

Dear [Shopper name],

[Dealership name] is excited to share that we've been named a 2025 CarGurus Top [Award type] Dealer!

Our dealership is committed to providing a superior customer experience and we are proud to be recognized for it. A big thank you to all of our wonderful customers who took the time to share their experience with us - we couldn't have done it without you!

Next time you're in the market for a new vehicle, make sure to keep [Dealership name] in mind. We'd love the opportunity to work with you again.

Kind regards,

[Name / Dealership Name]

[Contact info / Signature]