



NFDA

NATIONAL FRANCHISED DEALERS ASSOCIATION

Electric Vehicle Dealer Attitude Survey

May 2020



Introduction

Dear Colleague,

NFDA EV Dealer Attitude Survey – May 2020

We are pleased to present the findings of the fourth edition of the NFDA Electric Vehicle Dealer Attitude Survey (EV DAS).

The survey was launched in May 2018 to analyse retailers' satisfaction levels with manufacturers' approach to the EV sector and this edition revealed a number of key insights.

NFDA carries out the survey twice a year and asks retailers their opinions on aspects playing a crucial role in the EV business environment. These include current and future product range, supply availability, bonus and rebates, profit return, return on investment, finance, and incentives.

This report is a summary of the results of the EV Dealer Attitude Survey May 2020. It includes charts and analysis of the main questions giving an overview of the findings. The survey was conducted in January 2020 and responses were scored from 1 (extremely dissatisfied) to 10 (extremely satisfied).

Although it continues to experience significant growth, the electric vehicle segment of the UK car market remains relatively small in volume terms. Franchised retailers continue to make significant investments to meet the growing consumer demand. However, not all manufacturers have entered the EV market yet. As a result, we have again included in the survey only respondents from dealer networks representing brands who currently have at least one new plug-in hybrid electric or battery electric vehicle available to customers.

Therefore, average scores should not be compared to the previous ones but solely utilised as an indication of general trends.

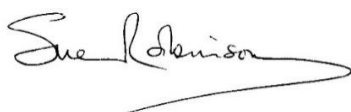
In addition to the brands included in this report, there was a level of discontent expressed by various networks whose manufacturers do not currently have any electric vehicles. Since the majority of the survey questions are not relevant to them, these are not included in the report.

It is important to note that the manufacturers featured in this report are the market leaders in the electric vehicle sector.

The findings of the survey help NFDA monitor the health of the working relationship between retailers and manufacturers. I hope you will find them interesting and beneficial.

Sue Robinson

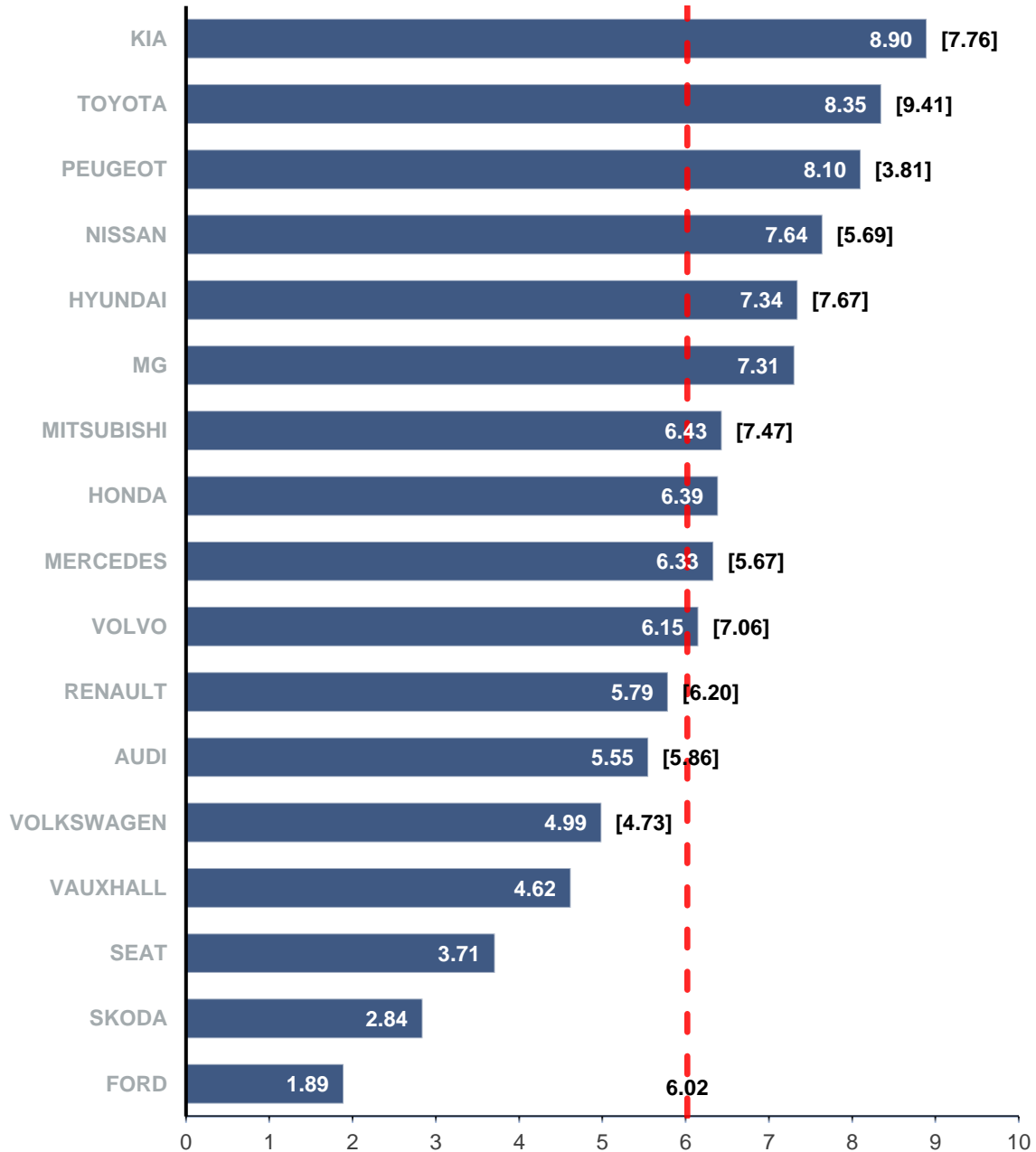
Director, National Franchised Dealers Association



The survey was analysed by the National Franchised Dealers Association (NFDA). For more information, please visit nfda-uk.co.uk or email nfda@rmif.co.uk.

Product offering

How satisfied are customers with the electric and plug-in product your manufacturer currently offers?

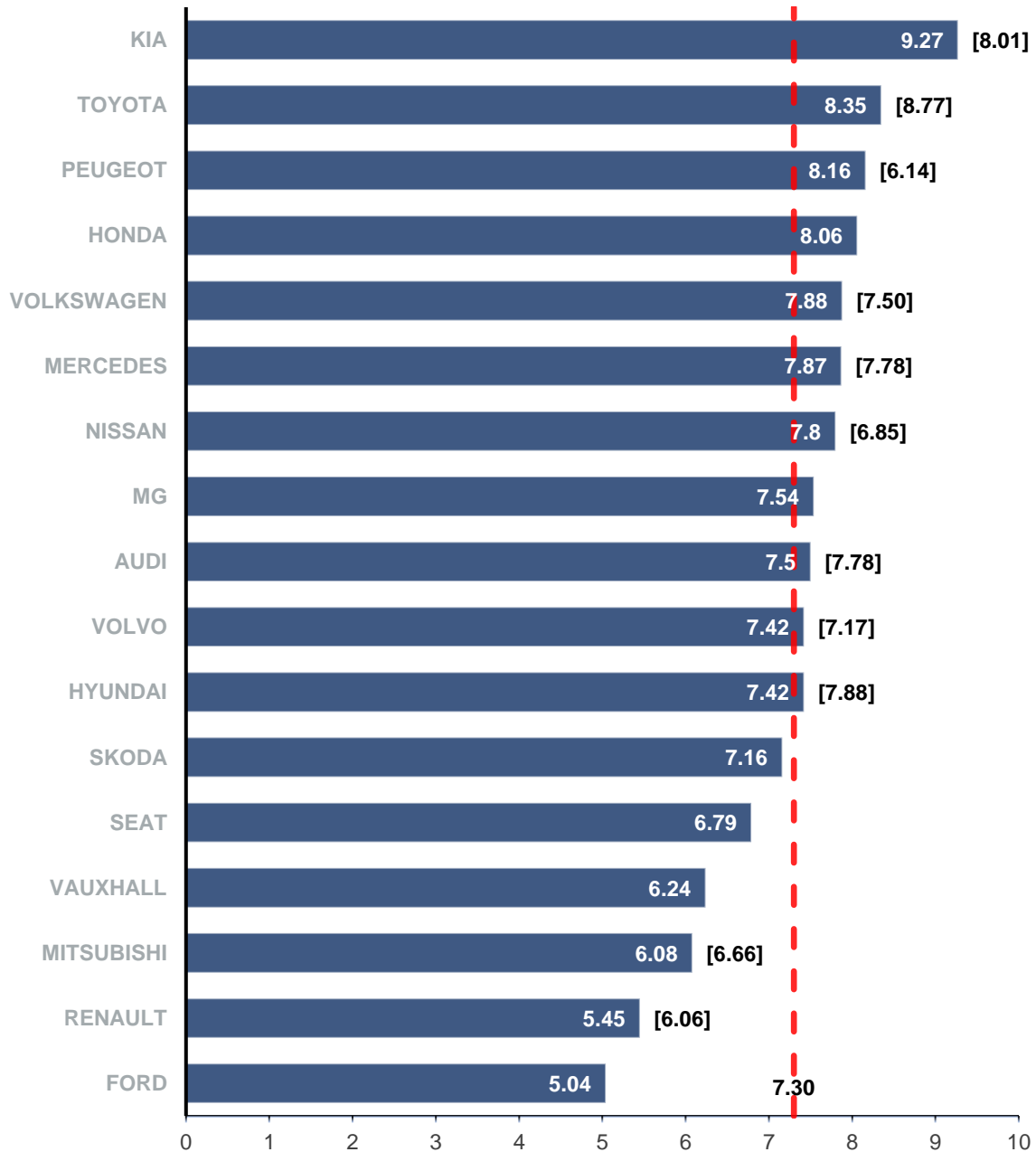


Summary

Retailers were fairly satisfied with their manufacturers' current electric and plug-in product offering. Kia, Peugeot, Nissan and Mercedes saw their ratings improve. Except for Toyota and Mitsubishi, that both lost more than one point, the other manufacturers previously featured in the report remained fairly stable or experienced marginal declines.

Product offering

How satisfied are you with your manufacturer’s proposed electric and plug-in vehicles product range and the segments they will cover for the next two years?

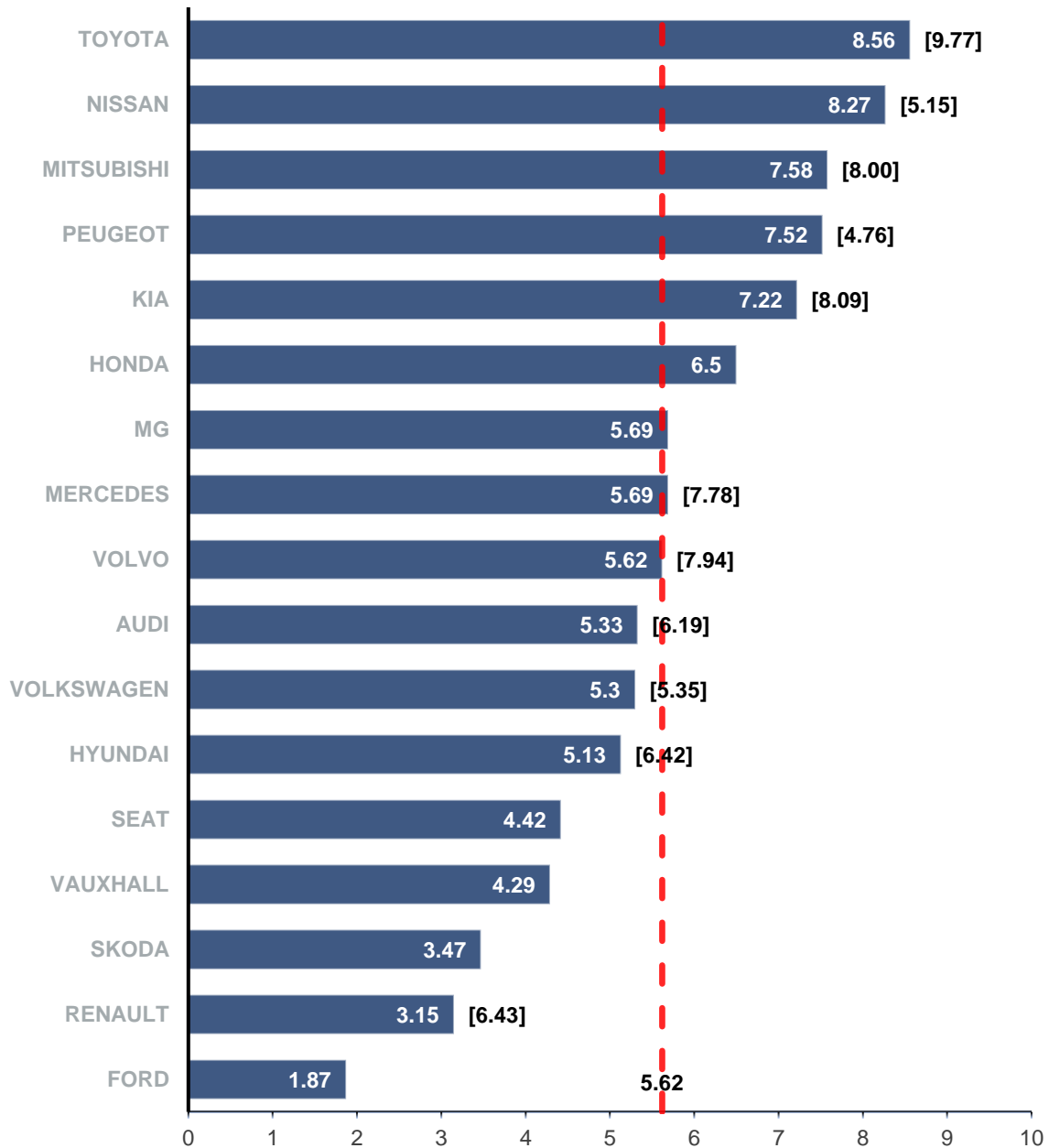


Summary

Retailers remained optimistic about their manufacturers’ proposed product range for the next two years, with higher satisfaction levels compared to their current range. Yet again, the average score of 7.30 was the highest of the survey. No manufacturers scored below 5.0.

Supply availability

How satisfied are you with availability of supply of your manufacturer’s electric and plug-in vehicles?

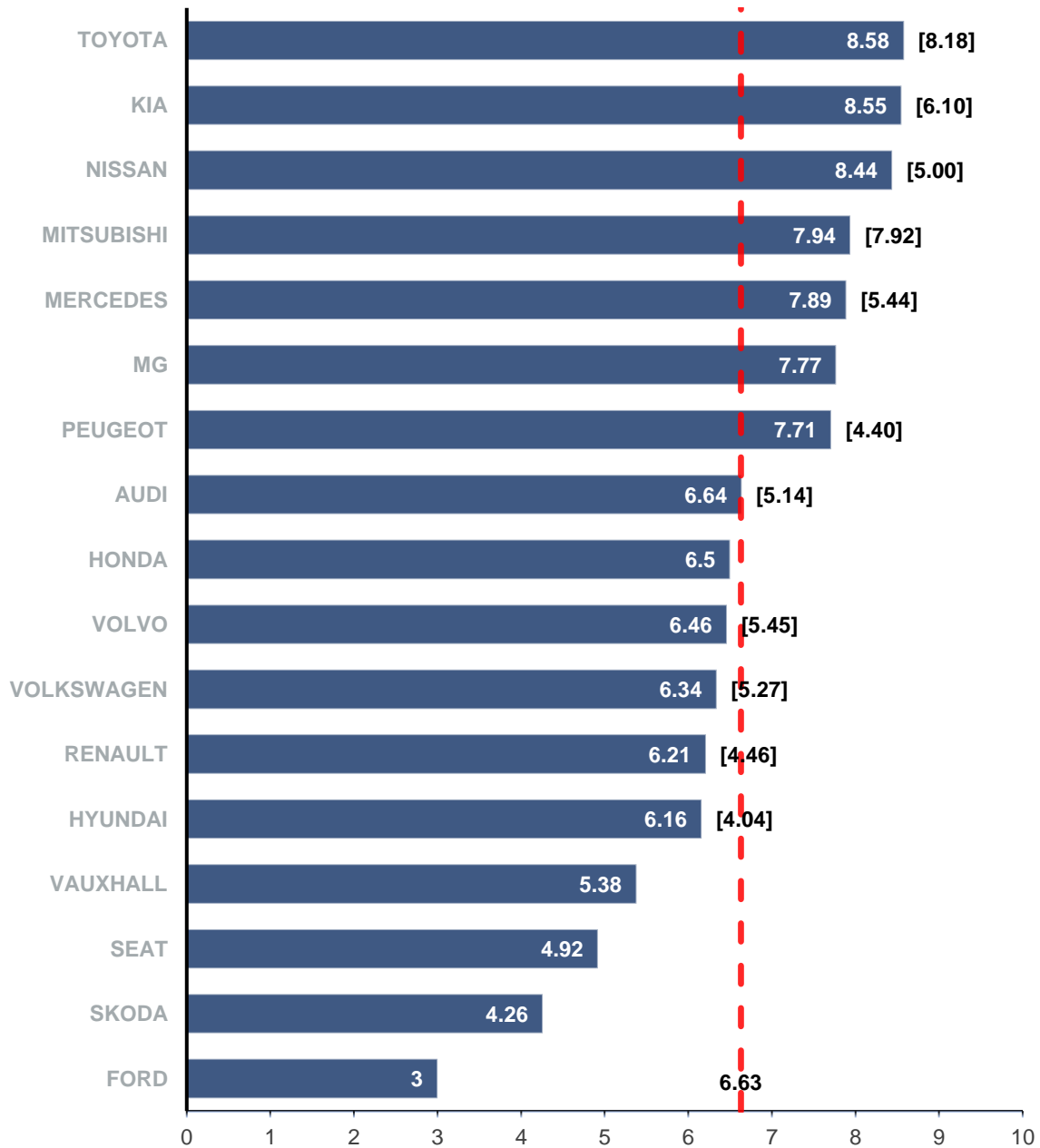


Summary

Average satisfaction levels with availability of supply saw notable movements from six months ago. While ratings rose for Peugeot and Nissan, the majority of manufactures previously featured in the survey experienced declines. Volvo and Renault saw the largest decreases in score.

Manufacturer training and material

How satisfied are you that your manufacturer enables you to effectively sell electric and plug-in vehicles (through training and materials)?

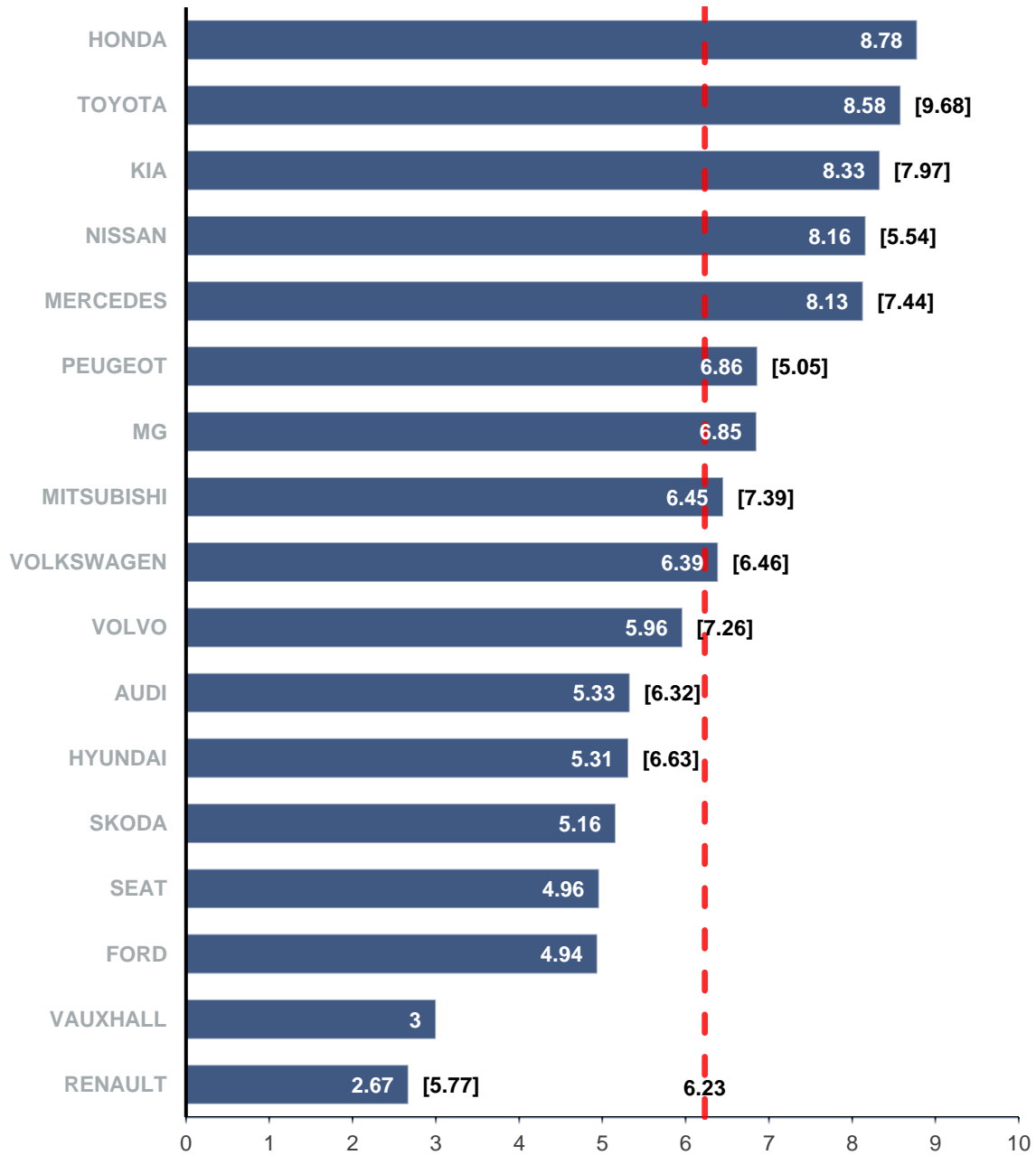


Summary

On average, retailers showed an increase in satisfaction levels with their manufacturers' support through training and material in the EV sector. Many brands experienced significant boosts in their individual scores, including Kia, Nissan, Mercedes, and Peugeot. No brand recorded a decrease in satisfaction levels from the previous survey.

Targets

How satisfied are you with the electric and plug-in vehicles volume target aspirations of your manufacturer?

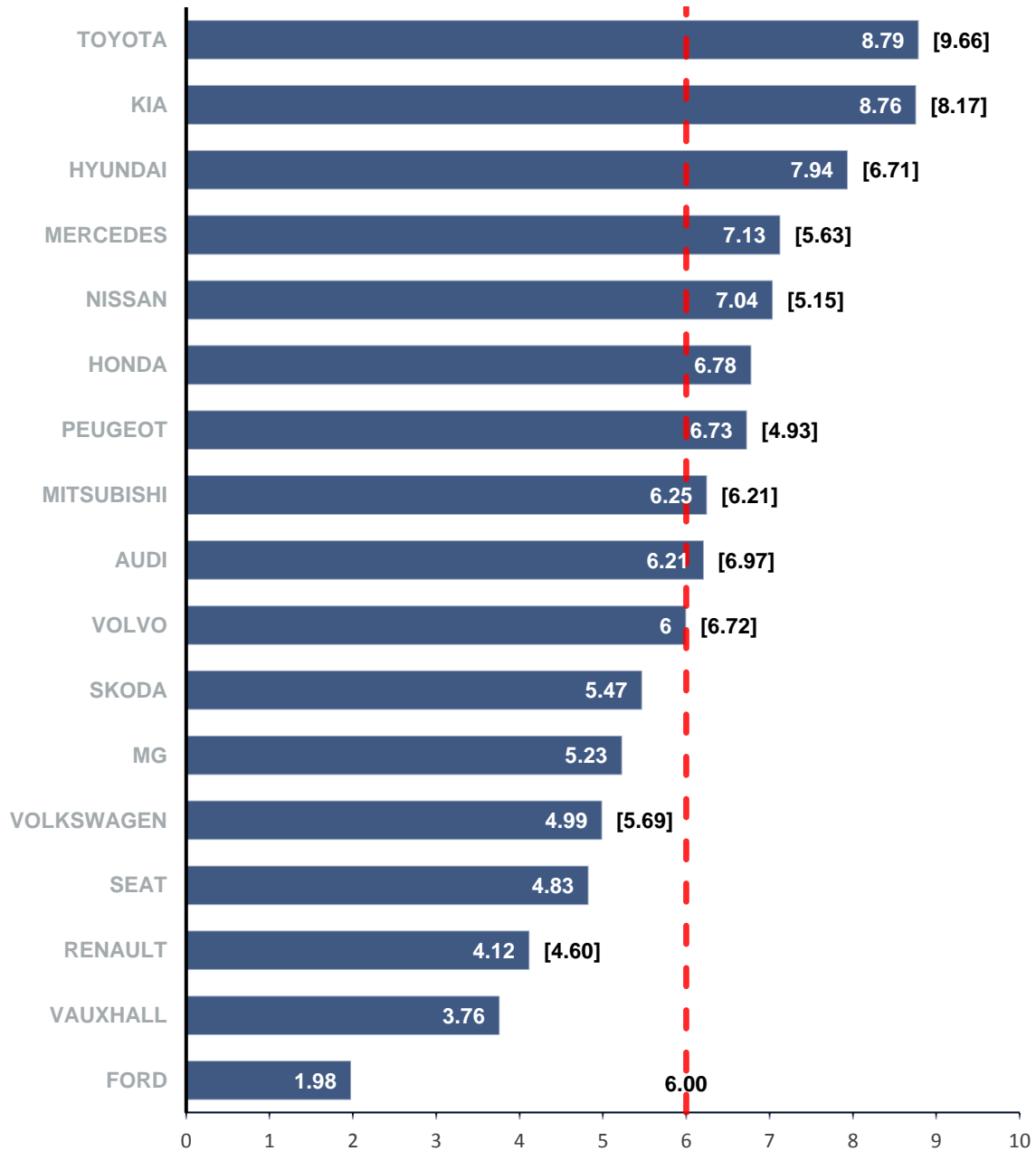


Summary

Average satisfaction levels with manufacturers' volume target aspirations for electric and plug-in vehicles dropped slightly in this edition of the survey. Toyota, Volvo, Hyundai and Renault experienced large declines in score. However, Nissan, Mercedes and Peugeot witnessed increases.

Profit return

How satisfied are you with your total margin on new electric and plug-in vehicles sales compared with petrol and diesel new car sales?

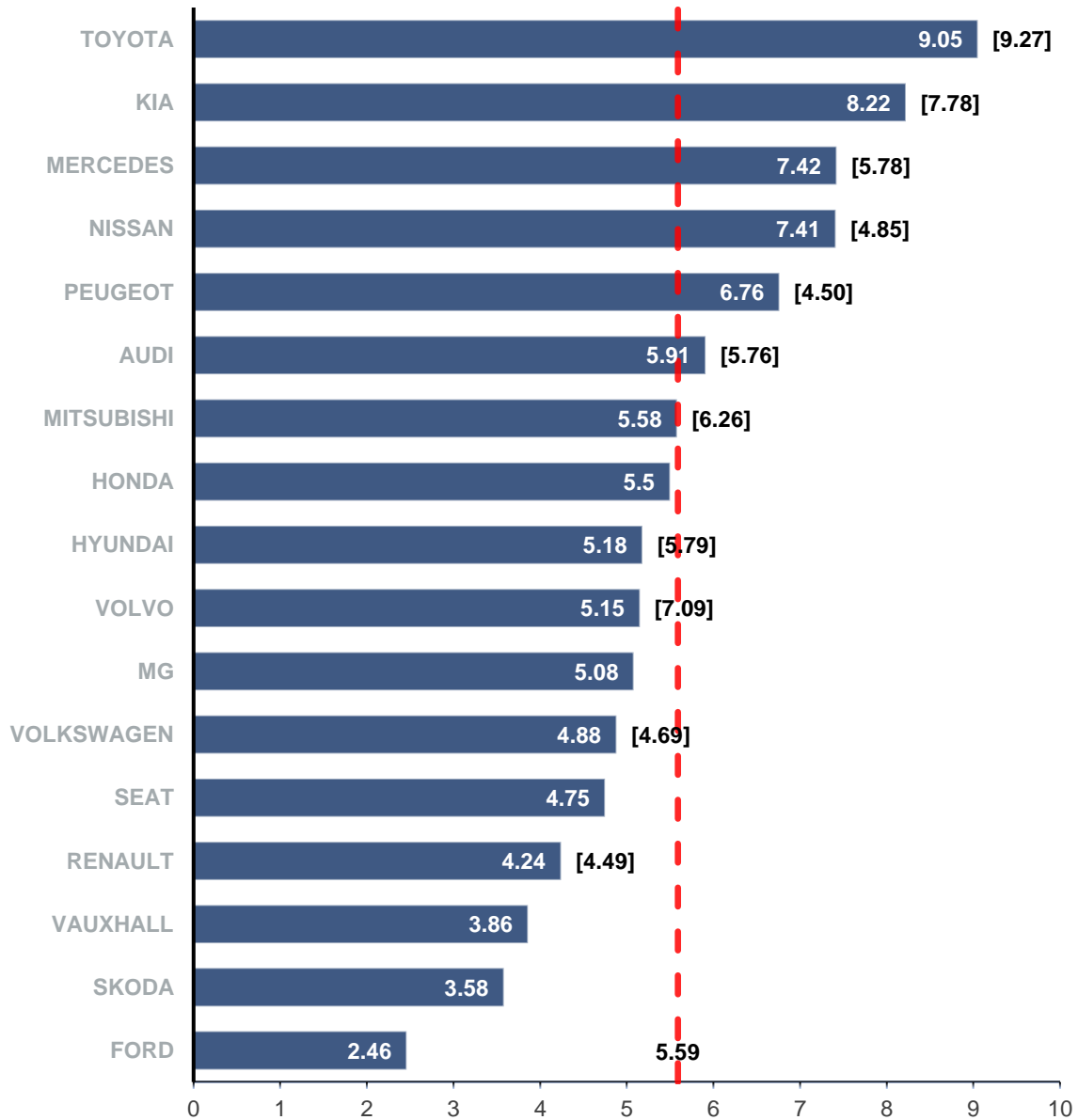


Summary

Despite the majority of manufacturers experiencing an increase in score, retailers' average satisfaction levels with their total margin on new electric and plug-in vehicle sales dropped to 6.00 points as most of the newly featured manufacturers had low ratings. 12 brands had scores above 5.0

Profit return

How satisfied are you with your total sales margin on used electric and plug-in vehicles sales?

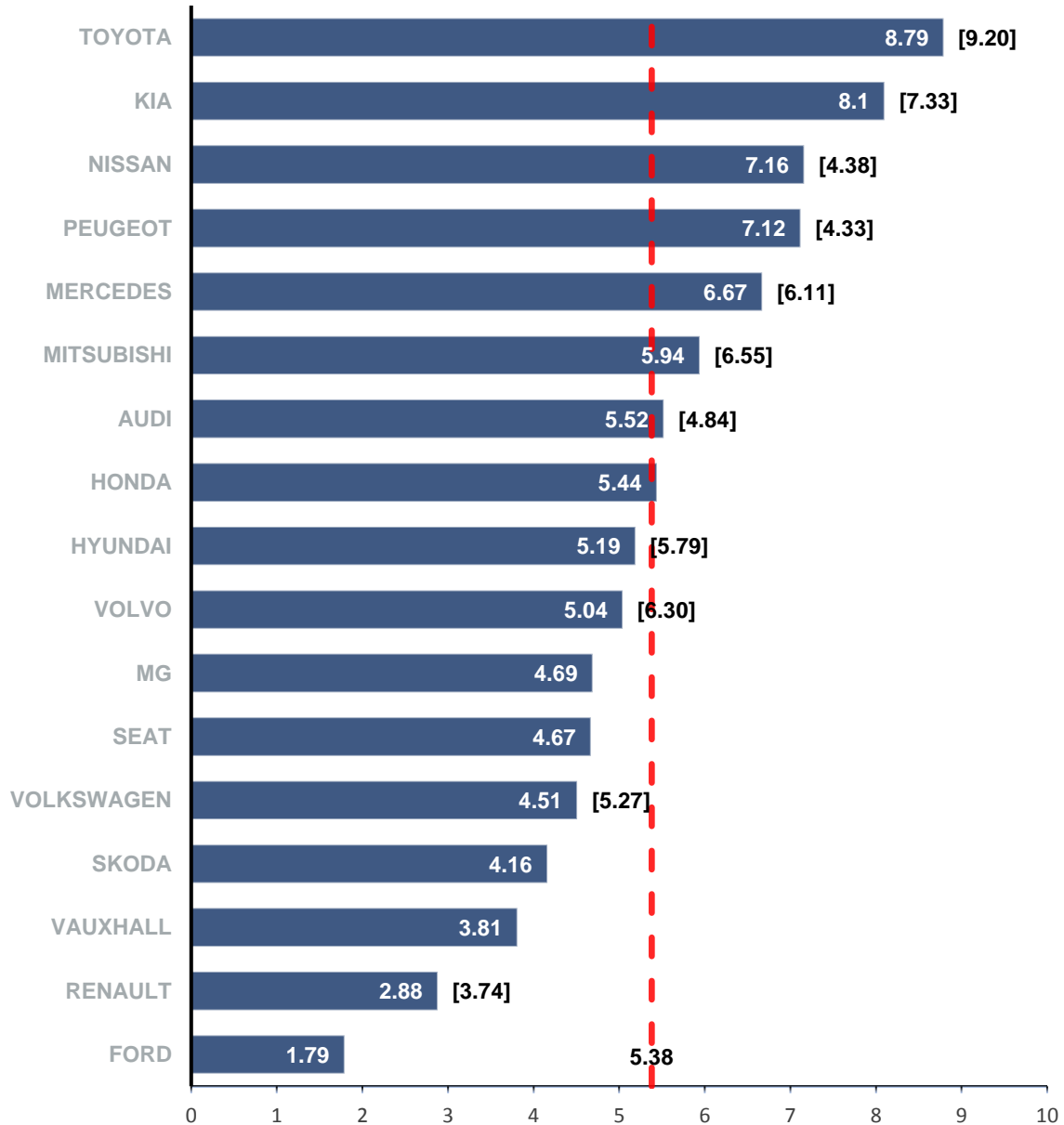


Summary

The average score of 5.59 indicates that retailers continued to be less satisfied with their total margin on sales of used electric and plug-in vehicles compared to new. However, this gap has narrowed since the previous survey. Mercedes, Nissan and Peugeot experienced the most significant upward movements in score. Volvo had the largest decline.

Return on investment

How satisfied are you with the return on investment in equipment and training for electric and plug-in vehicles?

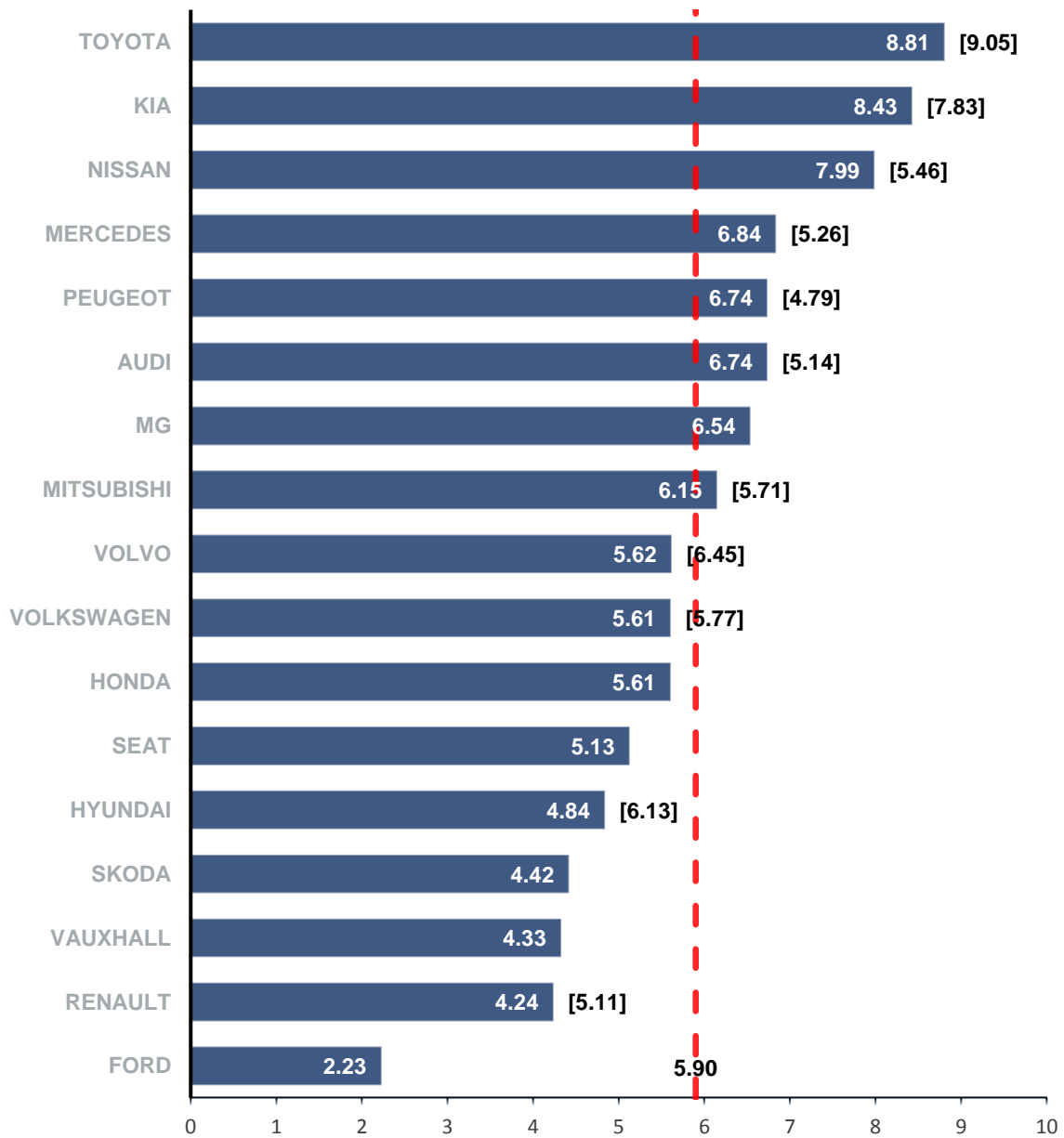


Summary

Like the previous two editions of the survey, retailers gave the lowest average score of the survey when asked about their satisfaction with return on investment in equipment and training for electric and plug-in vehicles. Nissan and Peugeot were the most improved manufacturers, whilst Volvo had the largest point loss.

Finance offering

How satisfied are you that financial products are working for electric and plug-in vehicles?

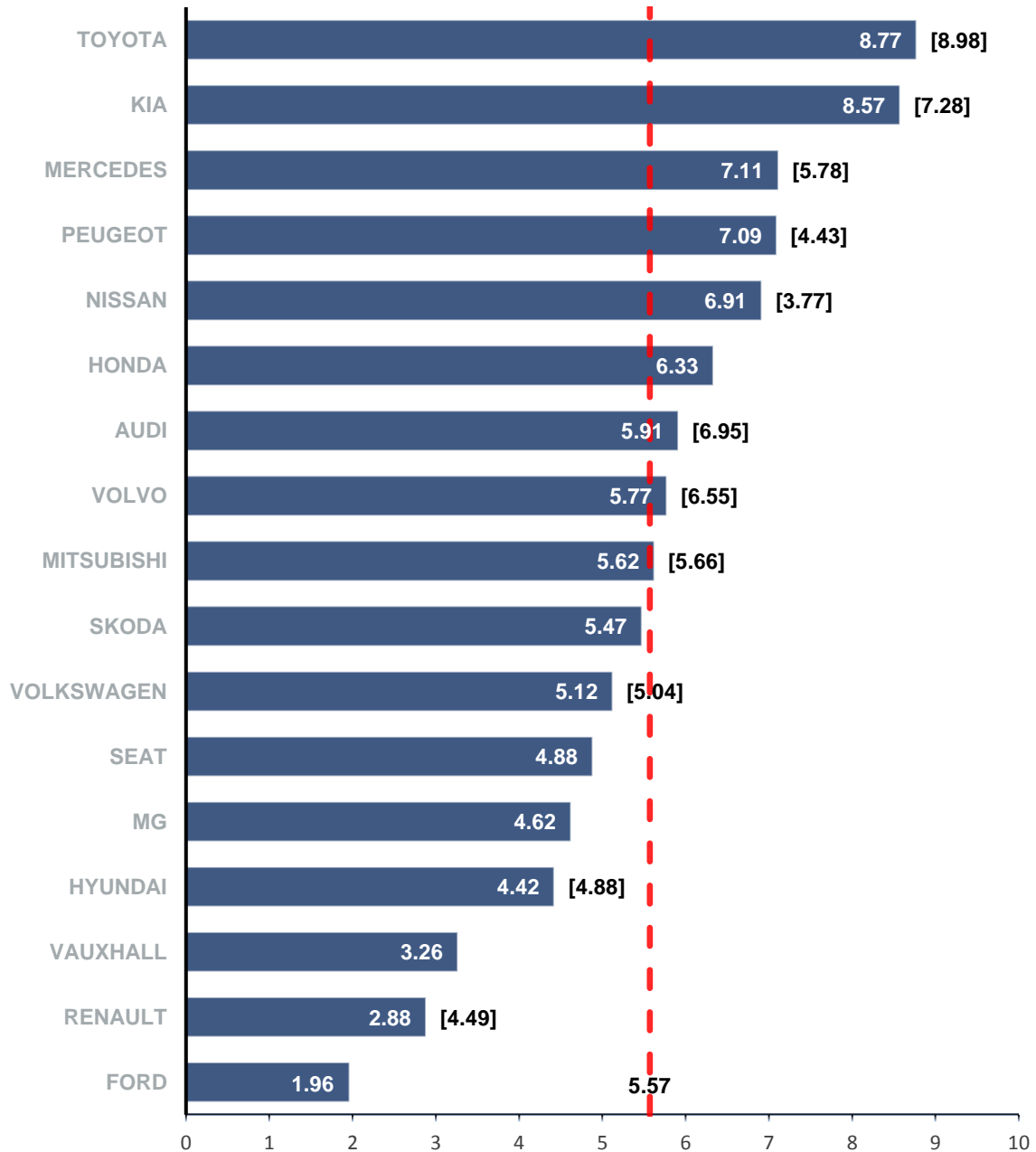


Summary

Retailers continued to be not overly satisfied with the effectiveness of their financial products for electric and plug-in vehicles. However, six manufacturers experienced an improvement in score. Hyundai experienced the biggest decline, losing over 1.2 points.

Incentives

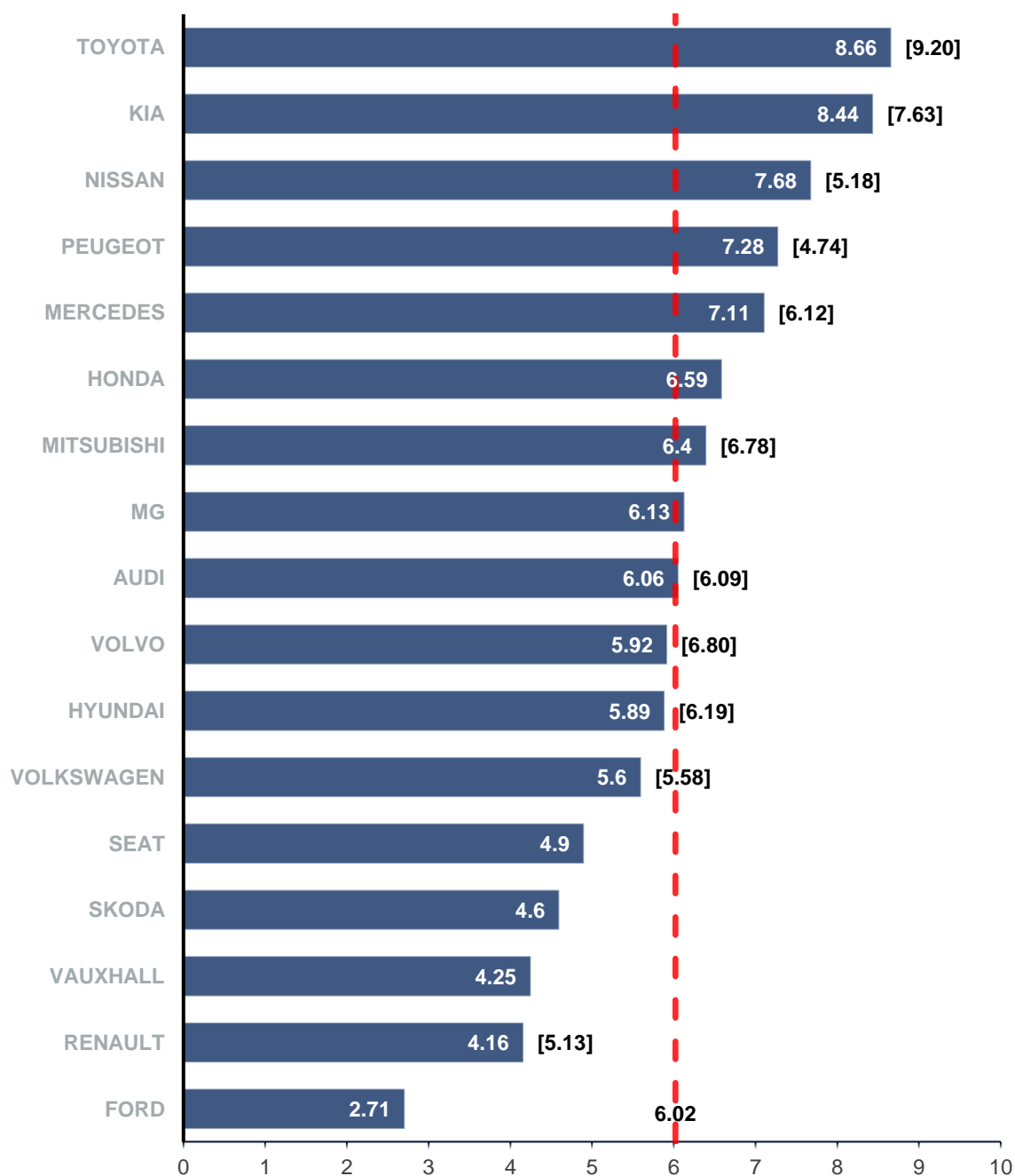
How satisfied are you with your current bonus and rebate rates on new electric and plug-in electric vehicle sales?



Summary

As was the case six months ago, the average score for retailers’ satisfaction levels with manufacturers’ bonus and rebates on new electric and plug-in vehicles sales was the second lowest of the survey. Overall, 11 retailers scored above 5.0 points, whilst 6 scored below that mark.

Average across all questions



Summary

As a result of the introduction of 6 new retailers to the survey, the average score across all questions has dropped marginally to 6.02 points. Toyota had the highest score for the majority of questions in the survey, with the best overall average of 8.66 points out of 10.

Conclusion

The results of the fourth EV Dealer Attitude Survey revealed a varied picture of the different manufacturers that are playing a key role in the EV sector. In general, responses showed a moderate reduction in satisfaction levels among retailers.

This edition of the survey saw the addition of six new manufacturers: Honda, MG, Seat, Skoda, Vauxhall and Ford. Of the eleven manufacturers that were included also in the previous edition of the survey, five saw their overall average ratings increase, whilst six experienced a decline. Kia, Nissan, Peugeot, Mercedes and, marginally, Volkswagen saw their score rise.

Looking in detail at the different manufacturers, Toyota retained the top position with an overall average score of 8.66 points out of 10. Kia had a sizeable improvement from the last survey and followed with a score of 8.44 points, up from 7.63. At the other end of the table, Vauxhall, Renault and Ford had the lowest average ratings.

Toyota had the highest score in 7 out of 10 questions. Kia topped the two sections related to current and proposed EV offering, whilst Honda dealers were the most satisfied with their electric and plug-in vehicles volume target aspirations.

The lowest average score of all questions was given when retailers were asked about their return on investment in equipment training for electric and plug-in vehicles. However, retailers showed an increase in satisfaction levels with their manufacturers' support through training and material enabling them to effectively sell EVs. A few manufacturers experienced significant improvements in this area, in particular Kia, Nissan, Mercedes and Peugeot.

Despite the different satisfaction levels, primarily due to respective manufacturers' readiness for EVs, all retailers continue to demonstrate significant involvement and investments in the sector.

The next Electric Vehicle Dealer Attitude Survey will be sent to NFDA dealer members for completion in July 2020. It will be interesting to see how the responses change as more manufacturers enter the electric vehicle sector and the market continues to expand.

We look forward to presenting the results of the next Electric Vehicle Dealer Attitude Survey in November 2020.

For media enquiries, please contact gabriele.severini@rmif.co.uk

For more information about the EV DAS, please visit www.nfda-uk.co.uk or contact nfda@rmif.co.uk



201 Great Portland Street, London, W1W 5AB
Tel: 020 7580 9122 nfda@rmif.co.uk
www.nfda-uk.co.uk

