

David Hobbs Honda Earns 2022 DealerRater Consumer Satisfaction Award for Outstanding Customer Experience

*Recognized for Top-tier Reviews from Car Shoppers across the U.S., **David Hobbs Honda** Consistently Exceeds Customer Expectations in the Glendale, WI Area*

Glendale, WI – 2/15/2022 – **David Hobbs Honda** was awarded the 2022 Consumer Satisfaction Award by DealerRater, a leading car dealer review and reputation management platform and company of Cars.com Inc. (NYSE: CARS). Consumer Satisfaction Awards recognize the top 10% of auto dealerships delivering exceptional customer service as rated by online reviews.

“DealerRater.com experienced record consumer review volume in 2021 - more than 1.1 million. This is a strong testament to the ability of dealers and their teams to adapt quickly to new shopping expectations. They’ve stepped up in a big way to meet consumer needs with outstanding service, and **David Hobbs Honda** stood out among its peers,” said DealerRater General Manager Jamie Oldershaw. “It is imperative, not just during challenging times, but also when our industry returns to normal to deliver above and beyond customer experiences to car shoppers and David Hobbs Honda provided superior customer service in 2021.”

Top-reviewed dealers engage in digital-first services.

Home delivery and virtual appointments were powerful drivers of positive reviews. Winning dealers who offered these services scored on average a 97% positive review rate, nearly 5 percentage points higher than dealers without.¹

The Dealer of the Year Awards indicate the value car shoppers place on dealers’ adaptability to provide the very best service even when the industry is challenged by inventory shortages and increased car prices.

Successful dealers engage with customers, a critical component to their success.

The digital engagement of employees at dealerships proved especially critical this past year as car shoppers conducted the bulk of their research and vehicle purchases online. Award-winning dealers on average responded to customer reviews over five times more frequently than non-winning dealers.¹ Dealers that go above and beyond traditionally respond within 24 hours.

Additionally, about 91% of winners provide their staff with Employee Profile Pages on DealerRater, which allows car shoppers to ask questions and connect with individual salespeople at a dealership before ever stepping on the lot.¹

Consumer Satisfaction Award Methodology

Consumer Satisfaction Awards are given to the top 10% of U.S. new-car dealers as well as independent and Canadian dealerships that earn at least 25 reviews and maintain a minimum average review rating of 4.0 out of 5.0 during the 2021 calendar year.

Visit DealerRater.com for a full list of winners, [U.S.](#) and [Canada](#).

¹ DealerRater Internal Data, January 2022