



CarsDirect Named #1 Special Finance Lead Provider in 2011 Dealers' Choice Awards

Award recognizing customer service, value and lead quality is latest in string of #1 wins

LOS ANGELES (April 13, 2011) – CarsDirect (www.carsdirect.com), a leading online automotive shopping service and research portal, has been named the recipient of the Diamond Award in the Special Finance Lead Provider category of the *Auto Dealer Monthly* 2011 Dealers' Choice Awards.

The #1 honor is the latest in a long line of Diamond Awards CarsDirect has received in the Dealers' Choice Awards over the past decade. The company received the Diamond Award in the New Car Lead Provider category in 2010, 2009, 2007 and 2005.

This is the second year CarsDirect has been specifically recognized for the quality of its special finance leads in the Dealers' Choice Awards; the company previously received the Gold Award in the Special Finance Lead Provider category in 2009.

"We are very proud of our day-to-day efforts to drive quality over quantity to dealers," said Ken Potter, vice president and general manager of automotive sales and industry relations at CarsDirect. "Working special finance leads shouldn't be like panning for gold. Higher quality and less overall quantity, coupled with people and process is what works best."

"We value very much the long term relationships we've developed and continue to grow with our dealers. It's a great feeling to be recognized for something we have worked very hard to achieve," added Potter.

The Award Process

This is the seventh year *Auto Dealer Monthly* has held the Dealer's Choice Awards, which recognize the most highly-regarded vendors, suppliers and finance companies in the retail automotive industry, as voted on by dealers and dealership personnel.

Dealers and dealership personnel rated providers in each category in four areas: 1) the product or service provided; 2) customer support and service; 3) the overall value for dollars spent; and 4) whether the dealer would recommend the provider.

About CarsDirect

CarsDirect (www.carsdirect.com) is a leading multi-brand online car buying service and research portal, providing new and used automobiles and related products and services. As the pioneer of the direct online car buying model, CarsDirect has become the natural choice for consumers who demand objectivity, selection and upfront pricing, and for dealers who want to leverage the Internet for cost-effective incremental sales and revenue.

More information about CarsDirect's range of products for dealers can be found at <http://connect.carsdirect.com>.

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