002, DealerRater has become the world's leading online resource for anyone seeking trusted third-party information on automobile dealerships. Its site features nearly 41,000 U.S. and Canadian car dealers as well as nearly 1.4 million consumer reviews. DealerRater maintains more dealership reviews than the next five consumer review sites combined.

Most recently, Mr. Tucker was Senior Vice President of Global Product Management and Marketing at J.D. Power, reporting directly to the company's president. In that capacity, Mr. Tucker was responsible for developing products and services to meet the needs of J.D. Power's customers around the world, as well as brand marketing. During his 12-year tenure at J.D. Power, Mr. Tucker also held various senior management positions, including executive director of client services for the automotive industry.

Earlier in his career, Mr. Tucker was vice president of marketing and product planning for American Isuzu Motors Inc. and held sales and marketing positions at GE Capital Auto Financial Services. Mr. Tucker studied engineering at the New Jersey Institute of Technology and earned an MBA from the University of Southern California.

About DealerRater

DealerRater was founded in 2002 as the first car dealer review website worldwide. DealerRater is the world's #1 online resource for anyone seeking trusted third-party information on automobile dealerships. DealerRater features nearly 41,000 U.S. and Canadian car dealers, nearly 1.4 million consumer reviews and over 1 million cars for sale. DealerRater attracts more than 10 million consumers every year who visit the site to search for car dealerships, read reviews, write their own descriptive reviews, and find car deals. For more information, visit www.DealerRater.com or call [800-266-9455](tel:800-266-9455).