



National Franchised Dealers Association

Dealer Attitude Survey

Winter 2024

Storyboards

DAS Survey Overall Winners



Q12: How would you rate your manufacturer overall on a scale of 1-10?

Overall Manufacturer Rating

Q12: How would you rate your manufacturer overall on a scale of 1-10?

6.6 is the overall rating for the Winter 2024 survey - this is **higher than the Summer 2023 survey** which scored 6.3 out of 10

+4.8%

is the **overall rating increase** compared to the previous survey

MINI & Kia

jointly scored the highest overall rating at **9.2**

Land Rover

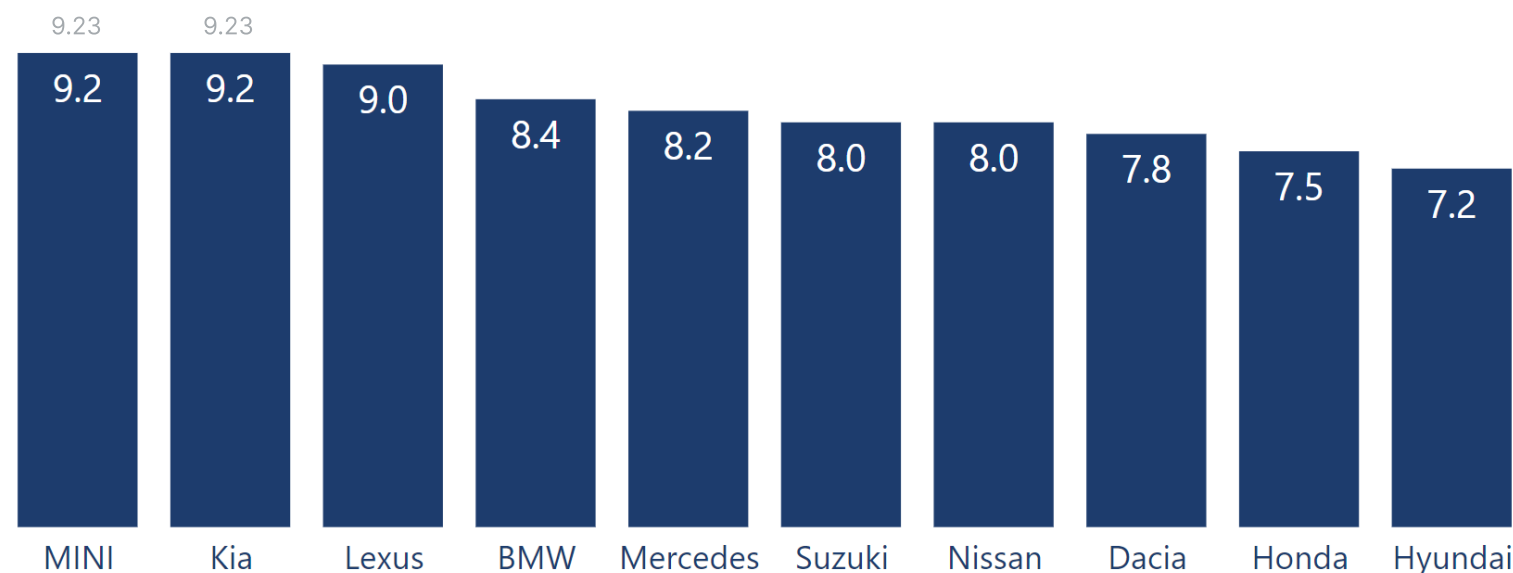
decreased the most at -27%, while sister brand **Jaguar** posted the lowest score at **2.9**

Jeep

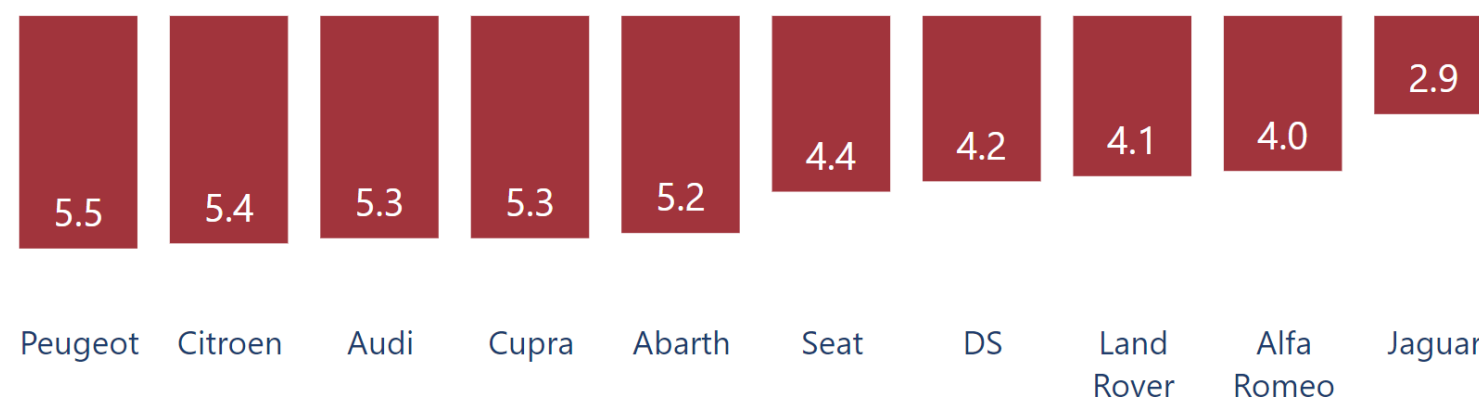
improved the most with a **+3.8pts increase** in rating from the last survey

7 of the **Stellantis Group brands** featured in the largest top 10 gainers this survey.

Top & Bottom 10 Overall Manufacturer ratings



The top 10 brands' average score remained unchanged since the last survey, while the bottom 10 brands saw average scores increase by **+11.4%**



Highs...

Used Cars remained a high scoring area in the latest survey, with high satisfaction around **manufacturer standards** and associated **targets**.

Dealers continue to **score apprenticeship programmes highly** as a key driver for future capability in the franchised business.

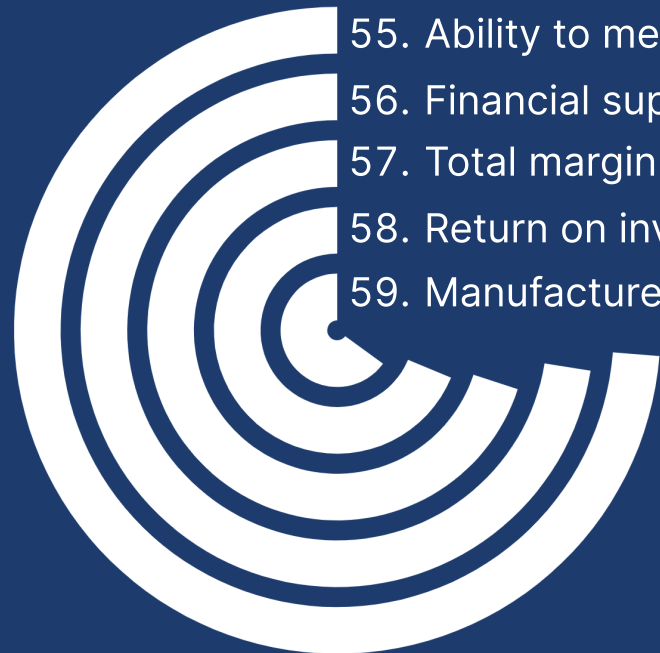
5 Highest Scoring Questions

1. Your manufacturer's used car standards
2. The targets set by your manufacturer for used cars
3. The reasonableness of the finance targets set by your manufacturer
4. Your manufacturer's apprenticeship programme
5. Your ability to do business with your manufacturer on a day-to-day basis



5 Lowest Scoring Questions

55. Ability to meet your manufacturer's new car targets
56. Financial support available...from your manufacturer
57. Total margin on new EV and Hybrid sales
58. Return on investment in EV equipment and training
59. Manufacturer's support with on-site EV infrastructure



Lows...

EV topics again featured among the lowest scoring questions in the winter survey, with concerns regarding **manufacturer support for infrastructure** scoring poorly, along with **new EV margin** and consequently **ROI for EV investment**.

A new question regarding '**ability to meet manufacturer targets in the current market conditions**' debuted at rank 55, indicating **nervousness in the franchised network to hit vehicle targets**.

Winners and Losers by manufacturer

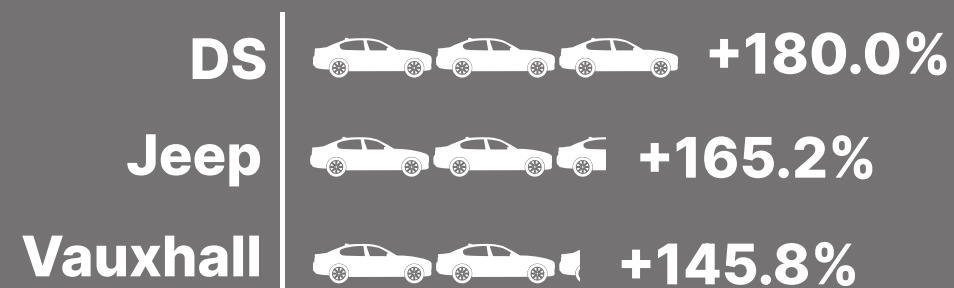
Brands improved

18

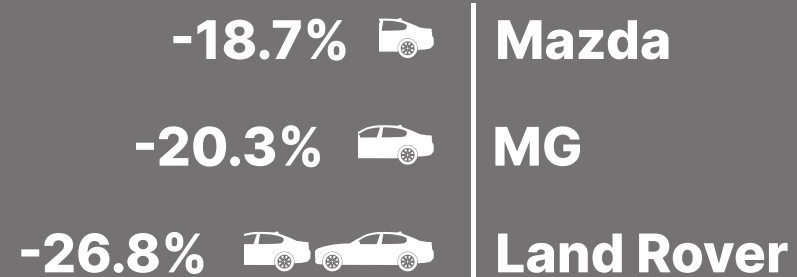
Brands declined

13

Manufacturers who increased overall rating the most

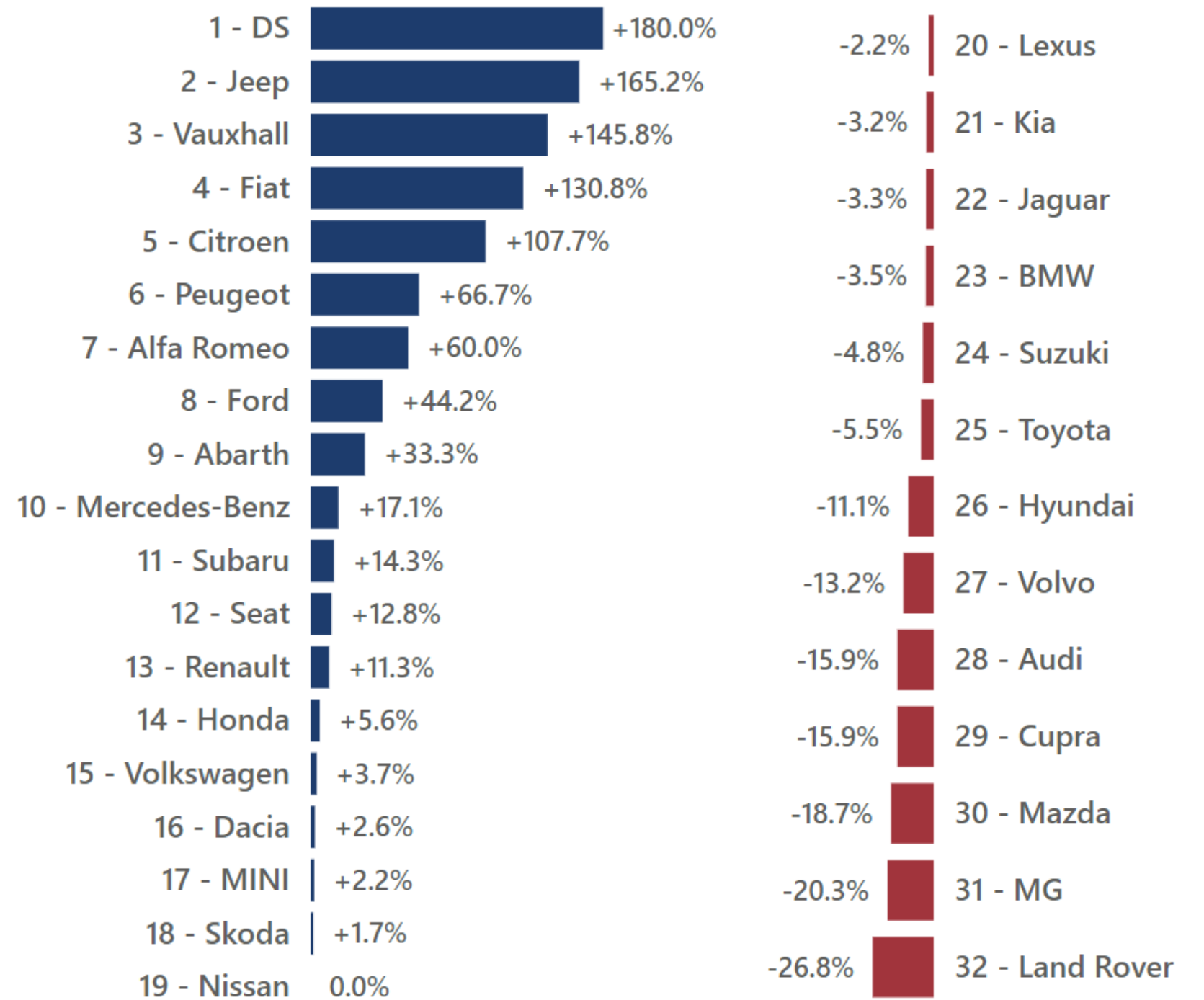


Manufacturers where rating decreased the most



Q12. How would you rate your manufacturer overall on a scale of 1 to 10?

Winter 24 vs. Summer 23



Largest changes vs. Summer 2023

Improvements in Vehicle supply and Future contracting

The 2024 Winter Survey showed a general upward trend across most questions with **47 out of 56 questions showing a improvement** versus the previous edition.

Supply of new vehicles continued to show the largest increase in score with 27 out of 32 manufacturers showing gains since the last survey.

Largest Improvements vs. Summer 2023

Manufacturer's new vehicle supply



Competitiveness of your manufacturer's finance programme



Ability to do business with your manf. on a day-to-day basis



Targets set by your manufacturer for used cars

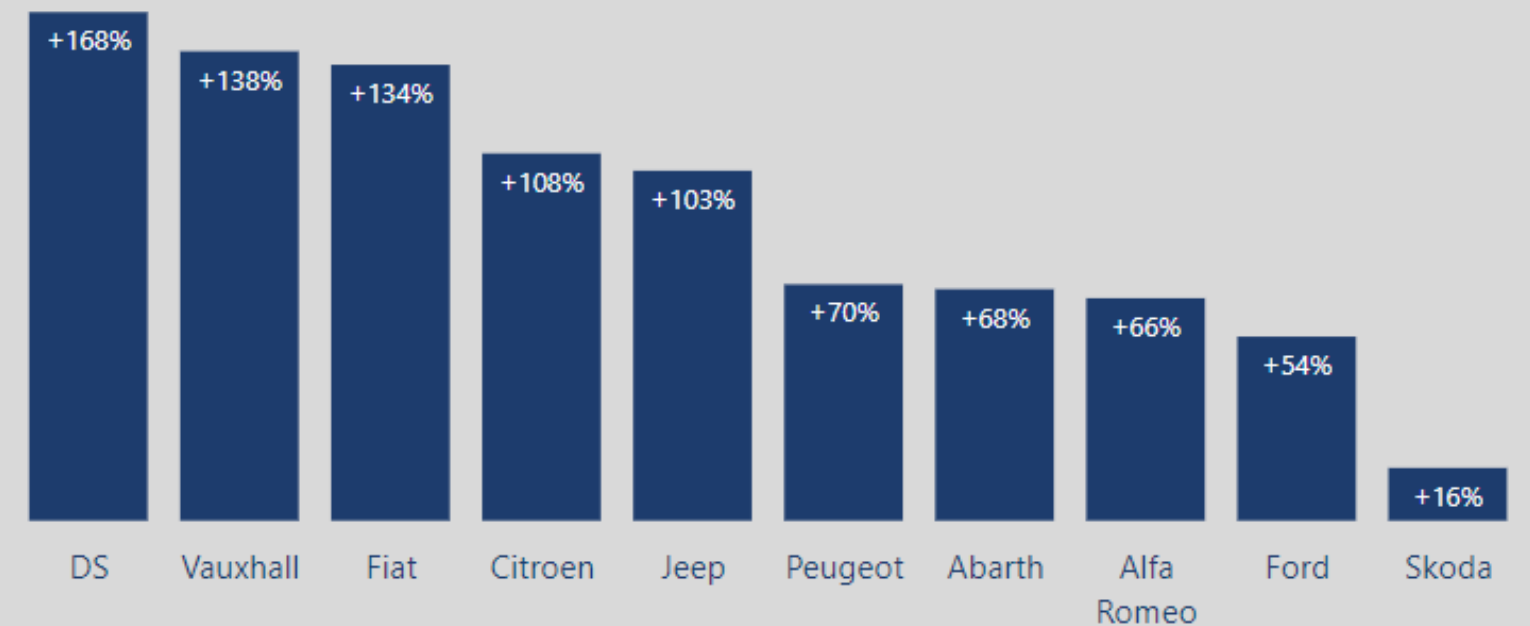
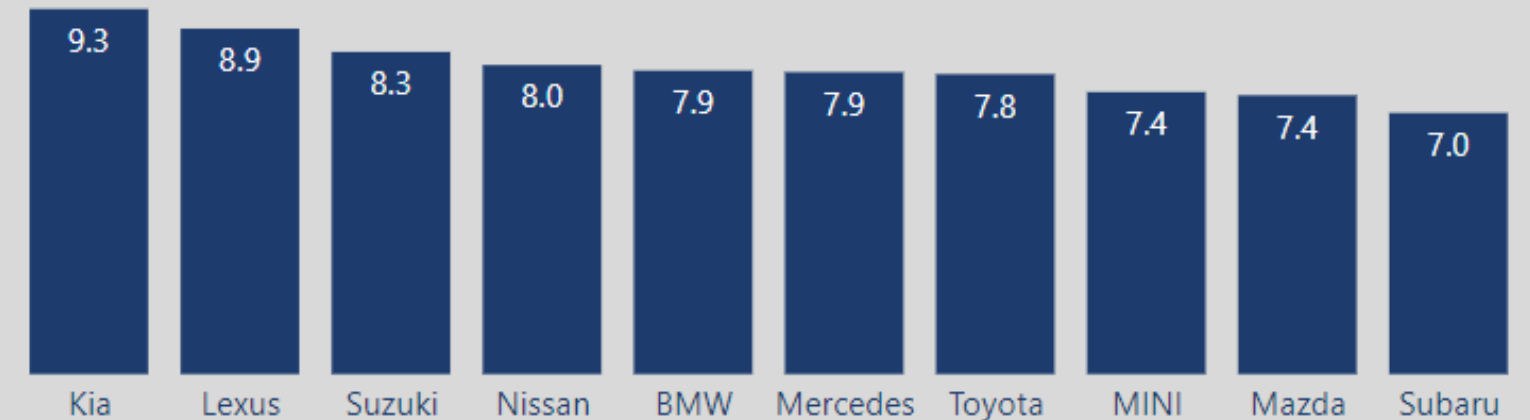


Manf. approach to future retailing agreements and contracts



Sentiment for Manufacturer's approach to future retailing agreements and contracts:

Top 10 Scoring Brands for Q9I.

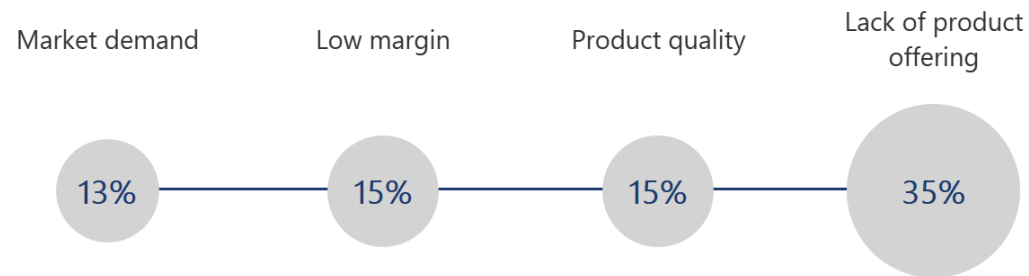


Top 10 Brand Improvers vs. Summer 2023 for Q9I.

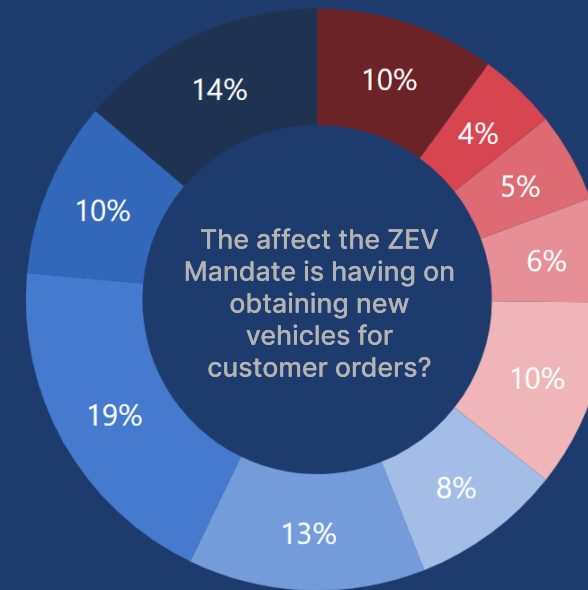
Readiness for Electric

Overall, the scoring for EV product offerings has improved generally across the board - sentiment for EV investment and profitability however remains stubbornly low, despite a general uptick in average scores.

Comments submitted alongside ratings suggest the top concerns are:



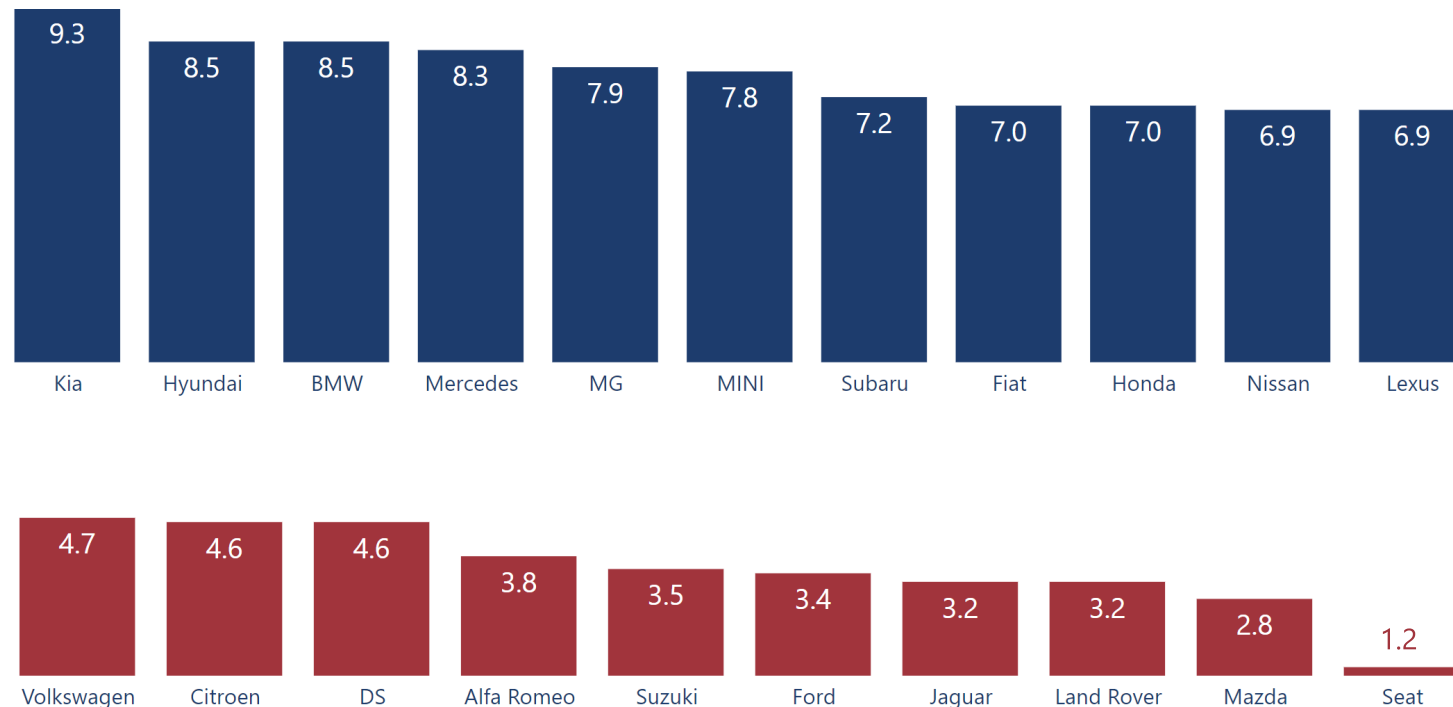
Q5j: The affect the ZEV Mandate is having on obtaining new vehicles for customer orders?



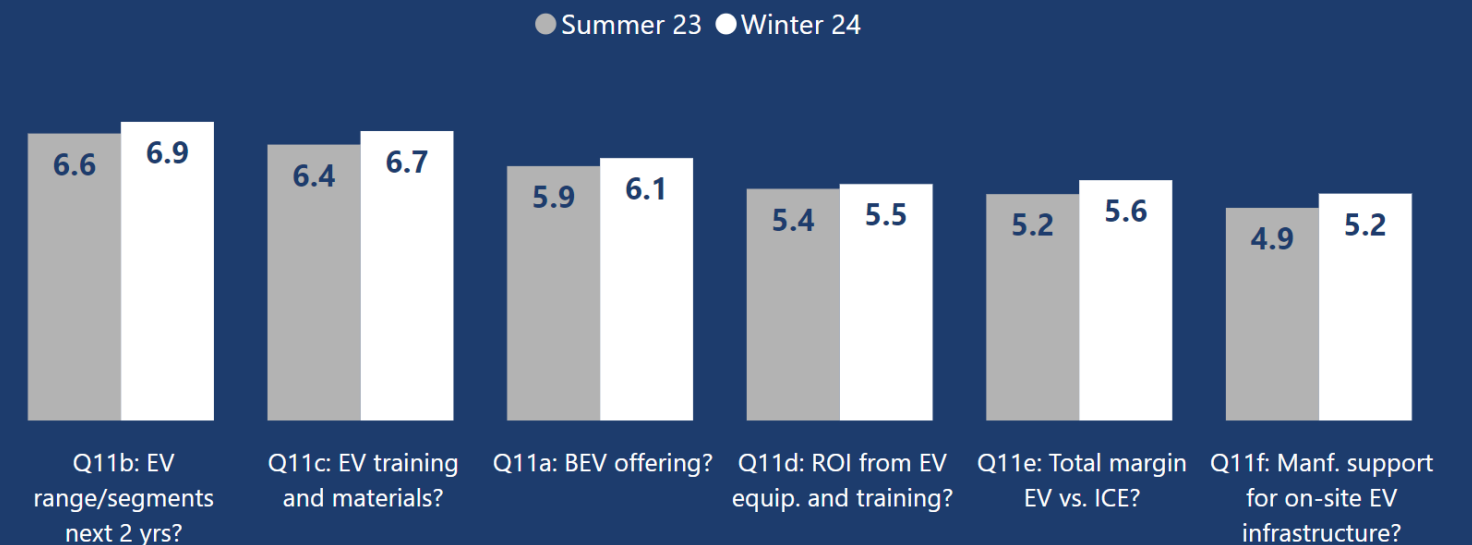
6.3/10

A new question for this survey produces a mixed response from the dealer network. **Over a third of dealers surveyed are dissatisfied** with the effect of the ZEV on new ordering.

Q11a. Battery Electric Vehicle products your manufacturer currently offers?



Remaining EV Questions from the Winter Survey

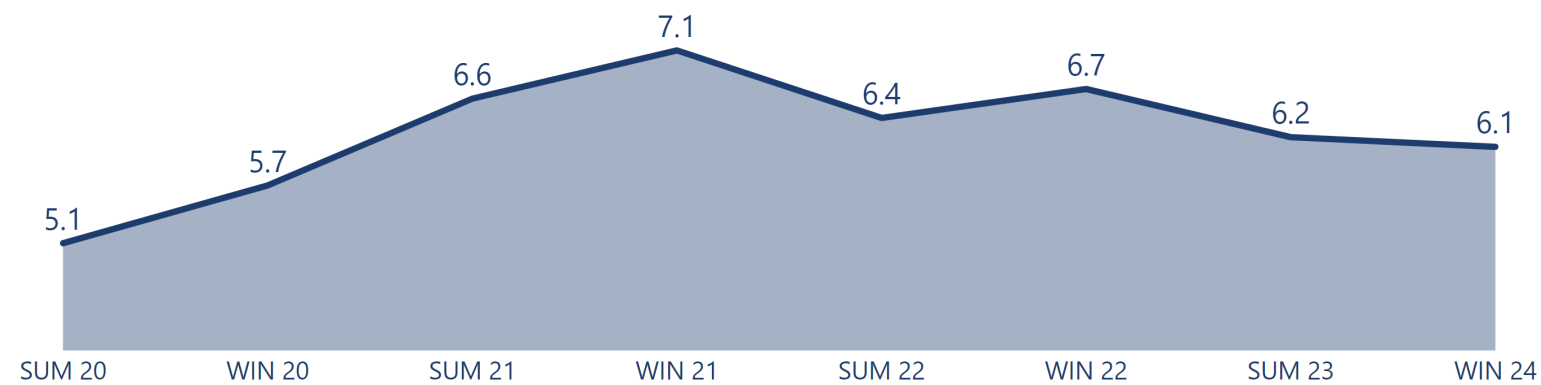


Value of the franchise

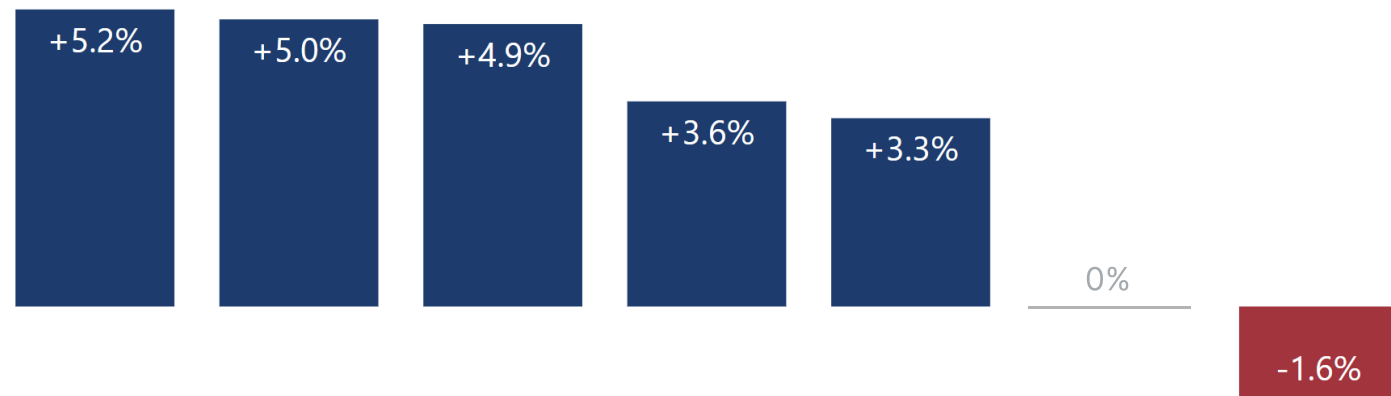
Current profit levels remain subdued in the latest survey although future profit return has seen an increase in scoring - suggesting **some optimism exists to improve profitability** over the medium term.

Q4a. The current profit return from representing your franchise?

Trend vs. previous survey editions



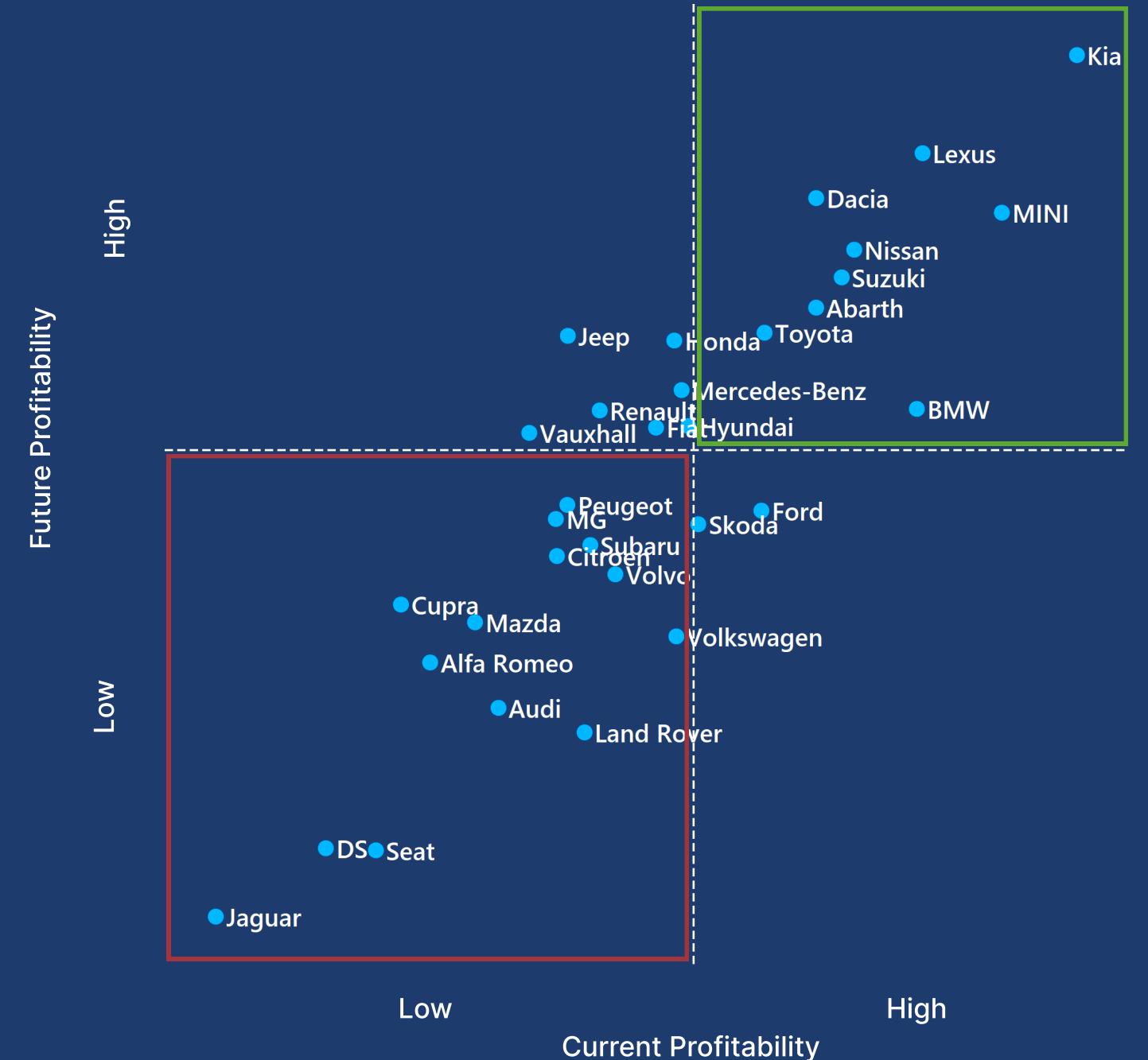
% difference in score vs. Summer 2023 survey



Q4b: Future profit return? Q4d: Franchised stds. cost? Q4f: Quality of manf. guidance? Q4g: Financial support from manf? Q4c: Capital investment reqs? Q4e: Return on capital? Q4a: Current profit return?

Current vs. Future Profitability

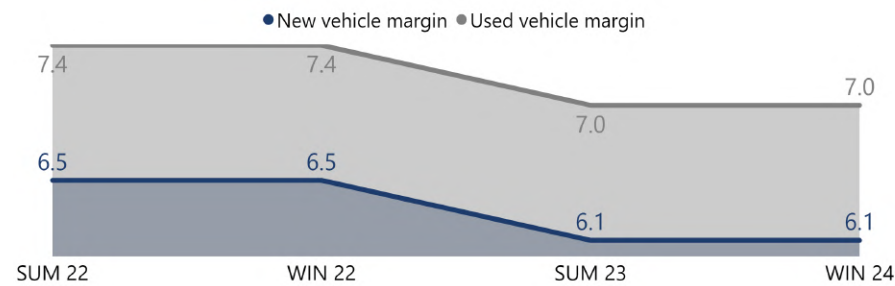
There are some clear leaders for current and future profitability amongst the franchised brands, but also some significant concerns on both fronts for key brands in the lower segment.



New and Used Vehicle Margin

Used vehicle margin continues to outperform new vehicle profit at a survey-level, but there are some clear deviations across the brands.

New and Used Vehicle margin over time

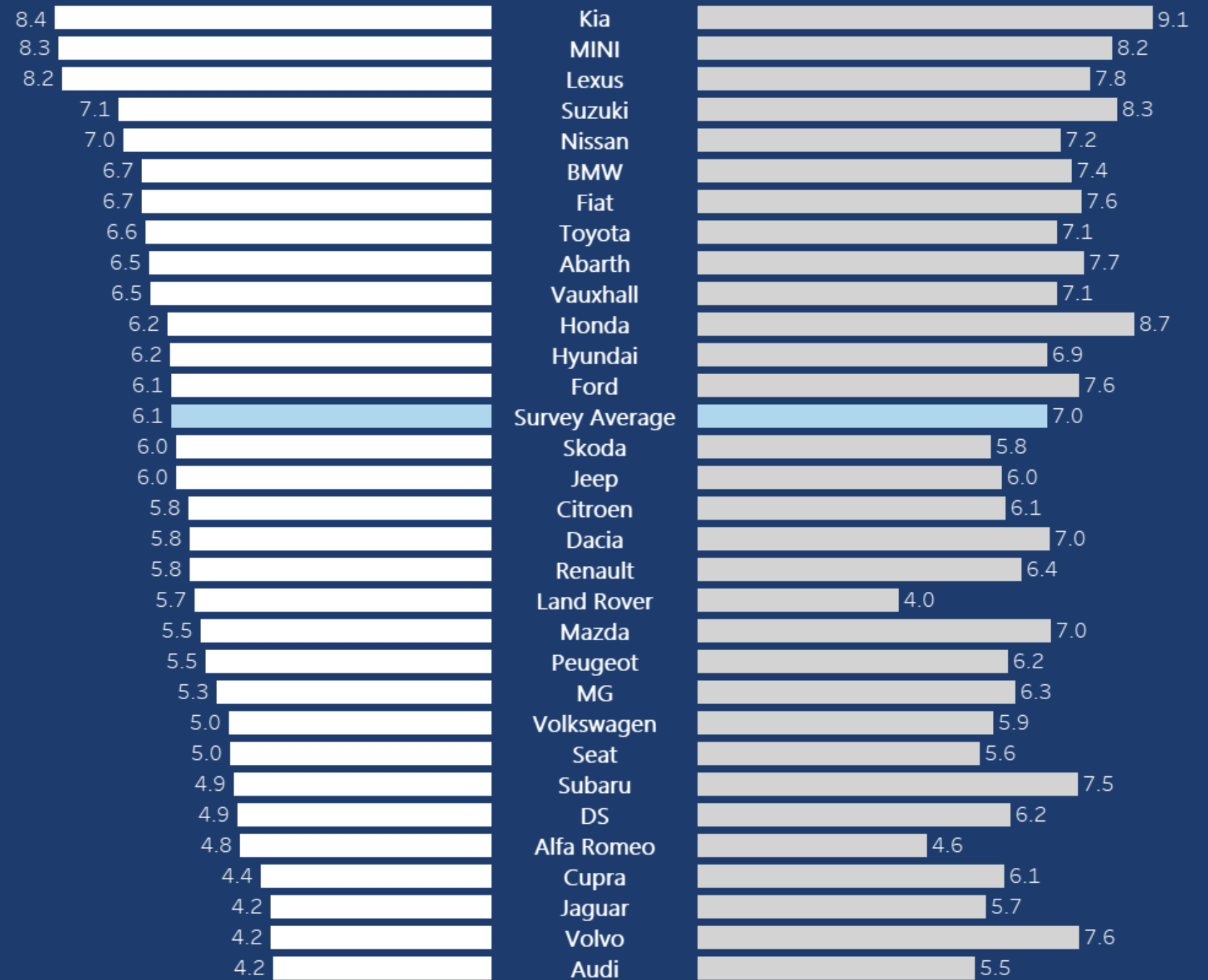


Whilst both measures have fallen over recent periods, the **gap between new and used margin has widened** - reflecting the relative strength of the used market and potentially the impact of evolving new vehicle margin models.

Q5d. Your total margin on **new vehicles**?

vs.

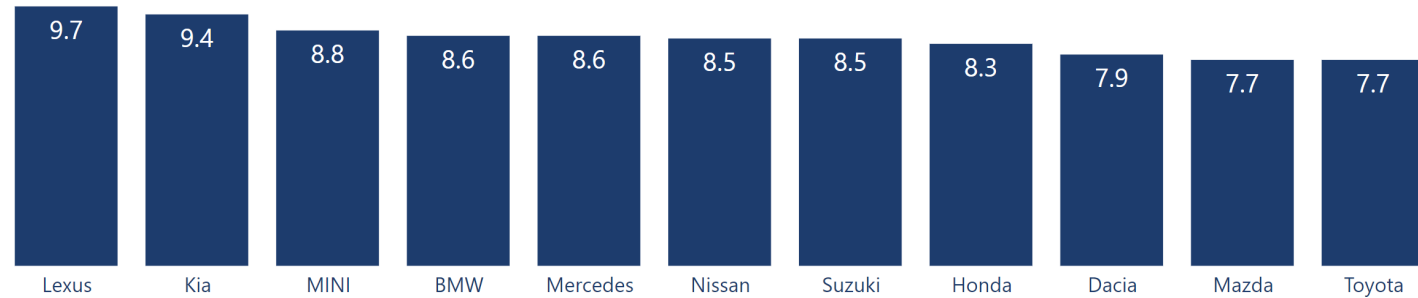
Q6d. Your total margin on **used car sales**?



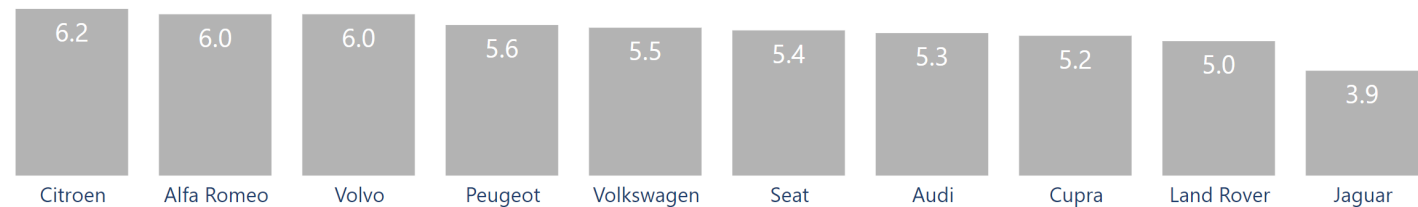
Brand Ranking using **New Margin**

Manufacturer Relationship

Scoring has increased since the last survey for this key measure, driven primarily by a surge in positive sentiment from a small number of brands.

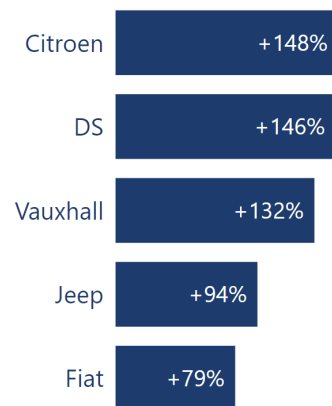


Q9a: Your ability to do business with your manufacturer on a day-to-day basis?

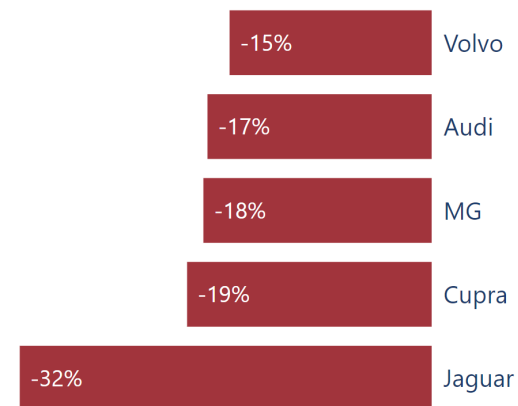


Stellantis Group brands clearly saw the biggest improvement in Manufacturer relationship from a low base in S23 - elsewhere, there are concerning declines for some key brands at the lower end of the table...

Top 5 %Change vs. S23

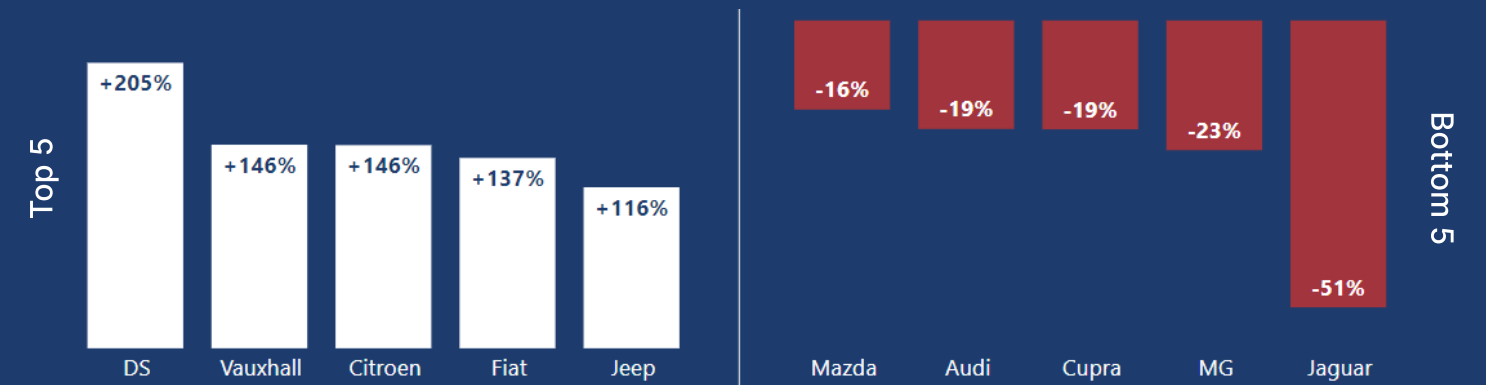


Bottom 5 %Change vs. S23



Q9b. The management of your manufacturer actually takes dealers views and opinions into account?

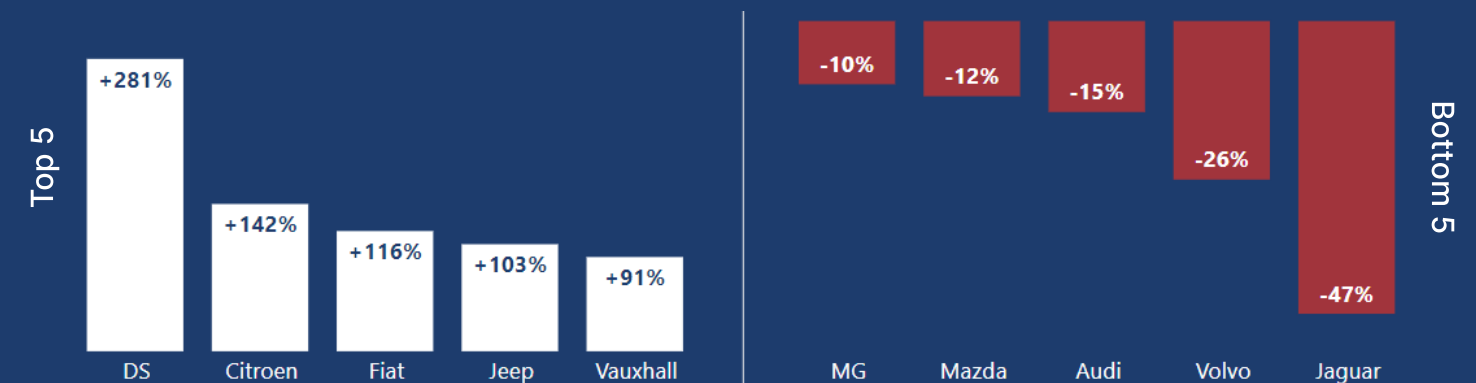
% difference in score vs. Summer 2023 survey



Both sub-question scores increase in the latest survey, with some large movements both up and down at brand level as seen in the charts.

Q9d. Your manufacturer's response to your communications with them?

% difference in score vs. Summer 2023 survey

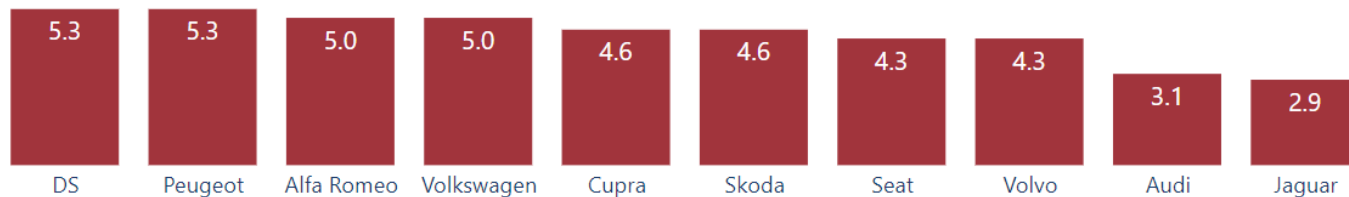
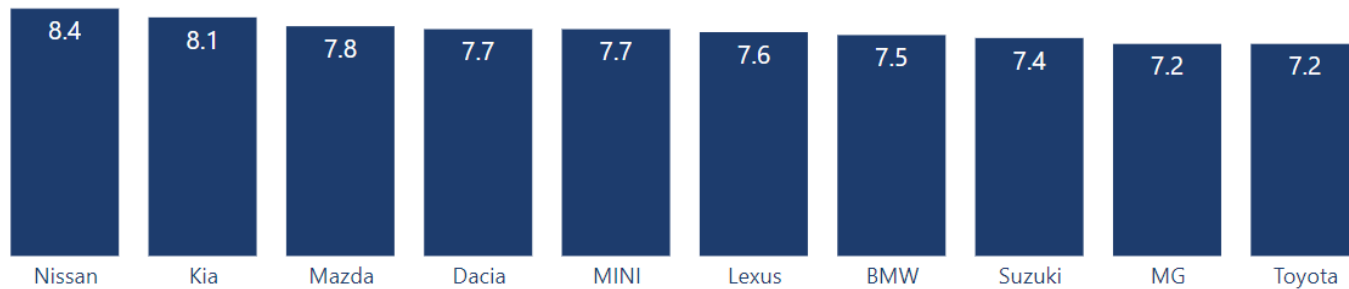
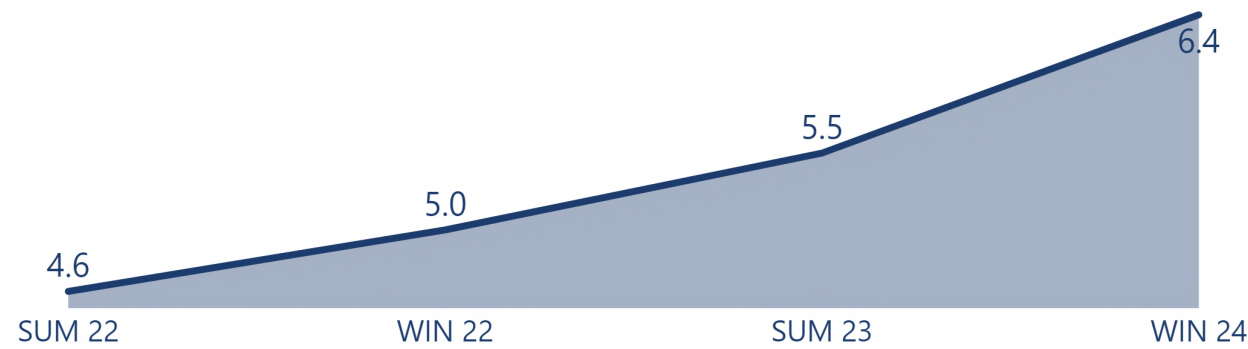


New Vehicle Supply

Scoring for new vehicle supply has increased consistently in recent surveys as global supply chains improve. However, despite the increase in overall sentiment, the picture remains fairly mixed by manufacturer with a number of brands moving backward in this measure

Q5g: Manufacturer's new vehicle supply?

Trend vs. previous survey editions



Difference in Rank vs. Summer 2023 for Q5g.

Ford leads the improvement in ranking, moving up +12 places for vehicle supply - although still remains outside the top 10 places for this measure.

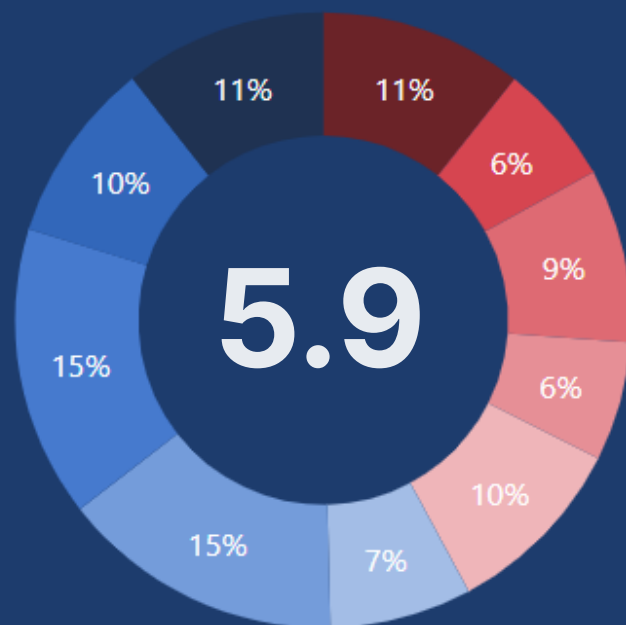
Mazda also makes gains in this measure; +5 places to take 3rd place in supply scoring.



Elsewhere, **Volvo and Audi see large falls** around satisfaction with vehicle supply, joining Jaguar at the bottom of the scoring in the Winter survey.

Meeting manufacturer sales targets in the current market

This new question for the Winter Survey scores relatively poorly, suggesting a lack of confidence in hitting targets in the current market against a weak economic backdrop.



Q5c. Spread of responses scoring 1-10 in the Winter Survey and average score shown

Q5c. Your ability to meet your manufacturers new car targets in the current market conditions?



National Franchised Dealers Association Dealer Attitude Survey Winter 2024 Edition



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