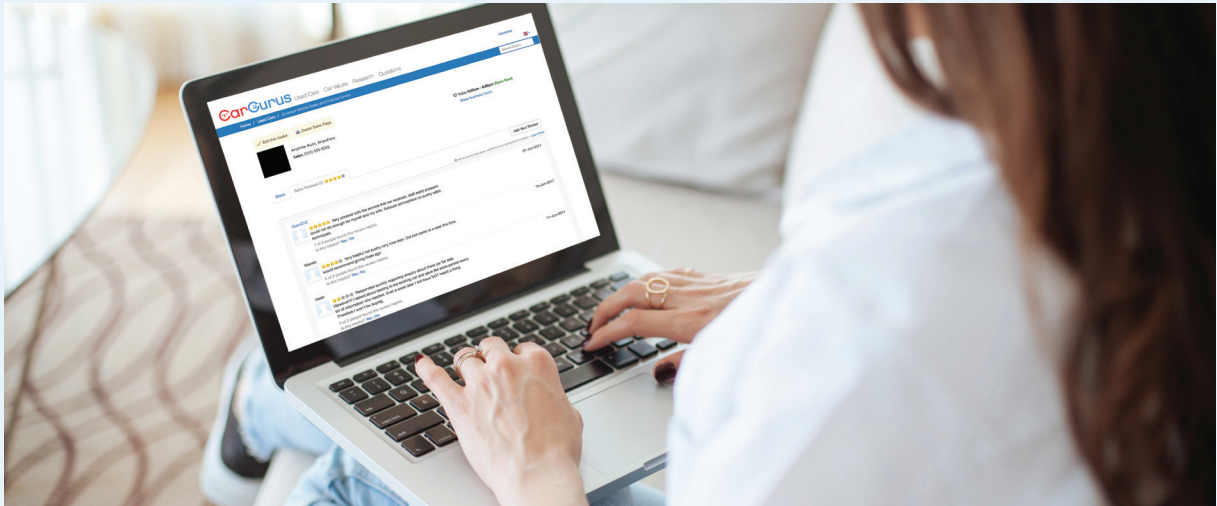


How Dealer Reviews Work On CarGurus



Many shoppers depend on reviews to help them make considered choices in the marketplace. For this reason, we make every effort to keep our users' dealer reviews fair and honest. CarGurus users are invited to write reviews only after interacting with a dealership on the CarGurus platform. Dealers may respond to user reviews publicly – which we encourage – or file a dispute with us if they believe a review to be fraudulent.

Reviews: The Shopper Perspective

In the interest of keeping reviews honest and useful, we will not allow shoppers to:

1. Make accusations of criminal conduct
2. Use profanity or inappropriate language
3. Attack dealers personally
4. Use the last names of dealership personnel

Each dealer review CarGurus receives gets screened, and if we receive a review we can't publish for some reason, we invite the submitter to edit and re-submit it.

Reviews: The Dealer Perspective

When a shopper submits a review of a dealership, the CarGurus dealer will receive a notification at the email address listed in their dealer dashboard. That notification will include an invitation to respond to the review directly or challenge it as fraudulent. The tools to respond to reviews are available to any dealer with inventory on the site.

Things To Keep In Mind

1. We will *not* remove negative reviews simply because a dealer advertises with CarGurus.
2. We require that you respond to a review before you challenge it – even if your response is as simple as, ‘Thanks for the feedback – we’re looking into it.’
3. Dealers must submit evidence to support any claim that a review is fraudulent.
4. A dealer’s response will be published just below the review itself – make sure it is fit for public consumption and not aimed at the reviewer alone.

CarGurus strongly discourages dealers from providing any financial incentive to a consumer for leaving a review. Reviews are only useful to shoppers if they are honest and genuine.

