



New Vehicle Internet Lead Provider			
	2009		2008
	Award	Rating	Rank
CarsDirect.com	Diamond	91.6	4
AutoTrader.com	Platinum	91.2	Platinum
Dealix	Gold	90.5	N/R
cars.com		89.5	Diamond
Group Average		89.2	

Customer Relationship Management			
	2009		2008
	Award	Rating	Rank
The Higher Gear Group, Inc.	Diamond	120.5	N/R
AutoRevenue	Platinum	118.5	Diamond
DealerSocket	Gold	116.7	N/R
ADP		100.3	Gold
Reynolds & Reynolds		97.8	N/R
Group Average		95.0	

Data Management Systems			
	2009		2008
	Award	Rating	Rank
DealerTrack Arkona DMS	Diamond	108.5	Platinum
ADP	Platinum	91.8	Gold
Reynolds & Reynolds	Gold	91.5	Diamond
Auto/Mate		91.4	N/R
Group Average		91.4	

Direct Mail			
	2009		2008
	Award	Rating	Rank
Strategic Marketing	Diamond	101.2	Diamond
AutoRevenue	Platinum	93.1	Platinum
J&L Marketing, Inc.	Gold	90.4	N/R
Group Average		88.7	

Prime Credit Finance - Non-Captive			
	2009		2008
	Award	Rating	Rank
BB&T	Diamond	137.4	N/R
SunTrust	Platinum	117.5	N/R
Wells Fargo/Wachovia	Gold	116.3	Platinum
Huntington Bank		113.9	N/R
Fifth Third Bank		113.1	8
Local Credit Unions		112.7	N/R
CUDL		112.5	N/R
Group Average		110.4	

Sales Trainer			
	2009		2008
	Award	Rating	Rank
Joe Verde Group	Diamond	103.9	Platinum
The Cardone Group	Platinum	102.4	Diamond
Mark Tewart	Gold	102.2	N/R
Group Average		99.6	

Desking Software			
	2009		2008
	Award	Rating	Rank
ProMax Online	Diamond	118.2	4
DealerTrack	Platinum	108.0	Platinum
Reynolds & Reynolds	Gold	104.0	Diamond
Group Average		101.5	



Inventory Management			
	2009		2008
	Award	Rating	Rank
DealerTrack (AAX)	Diamond	120.7	N/R
vAuto	Platinum	112.7	N/R
ADP	Gold	103.3	N/R
DealerTrack (Inventory Pro)		103.1	N/R
ProMax Online		102.9	N/R
Group Average		102.0	

Internet Trainer			
	2009		2008
	Award	Rating	Rank
KainAutomotive.com	Diamond	150.8	Diamond
Automotive Internet Management (AIM)	Platinum	121.3	N/R
Dealer Synergy	Gold	121.0	Platinum
Mosley Training L.L.C.		118.0	N/R
Group Average		98.5	

Online Inventory Marketing Tool			
	2009		2008
	Award	Rating	Rank
eBizAutos	Diamond	119.5	Diamond
Auction123	Platinum	104.2	N/R
Group Average		103.2	

Special Finance Lead Provider			
	2009		2008
	Award	Rating	Rank
Strategic Marketing	Diamond	93.1	Diamond
Autobytel	Platinum	92.9	N/R
CarsDirect	Gold	91.6	N/R
DealerLink		91.1	Gold
Group Average		87.7	

Online Auctions - Purchasing Inventory			
	2009		2008
	Award	Rating	Rank
GMAC (SmartAuction)	Diamond	119.9	Diamond
Manheim (OVE.com)	Platinum	101.5	Platinum
Group Average		101.7	

Used Vehicle Internet Lead Provider			
	2009		2008
	Award	Rating	Rank
eBay Motors	Diamond	97.6	Gold
cars.com	Platinum	91.2	Platinum
AutoTrader.com	Gold	91.1	4
Group Average		90.9	

Auction Companies - Traditional			
	2009		2008
	Award	Rating	Rank
Manheim	Diamond	117.5	Platinum
Group Average		113.9	

Finance & Insurance Trainer			
	2009		2008
	Award	Rating	Rank
United Development Systems, Inc. (UDS)	Diamond	128.2	Diamond
JM&A Group	Platinum	112.4	Platinum
Group Average		112.4	

Service Contract Provider			
	2009		2008
	Award	Rating	Rank
CNA National	Diamond	133.7	Diamond
AUL Administrators	Platinum	131.4	N/R
Protective	Gold	122.9	N/R
JM&A Group		121.3	N/R
Group Average		115.2	

Prime Credit Finance - Captive			
	2009		2008
	Award	Rating	Rank
BMW Financial Services	Diamond	126.9	N/R
Toyota Financial Services	Platinum	126.8	Diamond
Honda Financial Services	Gold	113.7	Platinum
Ford Credit		98.3	N/R
Nissan Motor Acceptance Corporation		97.4	Gold
Group Average		91.7	

Auto Dealer Monthly

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DEALERS' CHOICE AWARDS

2009

After the winners were determined, all scores were rounded to the nearest tenth.

N/R - not ranked in 2008