

## New Hampshire Ford Dealer Wins Ford Dealer of the Year

*New Hampshire Ford shoppers and DealerRater.com select Irwin Ford Lincoln Mercury of Laconia as its 2010 Ford Dealer of the Year.*

**Online PR News – 18-January-2010** Irwin Ford Lincoln Mercury has been named the 2010 DealerRater Ford Dealer of the Year. DealerRater, the nation's premier car dealer review website, grants this award to dealers who have distinguished themselves in customer satisfaction. This is based upon customer's reviews of their dealership experience generated on the DealerRater Website. Irwin Ford holds one of the highest DealerRater.com ratings in the country.

Irwin Ford Lincoln Mercury is by far one of the largest and most reputable dealers in the Laconia area. They cater to a clientele that drives from Meredith, Tilton, and Concord to shop their large selection of new and used Ford, Lincoln and Mercury cars. Undoubtedly the new award will boost business for this already popular New Hampshire dealer.

The DealerRater.com site features more than 24,000 US car dealerships. The auto review website provides the opportunity for consumers to search for car dealerships, read current reviews, write their own review, and find car deals - all for free. Car dealers, like Irwin Ford Lincoln Mercury, are then rated on the criteria of customer service, quality of work, friendliness, price and overall experience.

Irwin Ford is thrilled to have been selected for the 2010 Ford Dealer of the Year Award. According to Chris Irwin, General Manager, "We are most honored to receive this award because it truly represents our dedication to customer service. This is the best award our customers can give us, and we are very appreciative."

The DealerRater.com Dealer of the Year awards are given each January to car dealerships located in the United States that have the highest PowerScore in their brand category. The dealership that's awarded DealerRater.com's overall Dealer of the Year is recognized for having a PowerScore that outranks other brand-specific Dealer of the Year winners.

### About Irwin Ford Lincoln Mercury

Irwin Ford is centrally located in Laconia, a short distance from Meredith, Tilton and Concord NH. New Hampshire Ford shoppers say making the trip to Irwin is worth the few extra miles. Irwin offers their exclusive 'Irwin Advantage' which features a price match guarantee on all new vehicles, 24 hour vehicle locator service, and free delivery to anywhere in New England. They also hold one of the highest ratings in the country for sales and service from the 3rd party independent website, DealerRater.com.

To learn more about year end specials at Irwin Ford, consumers can visit <http://www.irwinzoneFord.com>

Contact Irwin Ford:

Ford Lincoln Mercury  
(800) 639-6700  
59 BISSON AVENUE

United States  
LACONIA, NH 03246

<http://www.forddealersnewhampshire.com/>

## Media Information

Chris Irwin

[chris.irwin@irwinzone.com](mailto:chris.irwin@irwinzone.com)

<http://www.forddealersnewhampshire.com/>

59 Bisson Avenue

Laconia

NH