



# National Franchised Dealers Association

# Dealer Attitude Survey

Winter 2024

# NFDA Dealer Attitude Survey

## Winter 2024 Edition

**We are pleased to reveal the findings of the latest Dealer Attitude Survey conducted in Winter 2024 by the National Franchised Dealers Association (NFDA), which represents the interests of the UK's franchised dealer sector.**

The survey is carried out twice a year and examines how dealers view the major issues currently affecting them, whilst also evaluating how these views are changing over time.

For the Winter 2024 edition we have once again partnered with data and analytics agency **Metryx**, to provide analysis and visuals for the report, in addition to brand deep dive reporting as required. . For any queries regarding the data please contact [nfda@metryx.co.uk](mailto:nfda@metryx.co.uk)

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# Section A

## About your business

Summer 2023

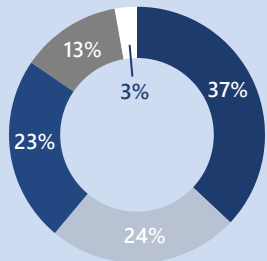
68%

Winter 2024

63%

National response rate has been calculated using **Total responses received / Total network sites** - this may be different from prior years where the average of brand response rates % were used.

Jeep 92%	Seat 38%
BMW 89%	Audi 34%
Fiat 84%	Jaguar 23%



### Response Mix

- Large (20+ Sites)
- Small (2-5 Sites)
- Medium (6-20 Sites)
- Single Site
- Manufacturer Owned Site

Ranking	Brand	Responses	Response Rate %	% Change
1	Jeep	33	92%	+23%
2	BMW	116	89%	+0%
3	Fiat	61	84%	+14%
4	Vauxhall	132	83%	-10%
5	Volkswagen	146	82%	+43%
6	Peugeot	129	81%	+6%
7	Alfa Romeo	21	81%	-10%
8	Citroen	88	80%	+38%
9	Land Rover	82	78%	-12%
10	Hyundai	93	76%	-11%
11	Mazda	88	72%	-14%
12	Kia	134	72%	-9%
13	Suzuki	101	70%	-21%
14	Volvo	62	69%	-26%
15	Toyota	114	64%	+0%
16	DS	14	64%	+46%

Ranking	Brand	Responses	Response Rate %	% Change
17	Lexus	25	61%	+6%
18	Renault	78	59%	-15%
19	Nissan	76	58%	-24%
20	Mercedes-Benz	63	53%	+52%
21	Cupra	32	52%	-40%
22	Ford	156	52%	+107%
23	Abarth	31	52%	+24%
24	Dacia	67	51%	-10%
25	Honda	60	50%	+4%
26	MINI	60	48%	-27%
27	Skoda	60	48%	-48%
28	MG	70	47%	-35%
29	Subaru	27	43%	-4%
30	Seat	41	38%	-39%
31	Audi	43	34%	-60%
32	Jaguar	18	23%	-53%

# Section B

## Value of the franchise

# Q4a: The current profit return from representing your franchise?

Summer 2023

6.2

Winter 2024

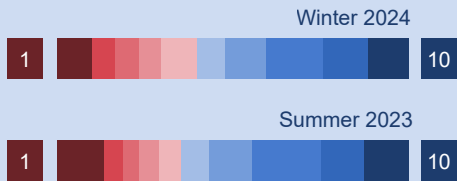
6.1

% Change  
**-1.6%**

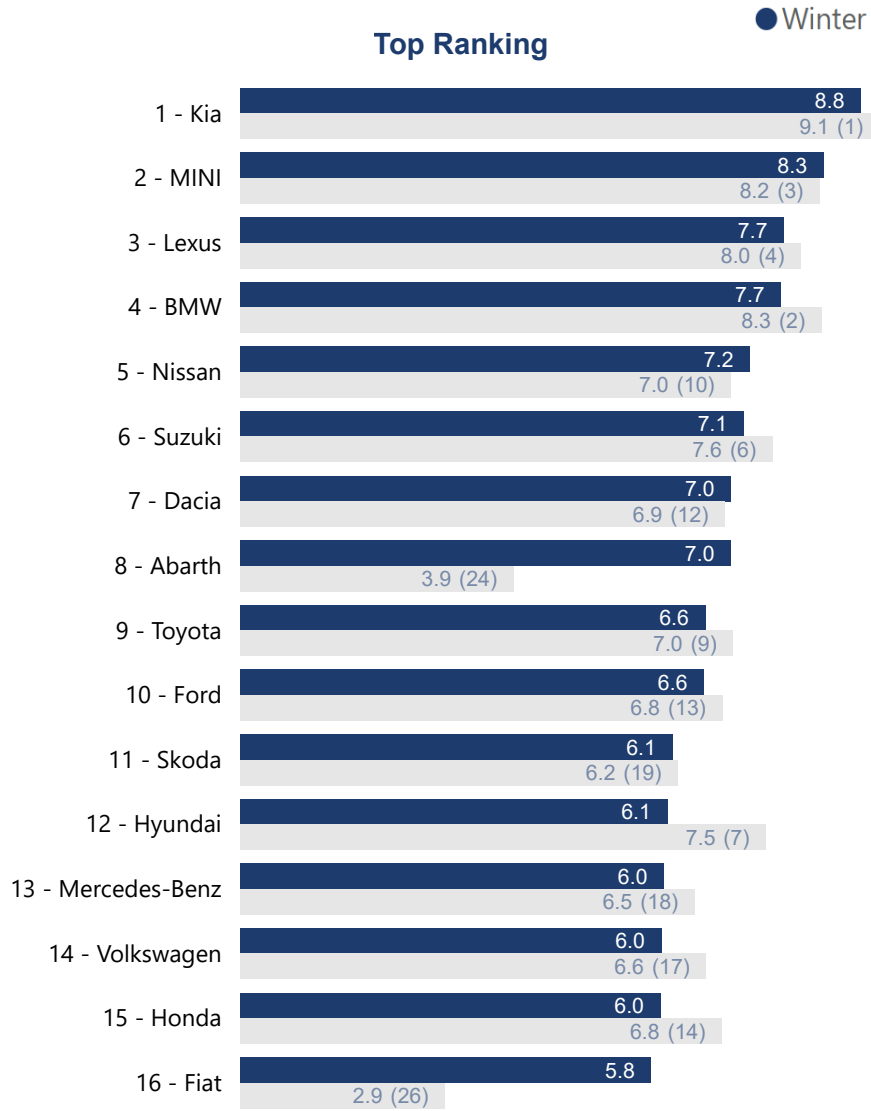
Score Change  
**-0.1**

Kia	8.8	Seat	3.9
MINI	8.3	DS	3.5
Lexus	7.7	Jaguar	2.7

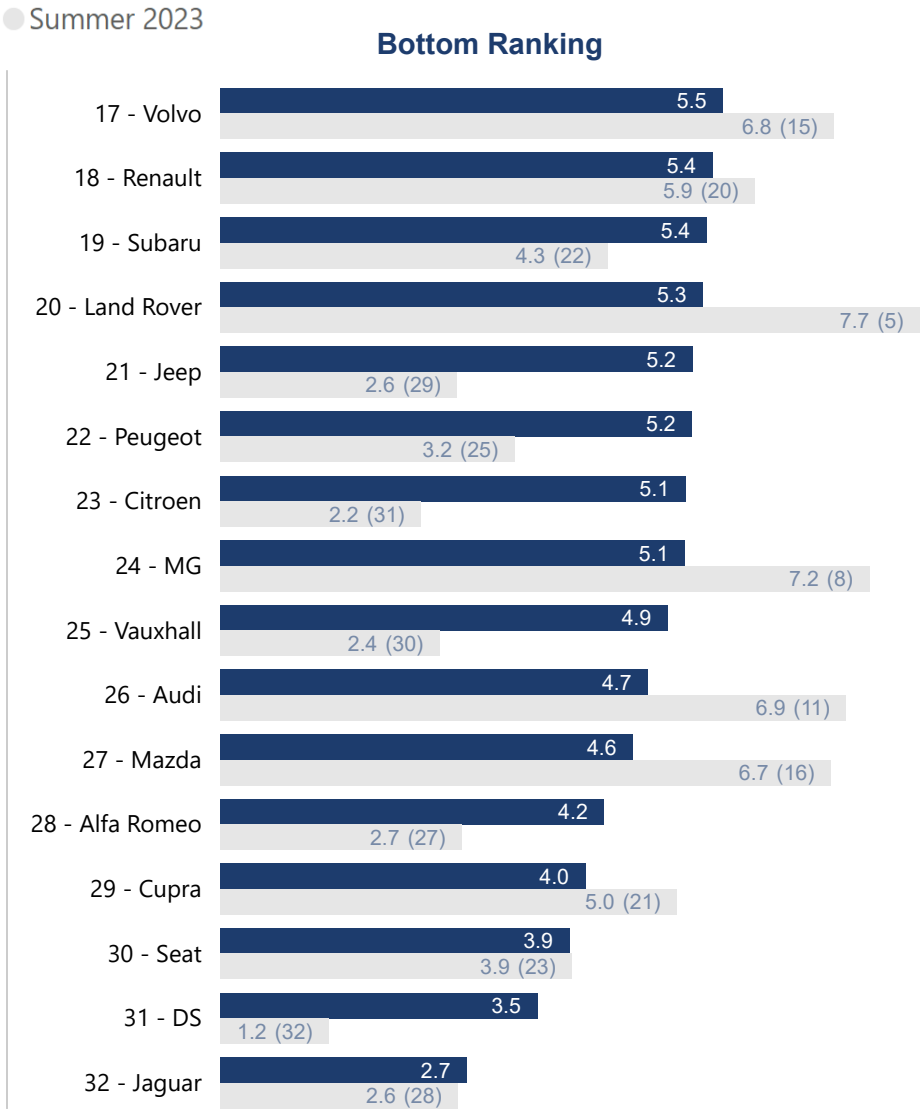
### Response Spread



### Top Ranking



### Bottom Ranking



With scores that are the same, one brand can be potentially higher due to rounding

# Q4b: The future profit return from representing your franchise?

Summer 2023

5.8

Winter 2024

6.1

% Change  
**+5.2%**

Score Change  
**+0.3**

Kia  
**8.7**

DS  
**3.5**

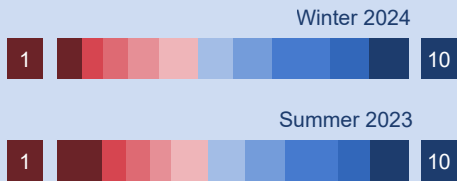
Lexus  
**8.0**

Seat  
**3.5**

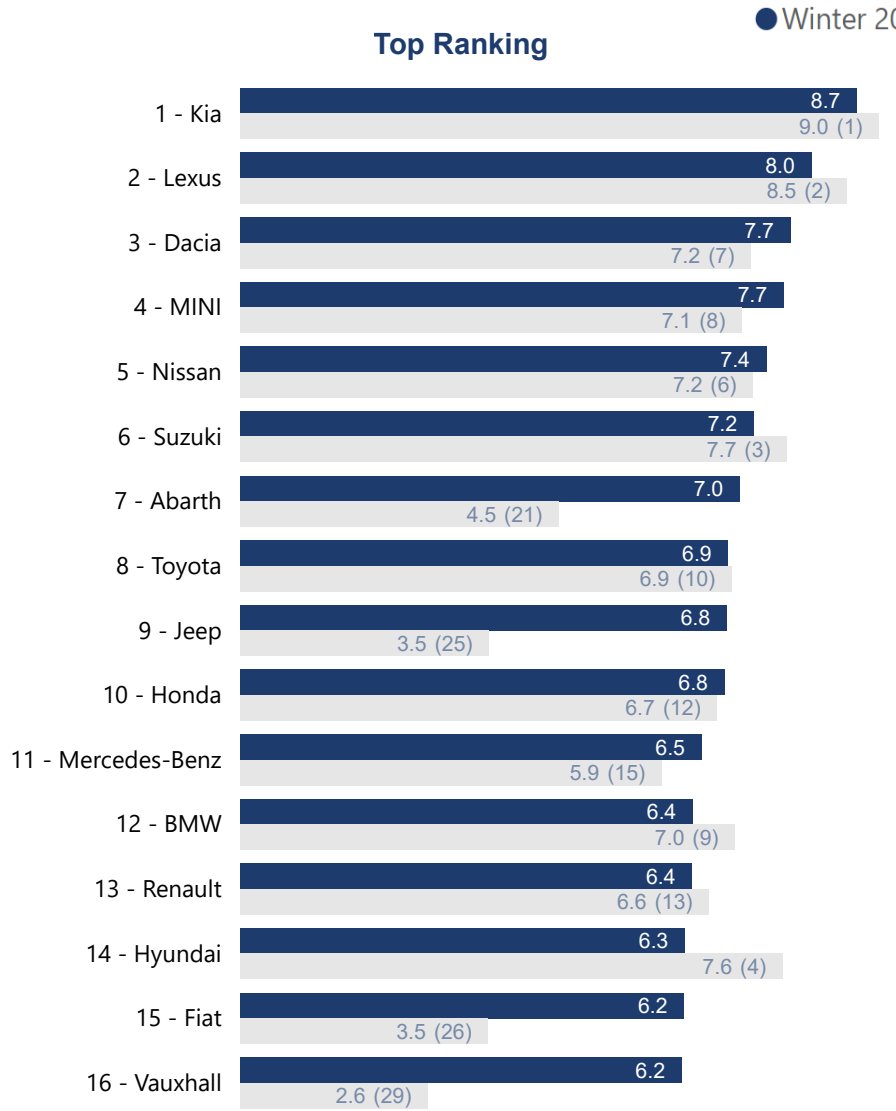
Dacia  
**7.7**

Jaguar  
**3.1**

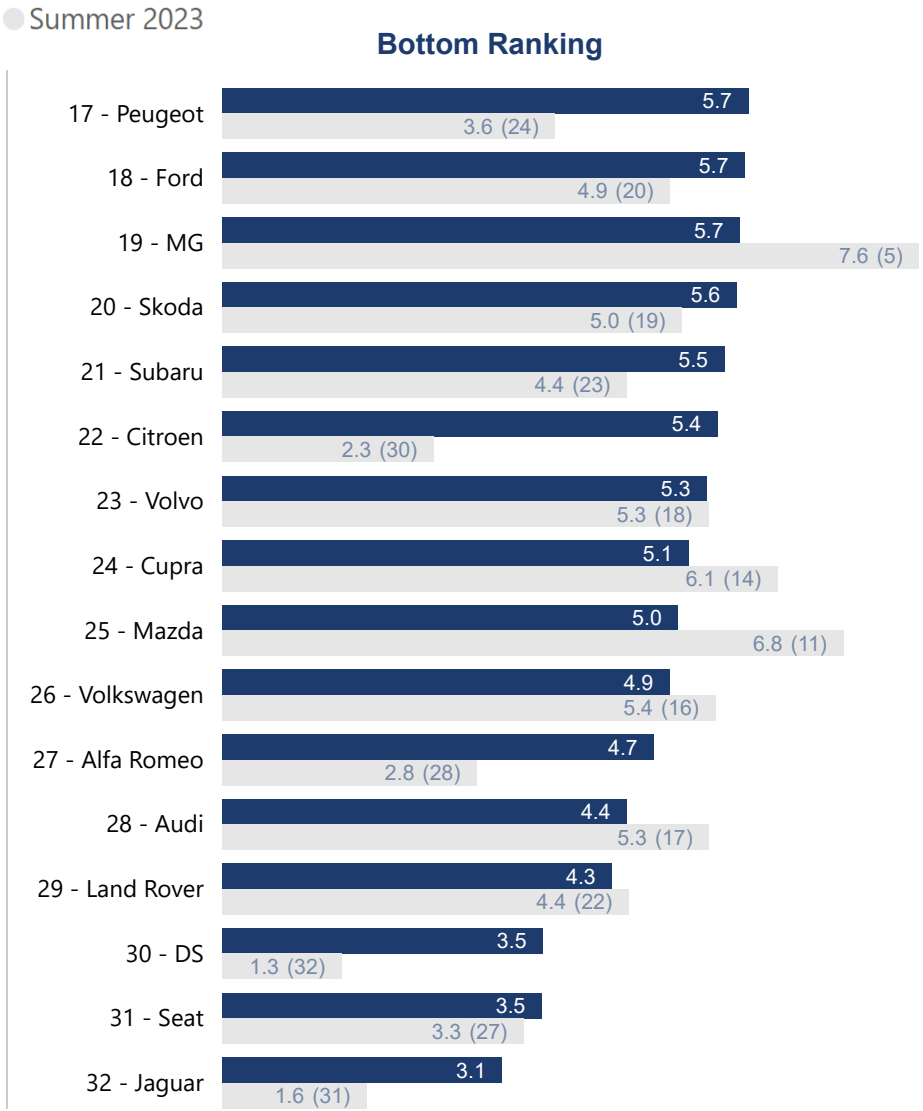
### Response Spread



### Top Ranking



### Bottom Ranking



# Q4c: The required level of capital investment?

Summer 2023

6.1

Winter 2024

6.3

% Change  
**+3.3%**

Score Change  
**+0.2**

Honda

8.5

Alfa Romeo

4.2

MINI

8.2

Cupra

3.9

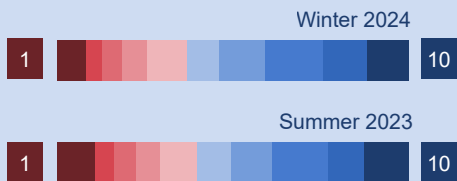
Kia

8.2

Jaguar

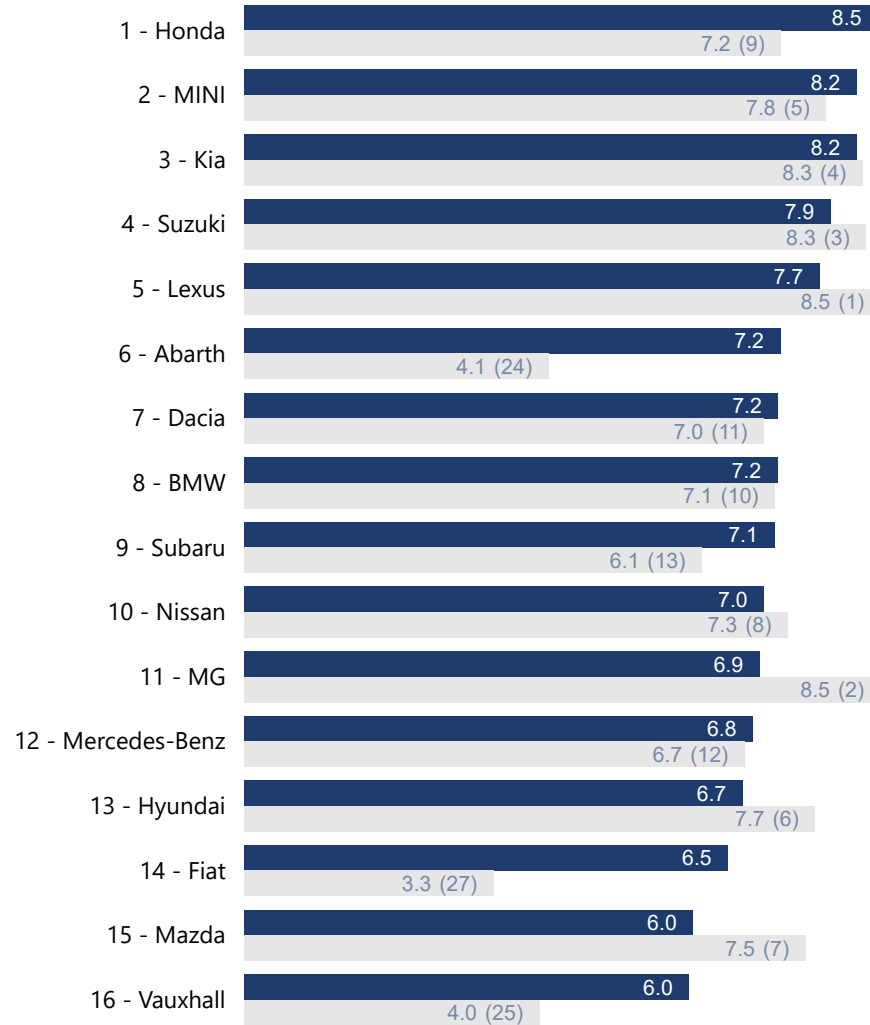
2.4

### Response Spread

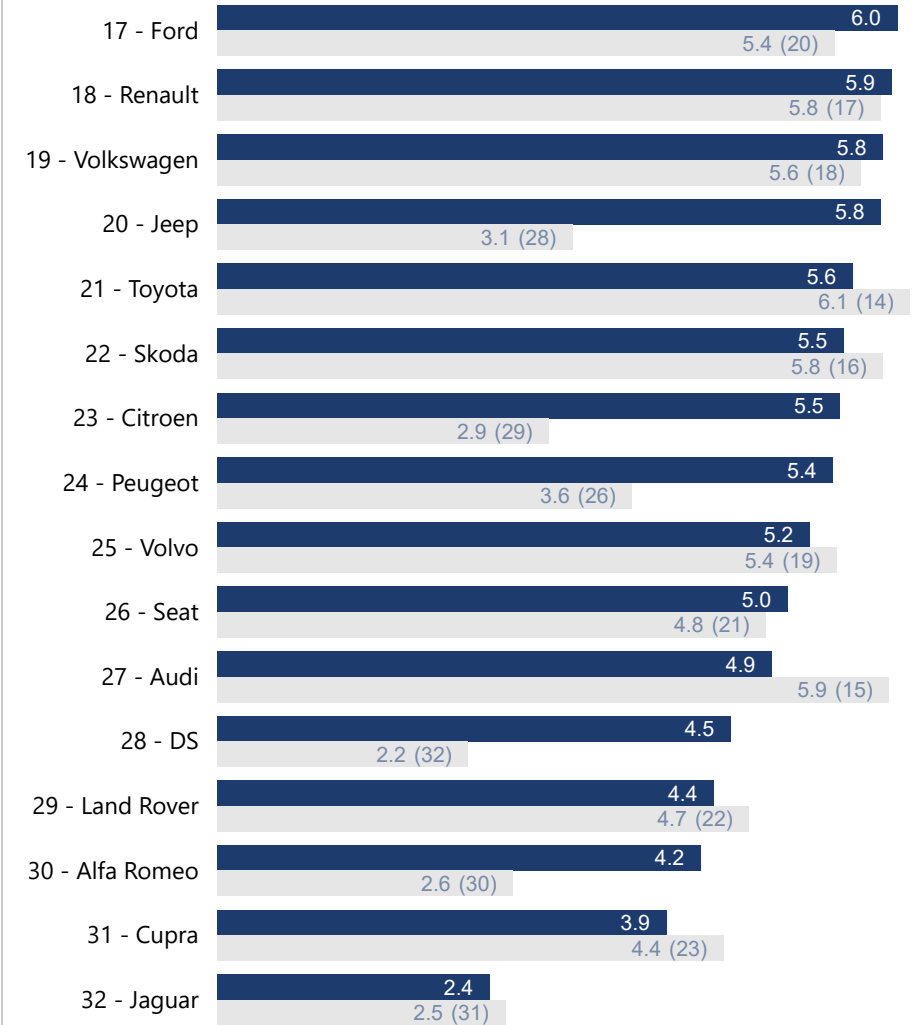


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking





# Q4d: The cost required in your dealership to meet franchised standards?

Summer 2023

6.0

Winter 2024

6.3

% Change  
**+5.0%**

Score Change  
**+0.3**

Honda

8.6

DS

4.2

Kia

8.3

Cupra

3.7

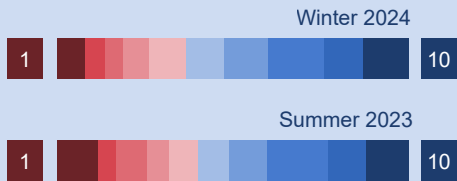
Lexus

8.0

Jaguar

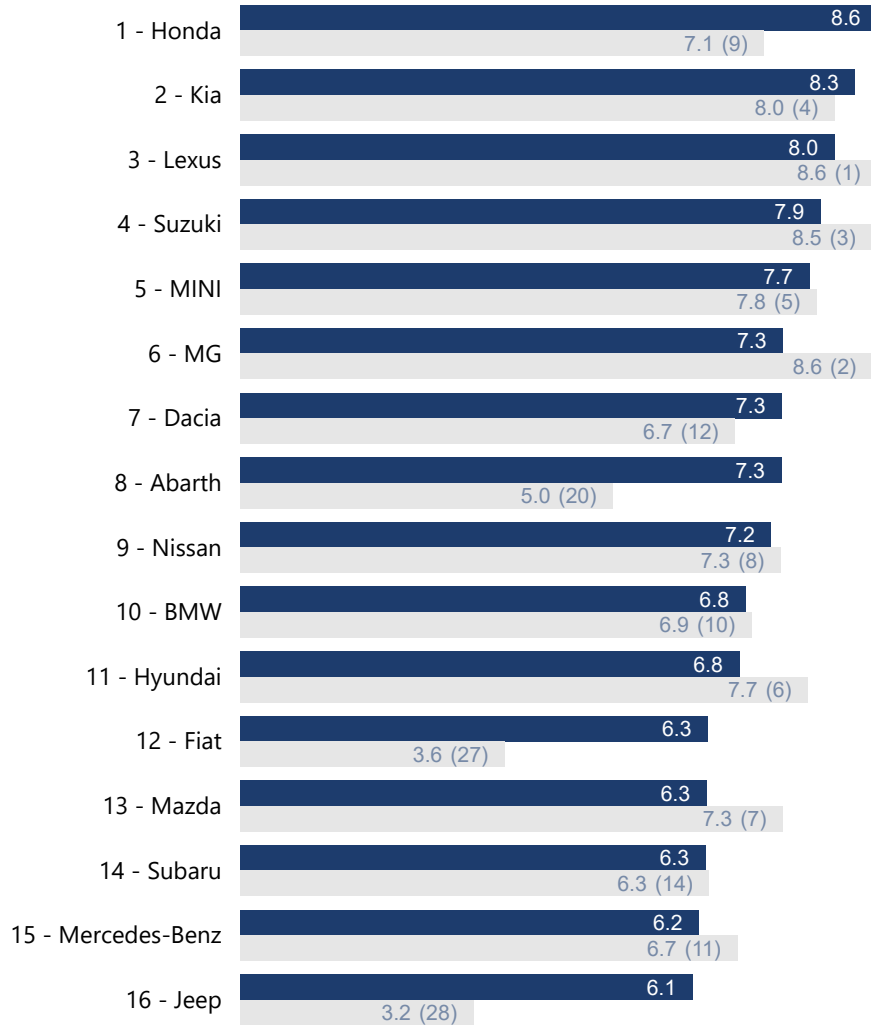
3.1

### Response Spread

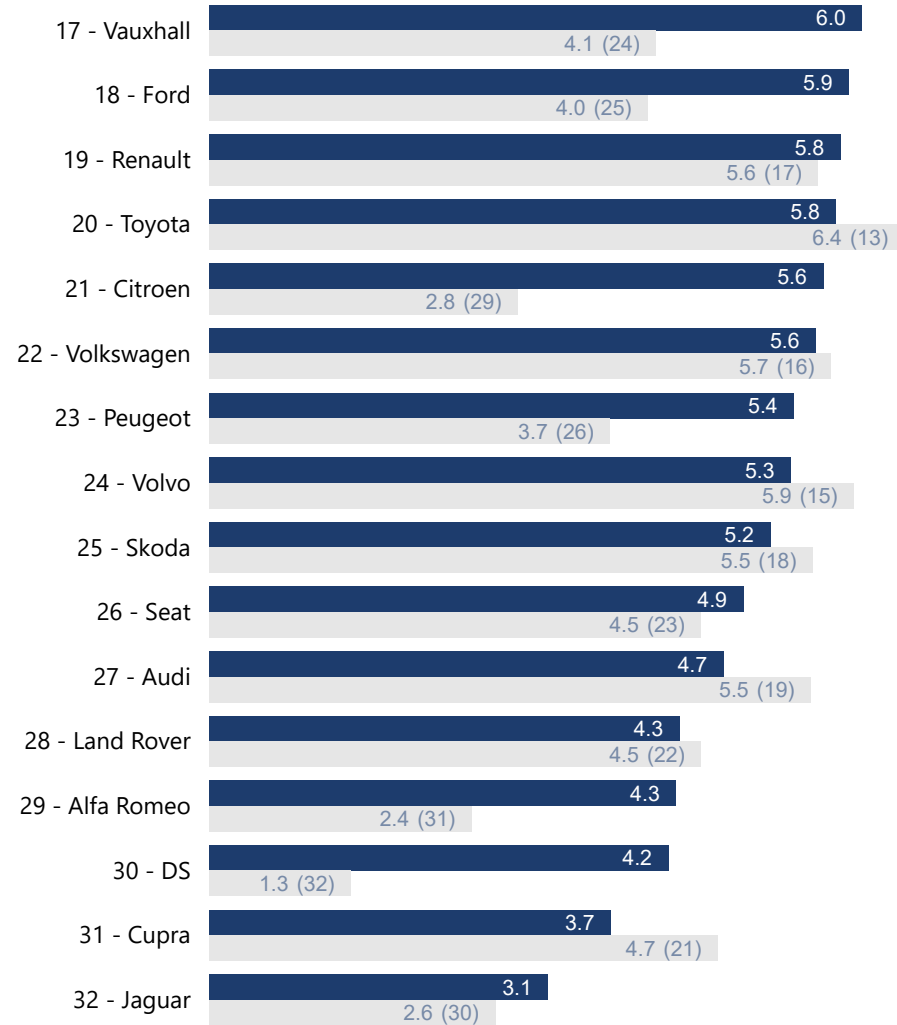


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q4e: The return on capital for your dealership?

Summer 2023

5.9

Winter 2024

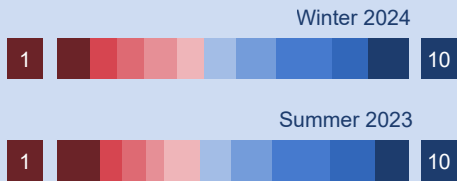
5.9

% Change  
0.0%

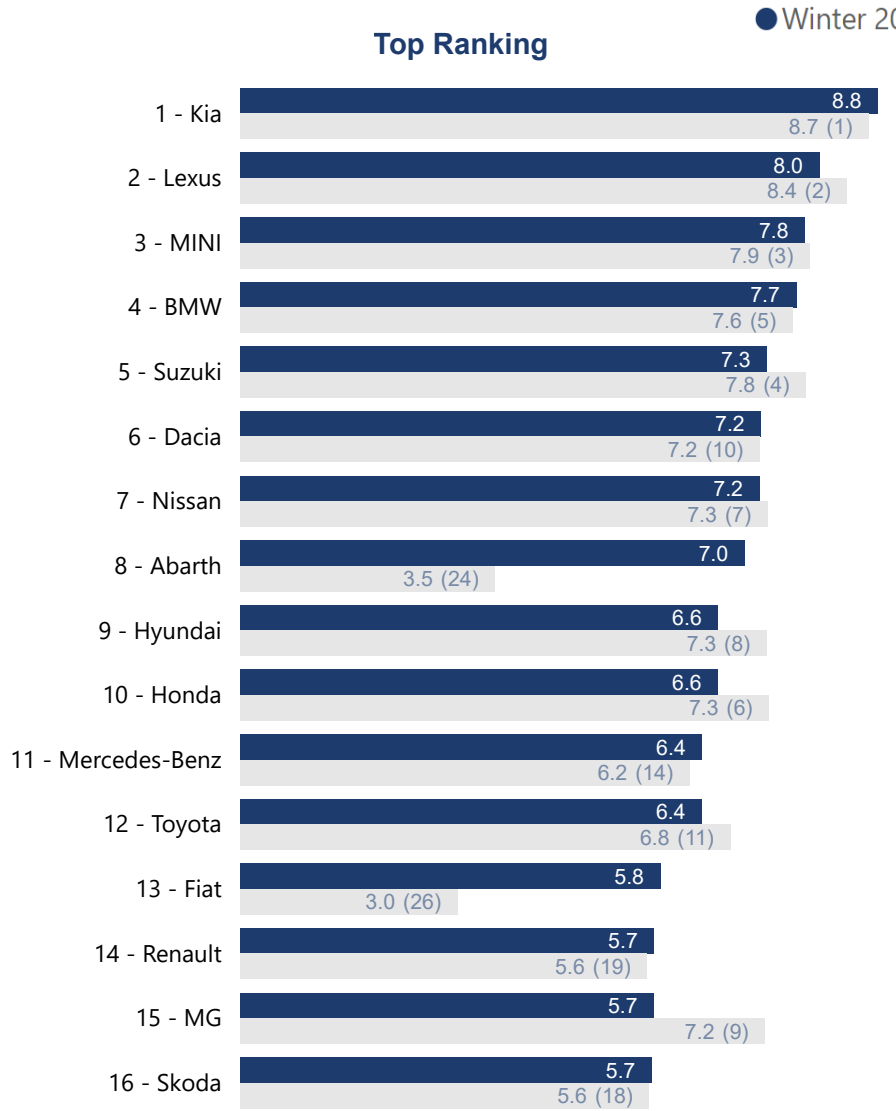
Score Change  
0.0

Kia	Cupra
8.8	3.7
Lexus	DS
8.0	3.5
MINI	Jaguar
7.8	2.6

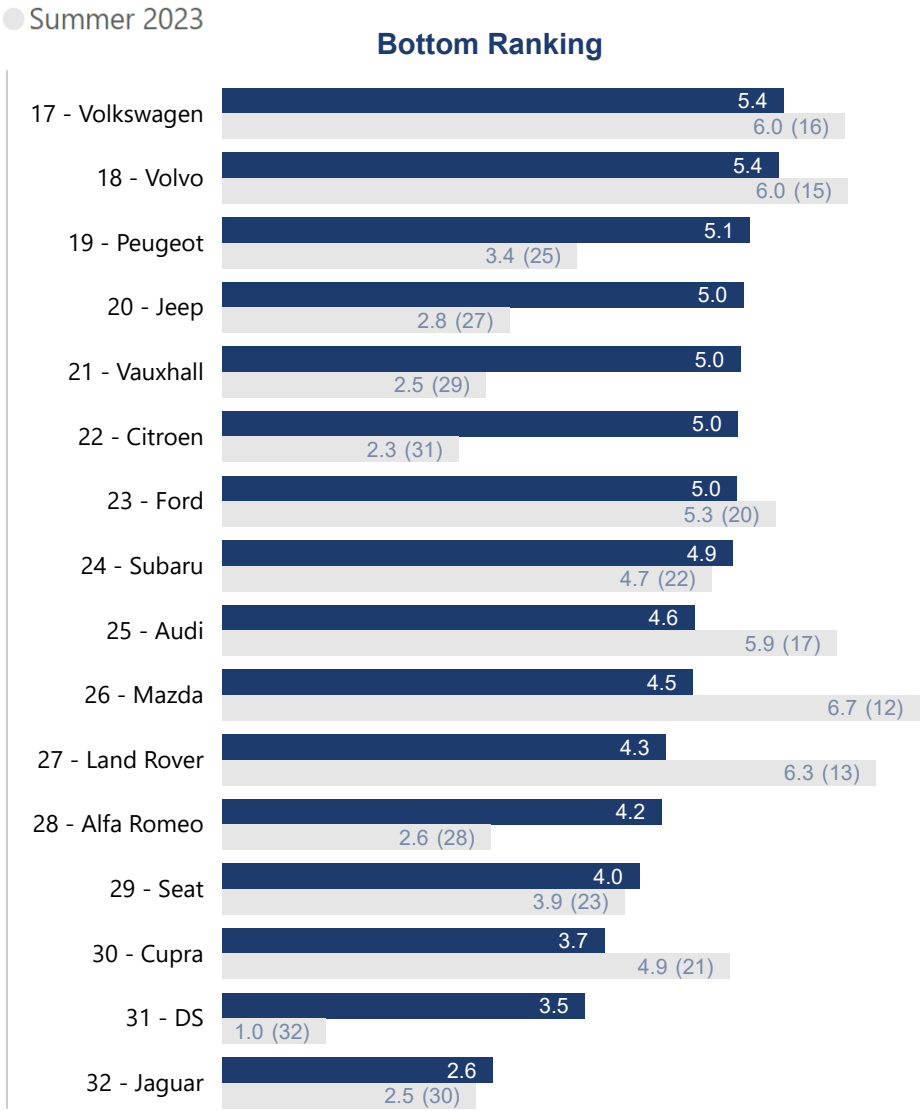
### Response Spread



### Top Ranking



### Bottom Ranking



# Q4f: The quality of guidance provided by your manufacturer to your dealership?

Summer 2023

6.1

Winter 2024

6.4

% Change  
**+4.9%**

Score Change  
**+0.3**

Lexus  
**9.1**

Kia  
**8.9**

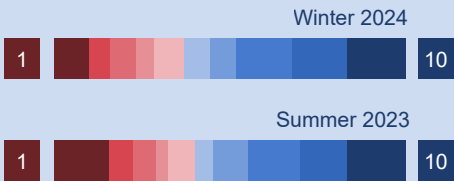
Mercedes  
**8.5**

DS  
**4.2**

Land Rover  
**3.6**

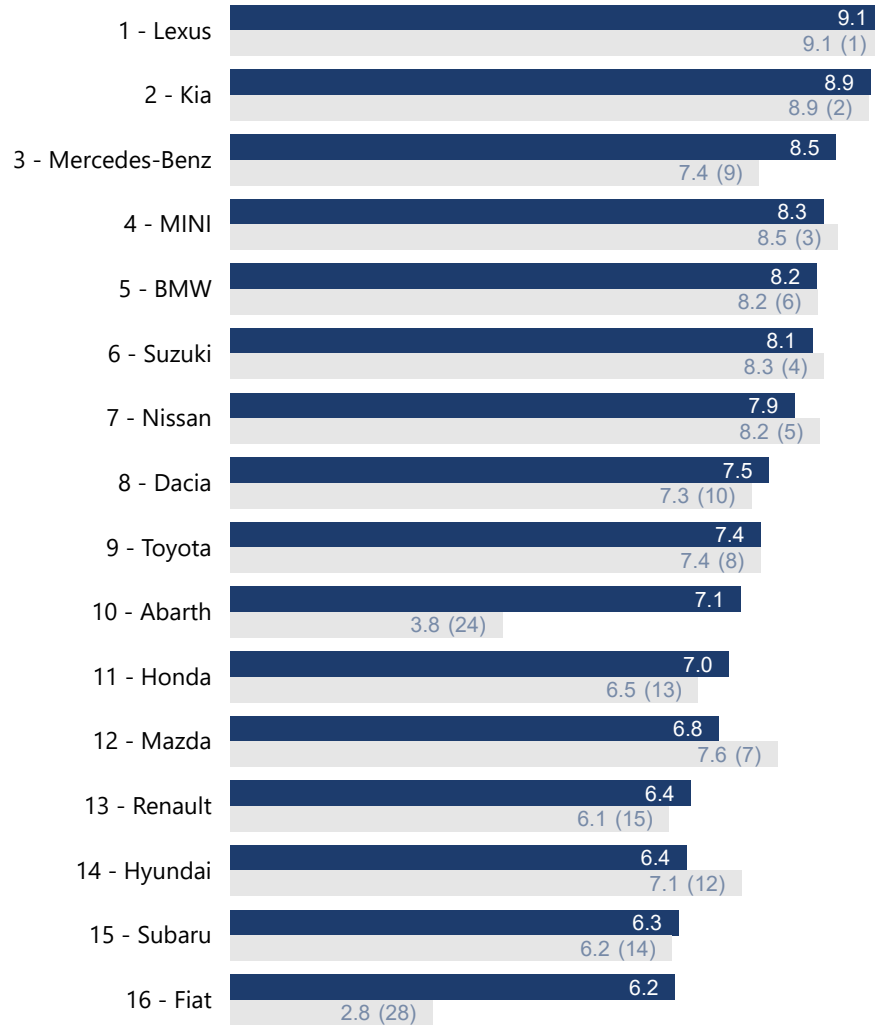
Jaguar  
**3.1**

### Response Spread

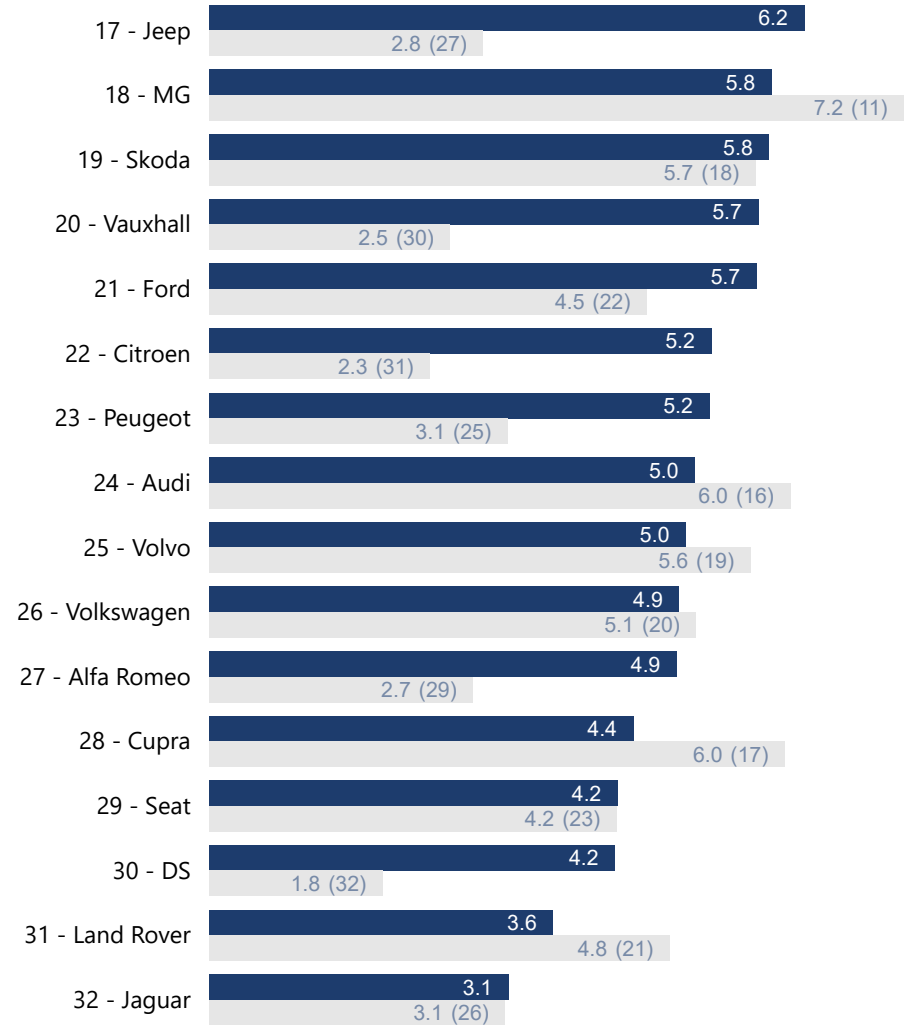


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



Summer 2023

5.6

Winter 2024

5.8

% Change  
**+3.6%**

Score Change  
**+0.2**

Lexus  
**8.8**

Cupra  
**3.7**

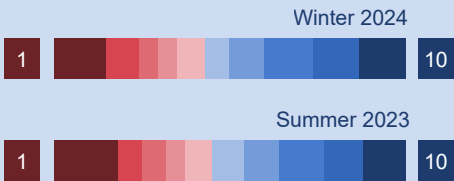
MINI  
**8.8**

Land Rover  
**3.0**

Kia  
**8.5**

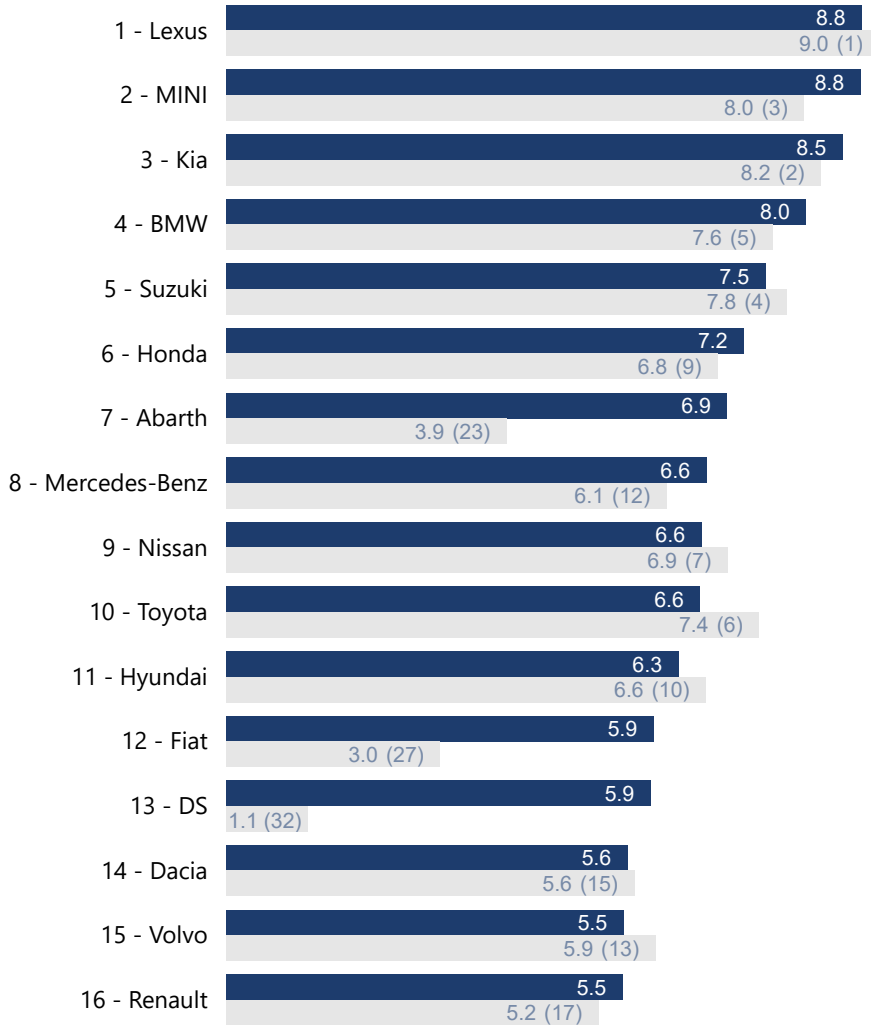
Jaguar  
**2.3**

Response Spread

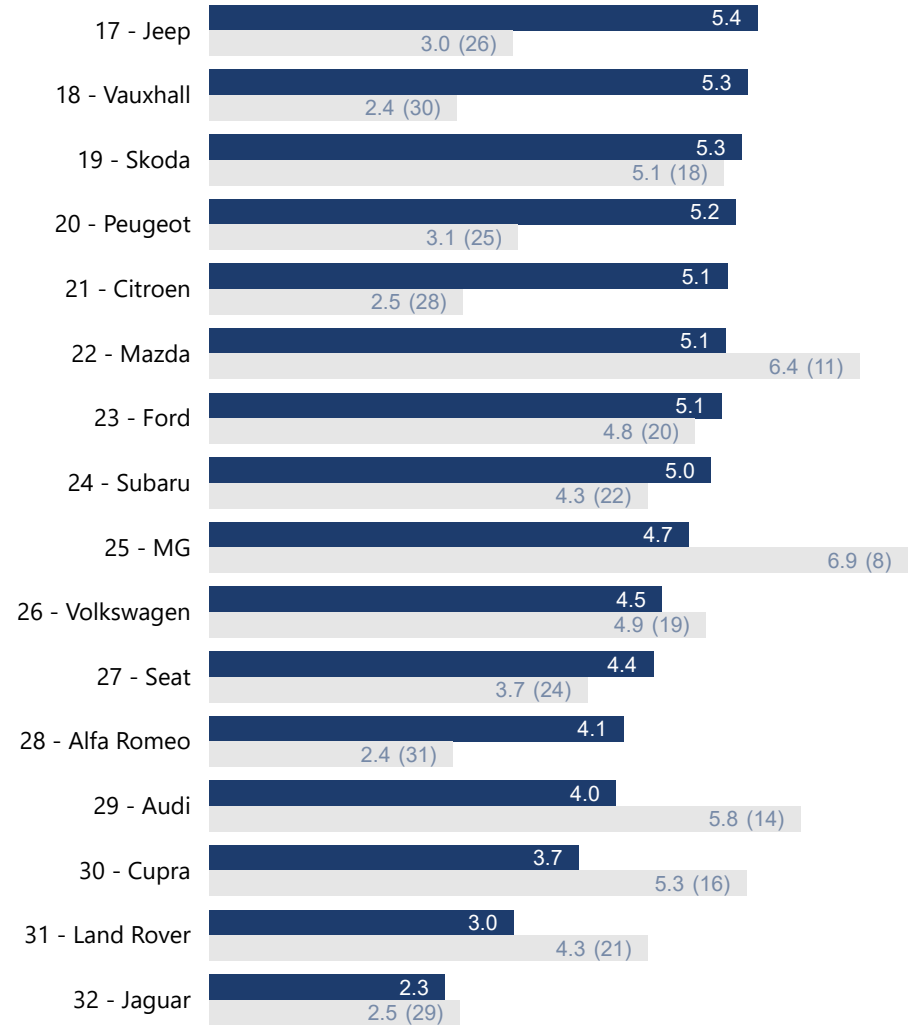


Top Ranking

● Winter 2024 ● Summer 2023



Bottom Ranking





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# National Franchised Dealer Association

## Section C

### Operations

# Q5a: The volume target aspirations of your manufacturer are realistic?

Summer 2023

6.2

Winter 2024

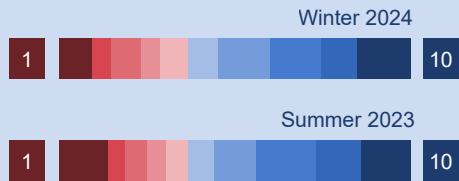
6.2

% Change  
0.0%

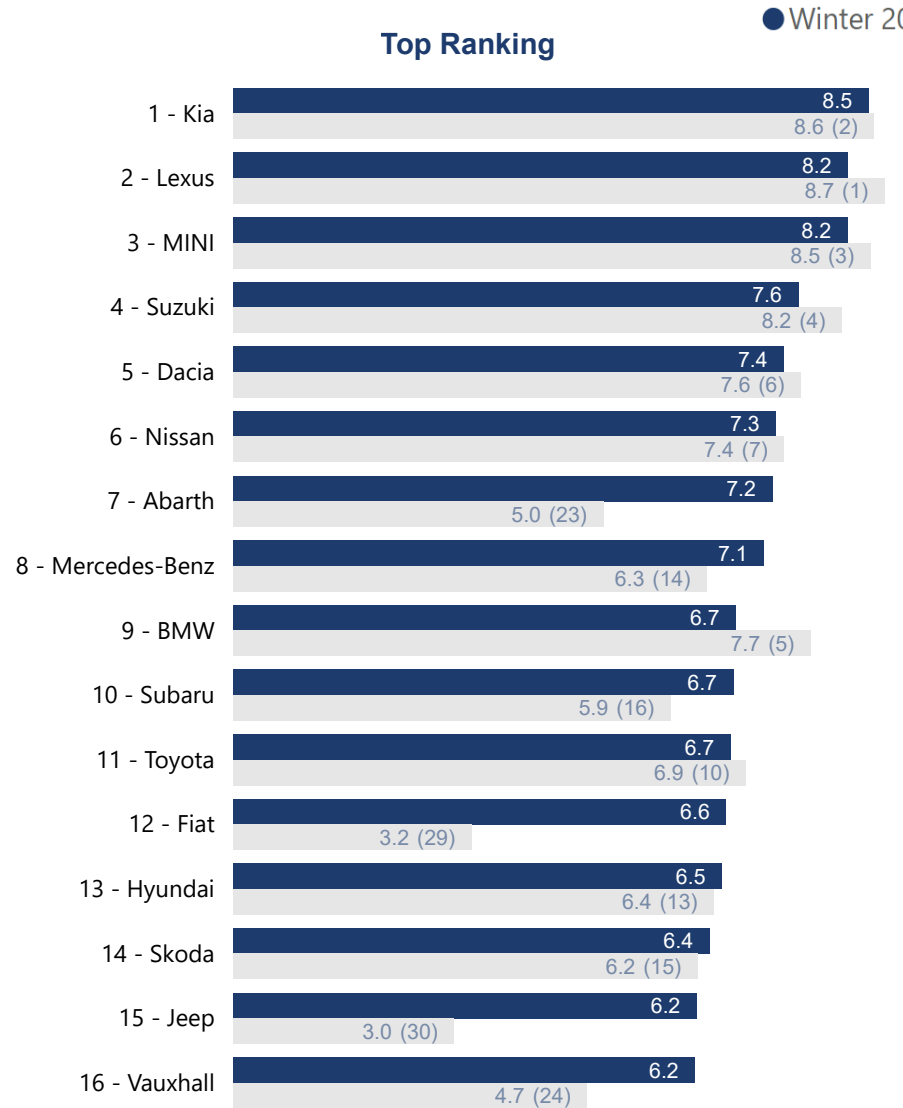
Score Change  
0.0

Kia	Peugeot
8.5	4.9
Lexus	DS
8.2	4.6
MINI	Jaguar
8.2	3.2

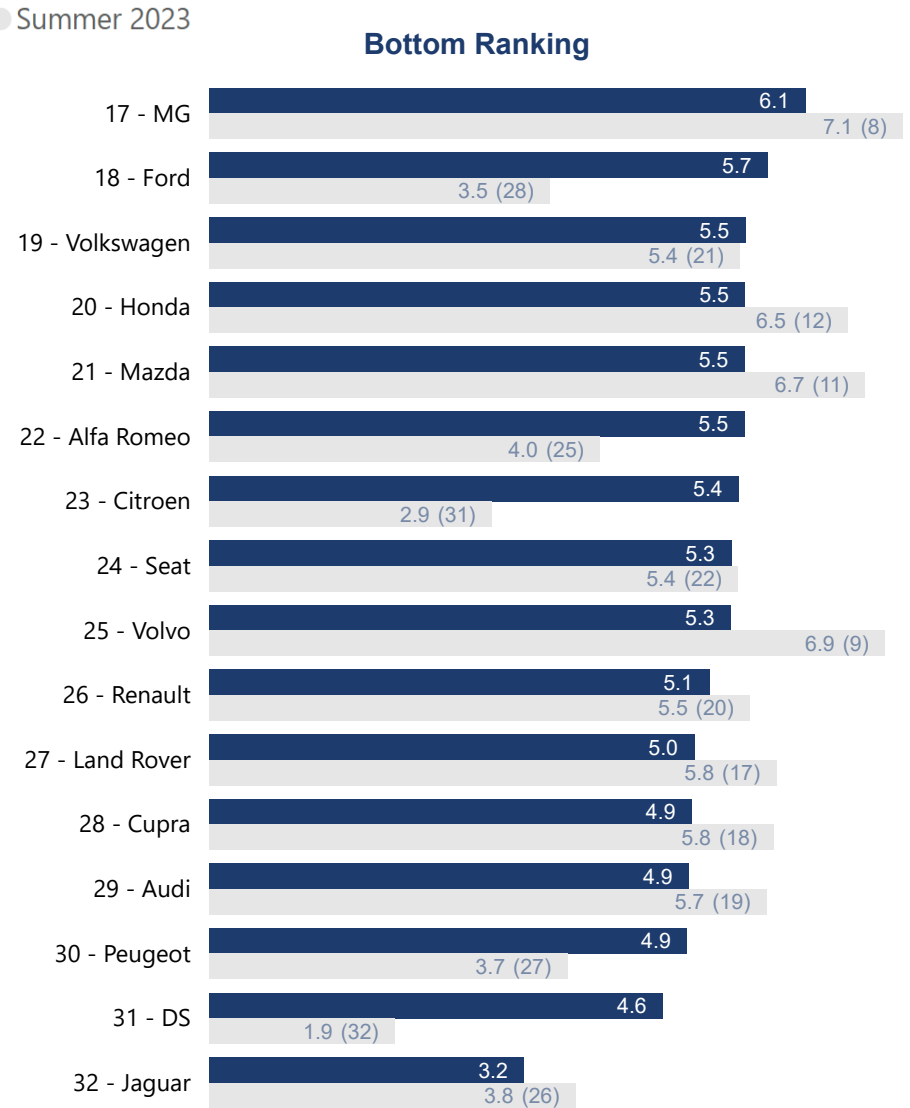
Response Spread



Top Ranking



Bottom Ranking



# Q5b: Your new car targeting process?

Summer 2023

6.0

Winter 2024

6.0

% Change  
0.0%

Score Change  
0.0

Kia  
8.6

DS  
4.3

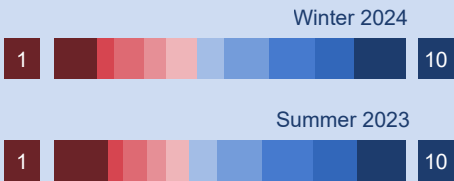
MINI  
8.4

Audi  
4.2

Lexus  
8.3

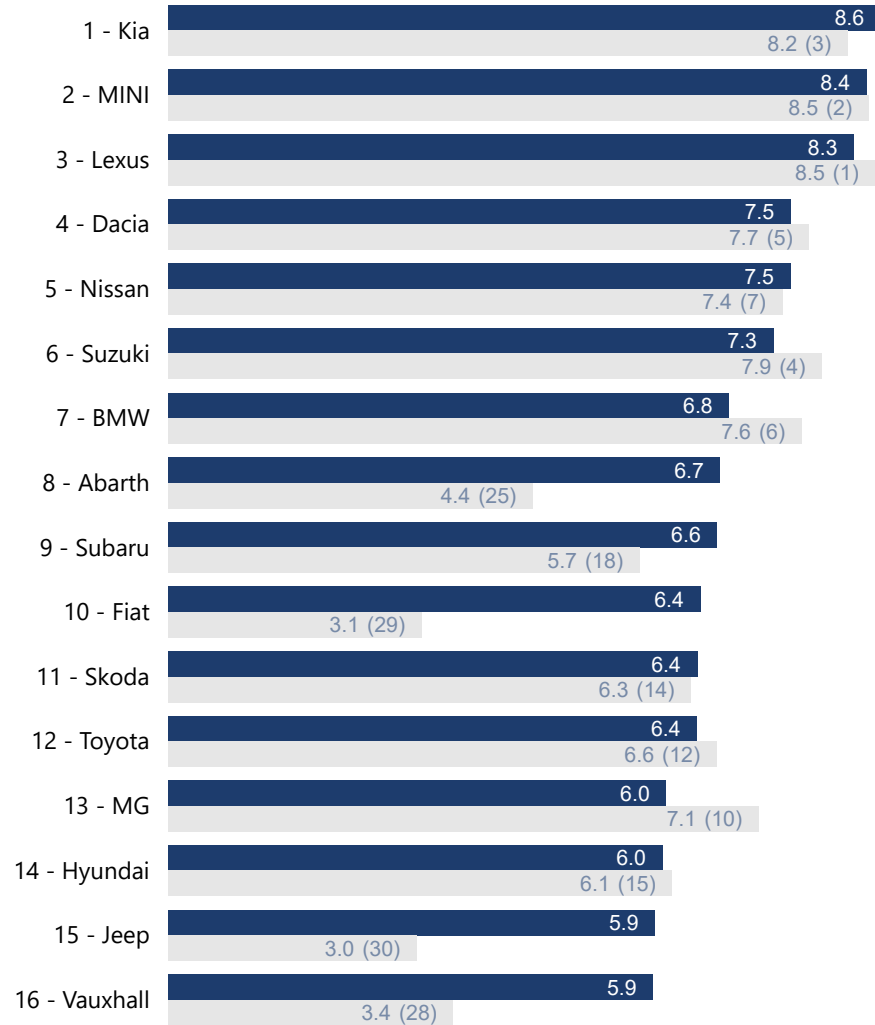
Jaguar  
2.5

Response Spread

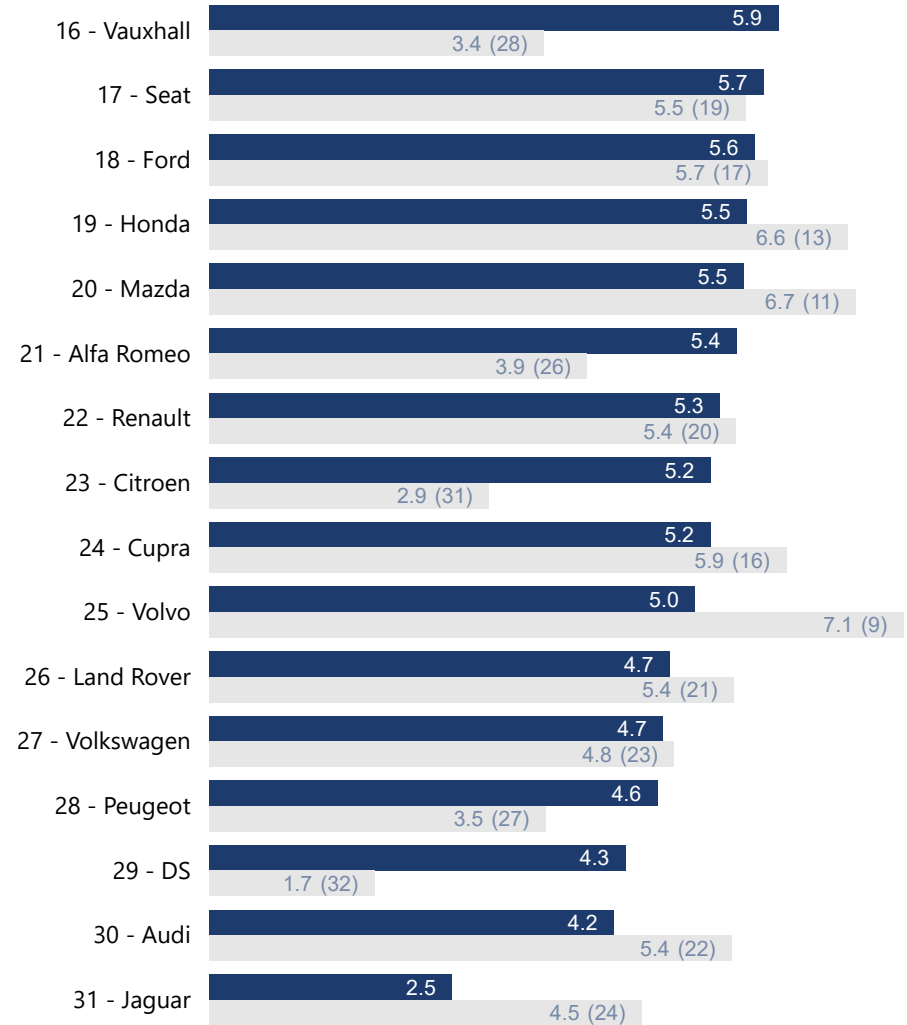


Top Ranking

● Winter 2024 ● Summer 2023



Bottom Ranking



Mercedes-Benz had scored 7.0 in the last survey

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

Winter 2024

# 5.9

% Change

-

Score Change

-

MINI

8.4

Volvo

4.3

Kia

8.3

DS

3.8

Nissan

7.4

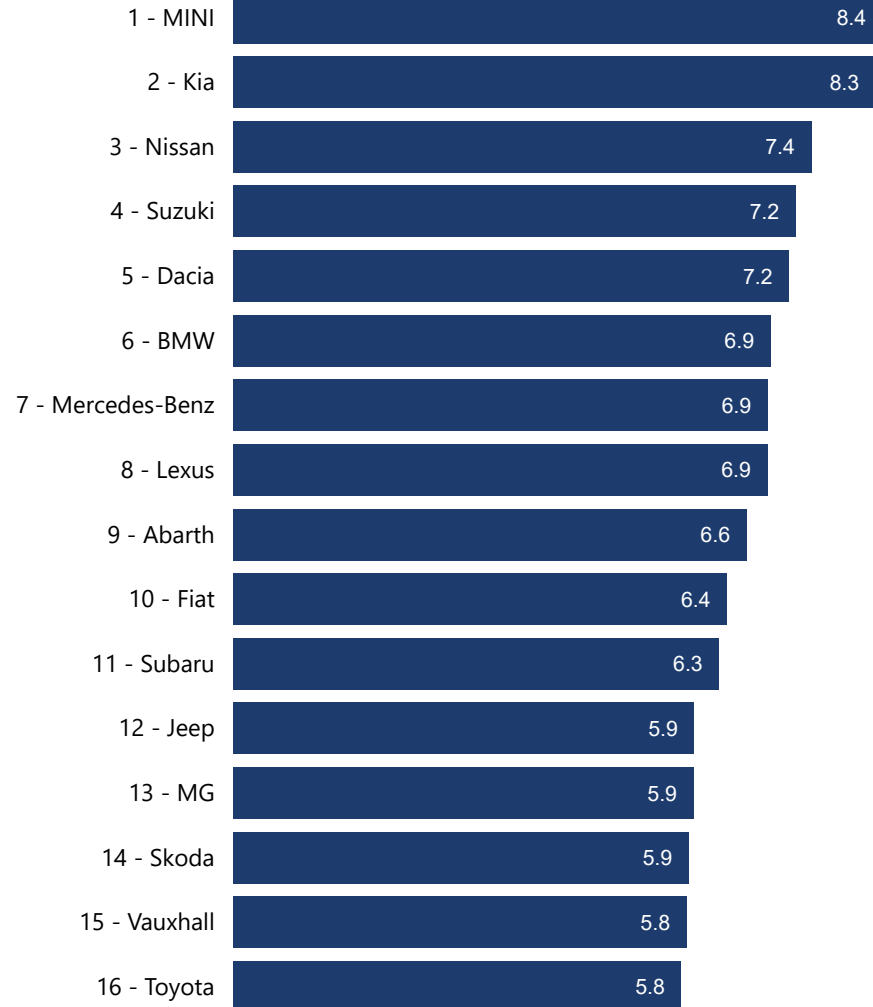
Jaguar

3.4

Response Spread

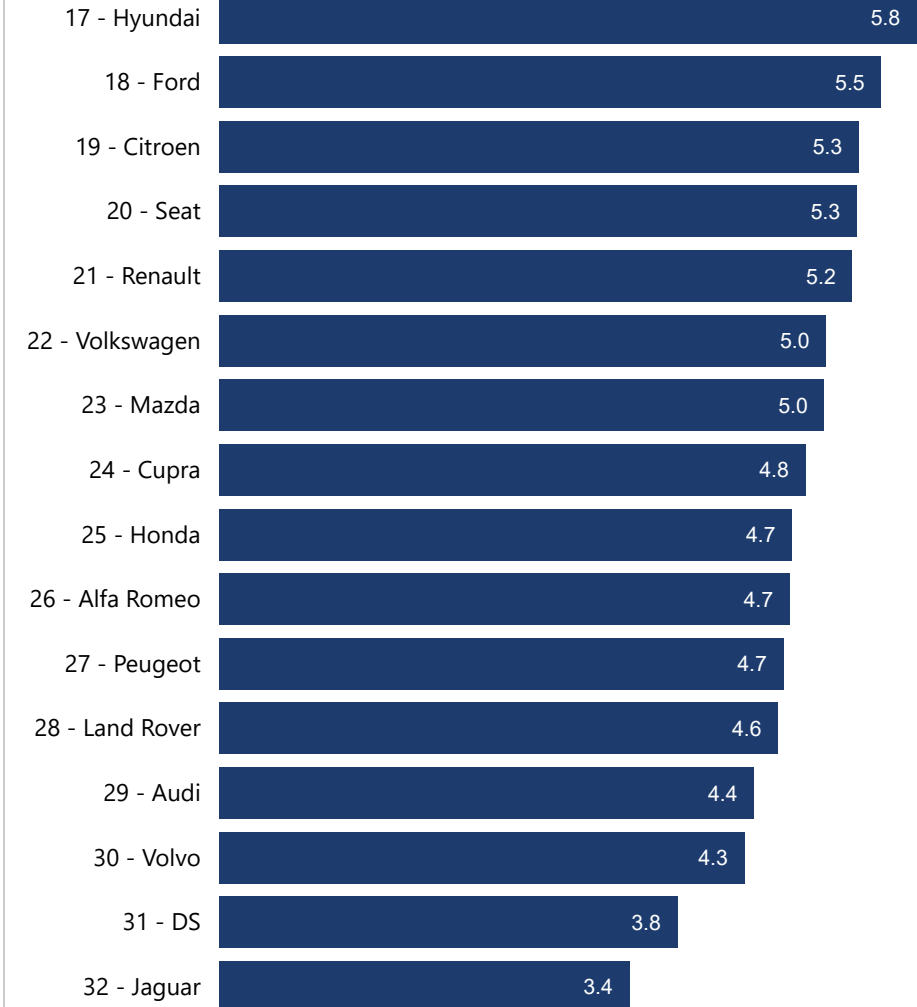


## Top Ranking



● Winter 2024

## Bottom Ranking





# Q5d: Your total margin on new vehicles?

Summer 2023

6.1

Winter 2024

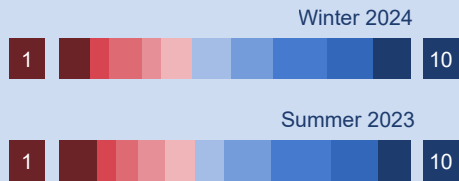
6.1

% Change  
0.0%

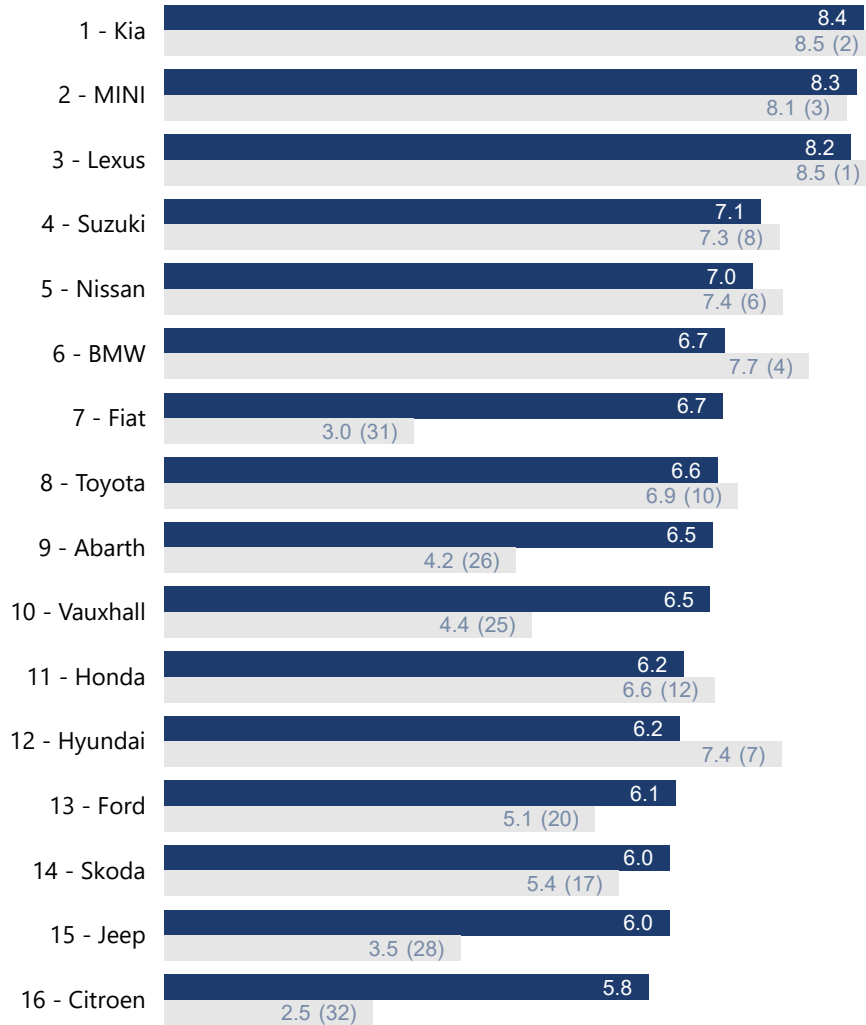
Score Change  
0.0

Kia	Jaguar
8.4	4.2
MINI	Volvo
8.3	4.2
Lexus	Audi
8.2	4.2

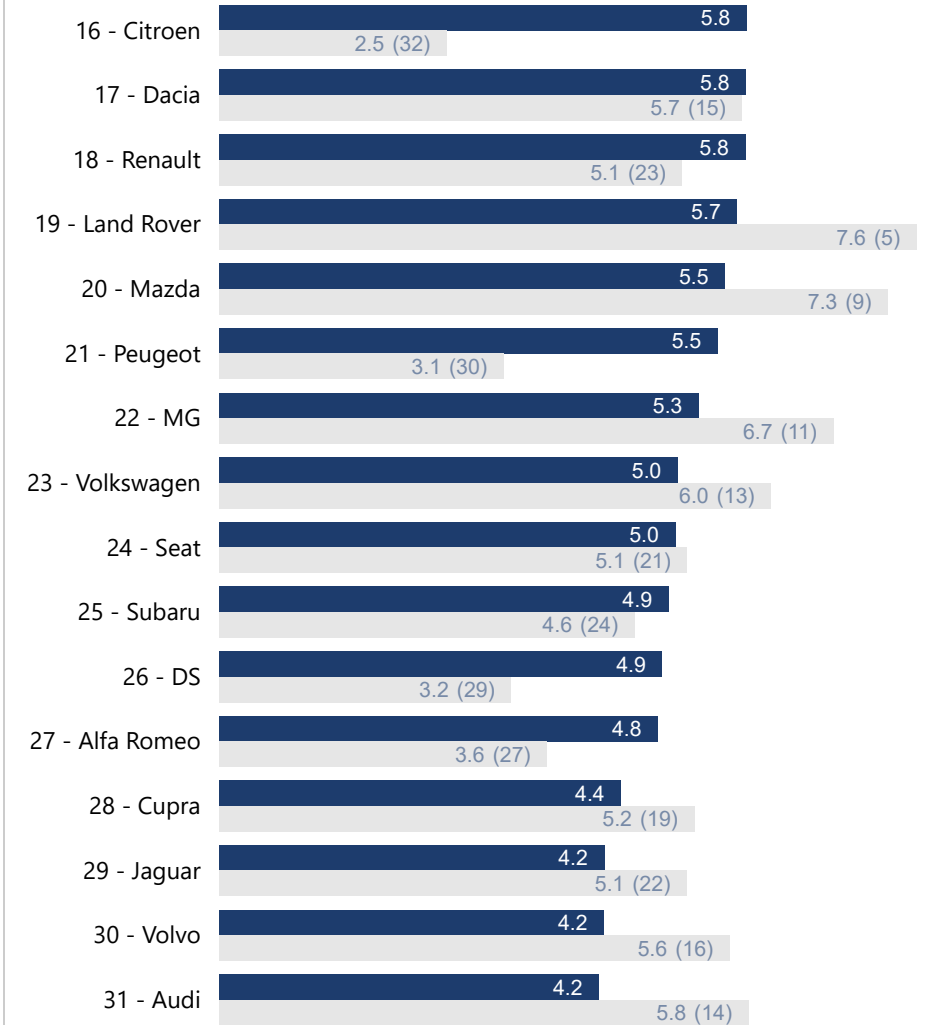
### Response Spread



### Top Ranking



### Bottom Ranking



Mercedes-Benz had scored 5.3 in the last survey

# Q5e: Your current bonus and rebate rates on new car sales?

Summer 2023

6.0

Winter 2024

6.2

% Change  
**+3.3%**

Score Change  
**+0.2**

Kia

8.5

Cupra

4.3

Lexus

8.4

DS

4.2

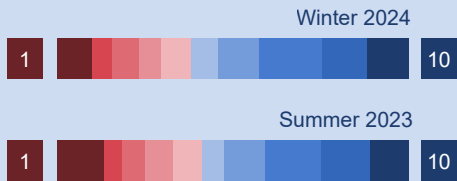
MINI

8.3

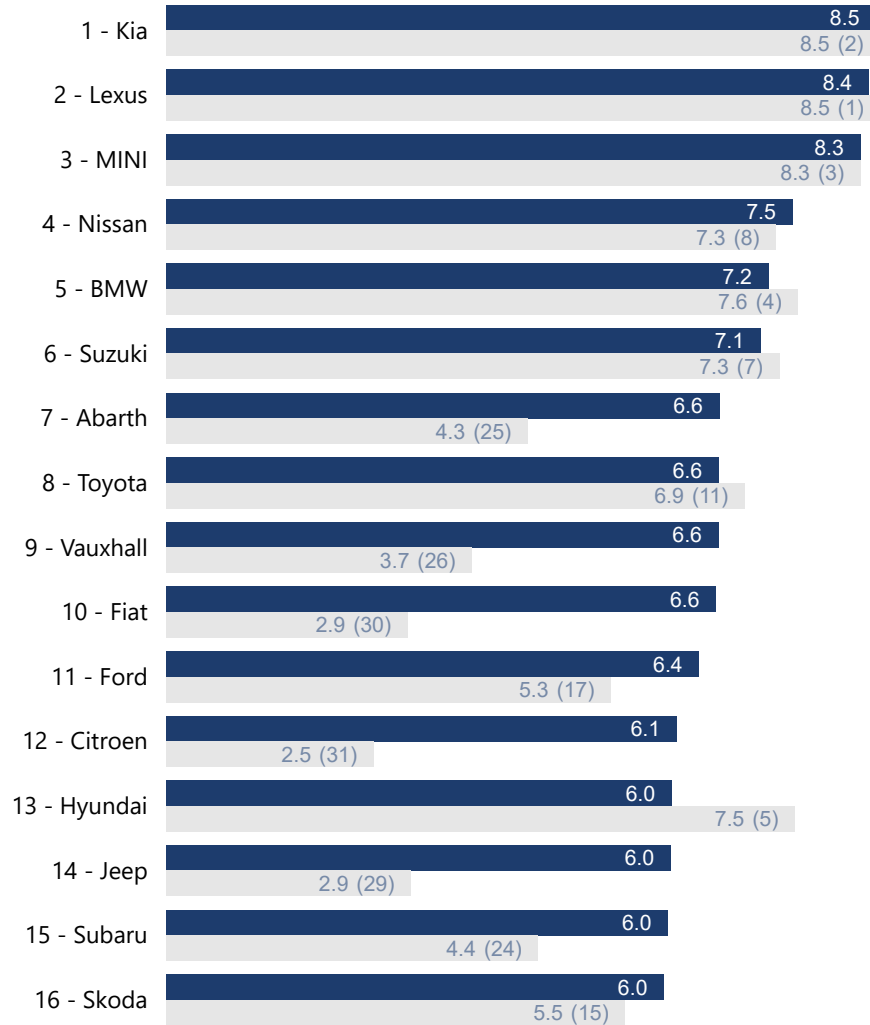
Jaguar

2.7

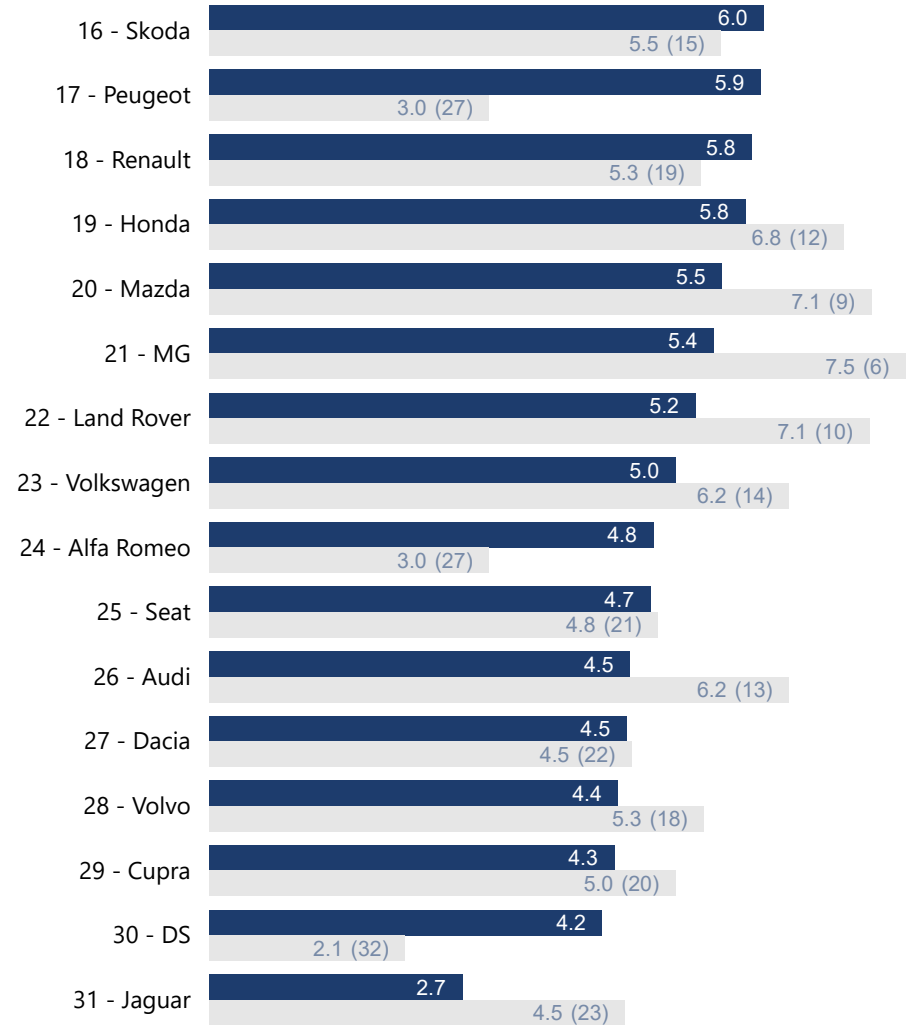
### Response Spread



### Top Ranking



### Bottom Ranking



Mercedes-Benz had scored 5.4 in the last survey

# Q5f: Manufacturer inducement to self register vehicles?

Summer 2023

6.2

Winter 2024

6.1

% Change  
**-1.6%**

Score Change  
**-0.1**

Kia

8.7

Volkswagen

4.2

MINI

8.4

Jaguar

4.1

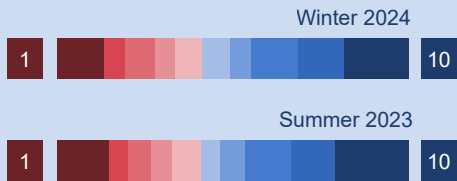
Nissan

8.1

Audi

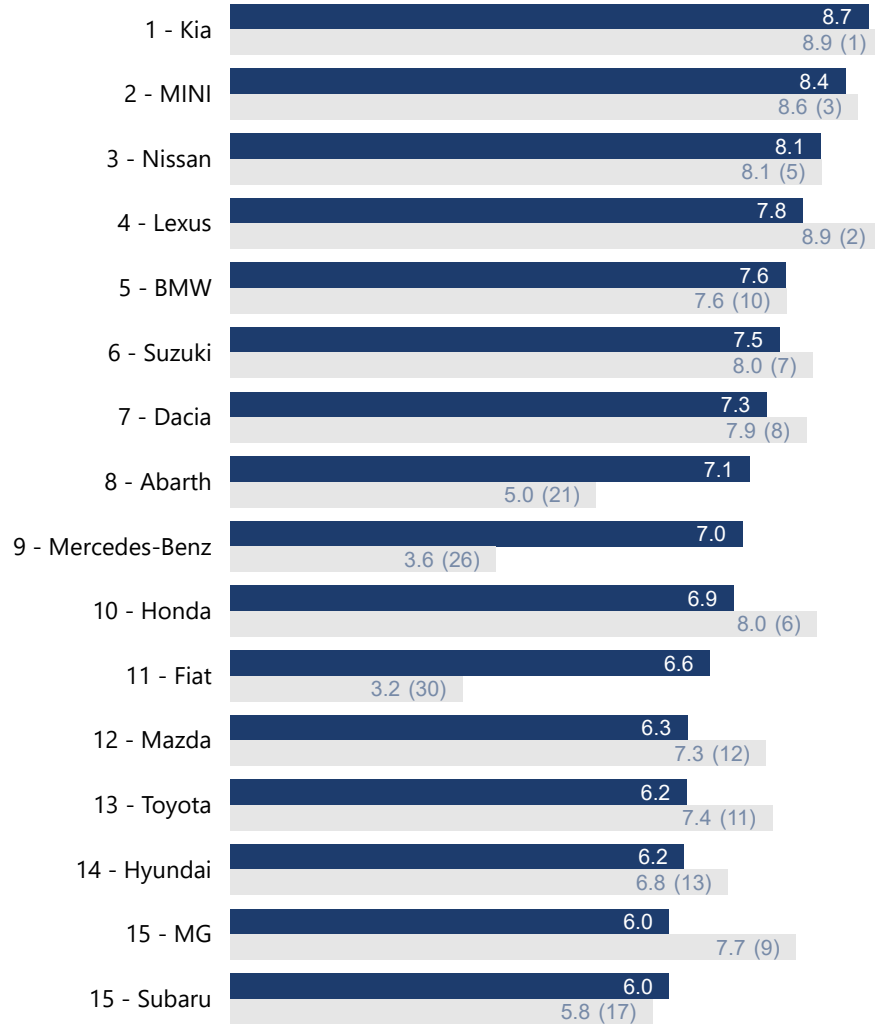
4.0

### Response Spread

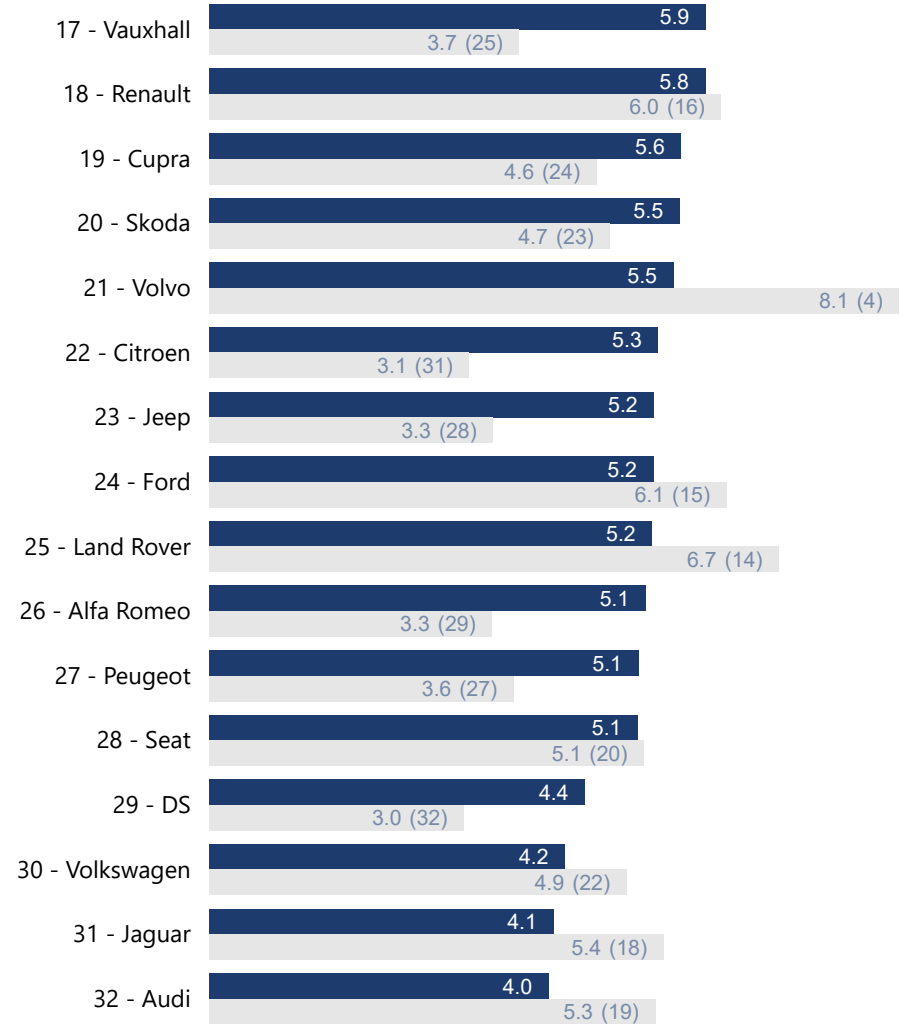


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



Summer 2023

5.5

Winter 2024

6.4

% Change  
**+16.4%**

Score Change  
**+0.9**

Nissan  
**8.4**

Seat  
**4.3**

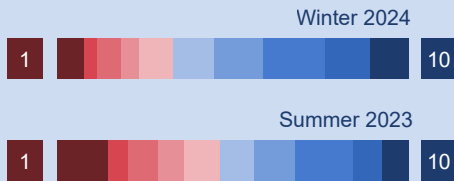
Kia  
**8.1**

Audi  
**3.1**

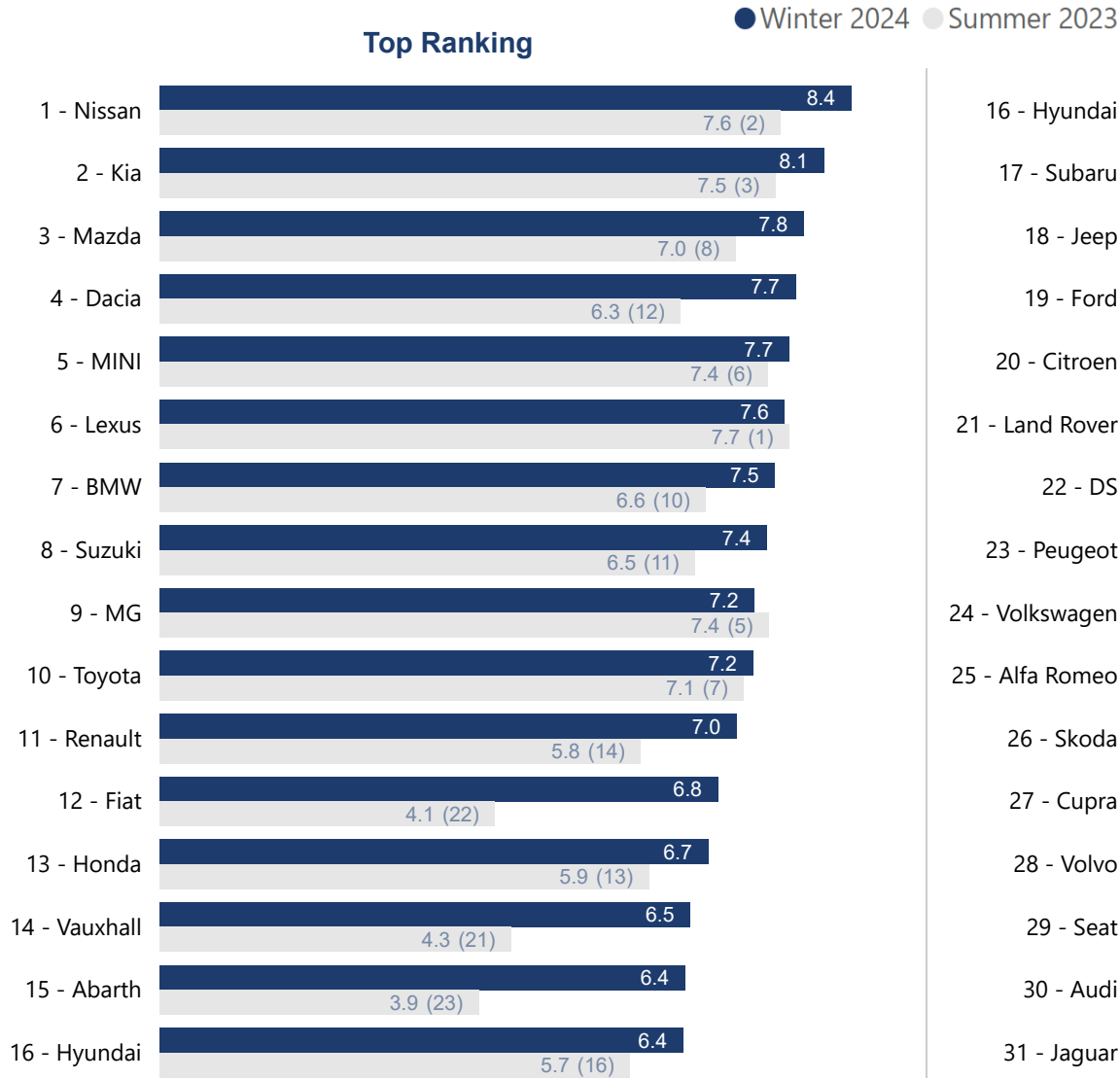
Mazda  
**7.8**

Jaguar  
**2.9**

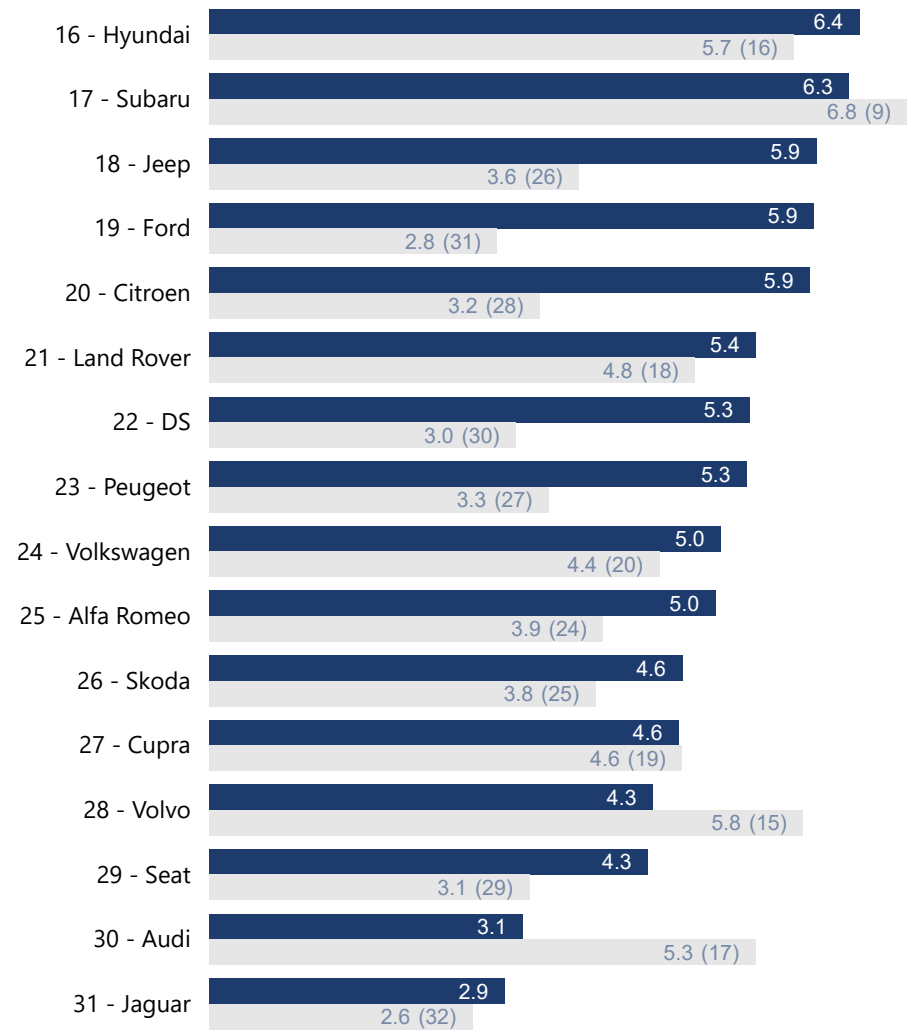
### Response Spread



### Top Ranking



### Bottom Ranking



Mercedes-Benz had scored 7.4 in the last survey

# Q5h: The fairness of your manufacturer's new car ordering and stocking policies?

Summer 2023

6.1

Winter 2024

6.5

% Change  
**+6.6%**

Score Change  
**+0.4**

Kia

8.6

Seat

5.1

Honda

8.6

Alfa Romeo

4.7

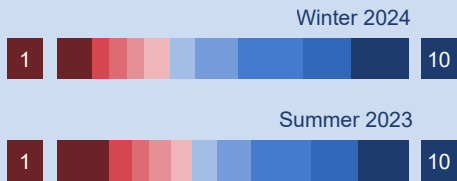
MINI

8.5

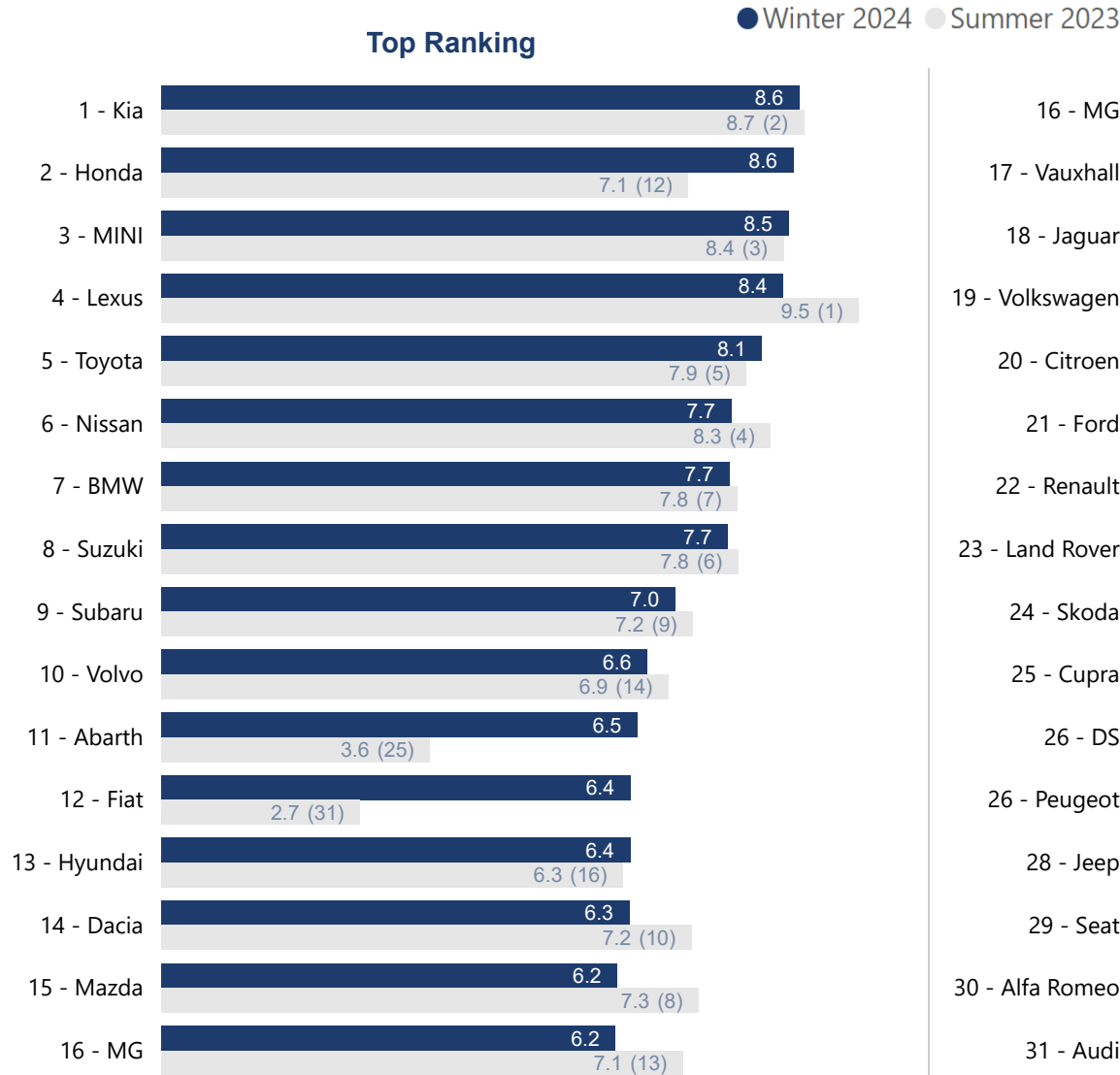
Audi

4.2

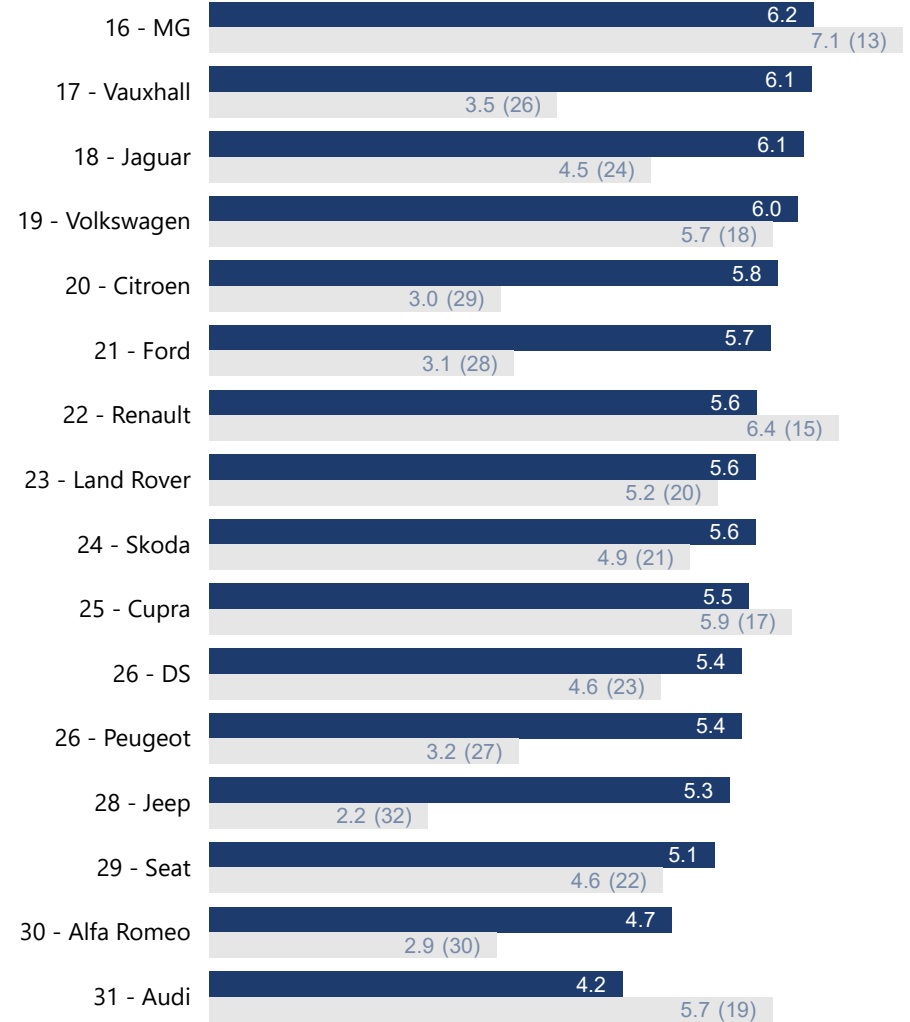
### Response Spread



### Top Ranking



### Bottom Ranking



Mercedes-Benz had scored 7.2 in the last survey

# Q5i: The fairness of your manufacturer's demonstrator programme?

Summer 2023

6.4

Winter 2024

6.4

% Change  
0.0%

Score Change  
0.0

Mercedes  
9.3

Land Rover  
4.7

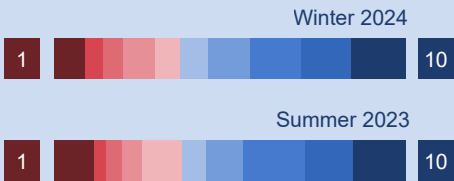
Kia  
8.8

Volkswagen  
4.4

MINI  
8.5

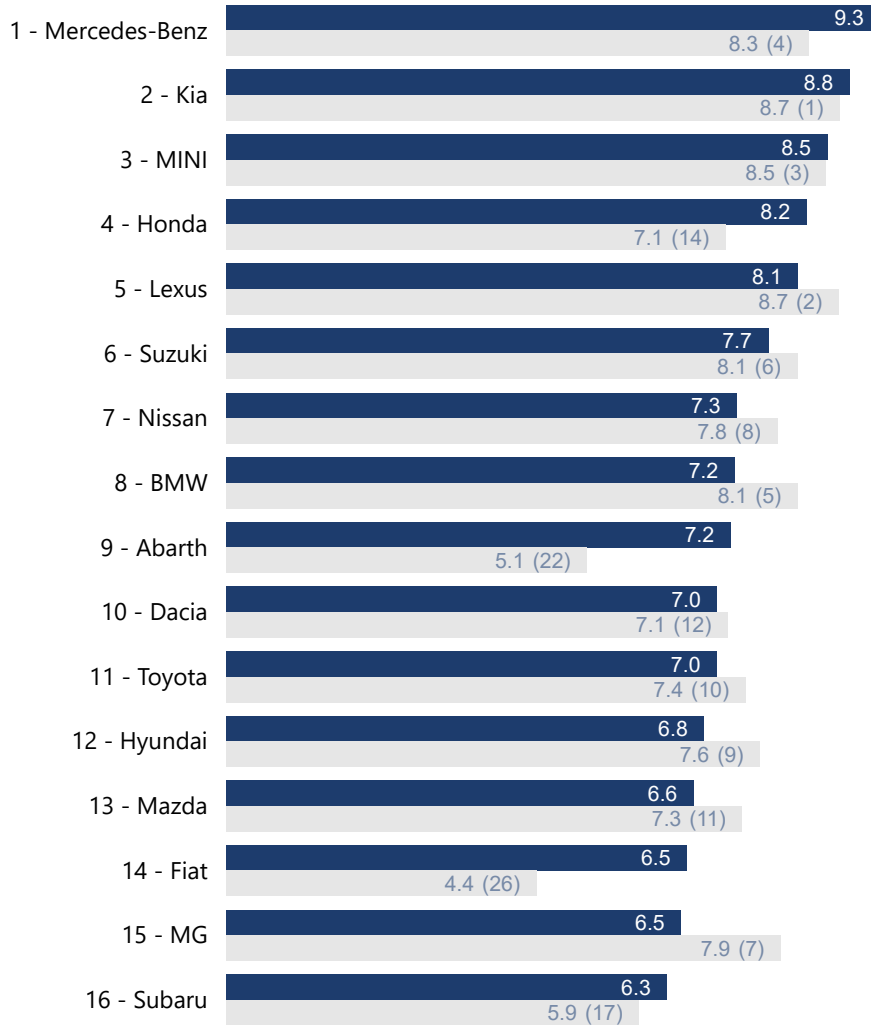
Jaguar  
3.2

### Response Spread

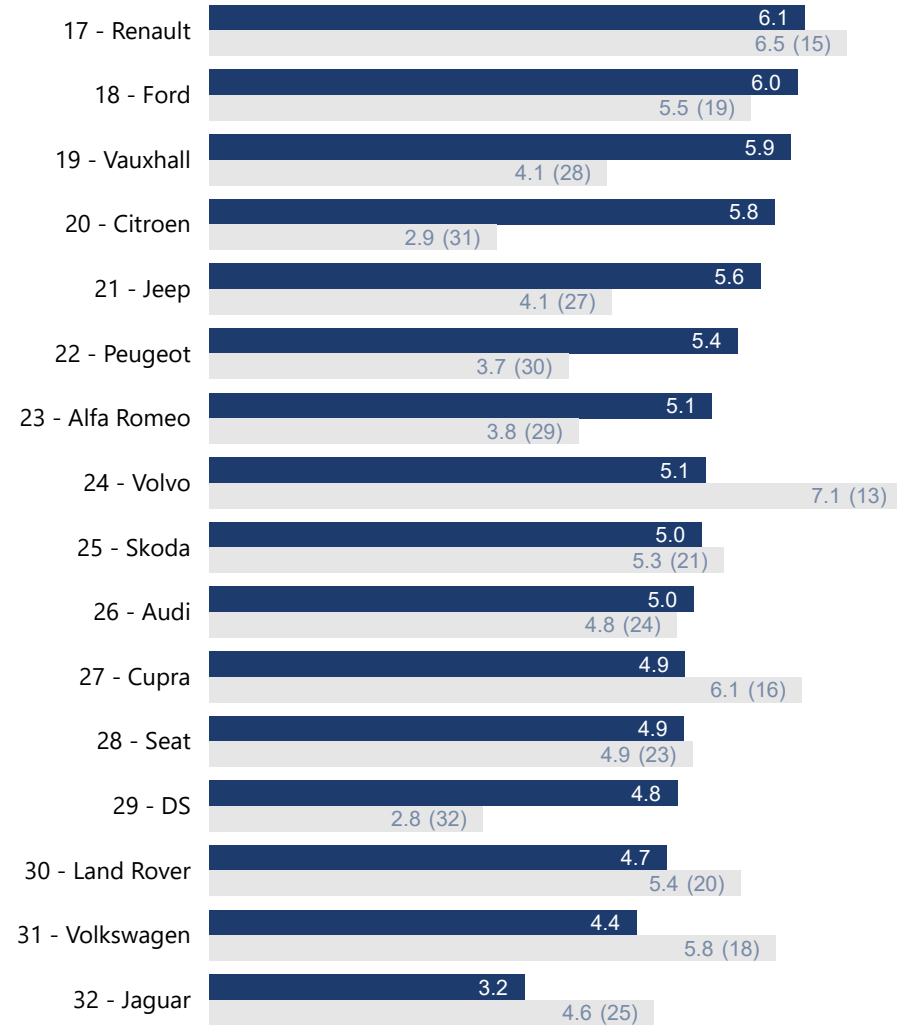


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



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

Winter 2024

# 6.3

% Change

-

Score Change

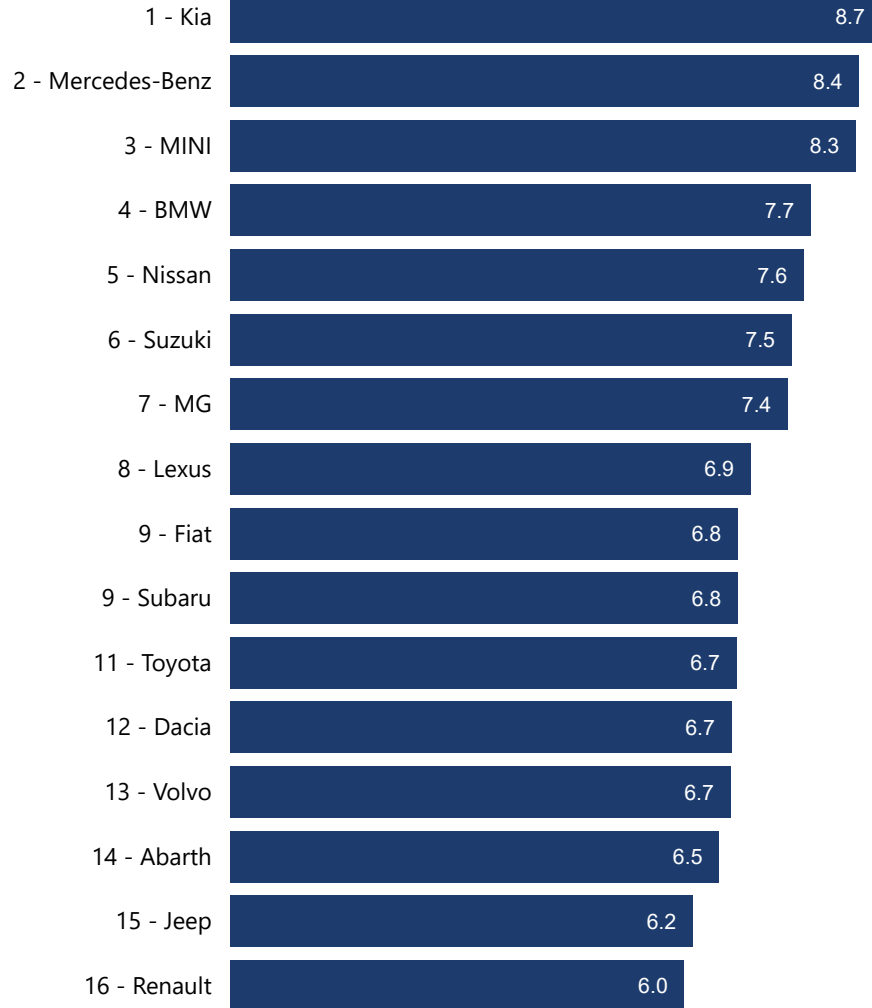
-

Kia	DS
8.7	4.4
Mercedes	Audi
8.4	4.0
MINI	Seat
8.3	3.9

Response Spread

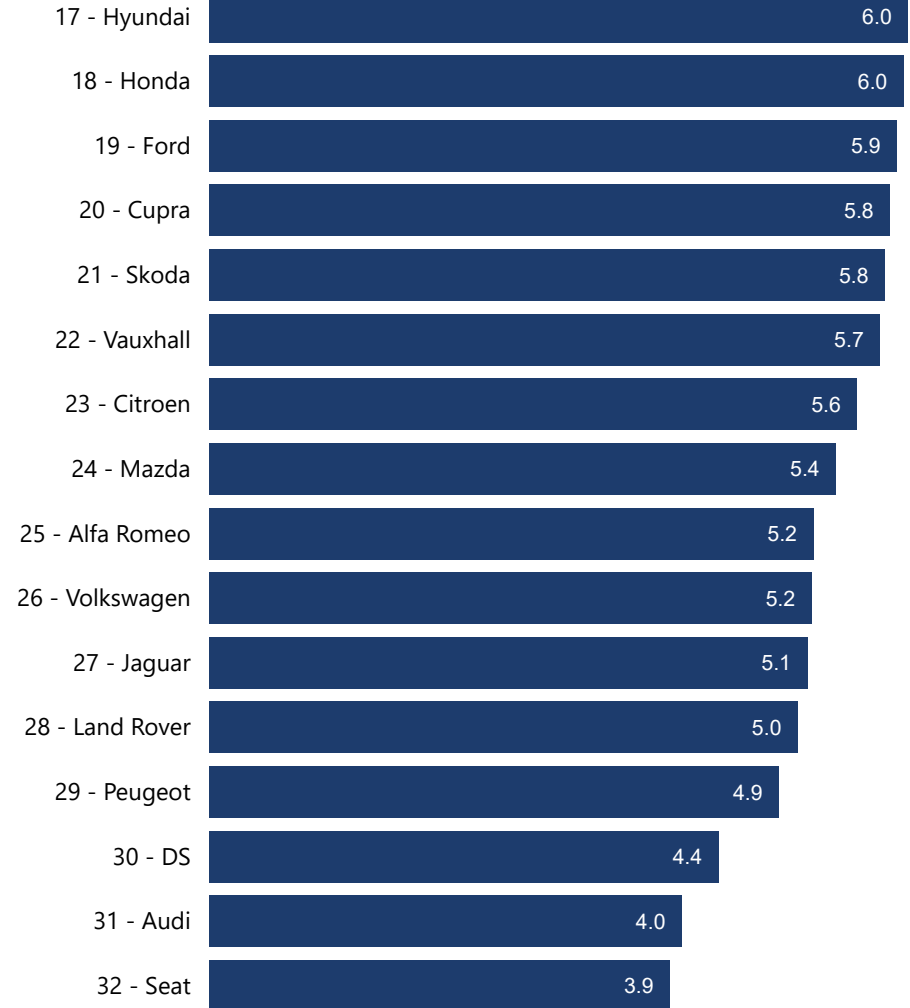


## Top Ranking



● Winter 2024

## Bottom Ranking



# Q6a: Your manufacturer's used car standards?

Summer 2023

7.1

Winter 2024

7.4

% Change  
**+4.2%**

Score Change  
**+0.3**

Honda  
**9.1**

Renault  
**5.4**

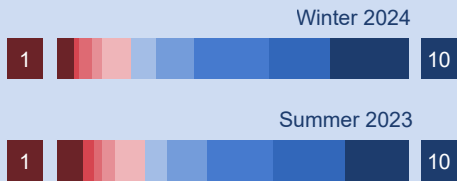
Kia  
**9.1**

Jaguar  
**5.2**

Lexus  
**8.9**

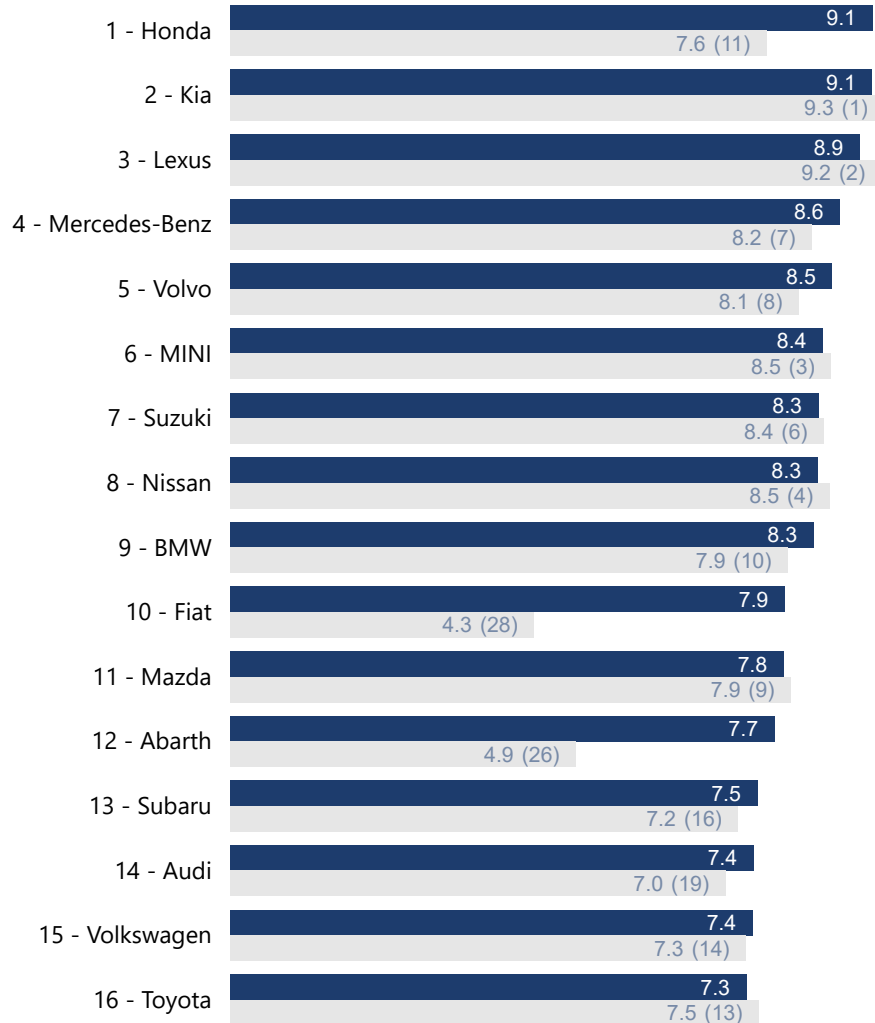
Alfa Romeo  
**4.3**

### Response Spread

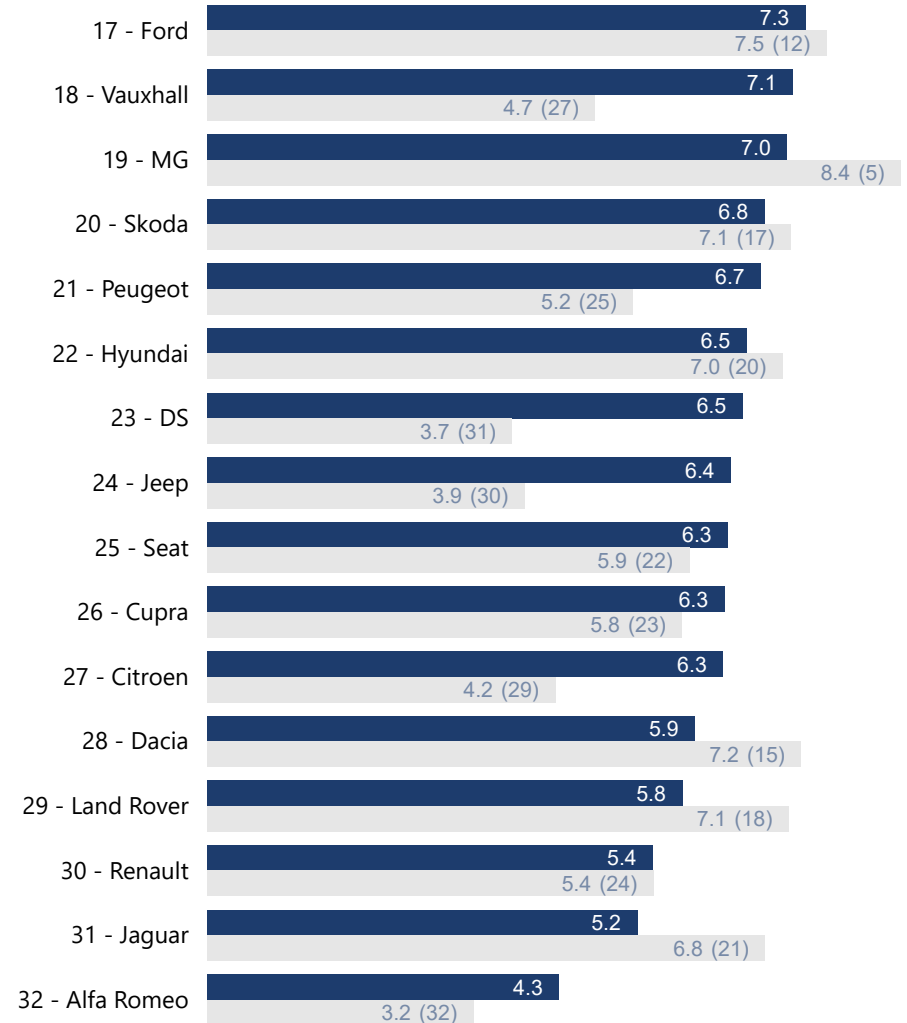


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking





# Q6b: The targets set by your manufacturer for used cars?

Summer 2023

6.7

Winter 2024

7.3

% Change  
**+9.0%**

Score Change  
**+0.6**

Honda

9.7

Seat

5.4

Kia

9.2

Alfa Romeo

5.3

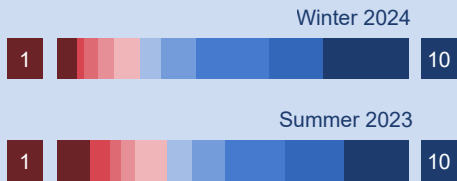
MINI

8.9

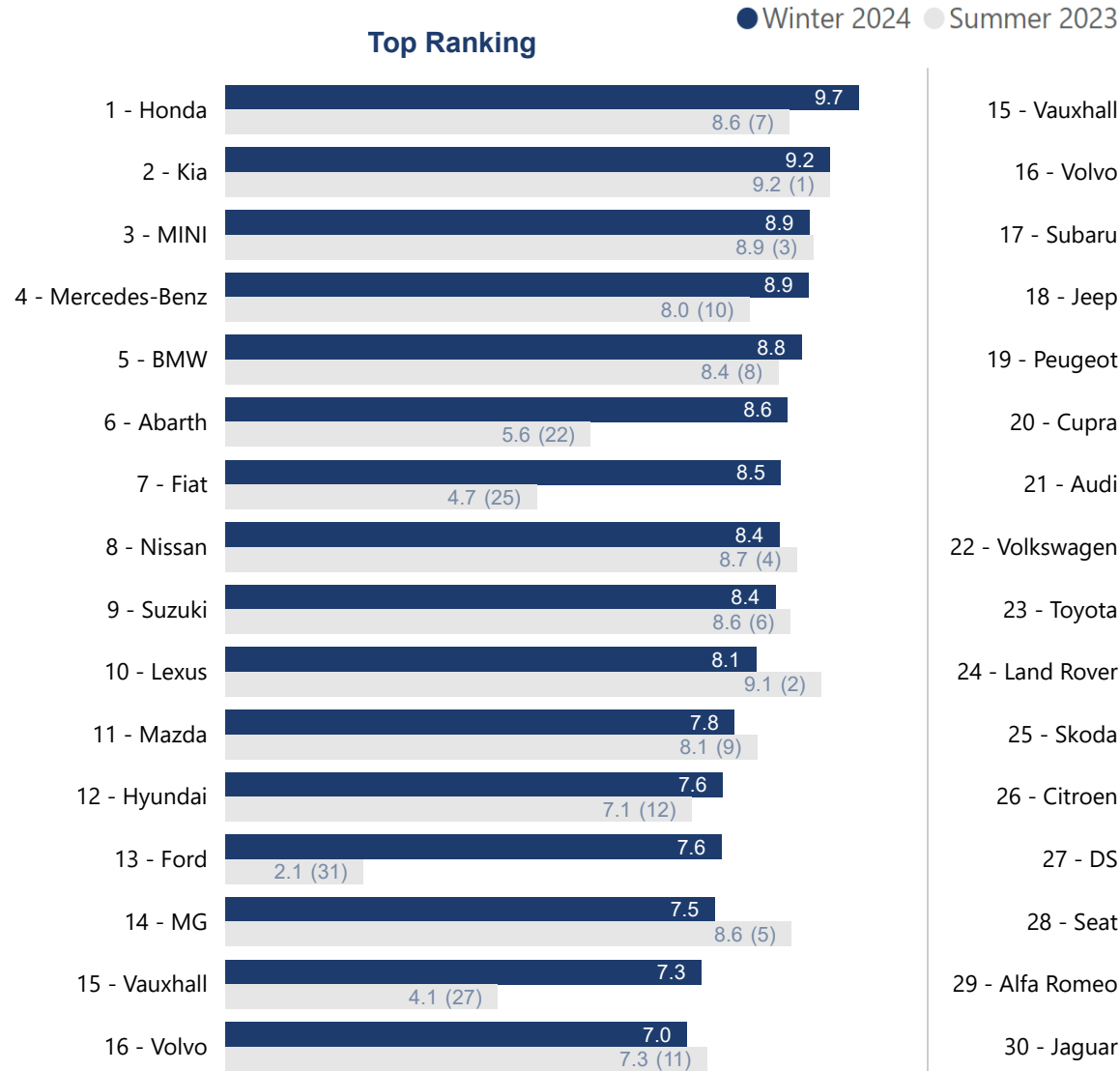
Jaguar

5.3

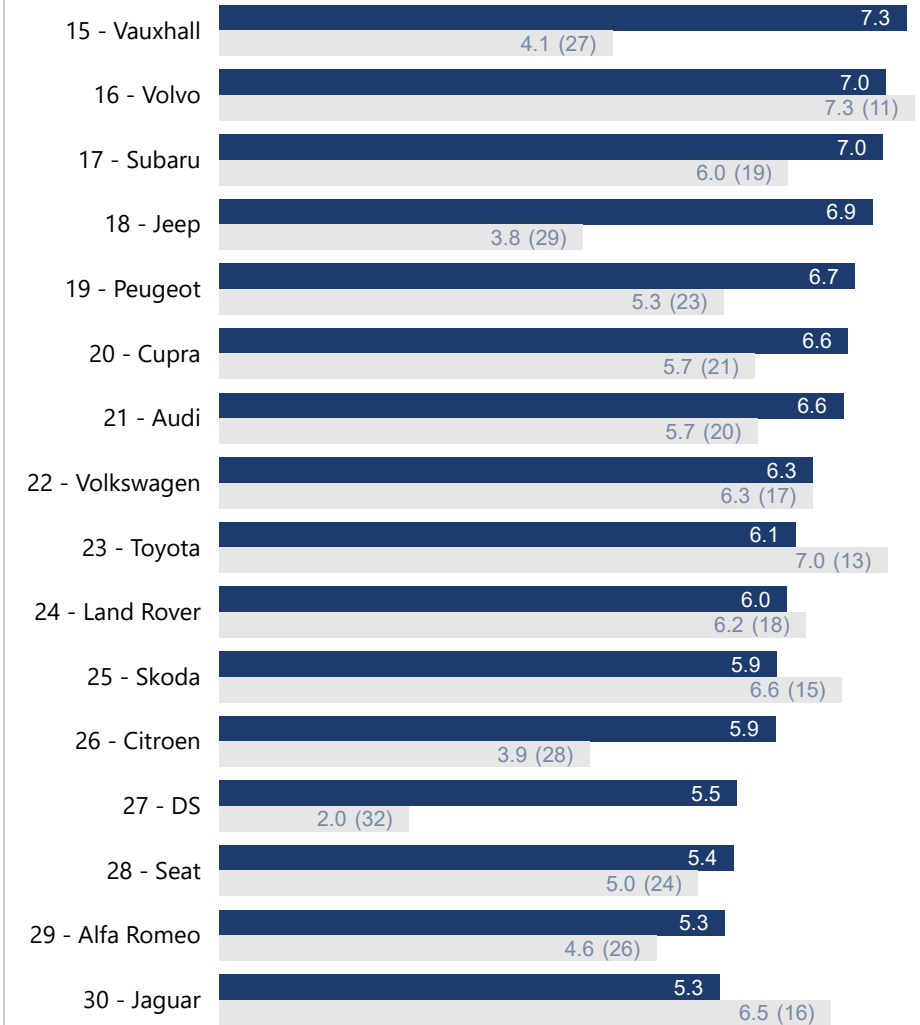
### Response Spread



### Top Ranking



### Bottom Ranking



Dacia had scored 6.9 and Renault had scored 3.8 in the last survey

# Q6c: The cost and quality of your manufacturer's used car warranties?

Summer 2023

6.7

Winter 2024

6.9

% Change  
**+3.0%**

Score Change  
**+0.2**

Kia  
**9.0**

BMW  
**8.8**

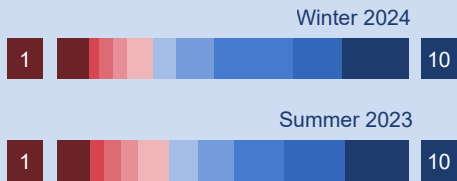
Mercedes  
**8.8**

Land Rover  
**5.1**

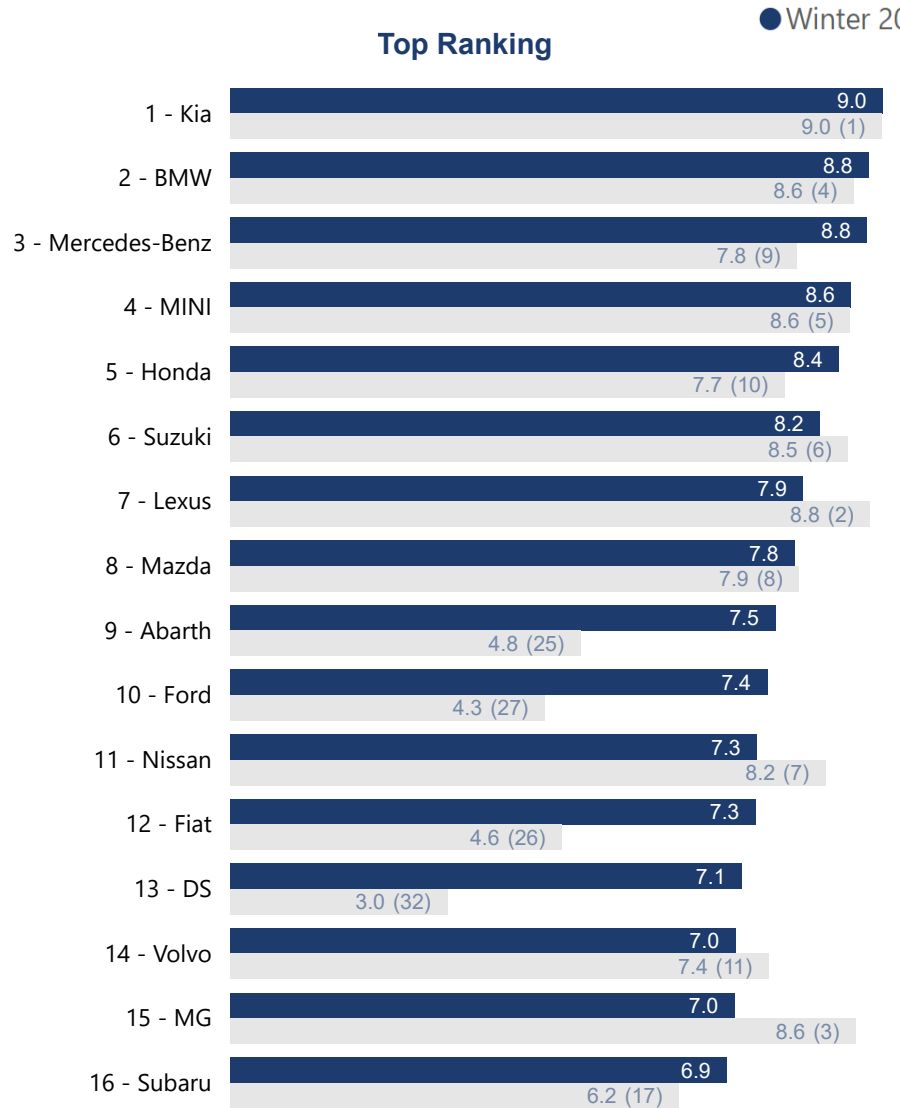
Jaguar  
**4.5**

Alfa Romeo  
**3.8**

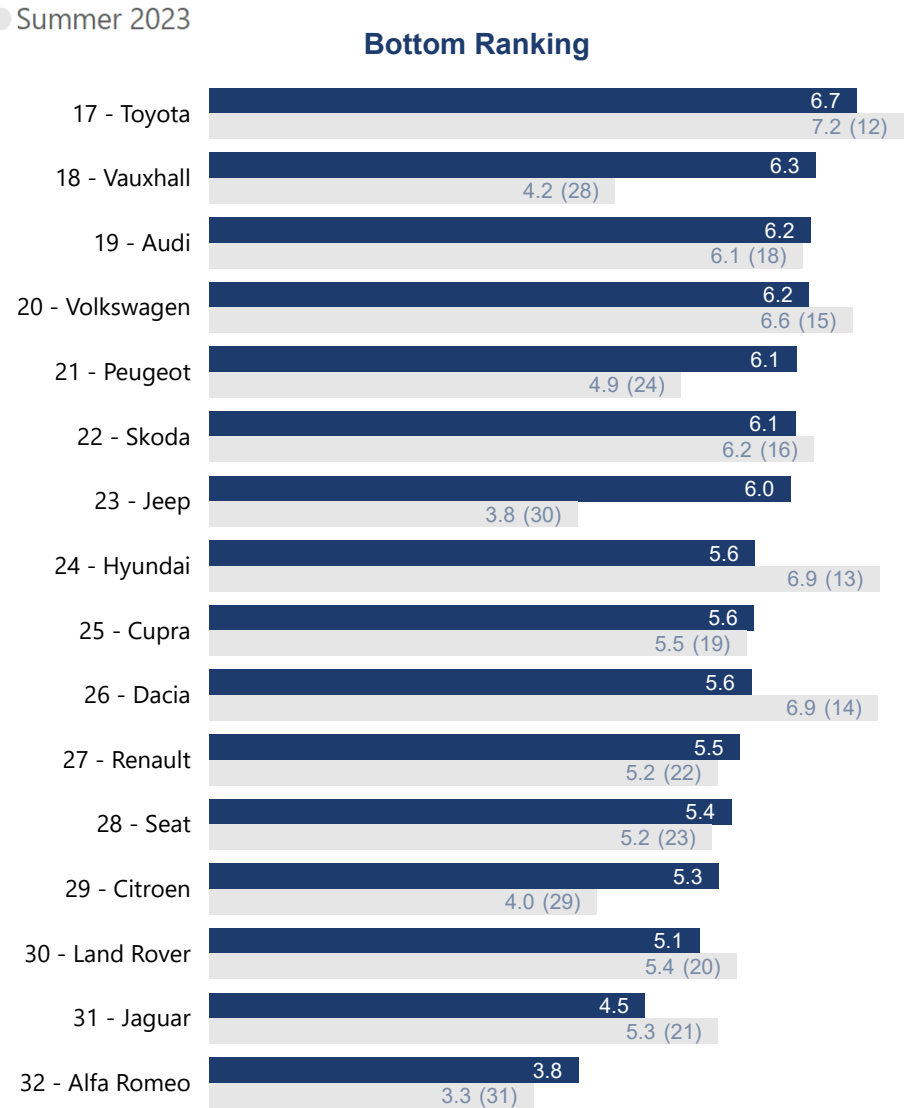
### Response Spread



### Top Ranking



### Bottom Ranking



# Q6d: Your total margin on used car sales?

Summer 2023

7.0

Winter 2024

7.0

% Change

0.0%

Score Change

0.0

Kia

9.1

Audi

5.5

Honda

8.7

Alfa Romeo

4.6

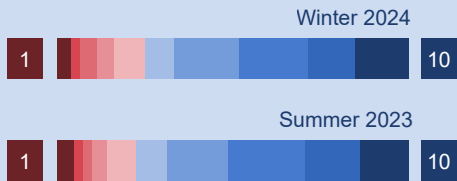
Suzuki

8.3

Land Rover

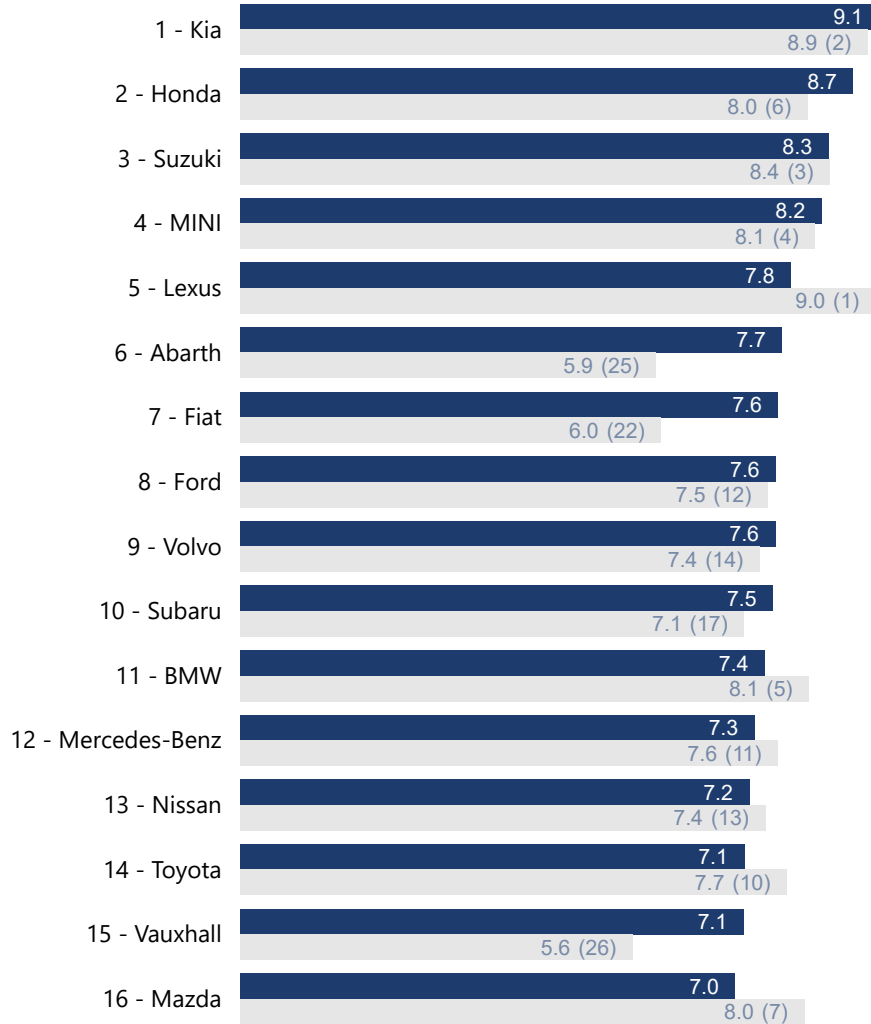
4.0

### Response Spread

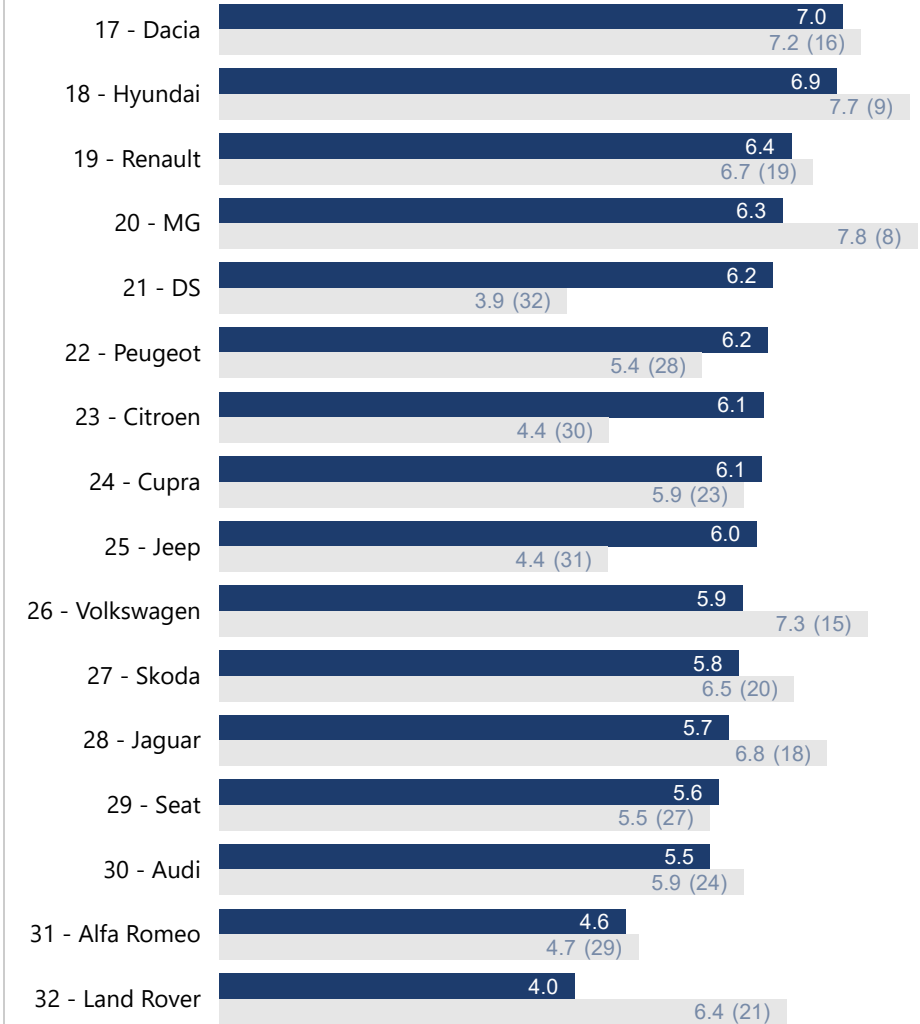


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q6e: Your manufacturer's used car programme?

Summer 2023

6.8

Winter 2024

7.0

% Change  
**+2.9%**

Score Change  
**+0.2**

Kia

9.1

Renault

5.3

Honda

8.9

Land Rover

4.9

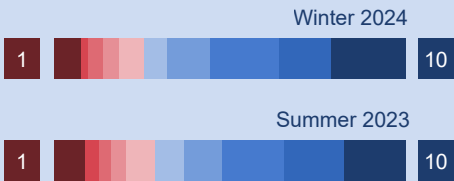
BMW

8.5

Alfa Romeo

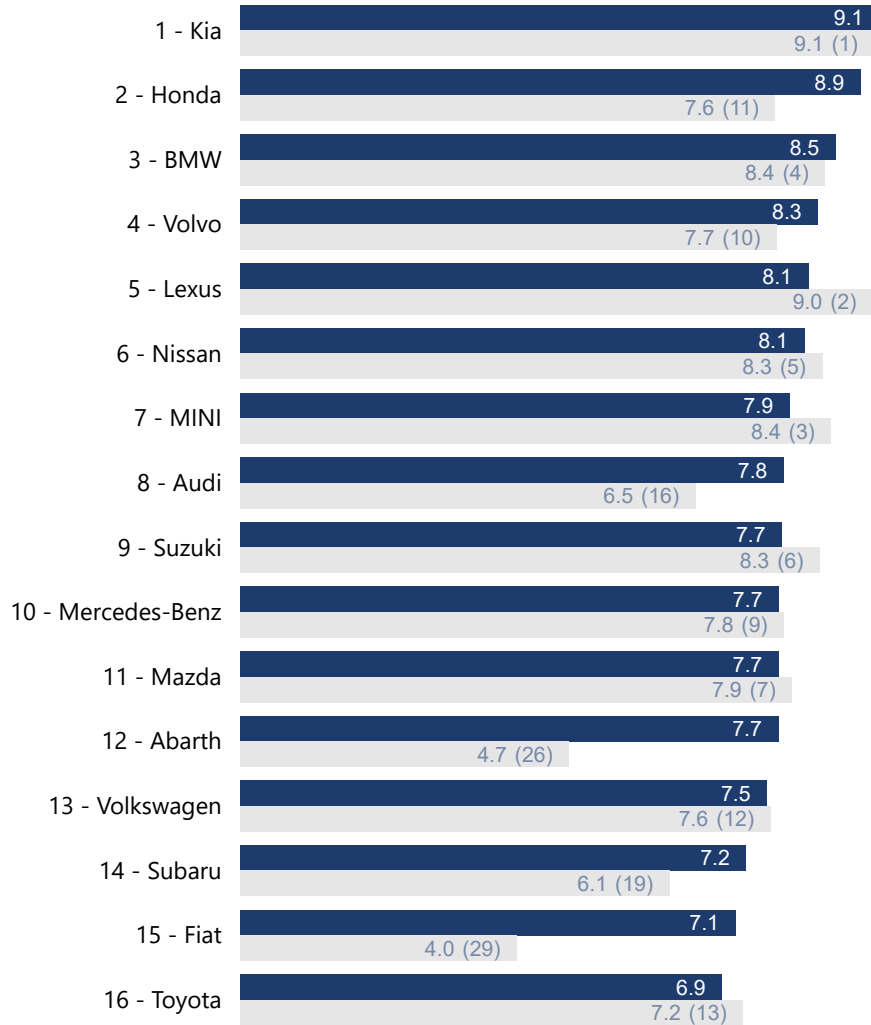
3.9

### Response Spread

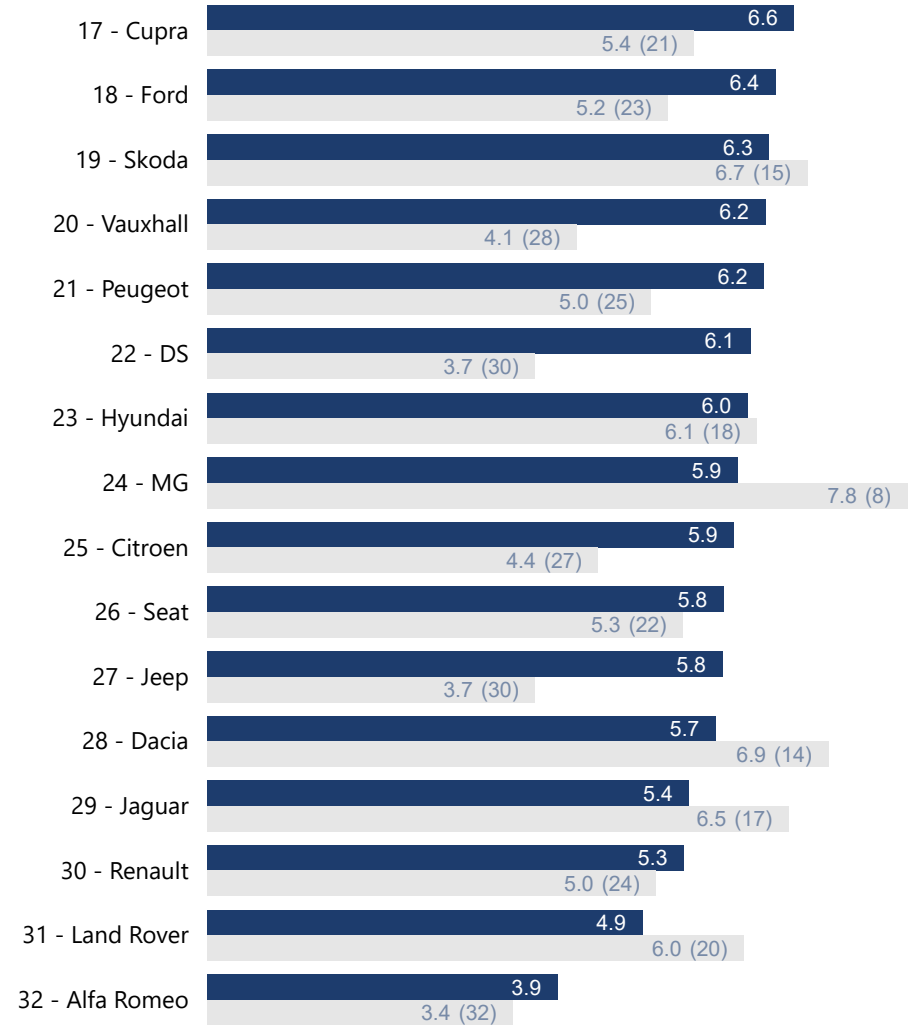


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q6f: Your manufacturer's requirements to buy ex-manufacturer vehicles?

Summer 2023

6.5

Winter 2024

6.9

% Change  
**+6.2%**

Score Change  
**+0.4**

Honda

9.3

Skoda

4.8

Kia

9.1

Alfa Romeo

4.4

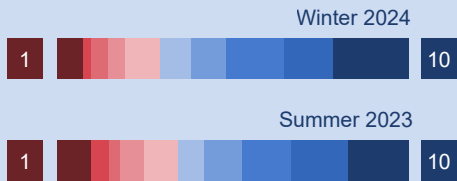
Nissan

8.5

Land Rover

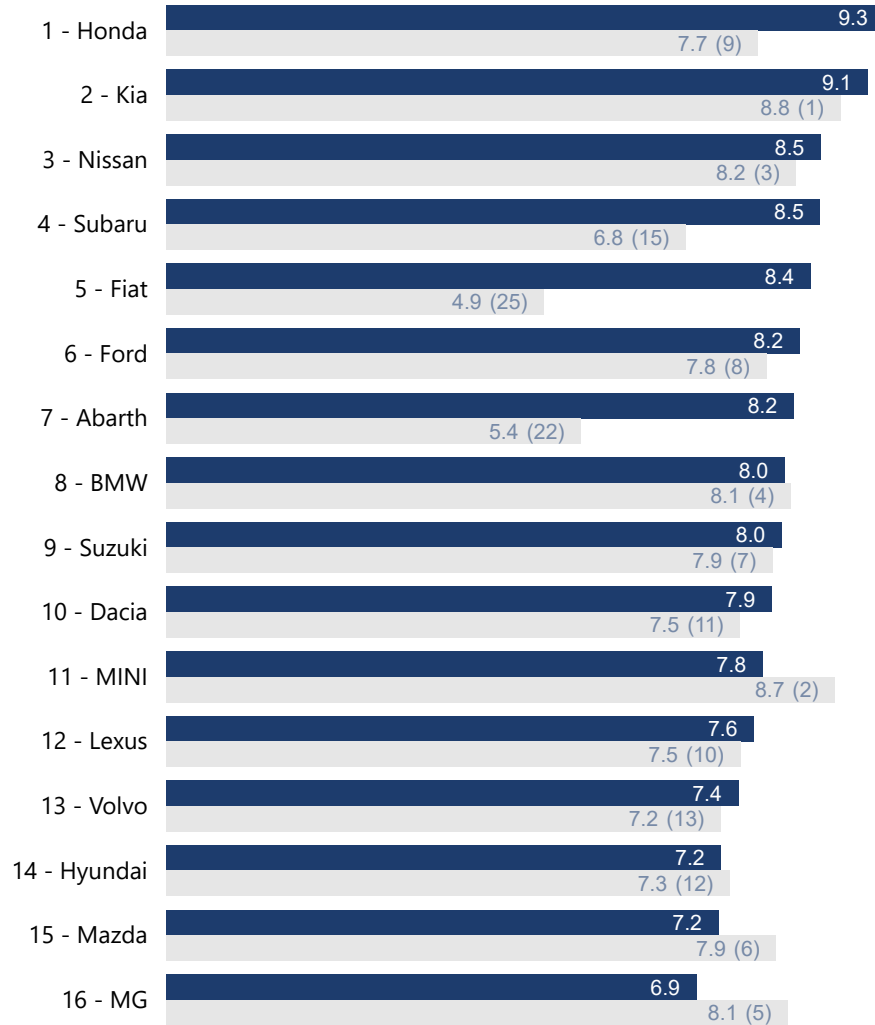
4.4

### Response Spread

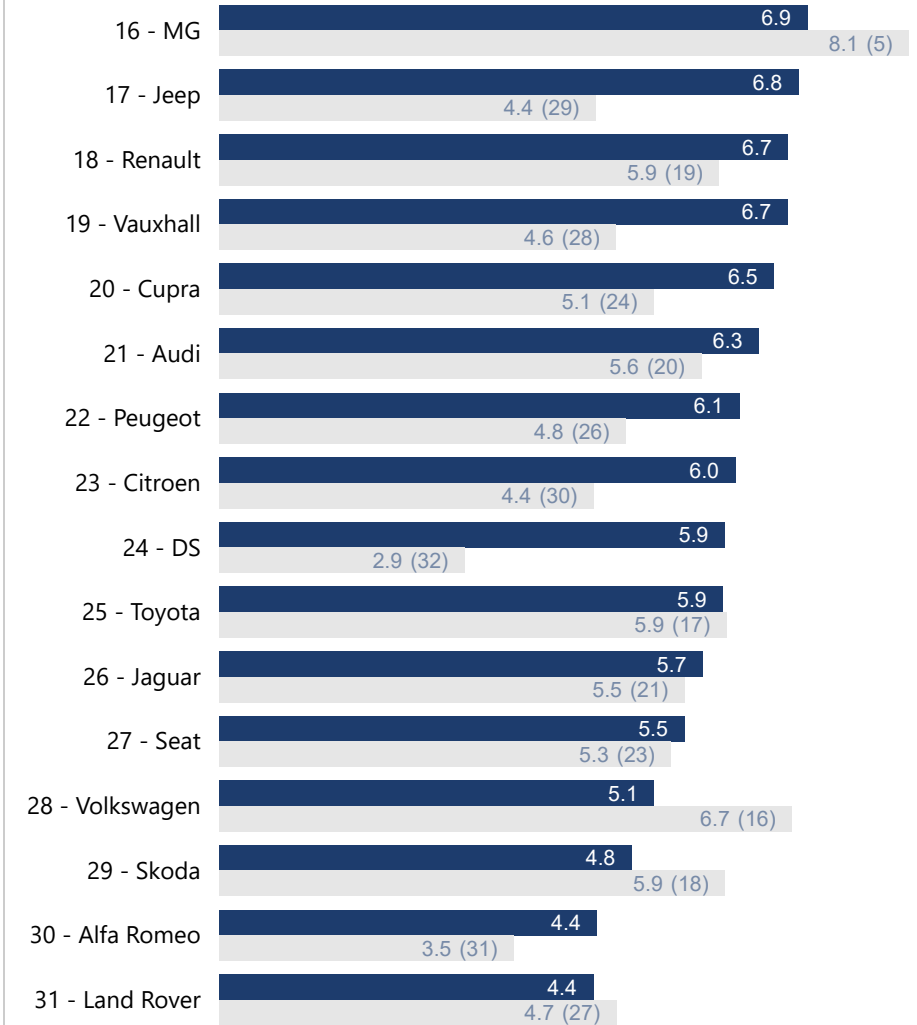


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



Mercedes-Benz had scored 7.0 in the last survey

# Q7a: Your manufacturer's target setting for aftersales?

Summer 2023

6.5

Winter 2024

6.7

% Change  
**+3.1%**

Score Change  
**+0.2**

Lexus

8.7

Cupra

5.5

Kia

8.3

Jaguar

5.2

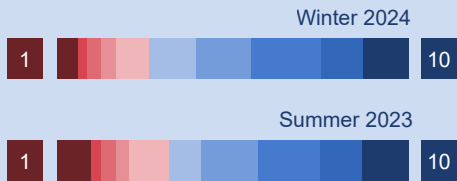
Honda

7.9

Land Rover

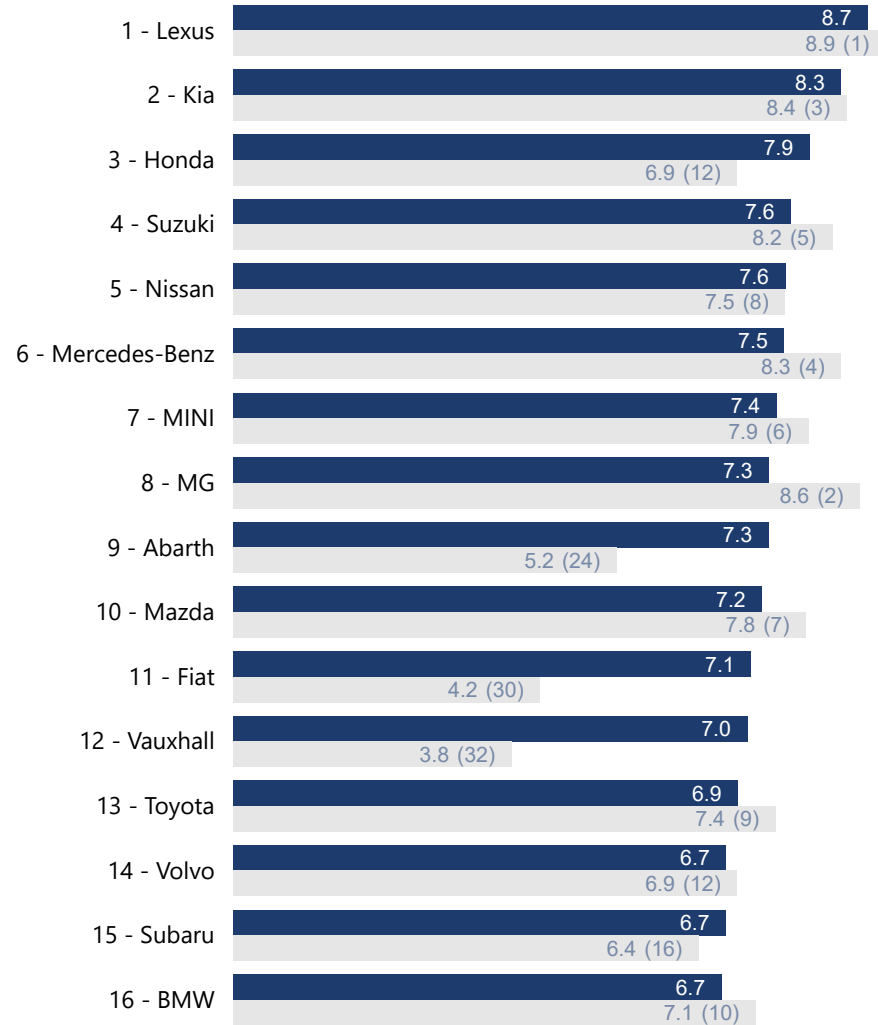
5.2

### Response Spread

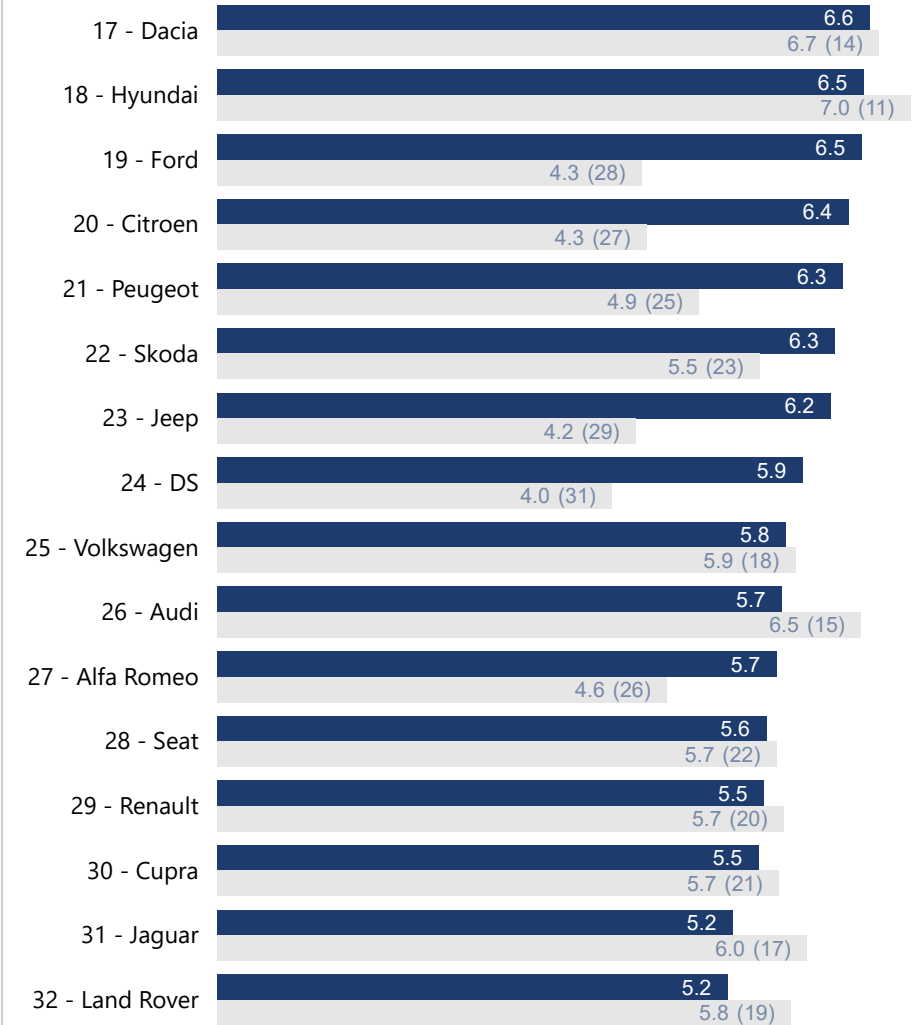


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q7b: Quality of technical support?

Summer 2023

6.3

Winter 2024

6.5

% Change  
**+3.2%**

Score Change  
**+0.2**

Lexus

9.2

Cupra

4.6

Kia

8.6

Audi

3.9

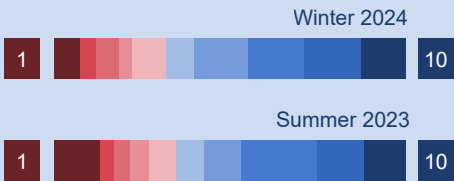
Toyota

8.4

Land Rover

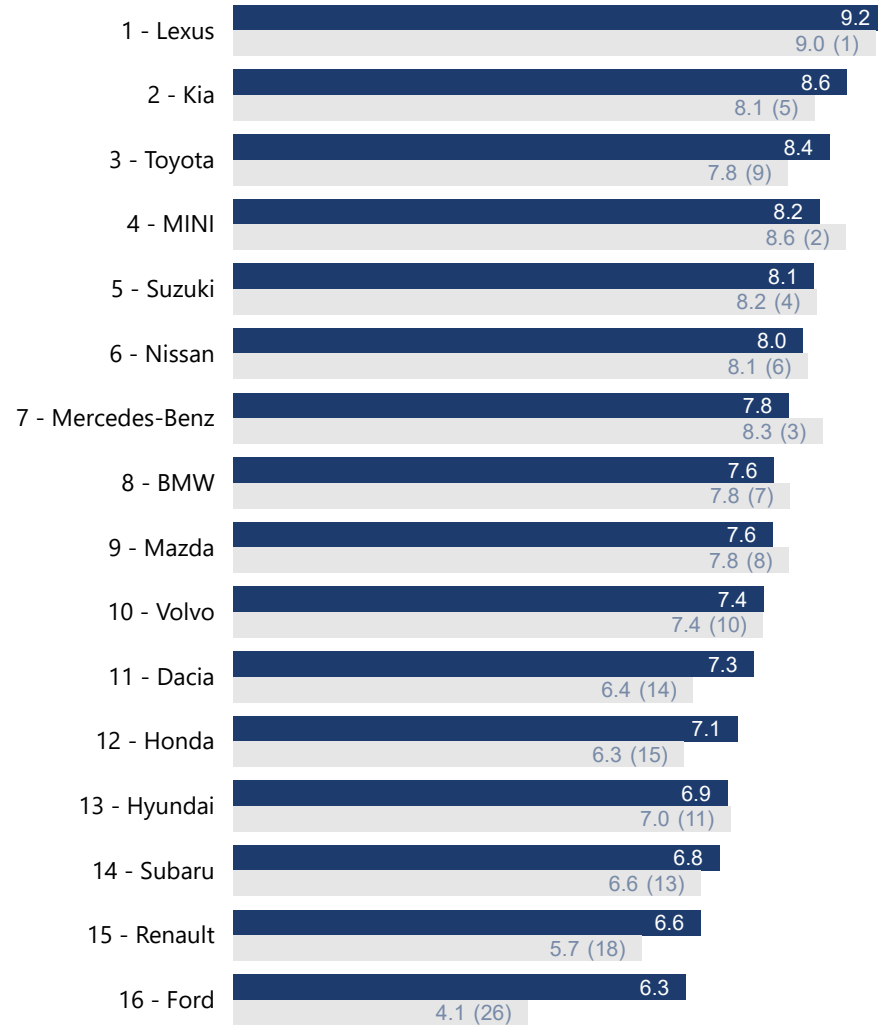
3.7

### Response Spread

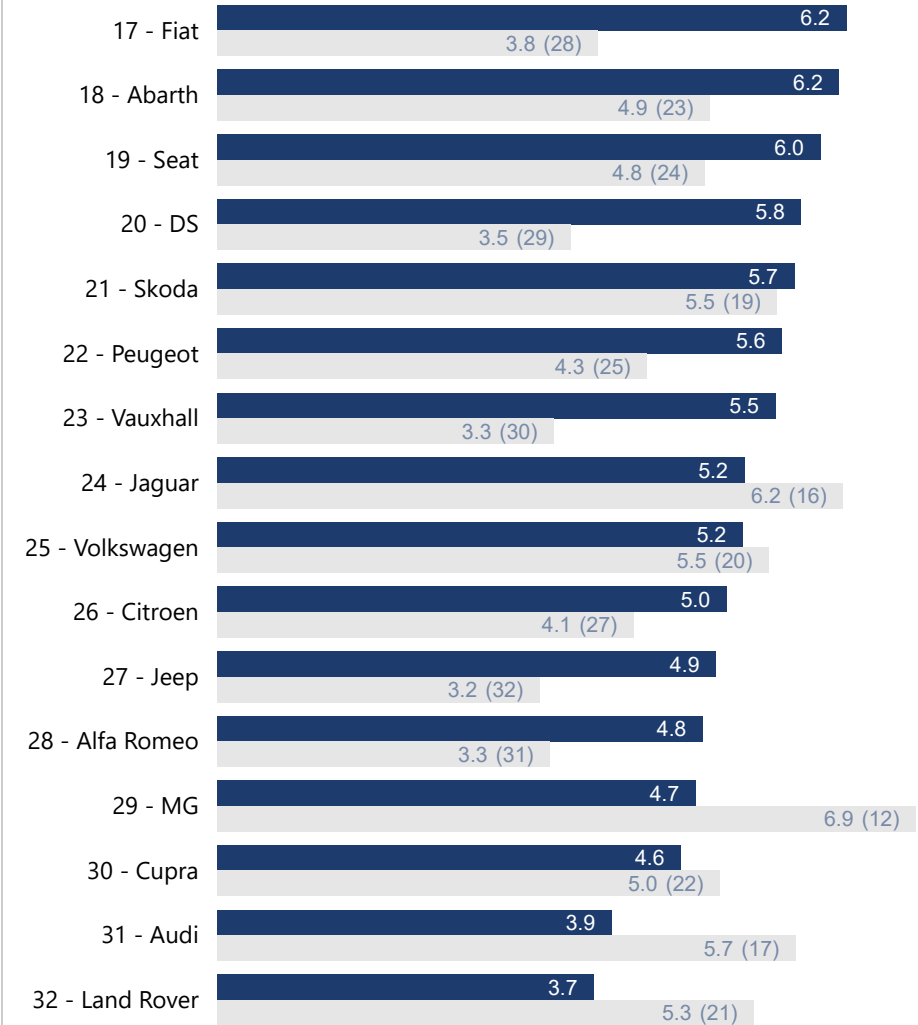


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q7c: Availability of parts?

Summer 2023

5.8

Winter 2024

6.1

% Change  
**+5.2%**

Score Change  
**+0.3**

Lexus  
**9.1**

MINI  
**8.6**

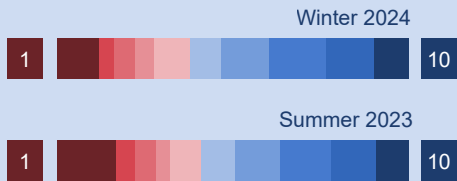
Suzuki  
**8.3**

Audi  
**4.1**

Land Rover  
**1.8**

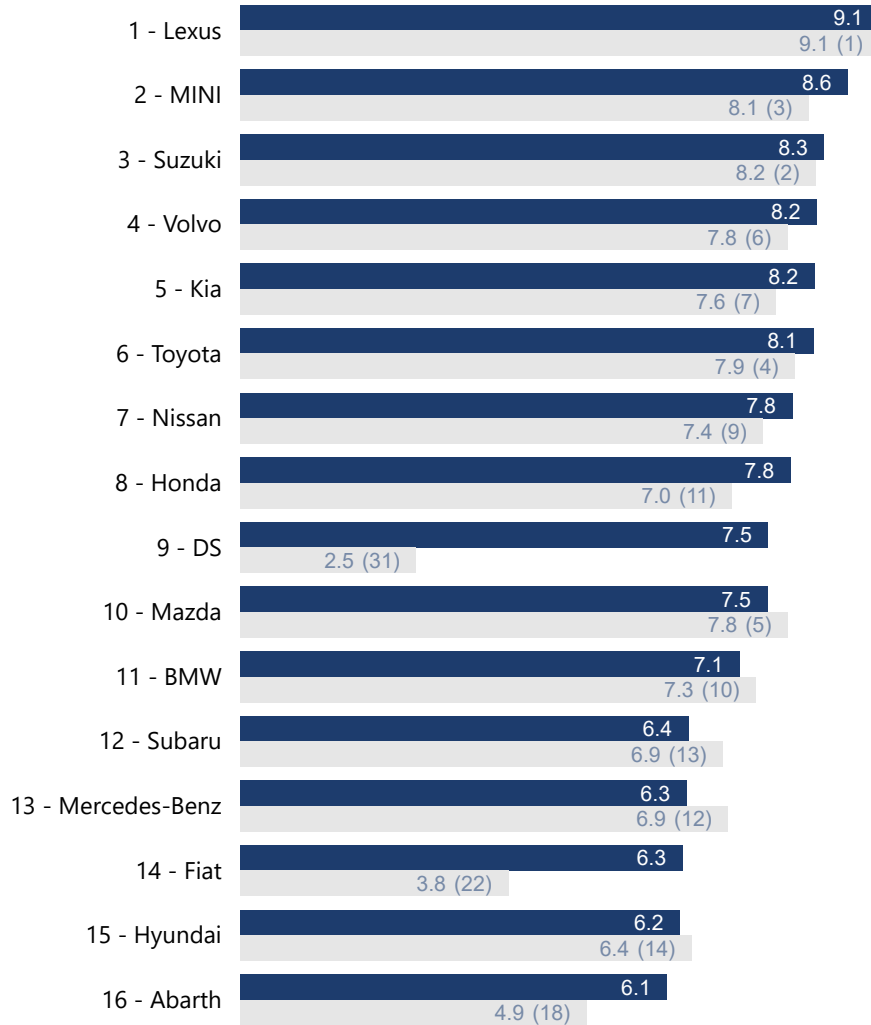
Jaguar  
**1.3**

### Response Spread

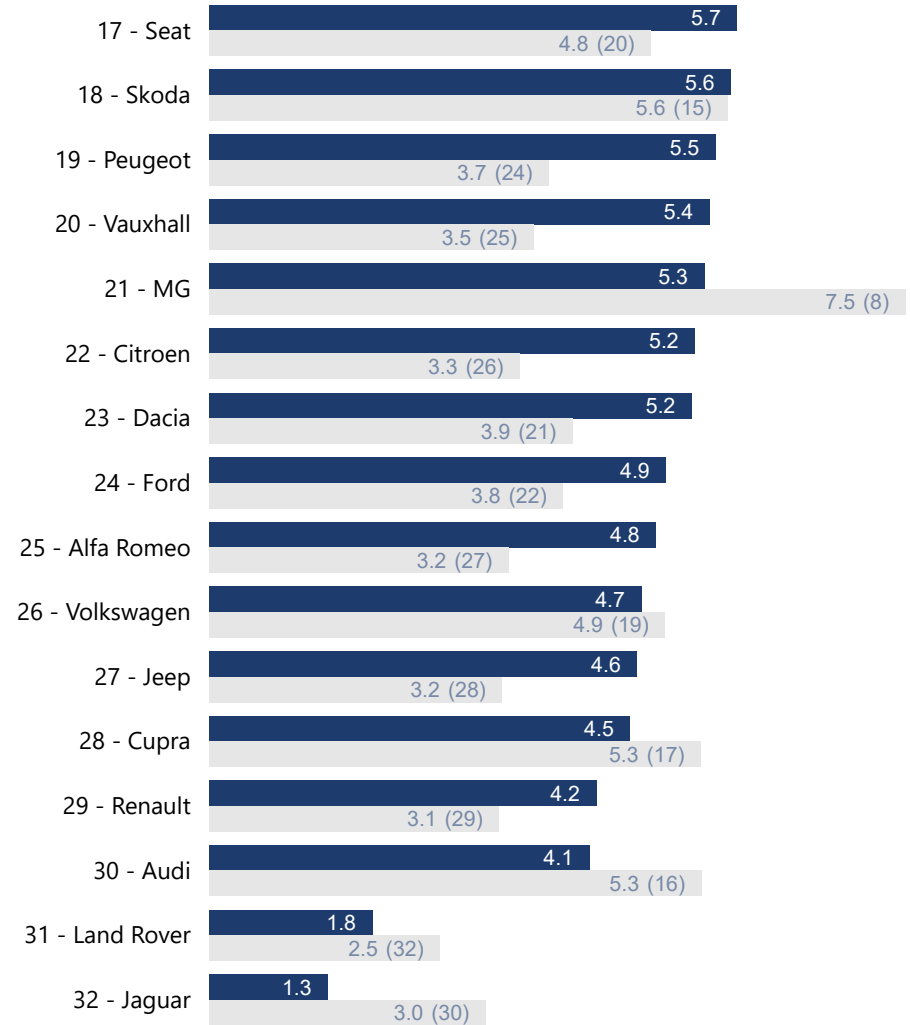


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking





# Q7d: Price of manufacturer parts compared with parts factors?

Summer 2023

5.8

Winter 2024

5.9

% Change  
**+1.7%**

Score Change  
**+0.1**

Kia

8.3

Audi

4.1

Lexus

7.8

Land Rover

2.8

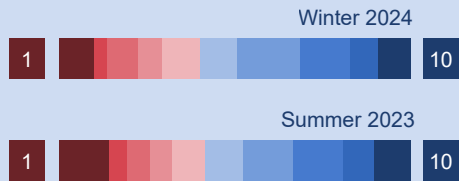
MINI

7.4

Jaguar

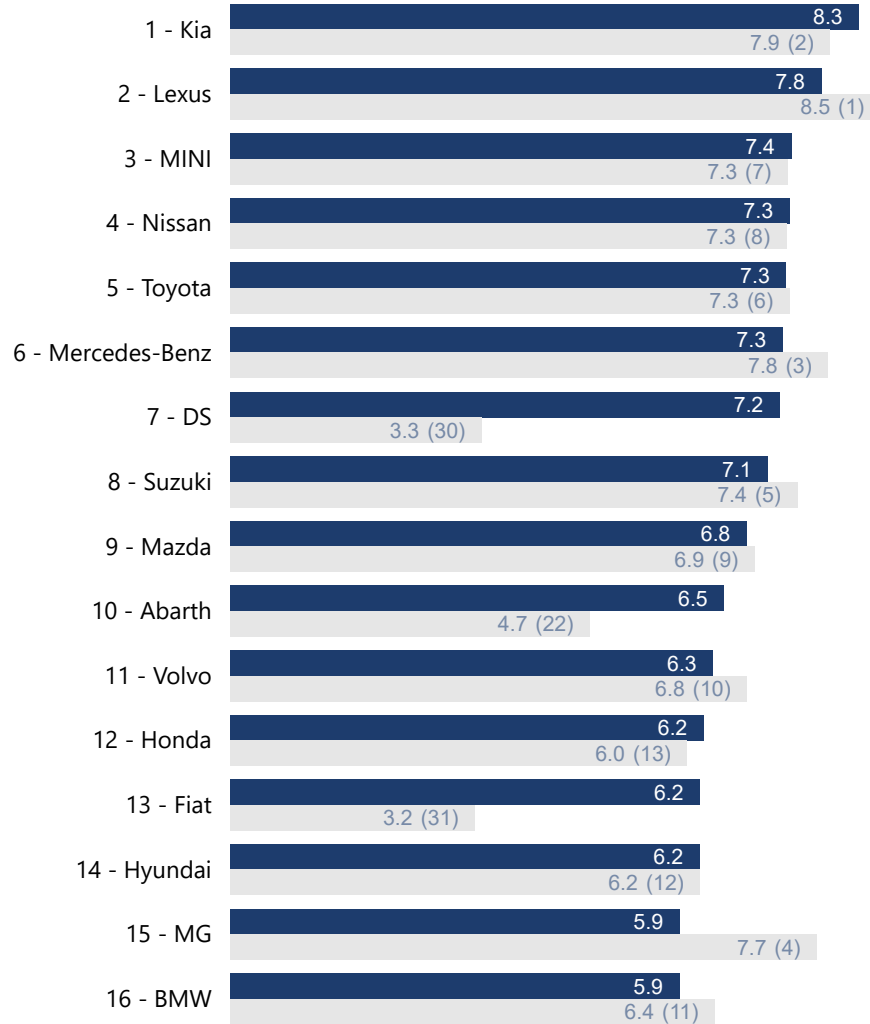
2.5

### Response Spread

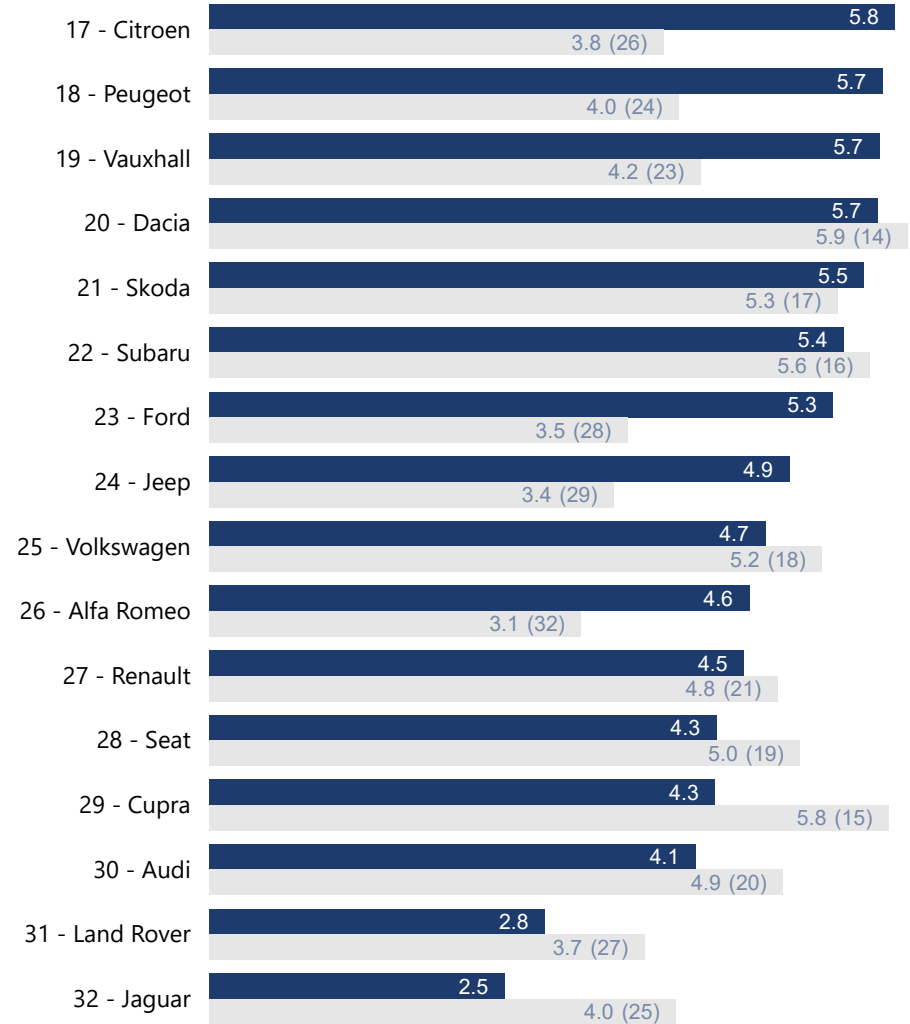


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q7e: Service profitability earnings?

Summer 2023

6.4

Winter 2024

6.7

% Change  
**+4.7%**

Score Change  
**+0.3**

Lexus

8.8

Renault

5.0

Kia

8.3

Jaguar

4.1

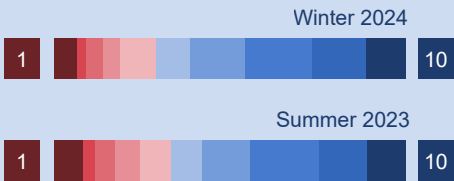
BMW

8.1

Land Rover

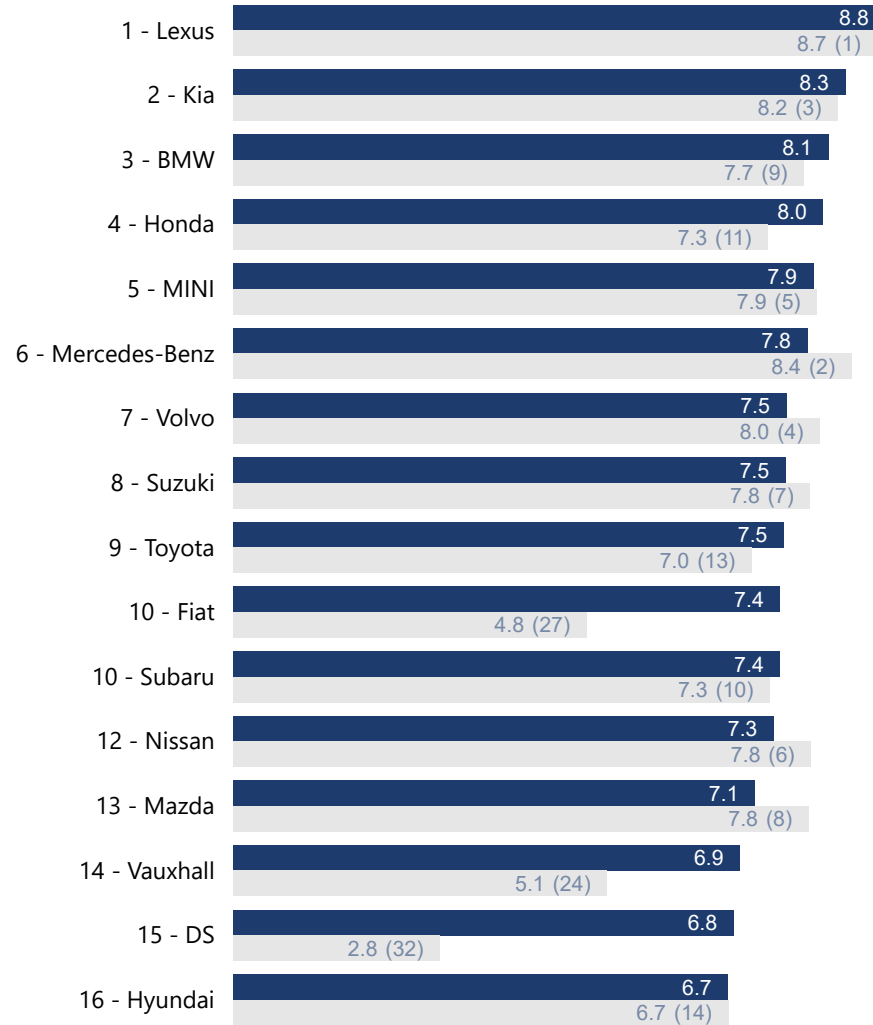
3.8

### Response Spread

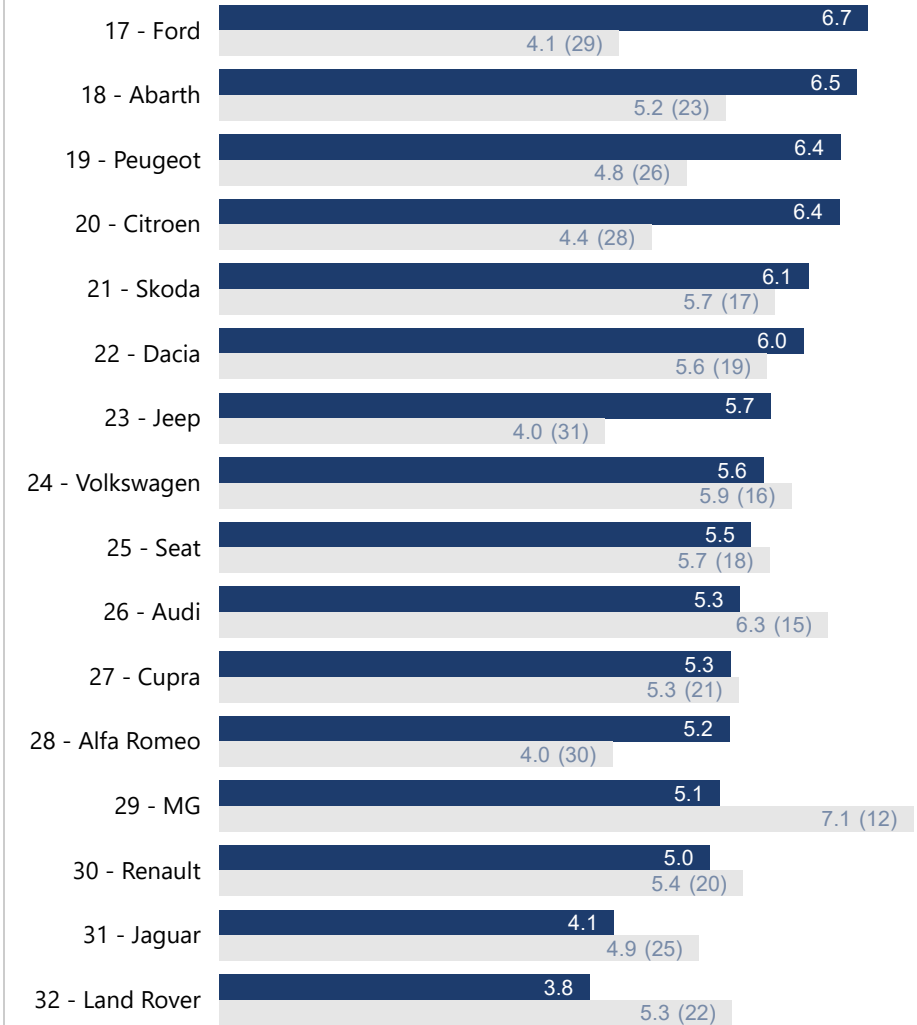


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q7f: Manufacturer service plan rates and recovery?

Summer 2023

6.3

Winter 2024

6.5

% Change  
**+3.2%**

Score Change  
**+0.2**

Lexus

8.5

Alfa Romeo

4.7

Kia

8.2

Jaguar

4.5

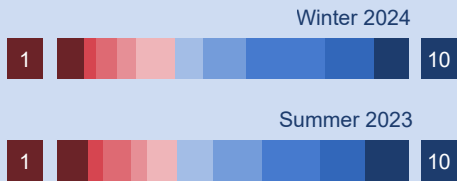
MINI

8.1

Land Rover

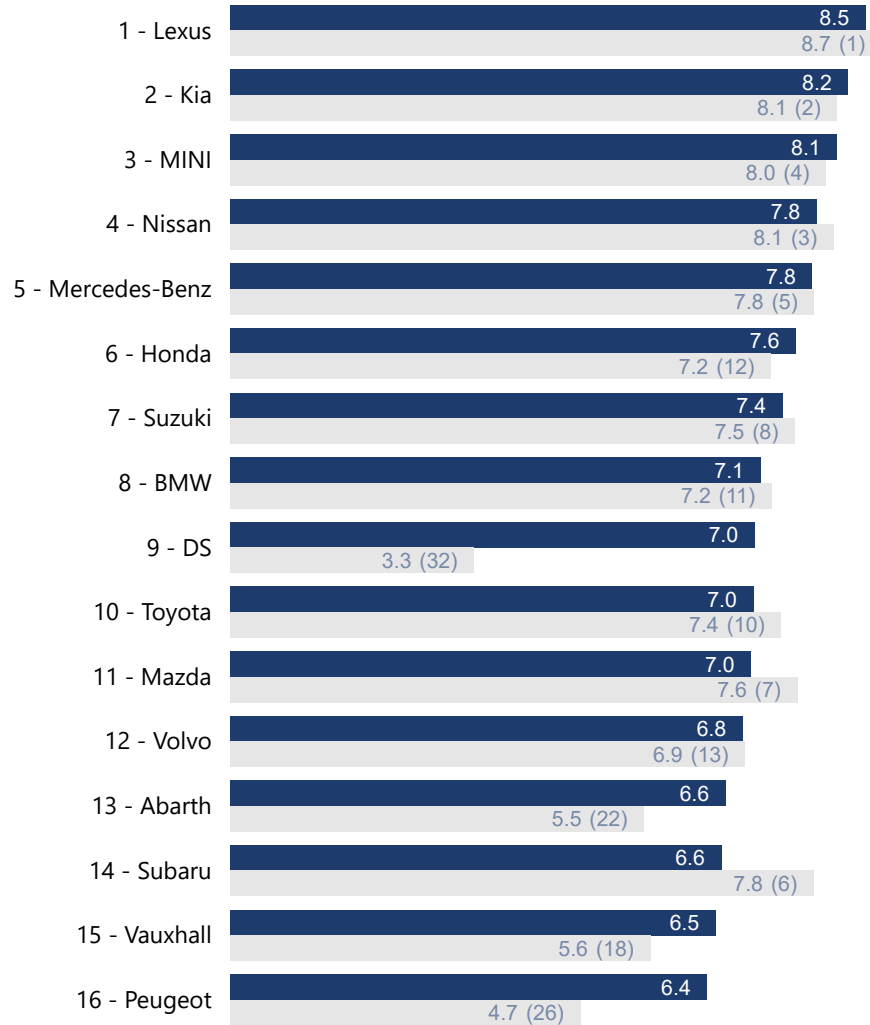
3.9

### Response Spread

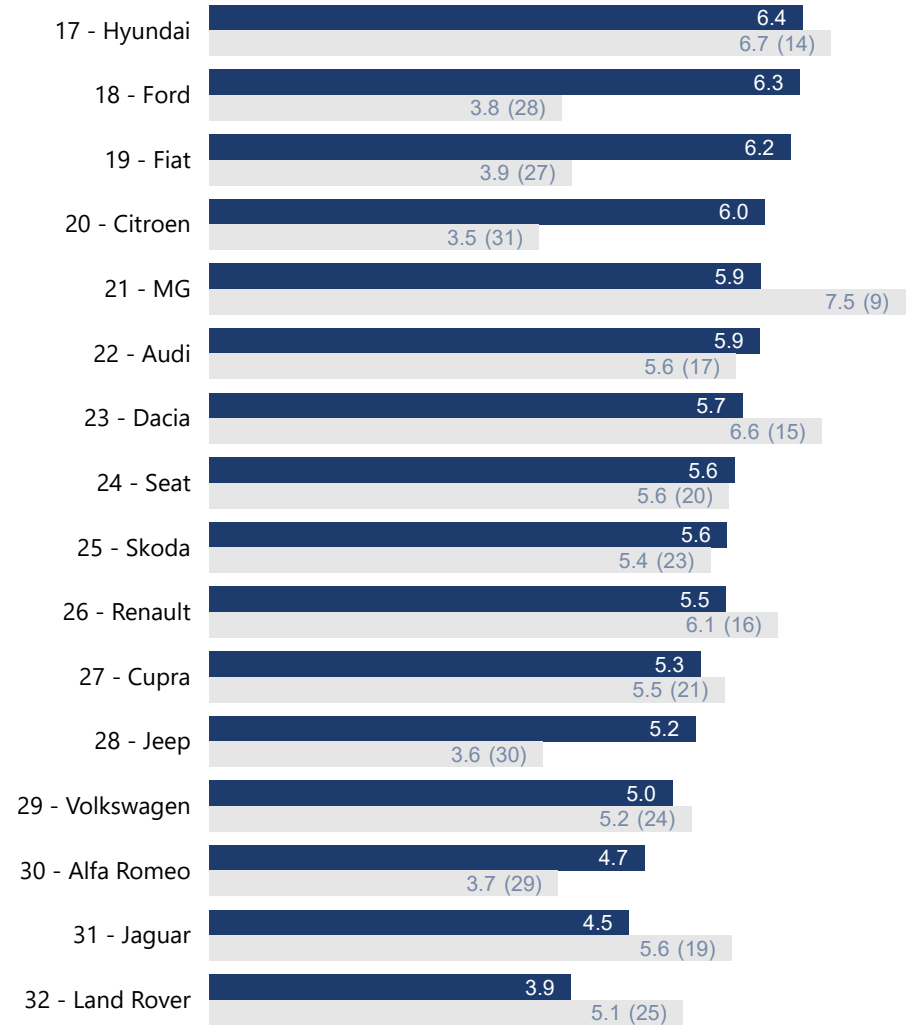


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q7g: The fairness of your manufacturer's warranty policy for you and your customers?

Summer 2023

6.6

Winter 2024

6.9

% Change  
**+4.5%**

Score Change  
**+0.3**

Lexus

9.2

Alfa Romeo

5.0

Kia

8.5

Jaguar

4.8

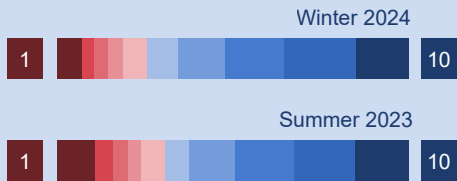
Suzuki

8.5

Land Rover

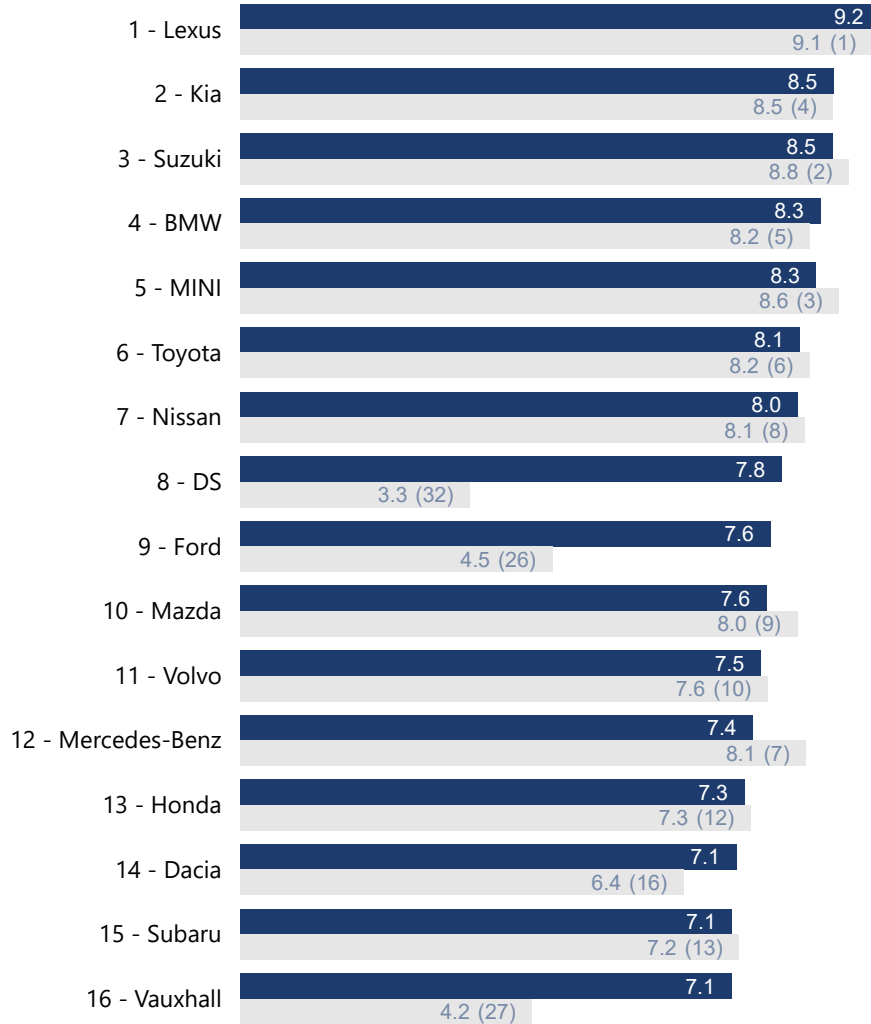
3.8

### Response Spread

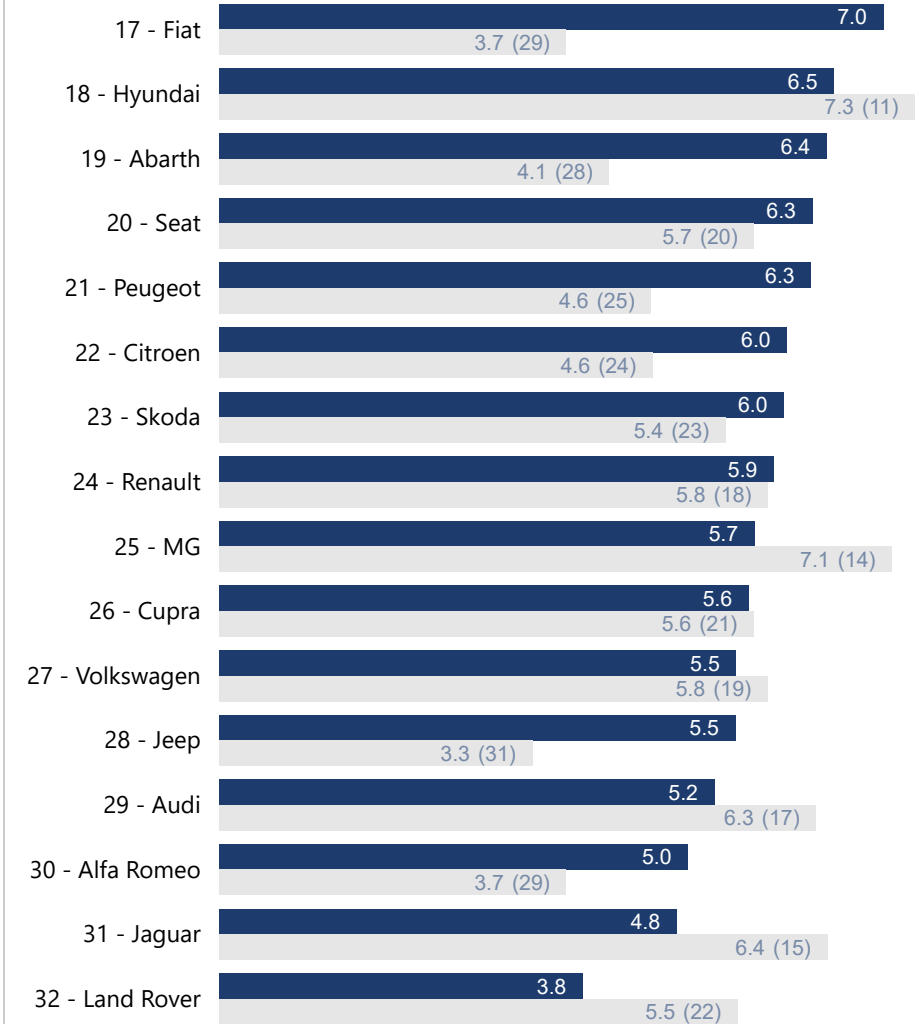


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q7h: Your manufacturer's stocking policy for parts/accessories?

Summer 2023

6.6

Winter 2024

7.0

% Change  
**+6.1%**

Score Change  
**+0.4**

Lexus

9.4

Alfa Romeo

5.6

Kia

8.6

Seat

5.5

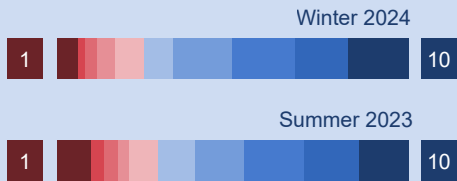
Subaru

8.5

Land Rover

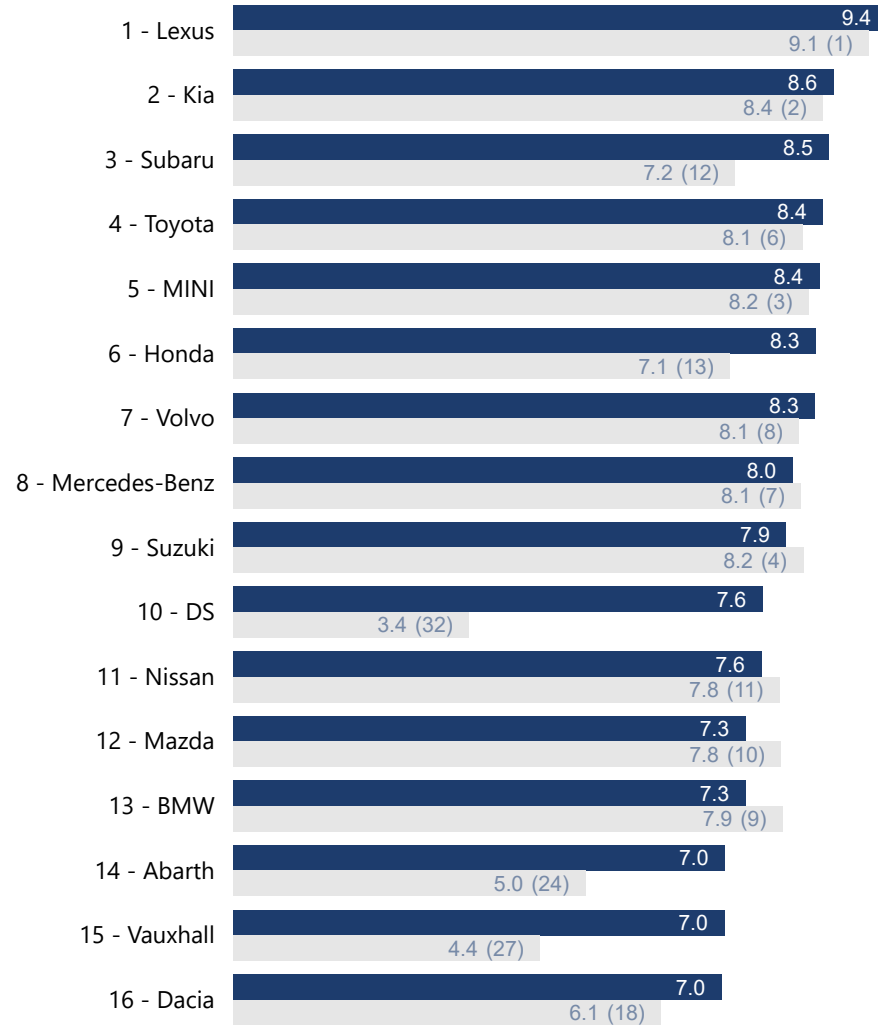
4.3

### Response Spread

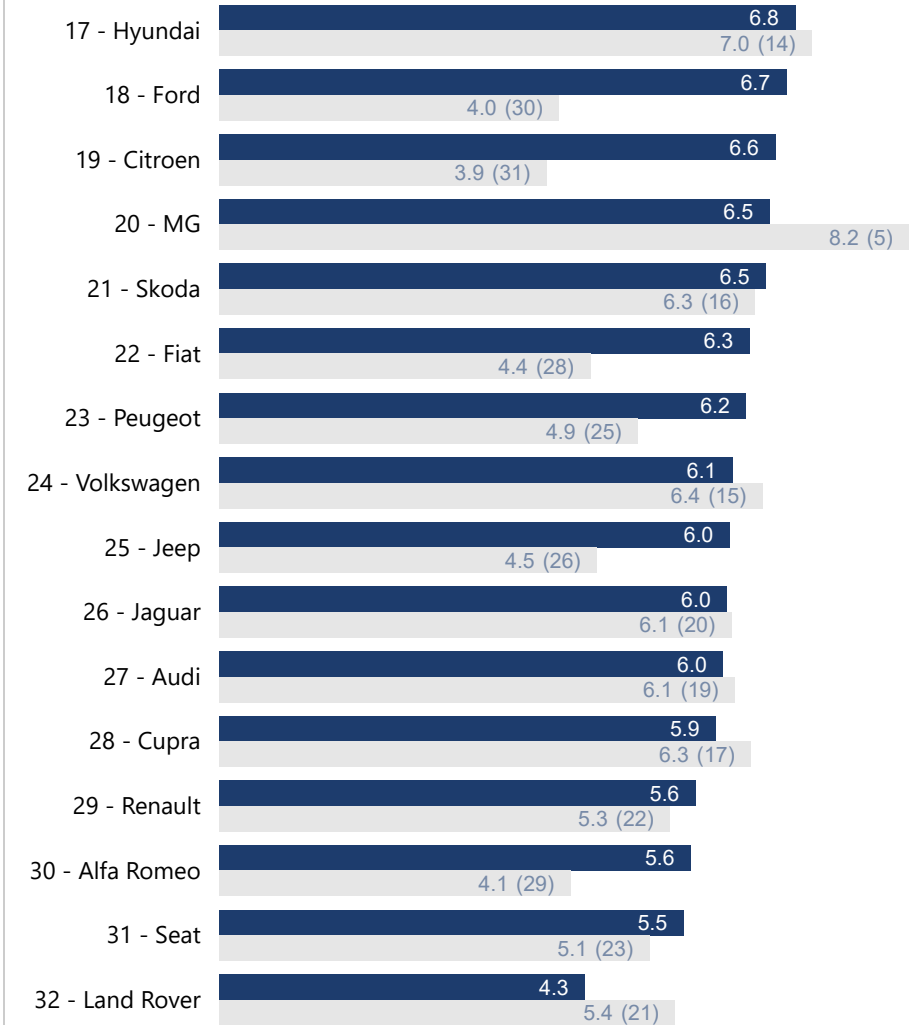


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q8a: The competitiveness of your manufacturer's finance programme?

Summer 2023

6.4

Winter 2024

7.0

% Change  
**+9.4%**

Score Change  
**+0.6**

Honda

8.7

DS

5.6

Kia

8.6

Audi

5.3

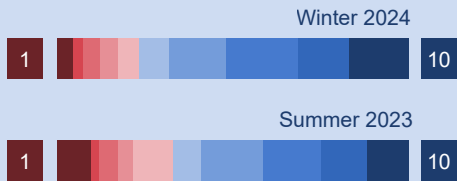
Lexus

8.4

Volvo

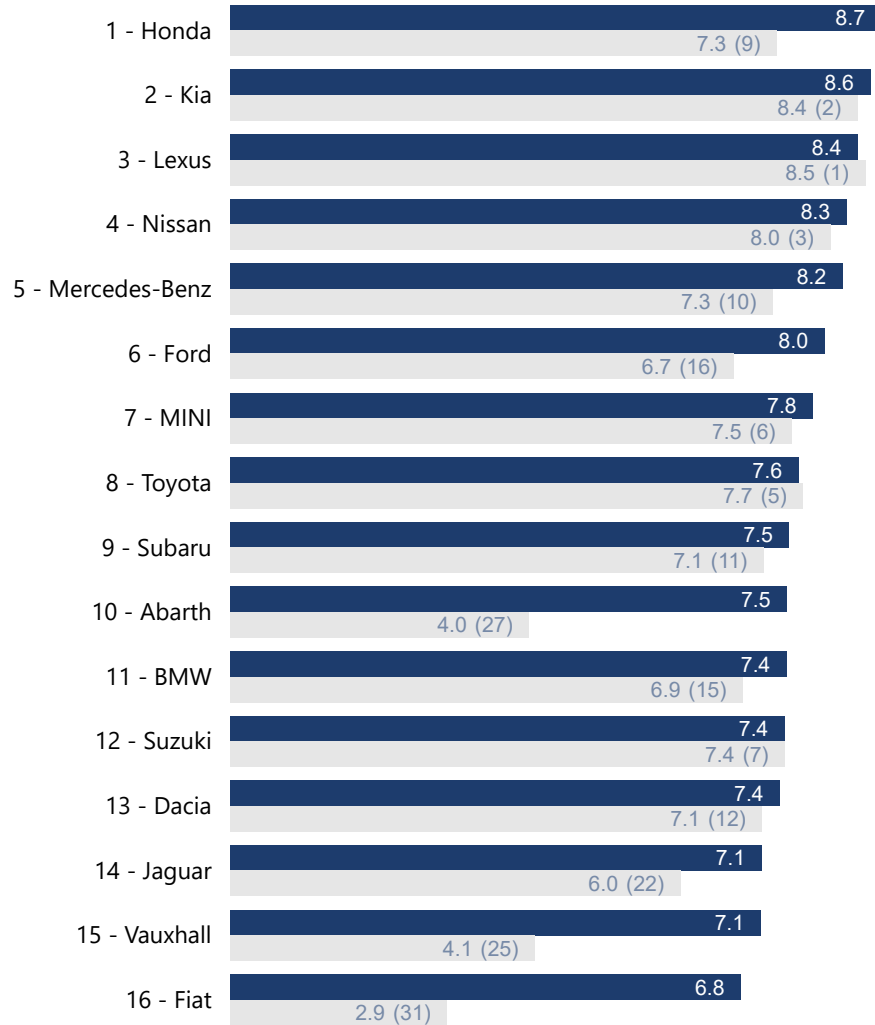
5.2

### Response Spread

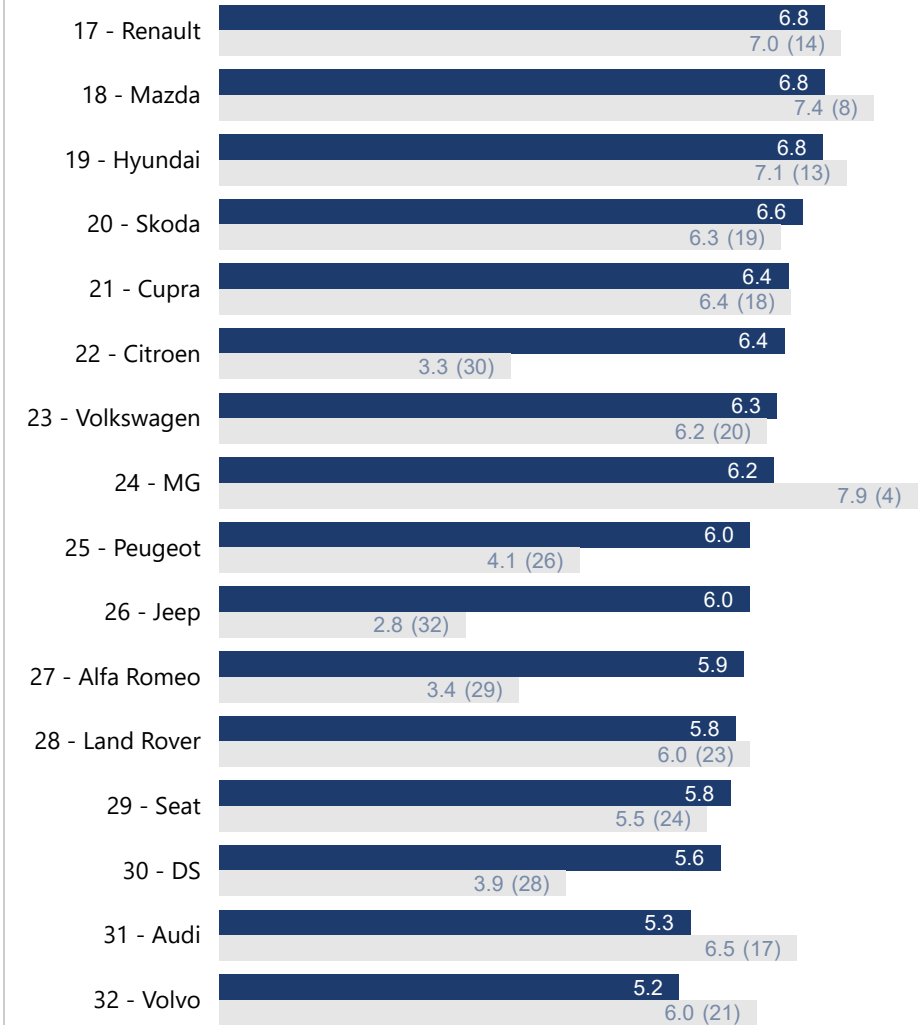


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q8b: The reasonableness of the finance targets set by your manufacturer?

Summer 2023

6.8

Winter 2024

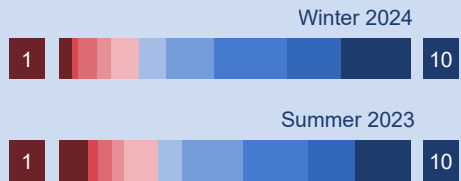
7.2

% Change  
**+5.9%**

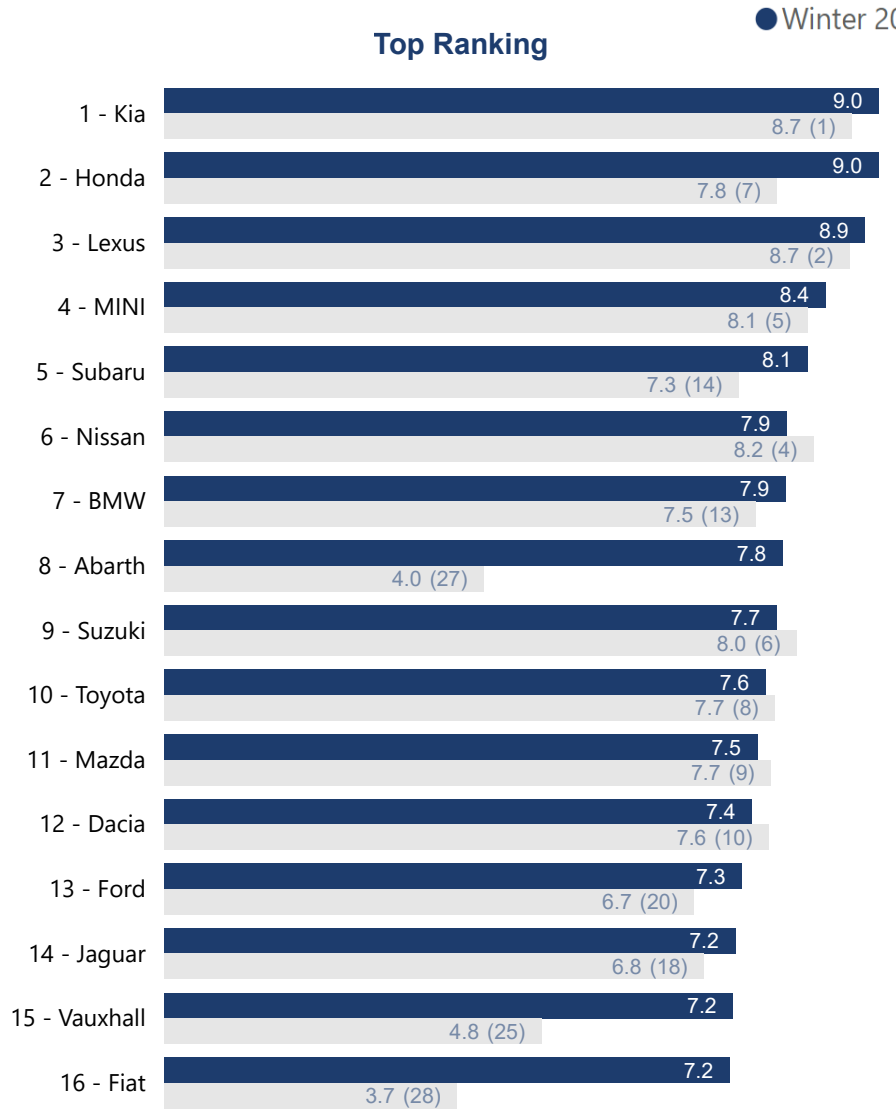
Score Change  
**+0.4**

Kia	9.0	Land Rover	6.0
Honda	9.0	Audi	5.7
Lexus	8.9	DS	5.3

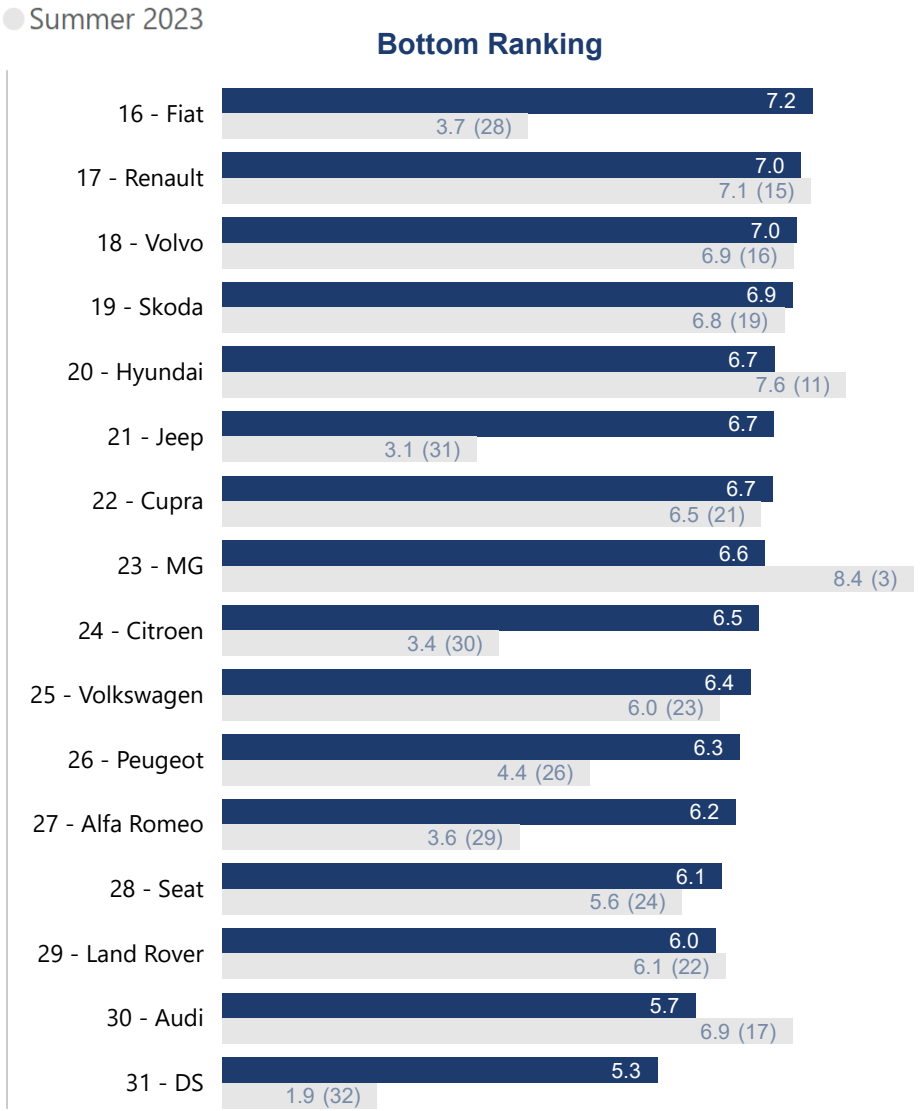
Response Spread



Top Ranking



Bottom Ranking



Mercedes-Benz had scored 7.6 in the last survey

# Q8c: The earnings potential of your manufacturer's finance programme?

Summer 2023

6.0

Winter 2024

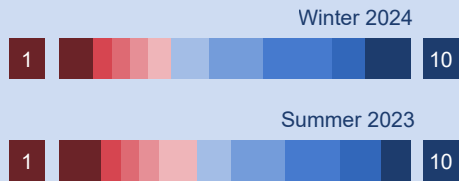
6.3

% Change  
**+5.0%**

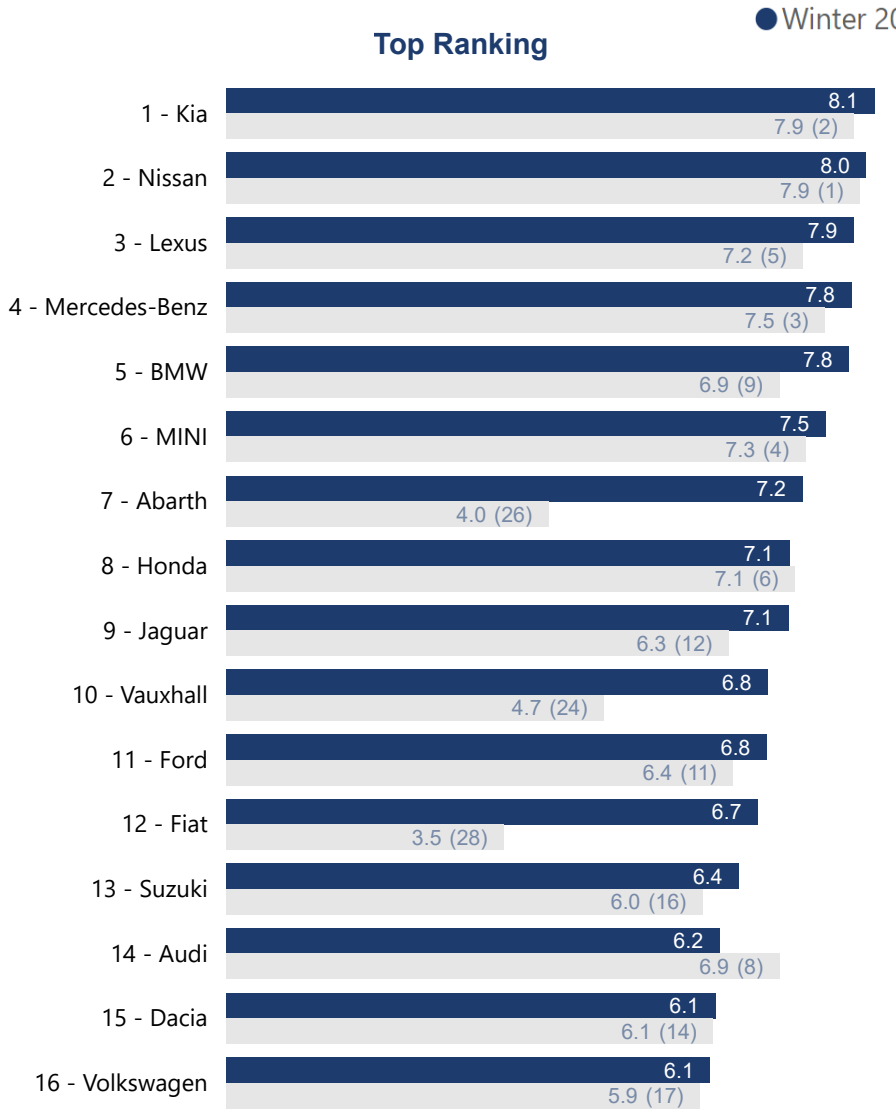
Score Change  
**+0.3**

Kia	Seat
8.1	4.8
Nissan	MG
8.0	4.7
Lexus	Volvo
7.9	3.6

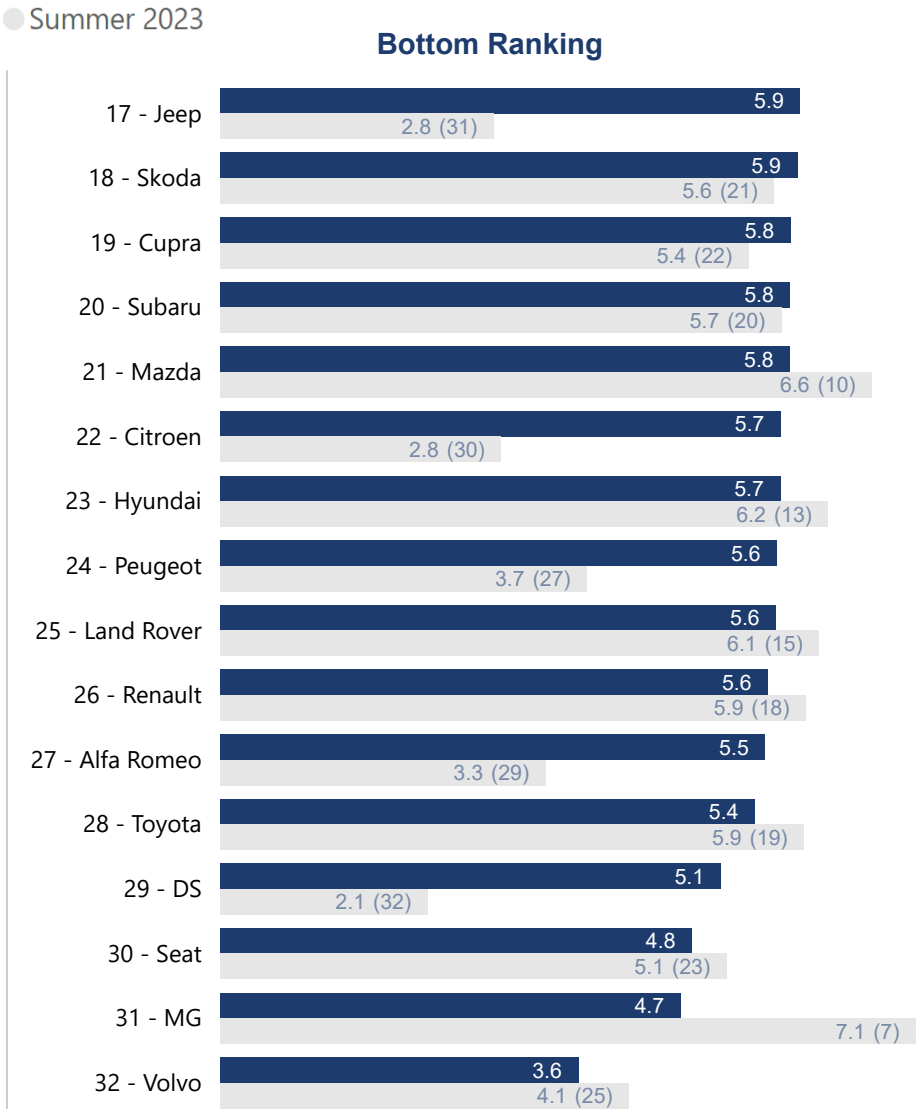
### Response Spread



### Top Ranking



### Bottom Ranking





# Q8d: The support you receive from your manufacturer's finance house?

Summer 2023

6.5

Winter 2024

7.0

% Change  
**+7.7%**

Score Change  
**+0.5**

Lexus

9.4

Alfa Romeo

5.4

Honda

8.8

Land Rover

5.3

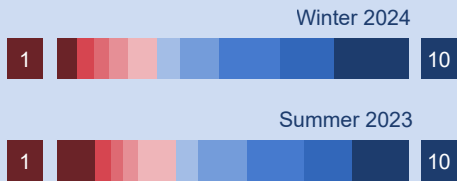
Kia

8.6

Audi

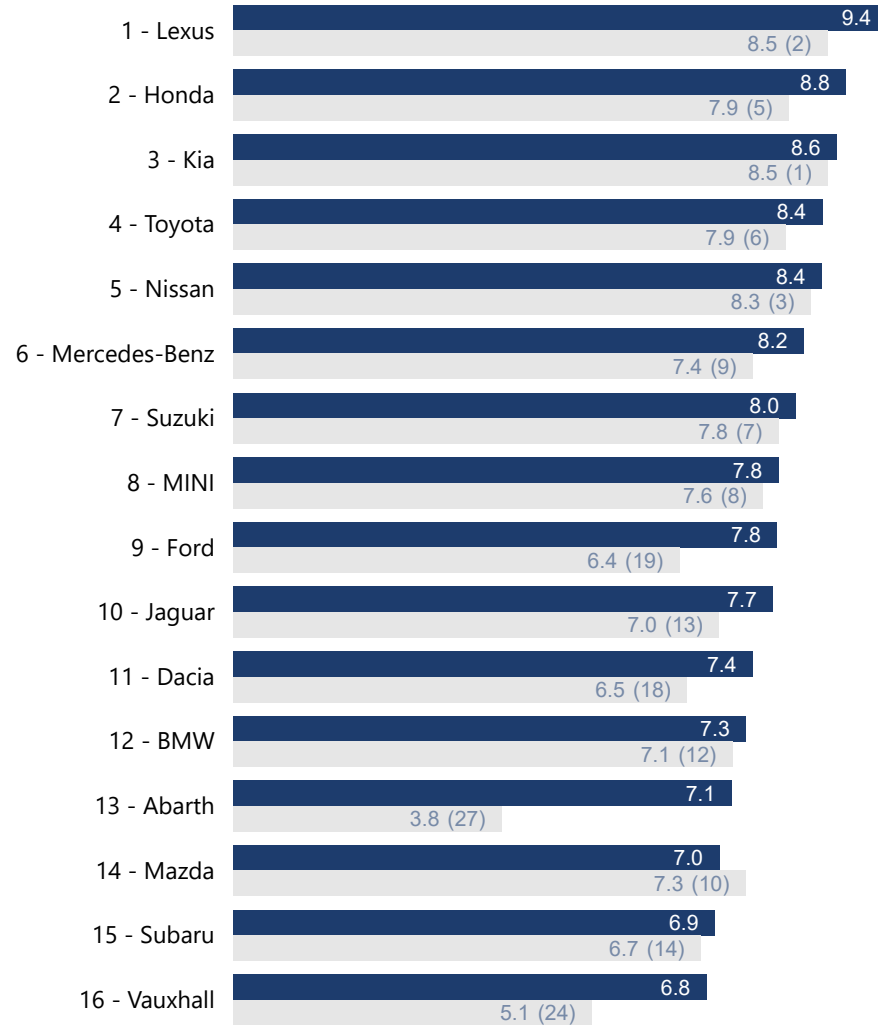
5.2

### Response Spread

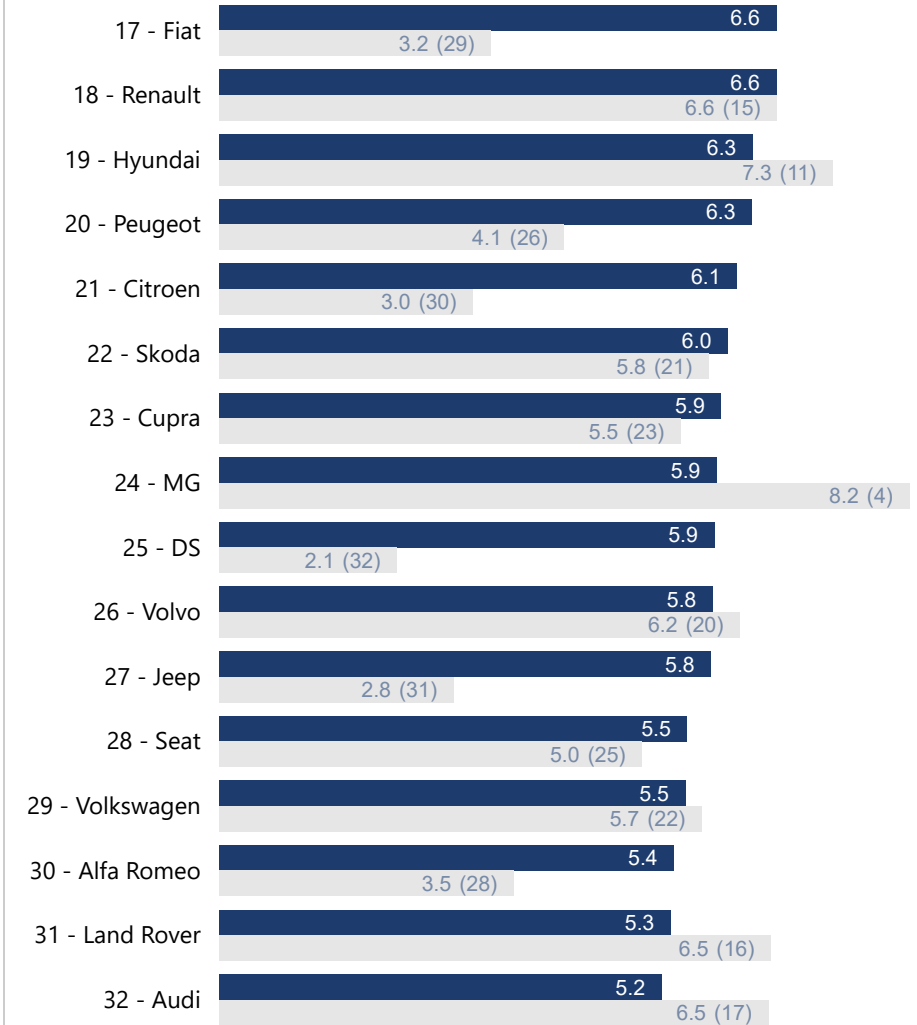


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking





POWERED BY  metryx

# National Franchised Dealer Association

## Section D

### Dealer/Manufacturer Relationships

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

Summer 2023

6.5

Winter 2024

7.1

% Change  
**+9.2%**

Score Change  
**+0.6**

Lexus

9.7

Cupra

5.2

Kia

9.4

Land Rover

5.0

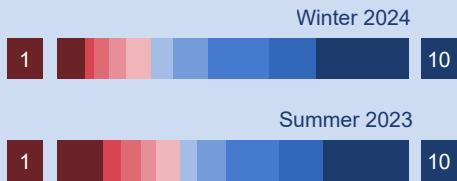
MINI

8.8

Jaguar

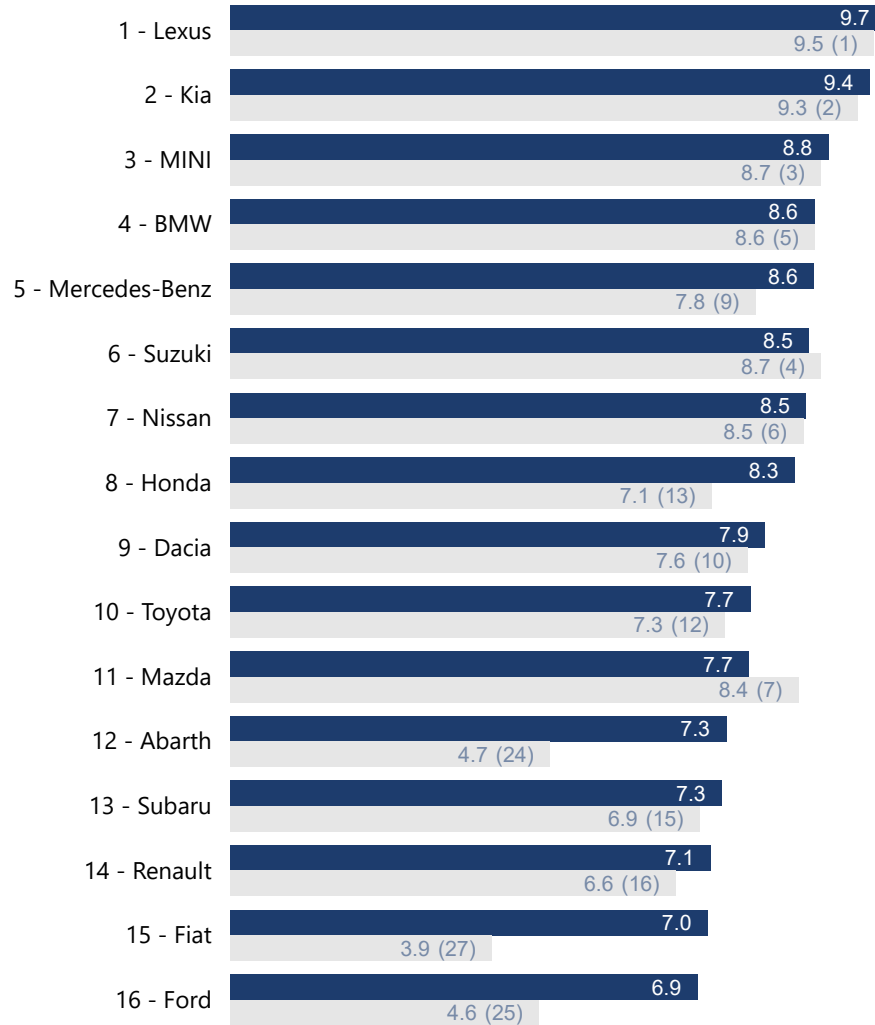
3.9

### Response Spread

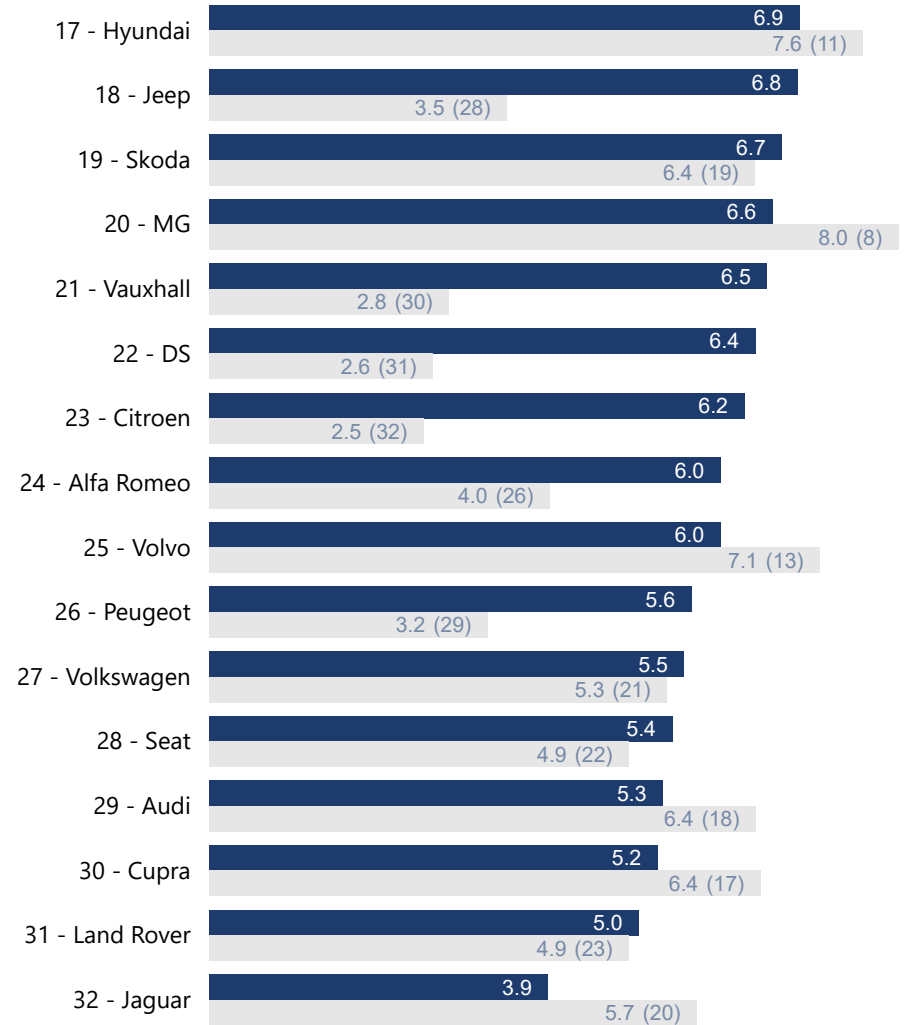


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



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

Summer 2023

6.1

Winter 2024

6.6

% Change  
**+8.2%**

Score Change  
**+0.5**

Lexus

9.8

Audi

4.6

Kia

9.0

Volkswagen

4.5

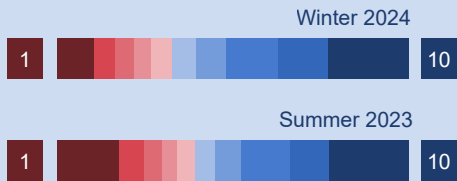
MINI

8.5

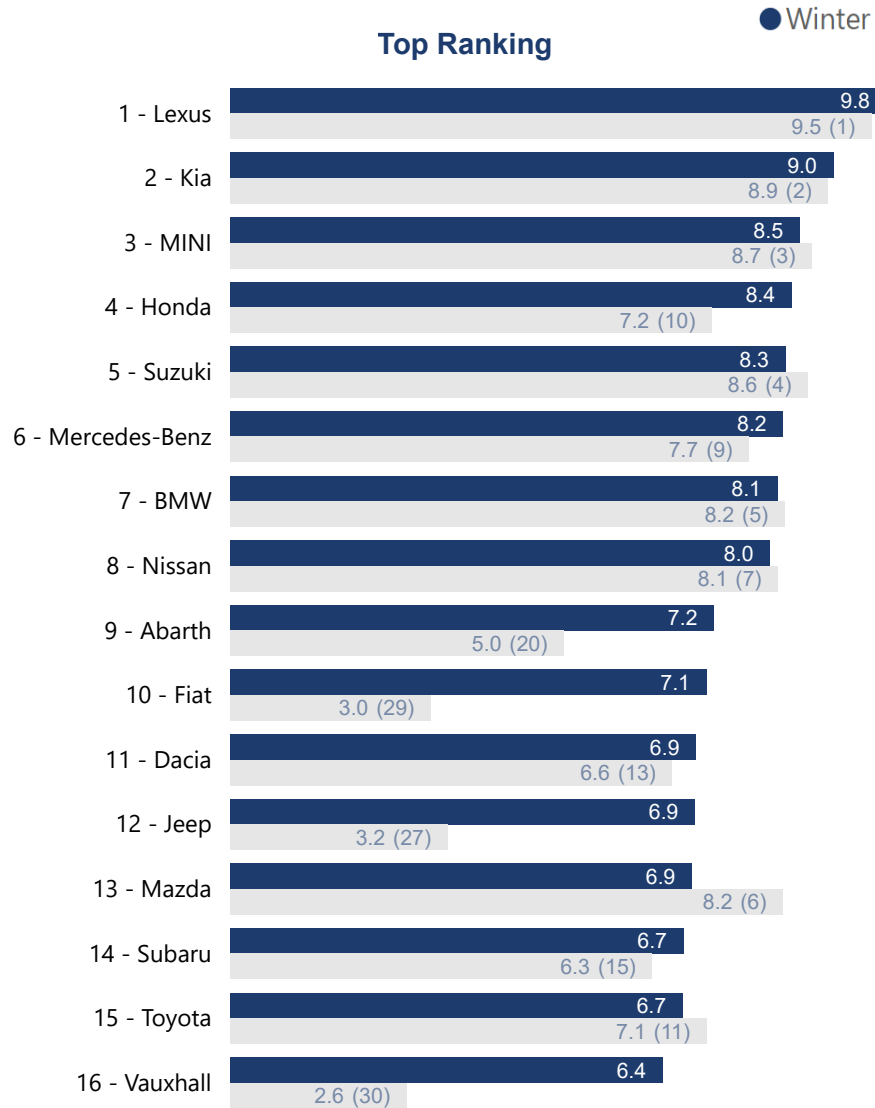
Jaguar

2.4

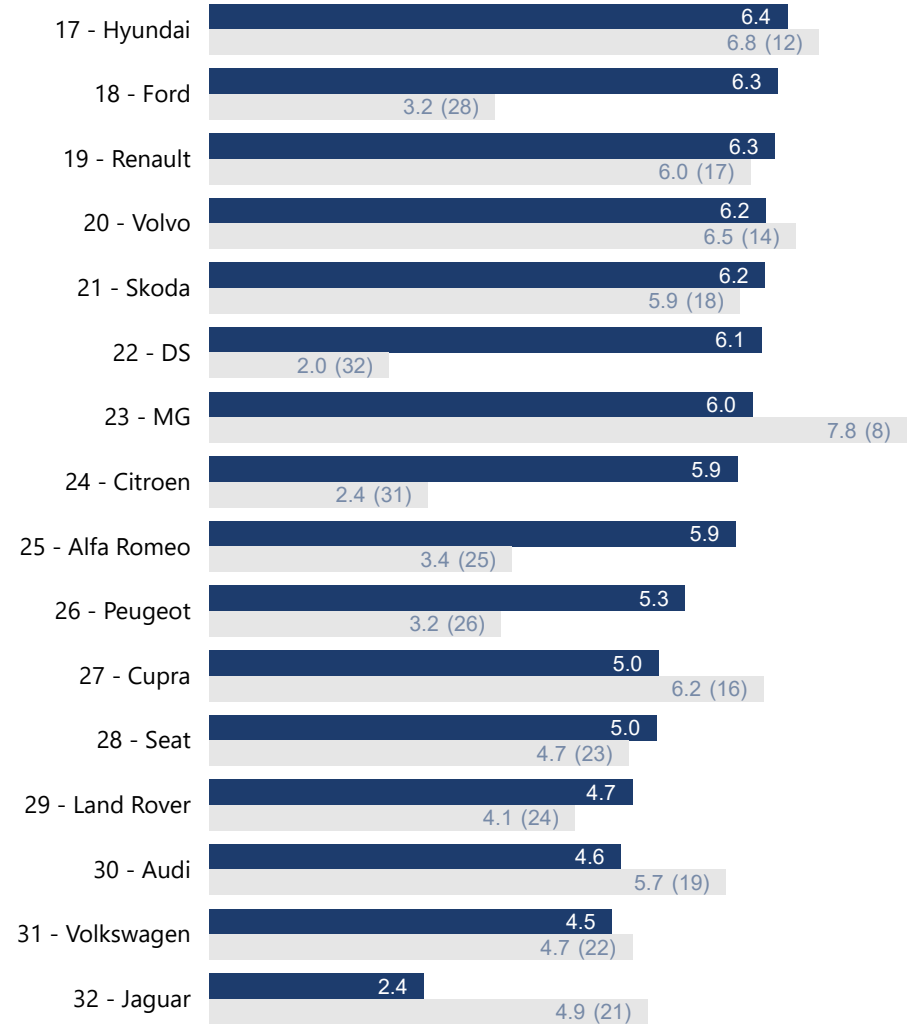
### Response Spread



### Top Ranking



### Bottom Ranking



# Q9c: Your manufacturer's dealer council/franchise board?

Summer 2023

6.6

Winter 2024

6.9

% Change  
**+4.5%**

Score Change  
**+0.3**

Lexus

9.5

Land Rover

5.2

Honda

8.8

Jaguar

4.9

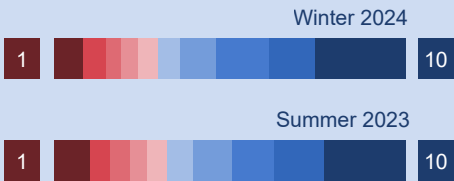
Kia

8.6

Cupra

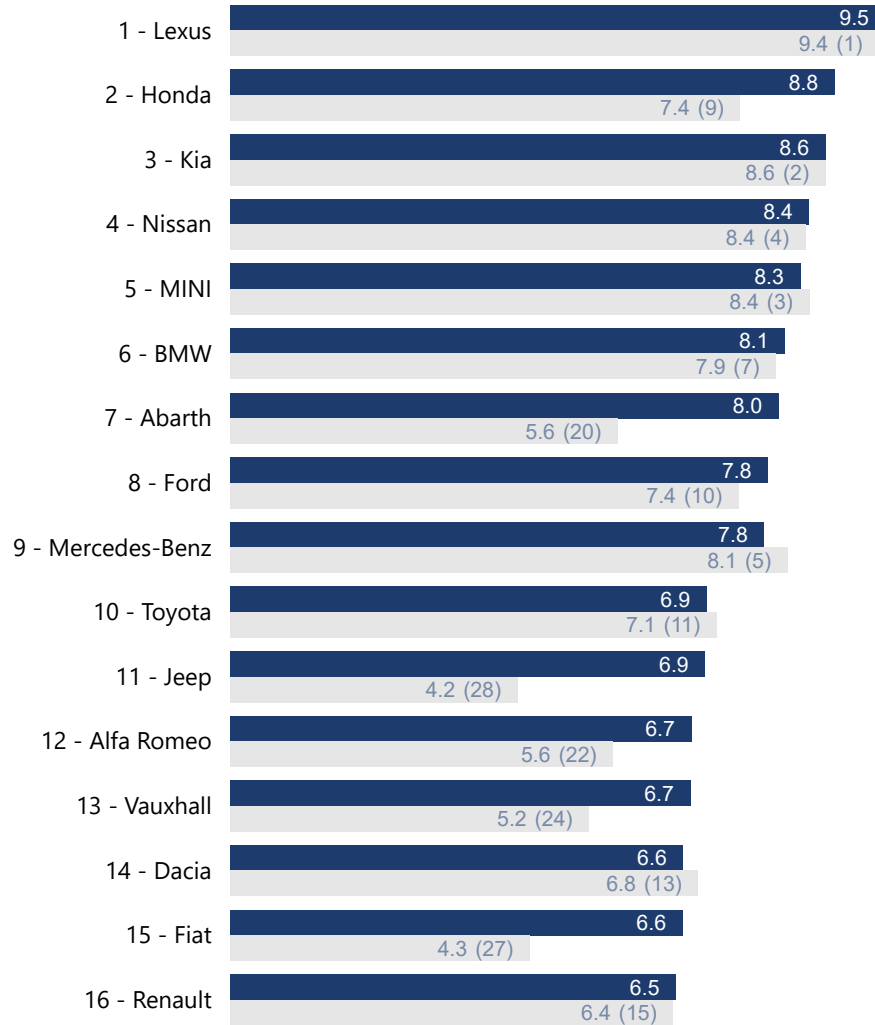
4.9

### Response Spread

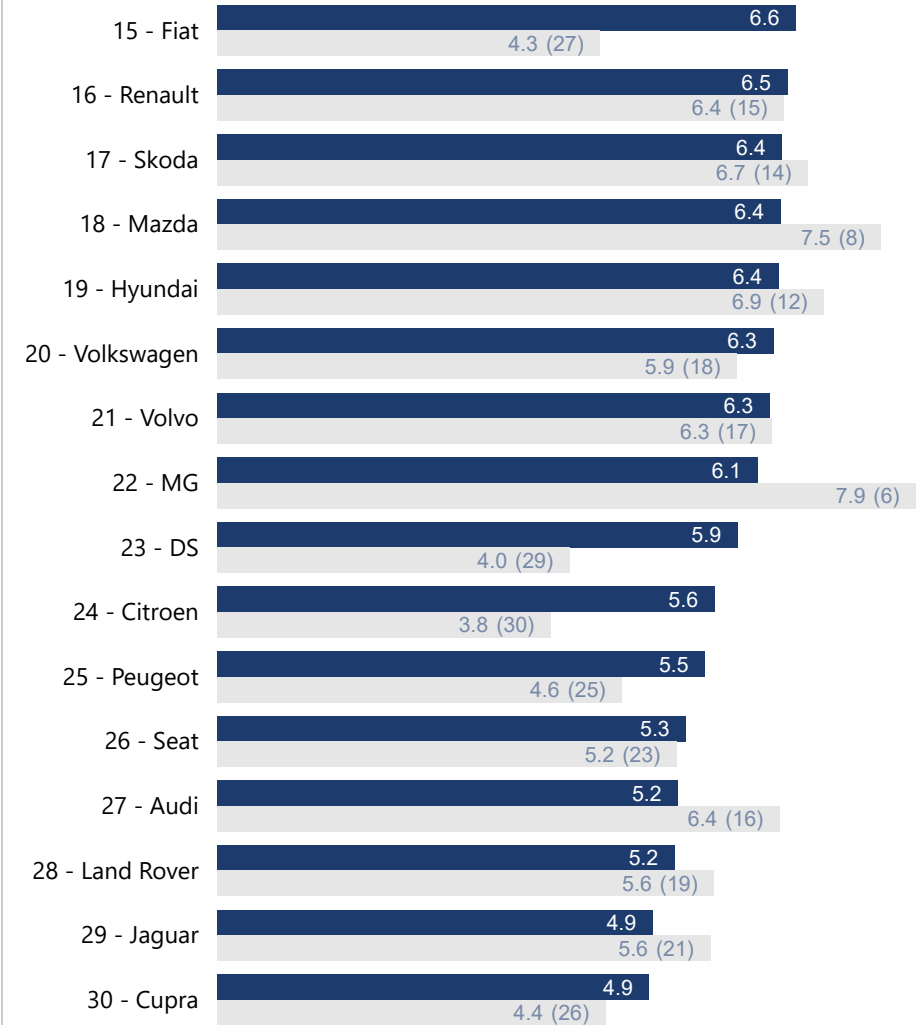


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



Subaru and Suzuki had no responses this survey

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

Summer 2023

6.4

Winter 2024

6.8

% Change  
**+6.2%**

Score Change  
**+0.4**

Lexus

9.4

Land Rover

5.0

Kia

9.1

Seat

4.7

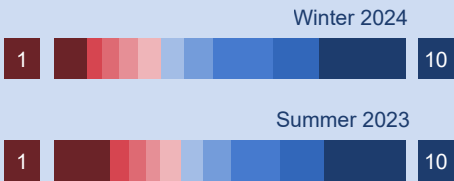
MINI

8.7

Jaguar

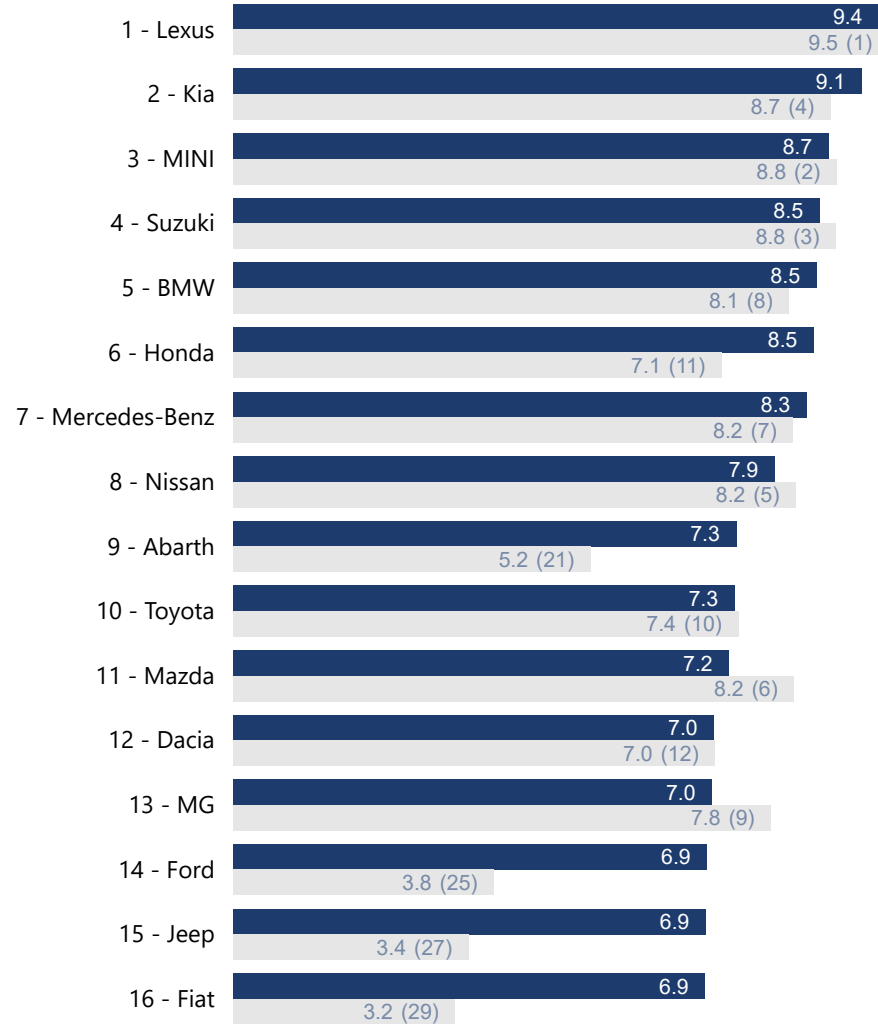
3.1

### Response Spread

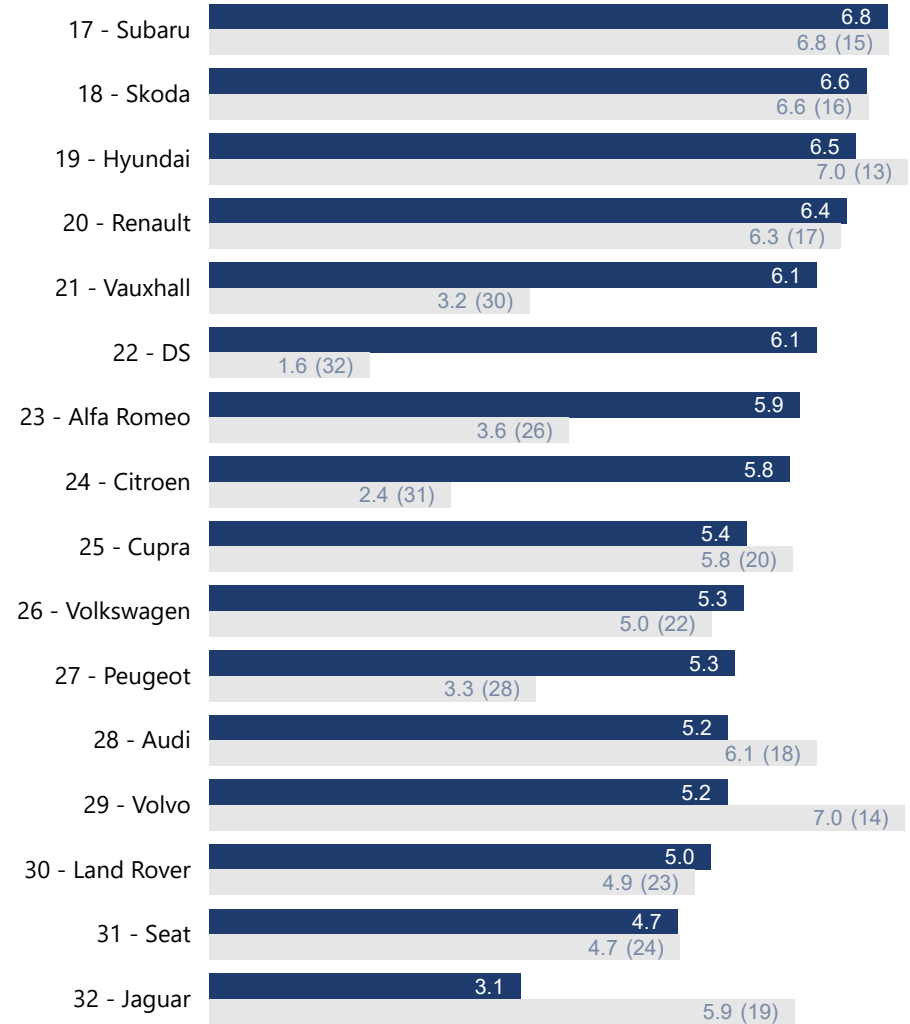


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q9e: Your manufacturer dealer standards are fair and reasonable?

Summer 2023

6.6

Winter 2024

7.0

% Change  
**+6.1%**

Score Change  
**+0.4**

Kia

9.1

Cupra

4.9

Honda

8.9

Land Rover

4.5

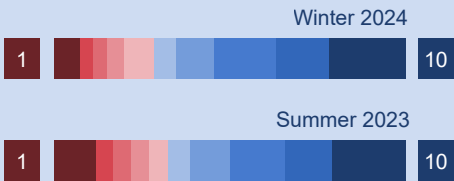
MINI

8.9

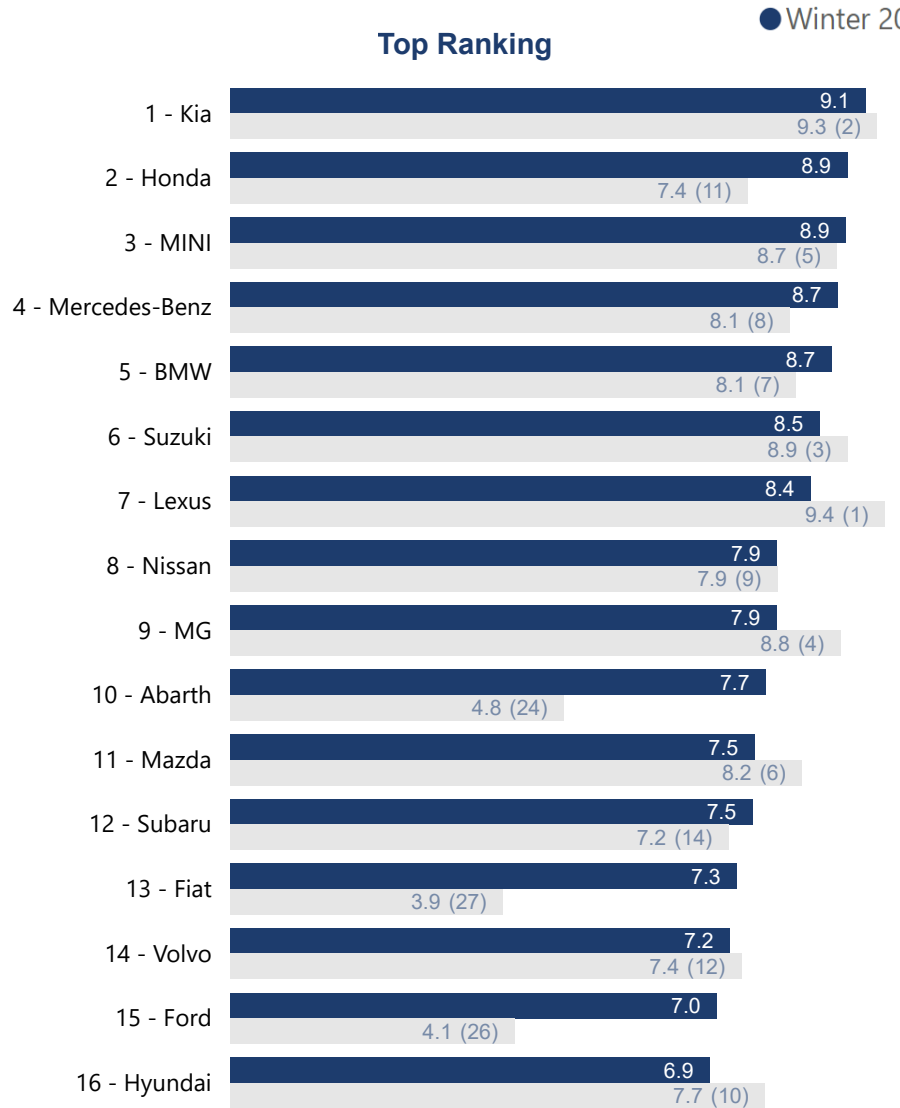
Jaguar

3.2

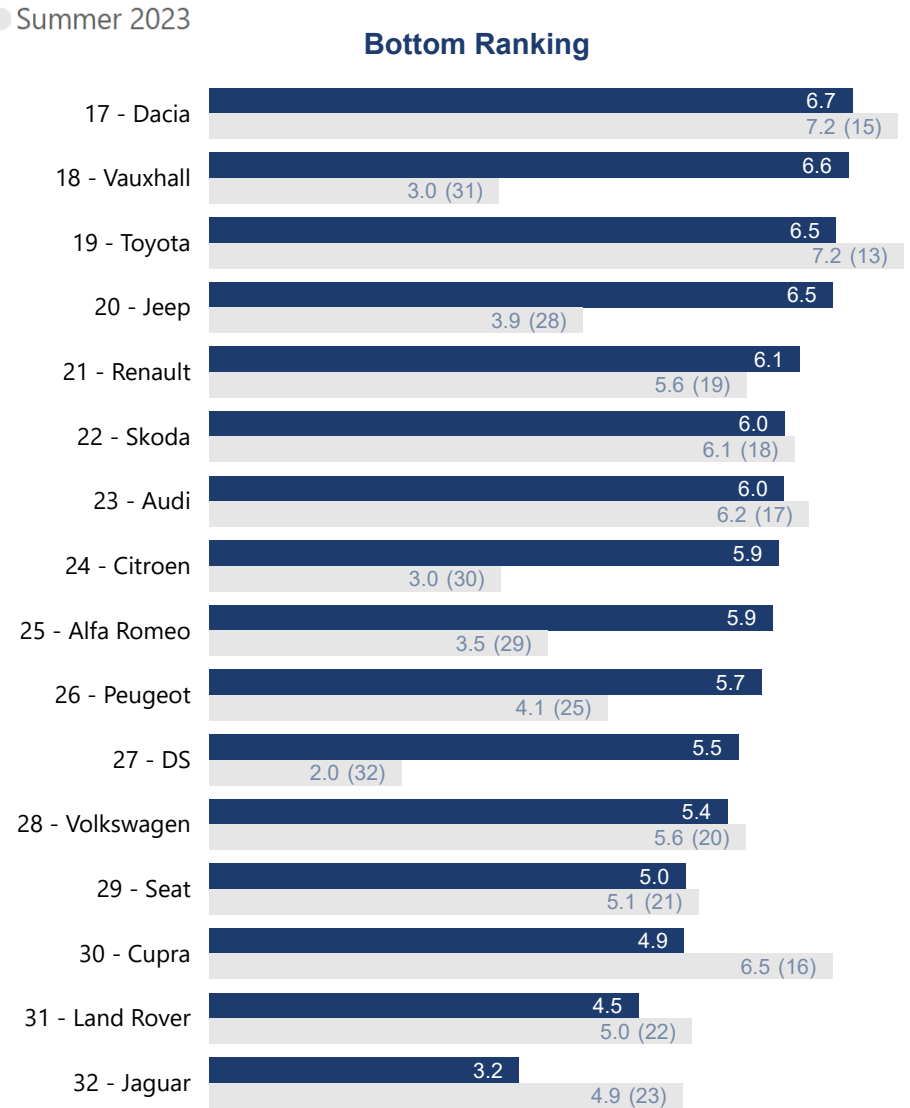
### Response Spread



### Top Ranking



### Bottom Ranking



# Q9f: The performance, incentives and penalty regime that underpins your manufacturer's CSI programme?

Summer 2023

6.2

Winter 2024

6.5

% Change  
**+4.8%**

Score Change  
**+0.3**

Kia

9.1

Volkswagen

4.5

Honda

9.0

Land Rover

4.5

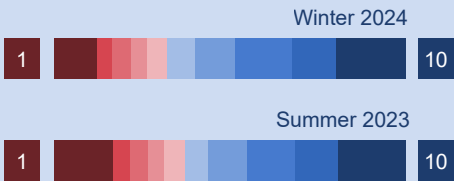
MINI

8.6

Jaguar

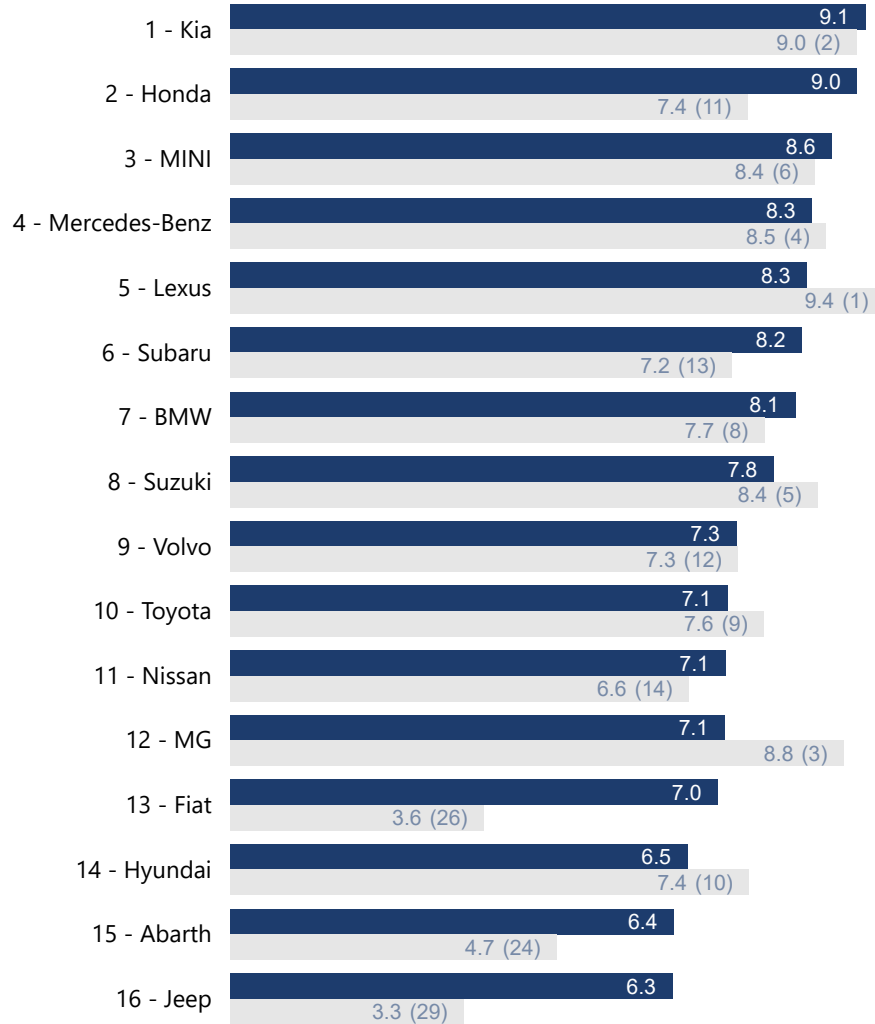
3.9

### Response Spread

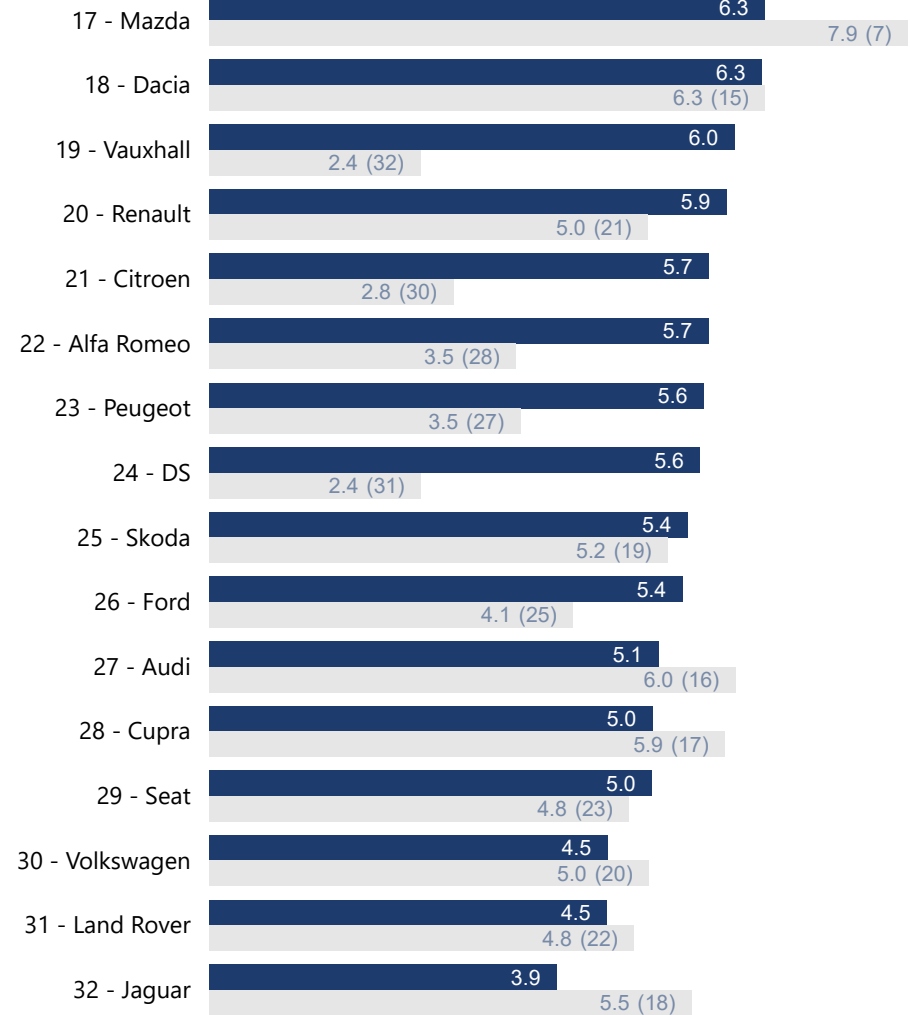


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking





# Q9g: Your manufacturer's procedures and controls on your business are fair and reasonable?

Summer 2023

6.3

Winter 2024

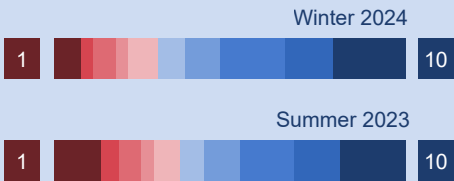
6.8

% Change  
**+7.9%**

Score Change  
**+0.5**

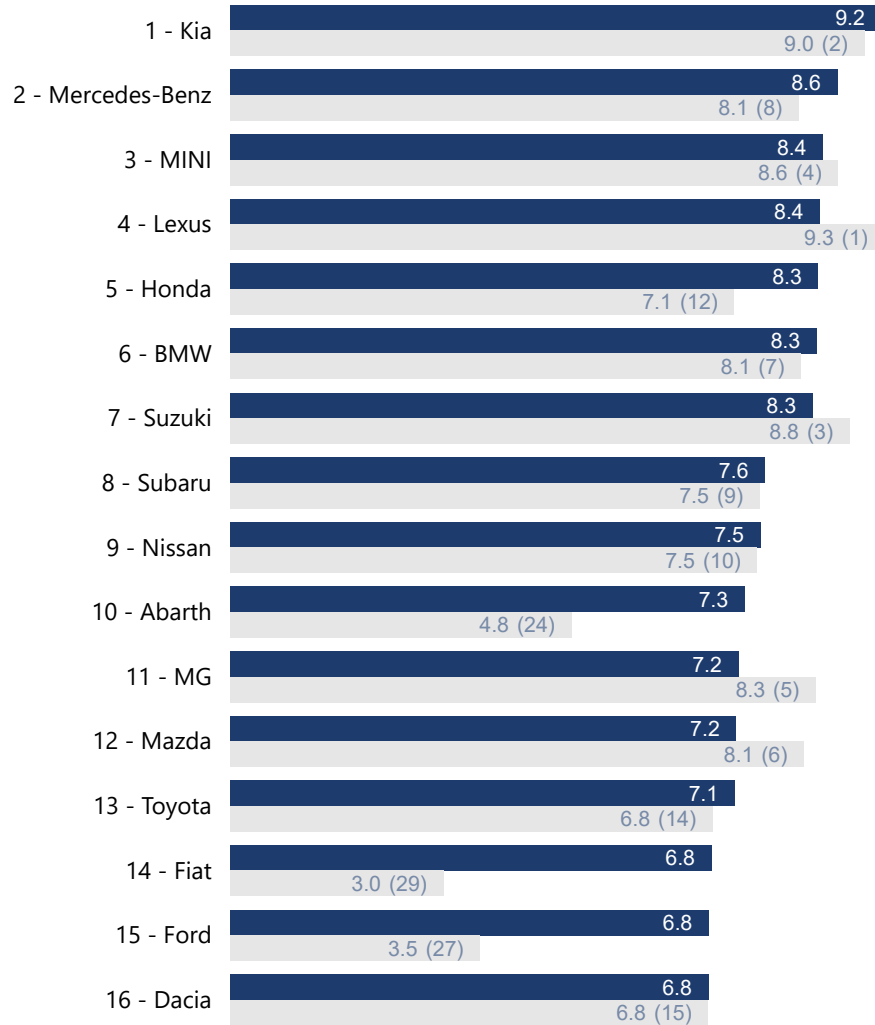
Kia	Volkswagen
9.2	4.9
Mercedes	Land Rover
8.6	4.7
MINI	Jaguar
8.4	4.5

### Response Spread

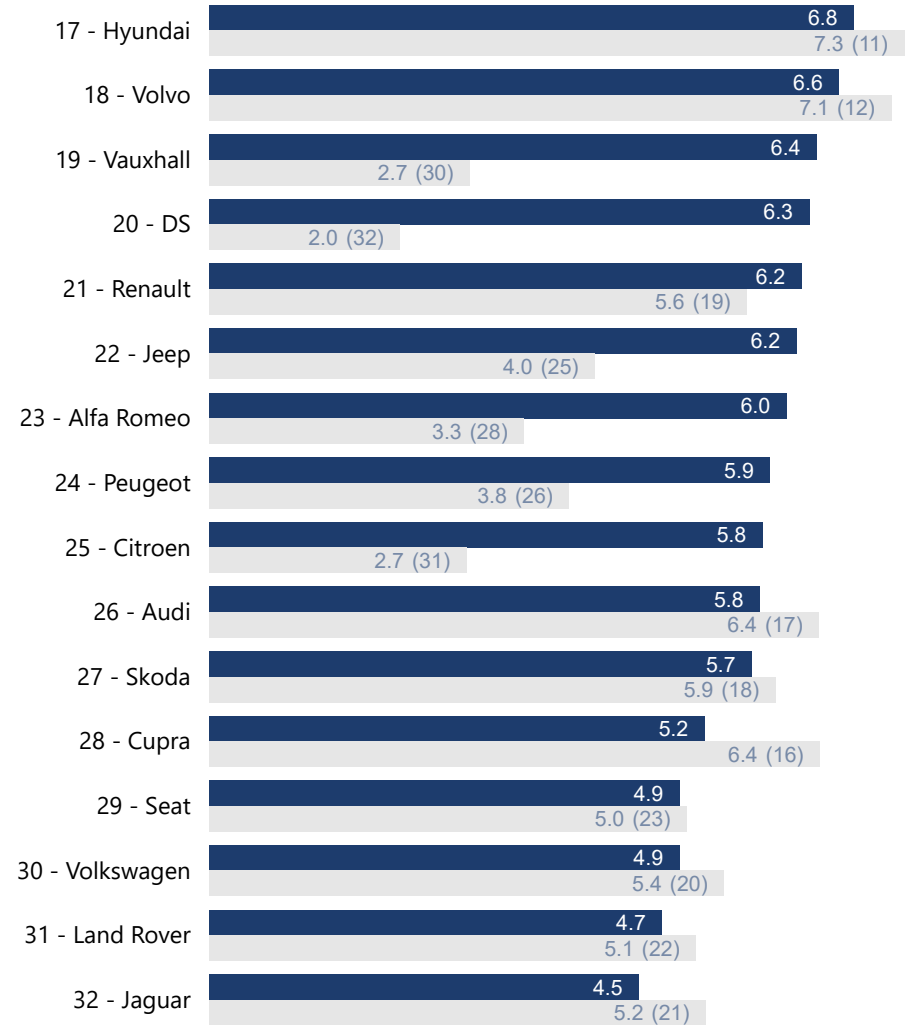


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q9h: The value of manufacturer field staff to your business?

Summer 2023

6.3

Winter 2024

6.8

% Change  
**+7.9%**

Score Change  
**+0.5**

Lexus

9.2

Land Rover

5.1

Kia

9.0

Cupra

5.0

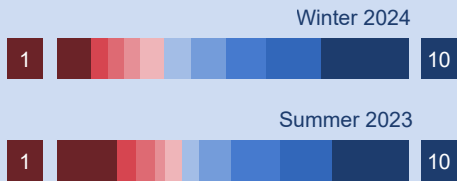
Subaru

8.6

Seat

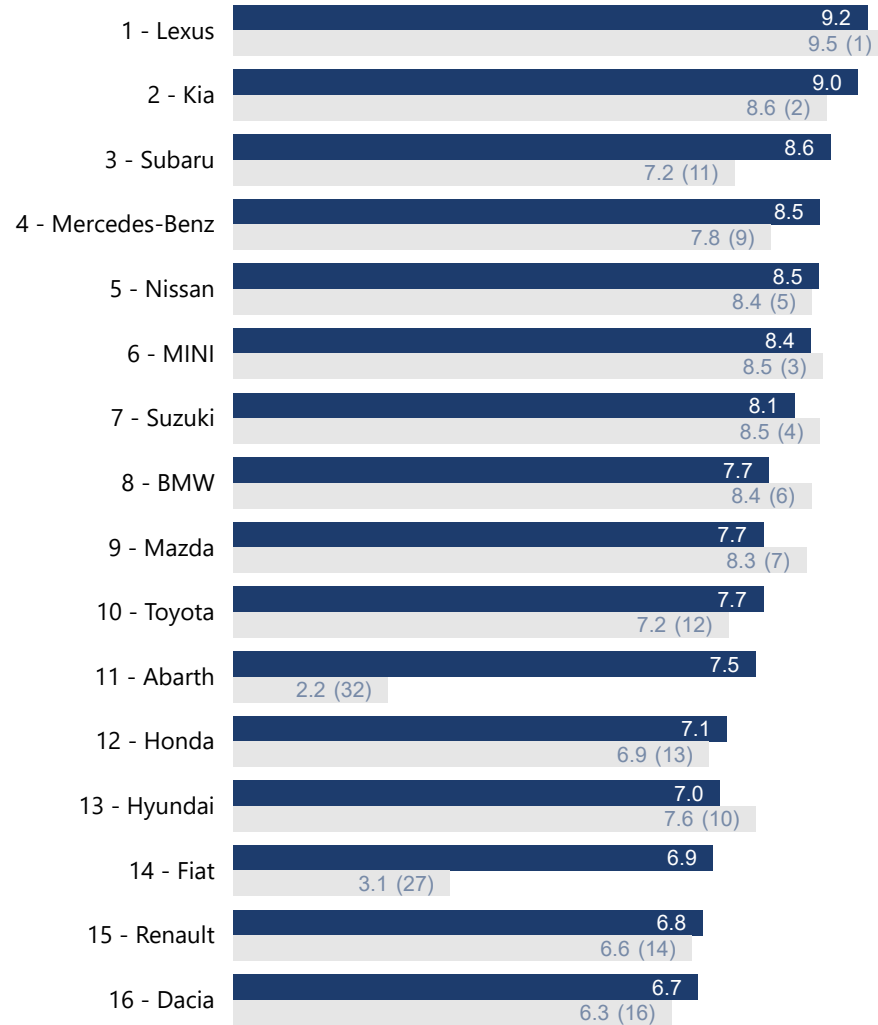
4.8

### Response Spread

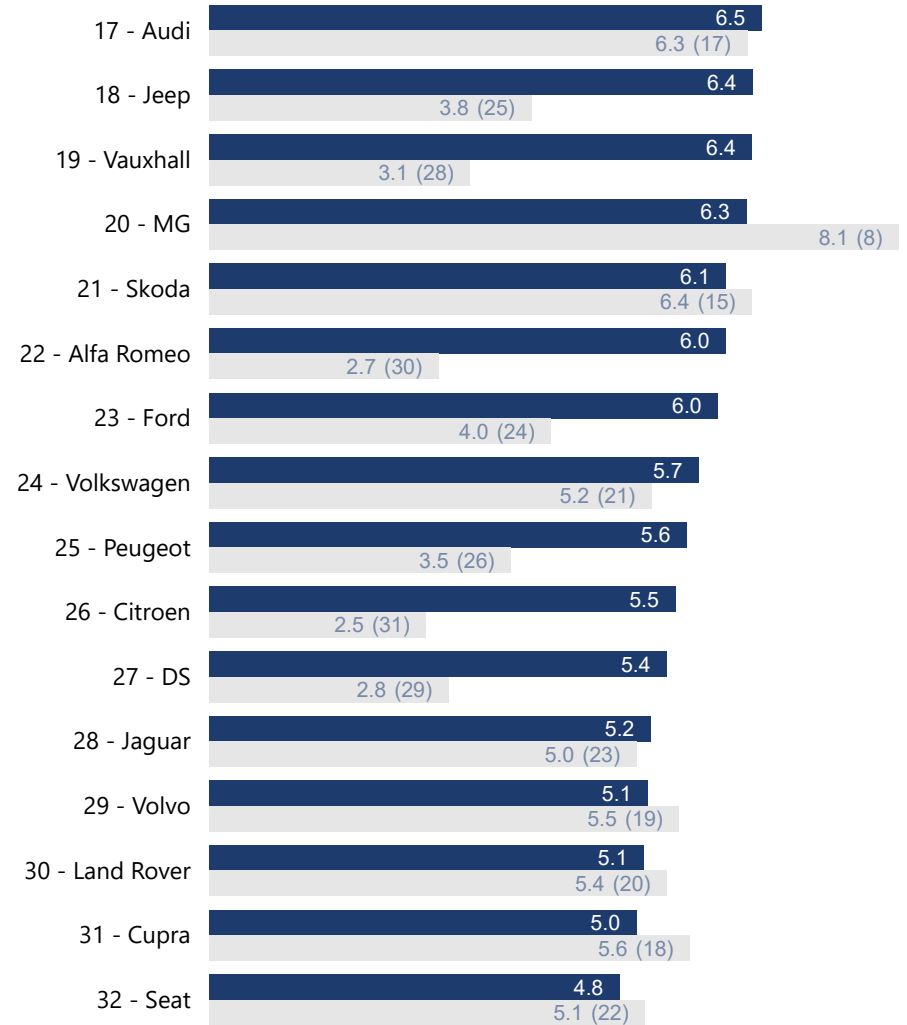


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q9i: The quality of your manufacturer's training?

Summer 2023

6.9

Winter 2024

7.1

% Change  
**+2.9%**

Score Change  
**+0.2**

Kia

8.9

Peugeot

5.9

BMW

8.9

Citroen

5.8

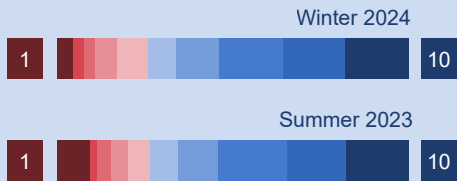
MINI

8.7

Land Rover

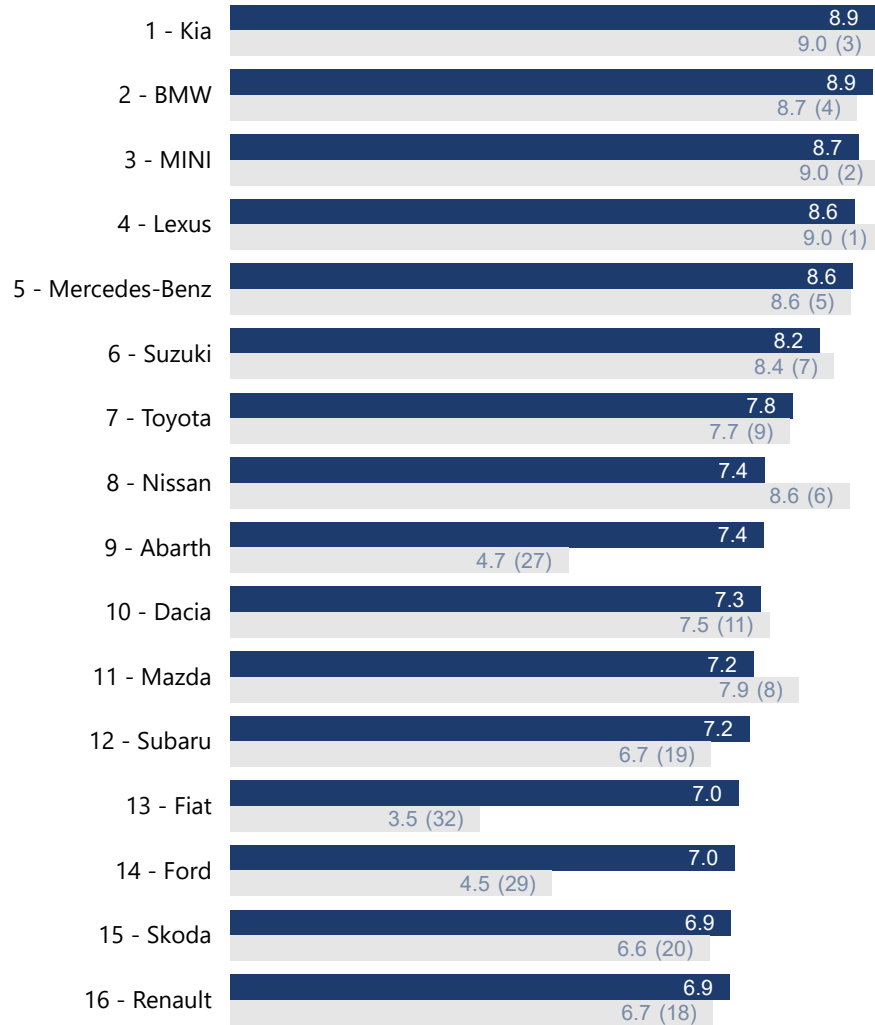
5.6

### Response Spread

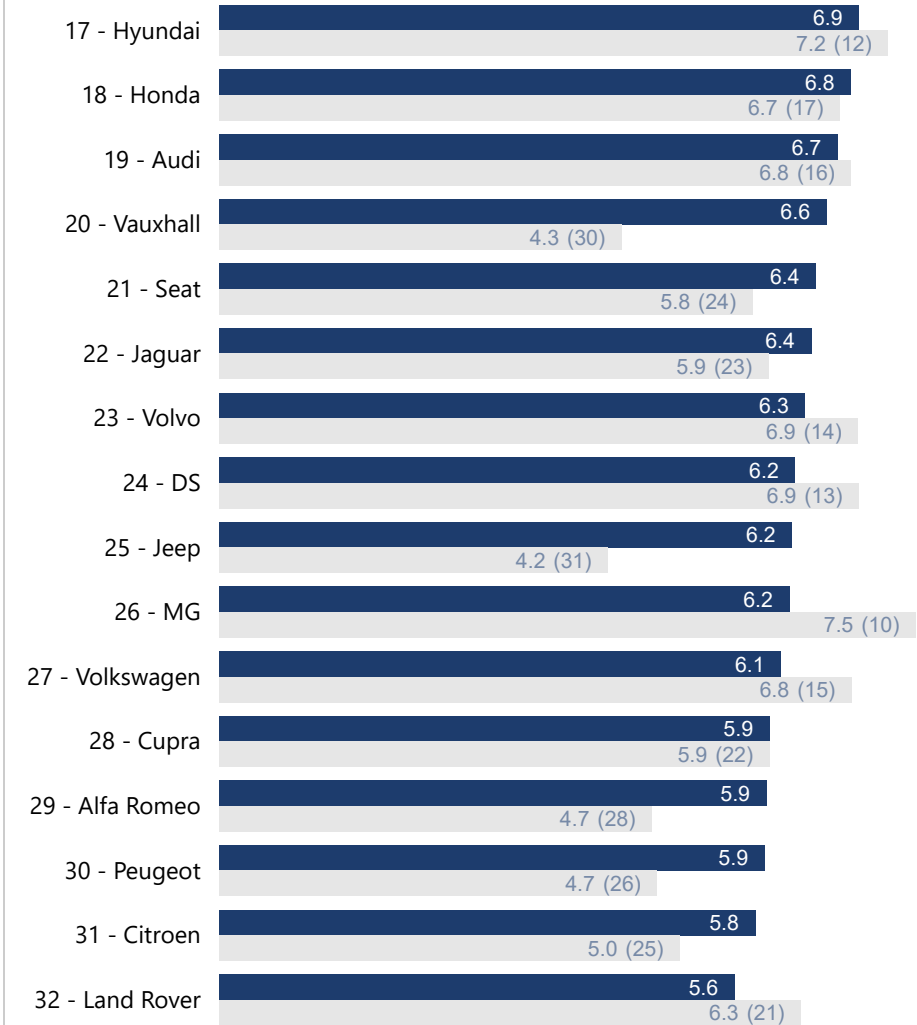


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q9j: The cost of manufacturer's training?

Summer 2023

6.3

Winter 2024

6.3

% Change  
0.0%

Score Change  
0.0

Lexus

8.8

Jaguar

4.2

Kia

8.5

Seat

4.1

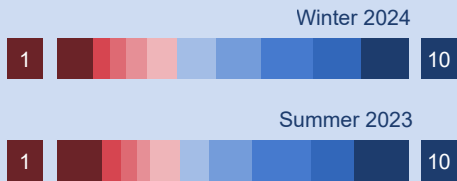
MINI

8.1

Cupra

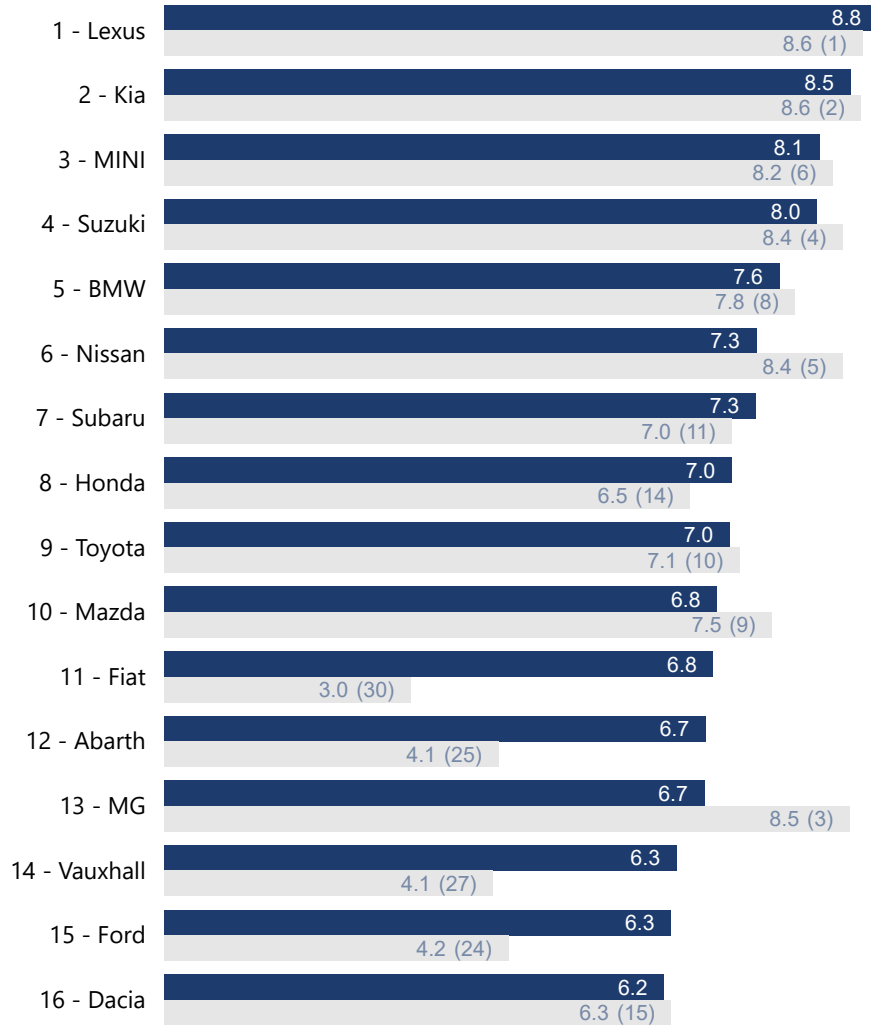
3.8

### Response Spread

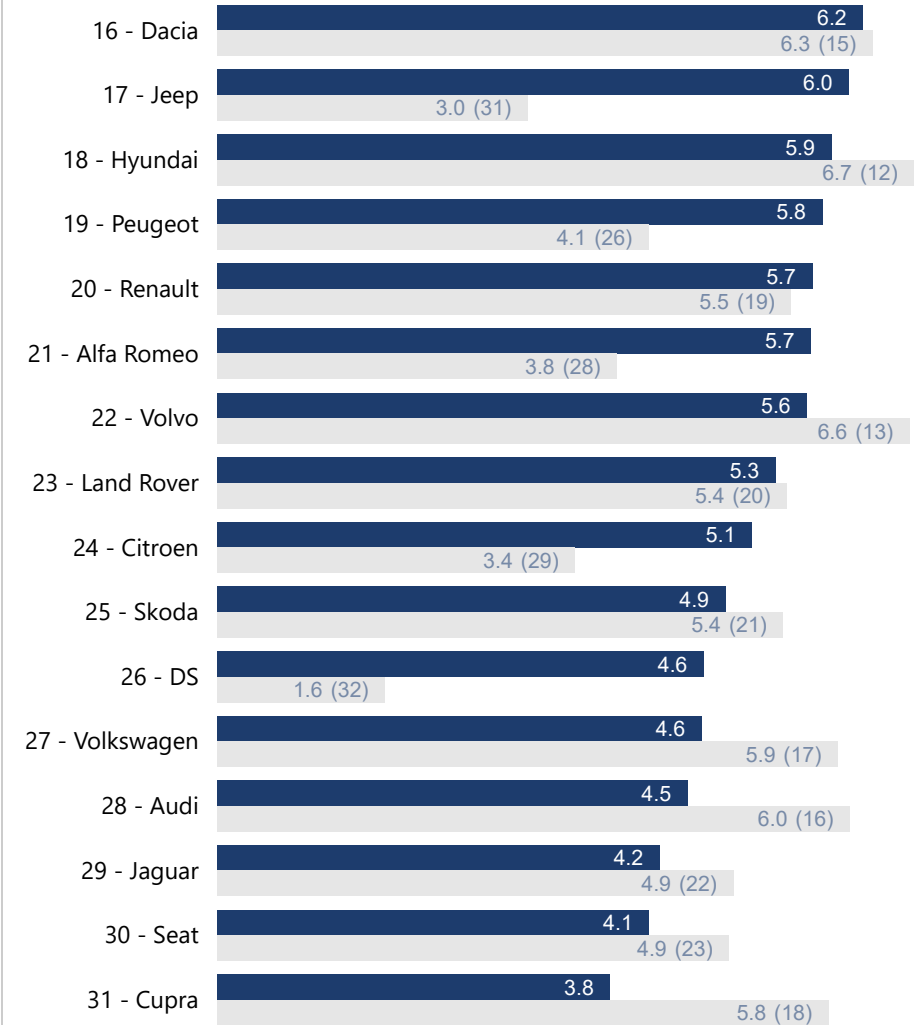


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



Mercedes-Benz had scored 8.1 in the last survey

# Q9k: Your manufacturer's apprenticeship programme?

Summer 2023

7.0

Winter 2024

7.2

% Change  
**+2.9%**

Score Change  
**+0.2**

Lexus

9.7

Citroen

5.9

Kia

9.2

Land Rover

5.9

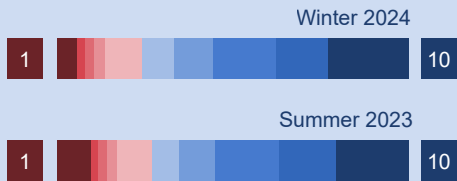
BMW

9.0

Cupra

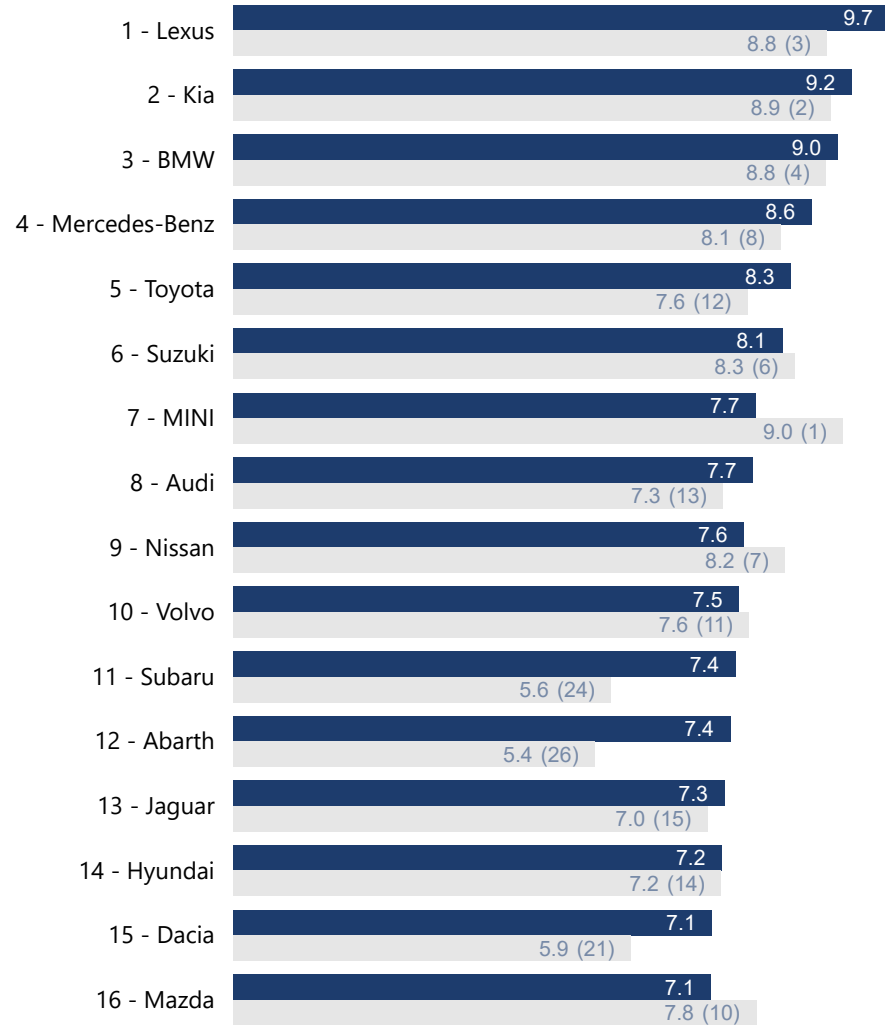
5.8

### Response Spread

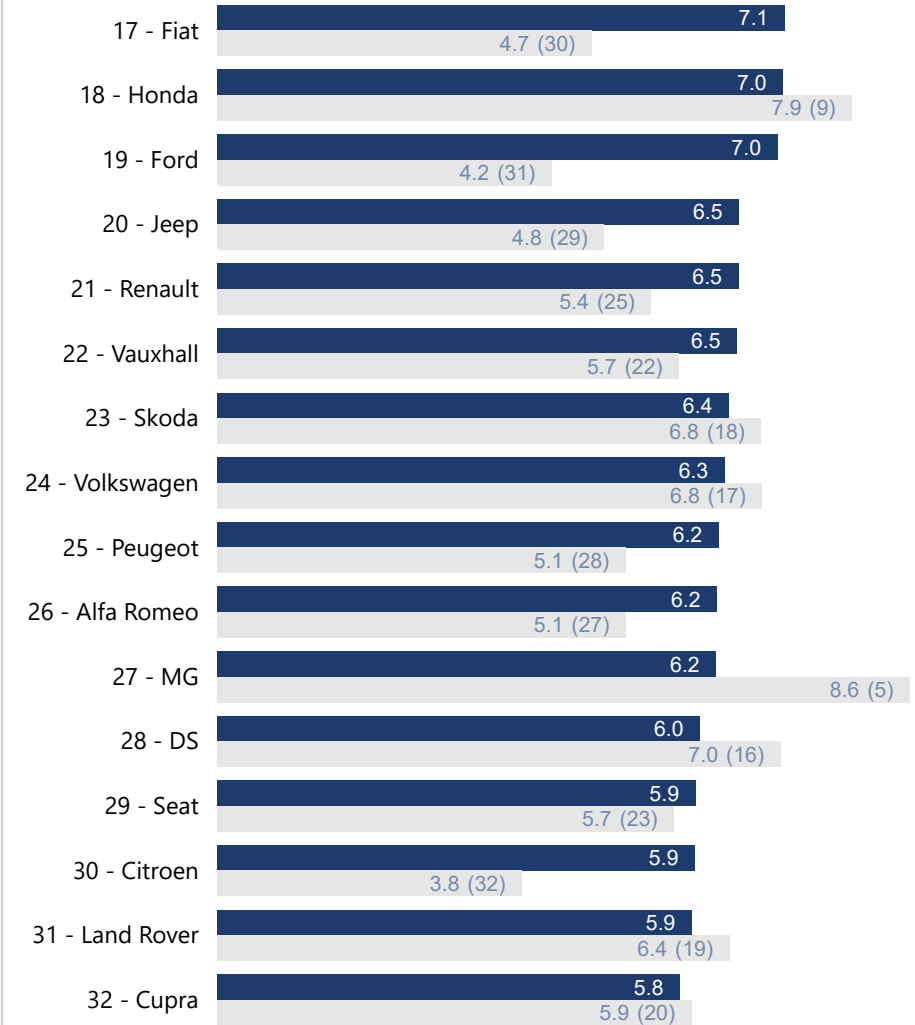


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



Summer 2023

6.0

Winter 2024

6.5

% Change  
**+8.3%**

Score Change  
**+0.5**

Kia

9.3

Volkswagen

4.9

Lexus

8.9

Land Rover

3.8

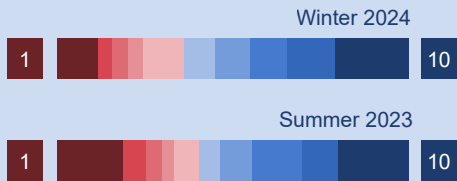
Suzuki

8.3

Jaguar

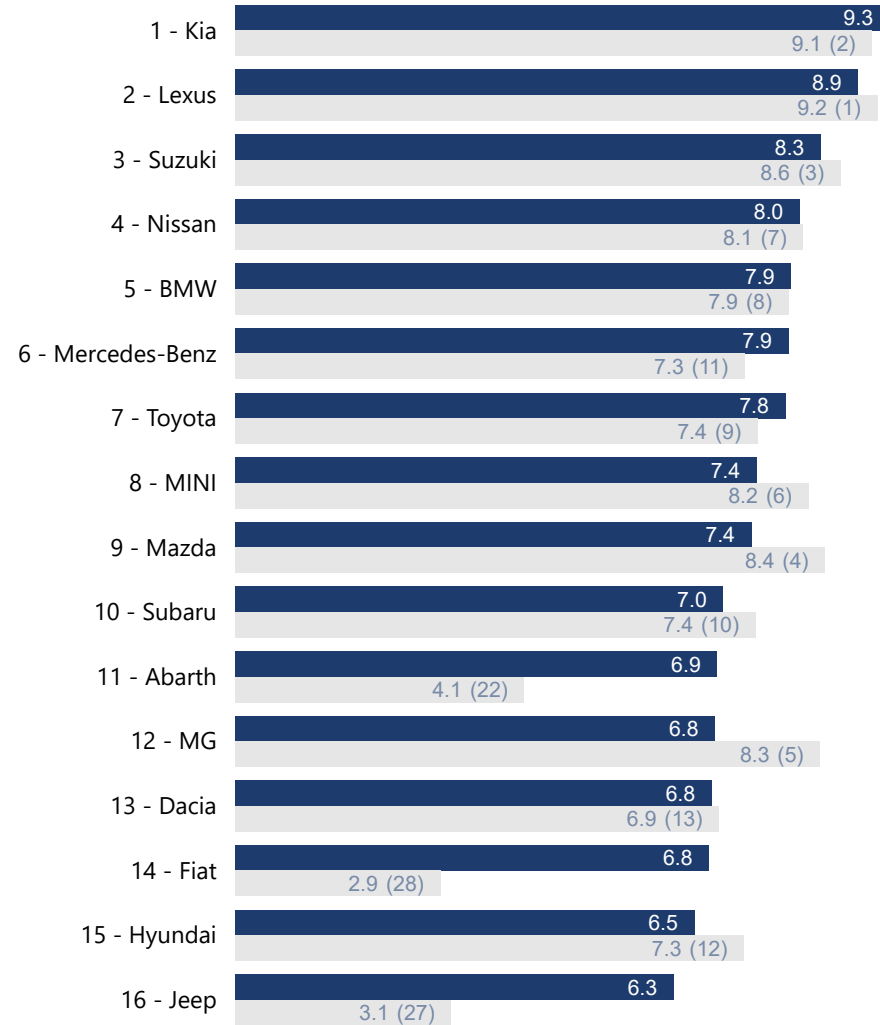
2.4

### Response Spread

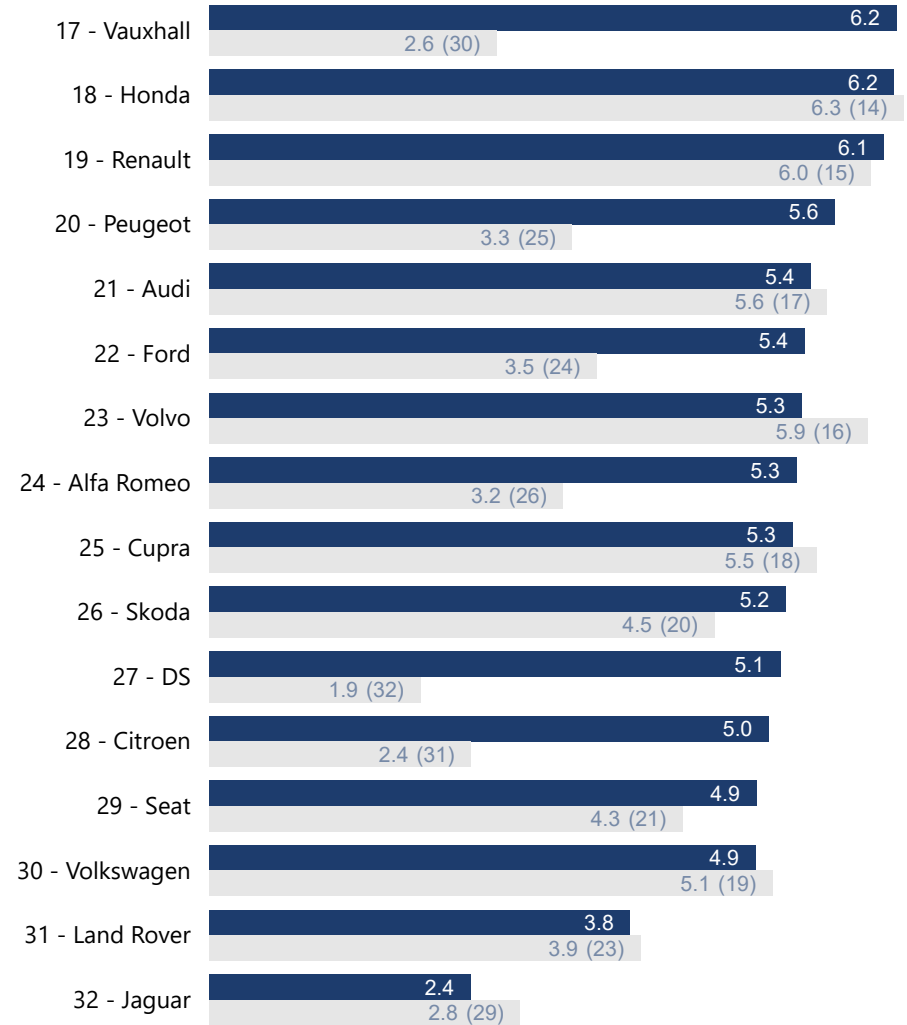


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking





POWERED BY  metryx

# National Franchised Dealer Association

## Section E

### Product and Marketing

# Q10a: Frequency of introduction of new models?

Summer 2023

6.6

Winter 2024

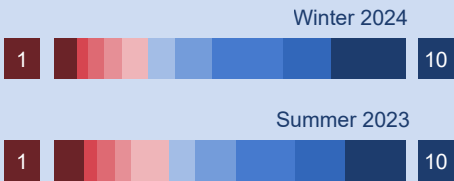
7.0

% Change  
**+6.1%**

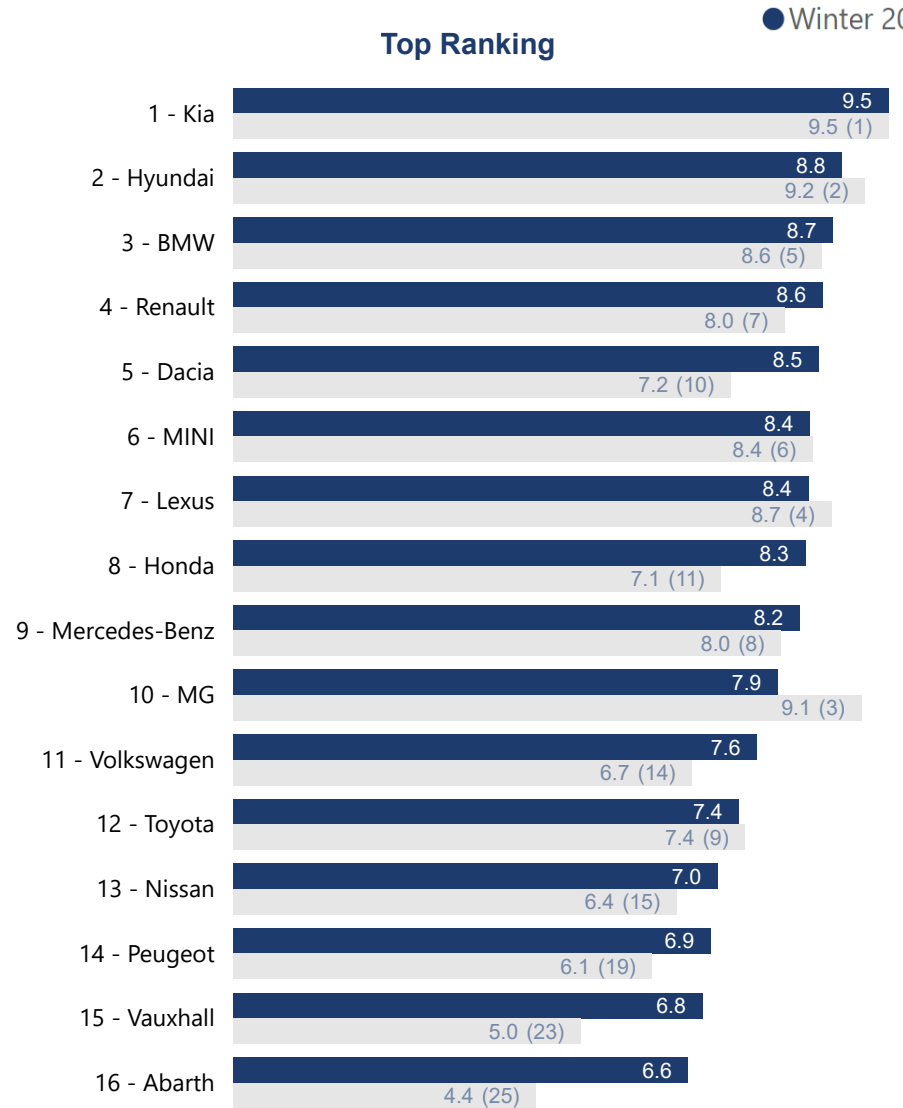
Score Change  
**+0.4**

Kia	Citroen
9.5	4.7
Hyundai	Jaguar
8.8	4.6
BMW	Seat
8.7	2.4

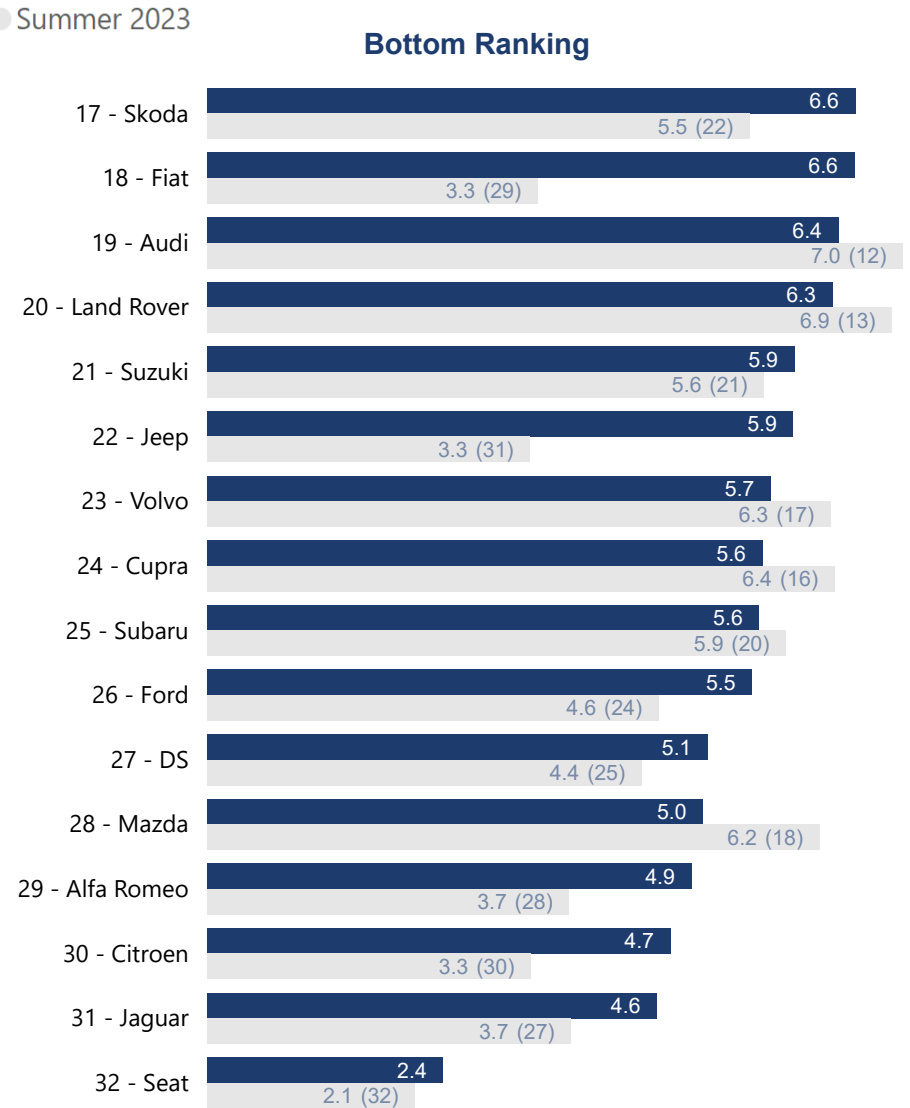
### Response Spread



### Top Ranking



### Bottom Ranking





# Q10b: Product value and pricing?

Summer 2023

6.5

Winter 2024

6.6

% Change  
**+1.5%**

Score Change  
**+0.1**

Kia

8.9

Land Rover

4.4

Lexus

8.4

Seat

4.1

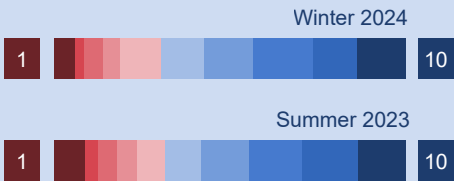
MINI

8.3

Jaguar

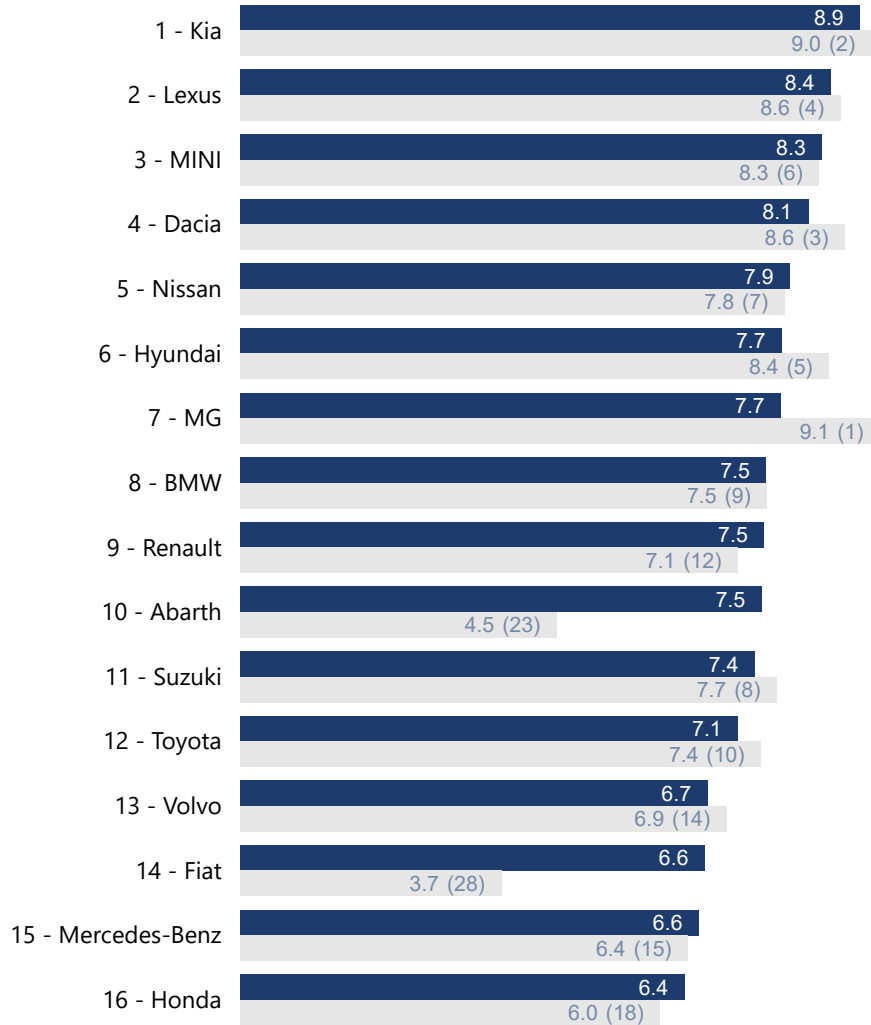
3.1

### Response Spread

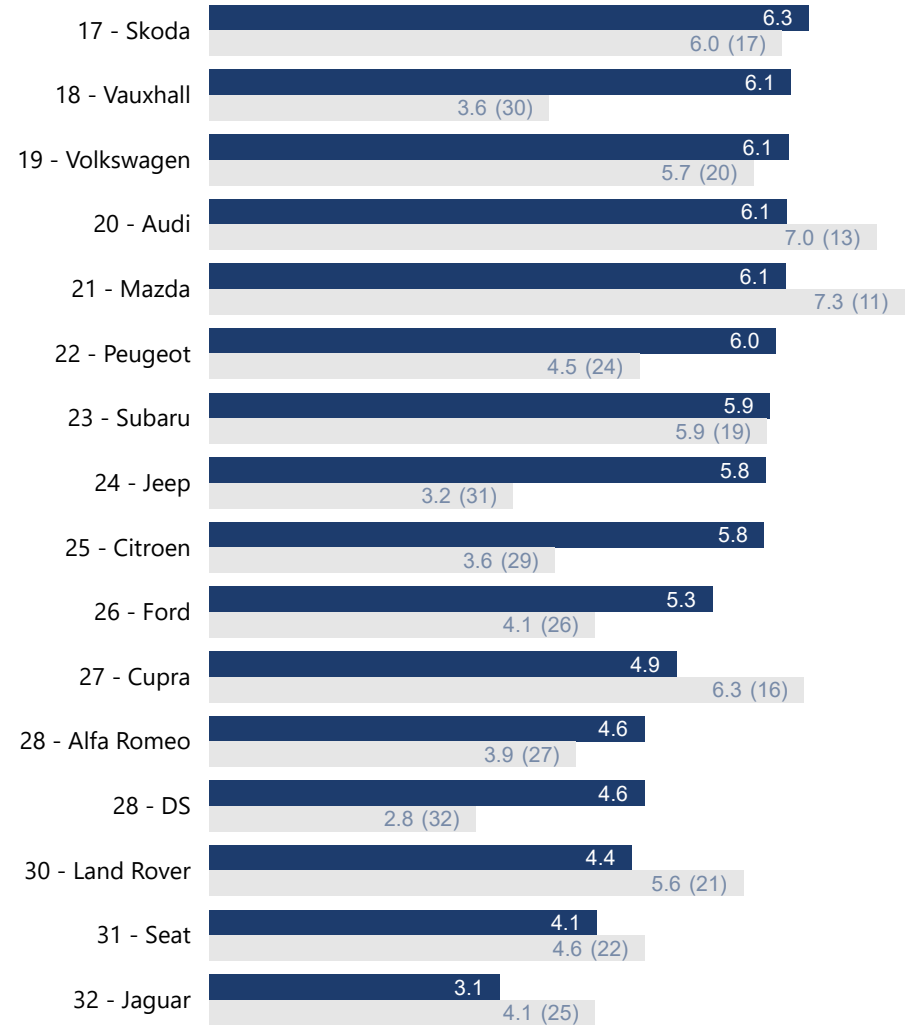


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q10c: Product advertising?

Summer 2023

6.4

Winter 2024

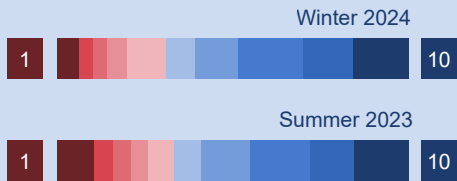
6.7

% Change  
**+4.7%**

Score Change  
**+0.3**

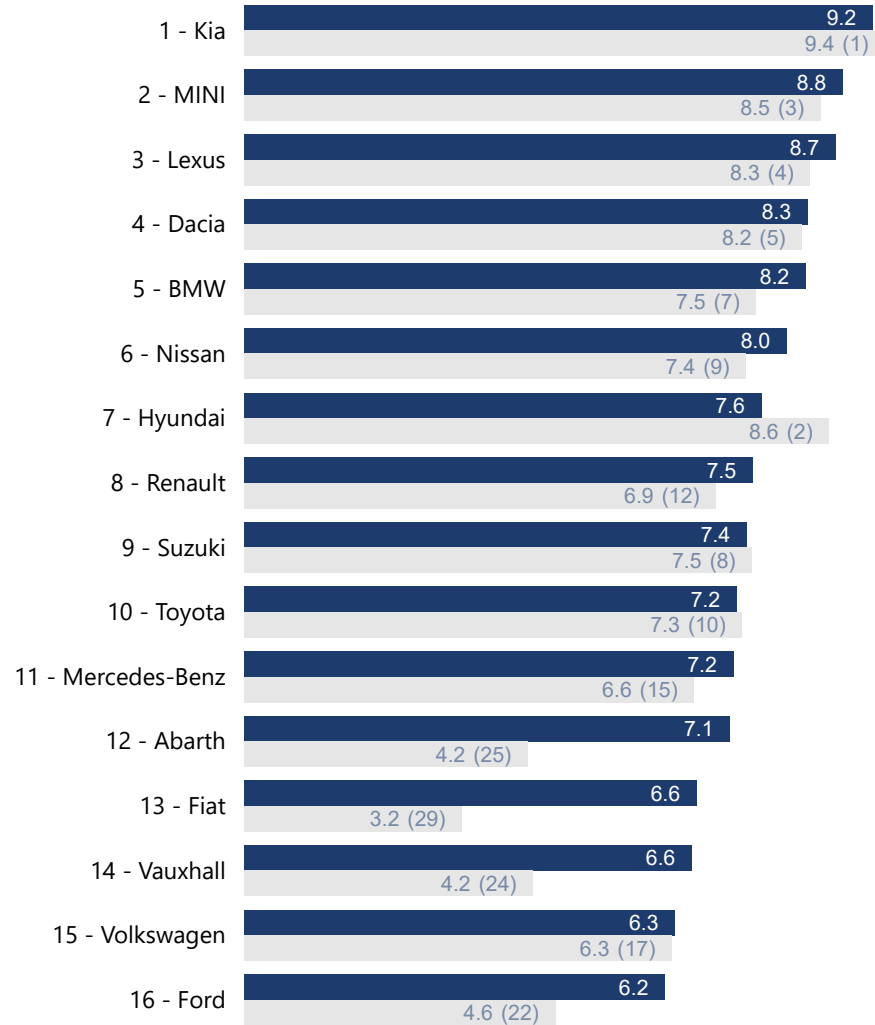
Kia	Jaguar
9.2	4.5
MINI	DS
8.8	4.3
Lexus	Seat
8.7	3.5

### Response Spread

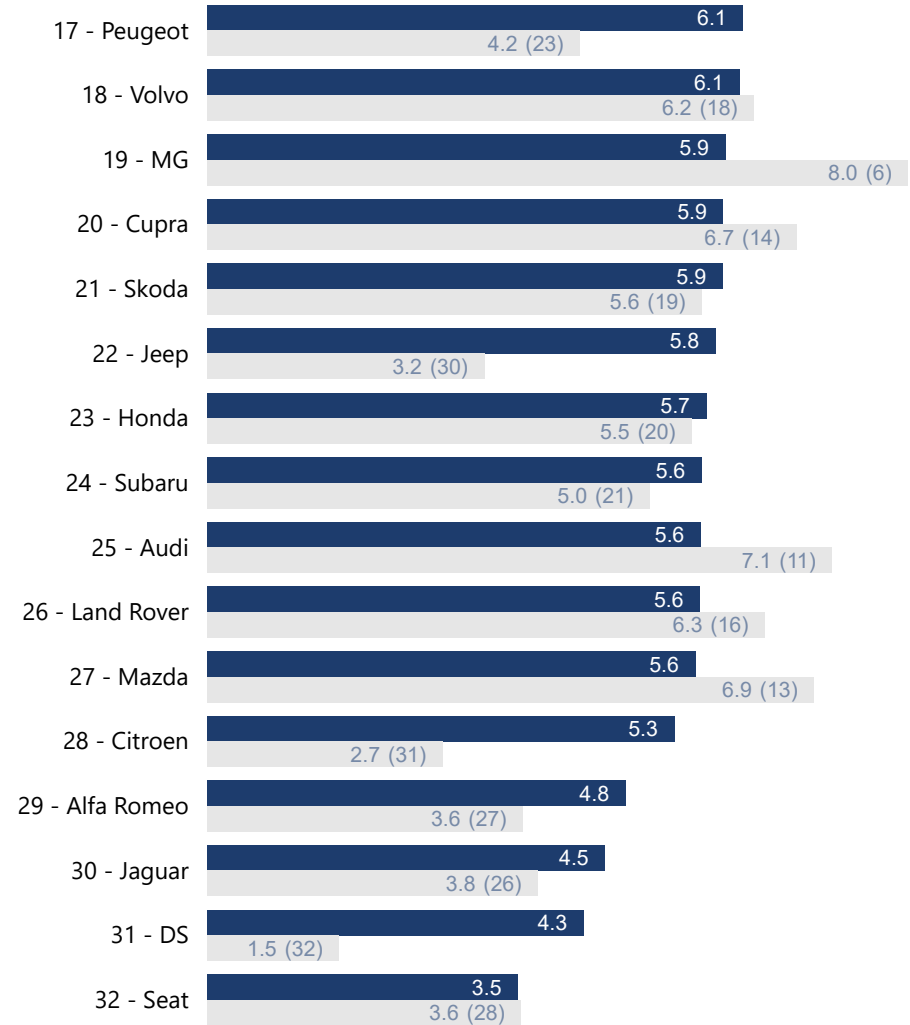


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking





POWERED BY  metryx

# National Franchised Dealer Association

## Section F

Electric Vehicle/Plug-In Vehicles

# Q11a: Battery Electric Vehicle products your manufacturer currently offers?

Summer 2023

5.9

Winter 2024

6.1

% Change  
**+3.4%**

Score Change  
**+0.2**

Kia

9.3

Land Rover

3.2

Hyundai

8.5

Mazda

2.8

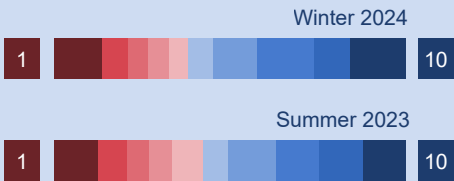
BMW

8.5

Seat

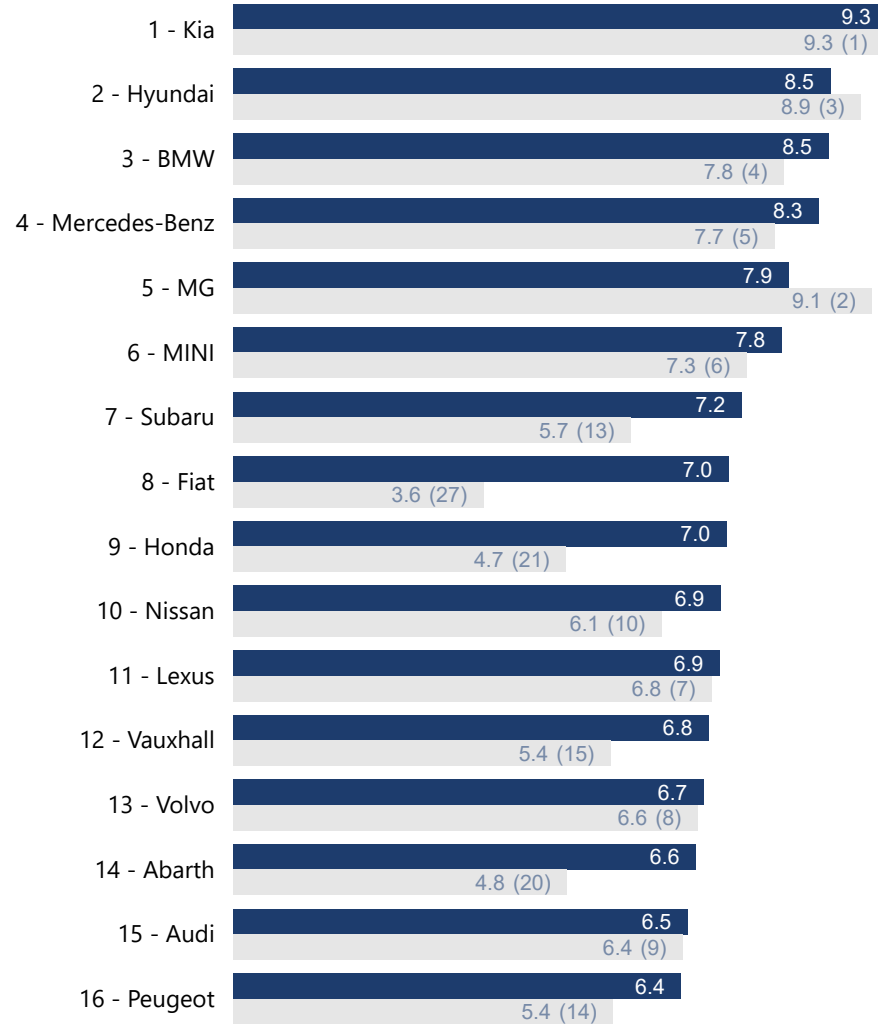
1.2

### Response Spread

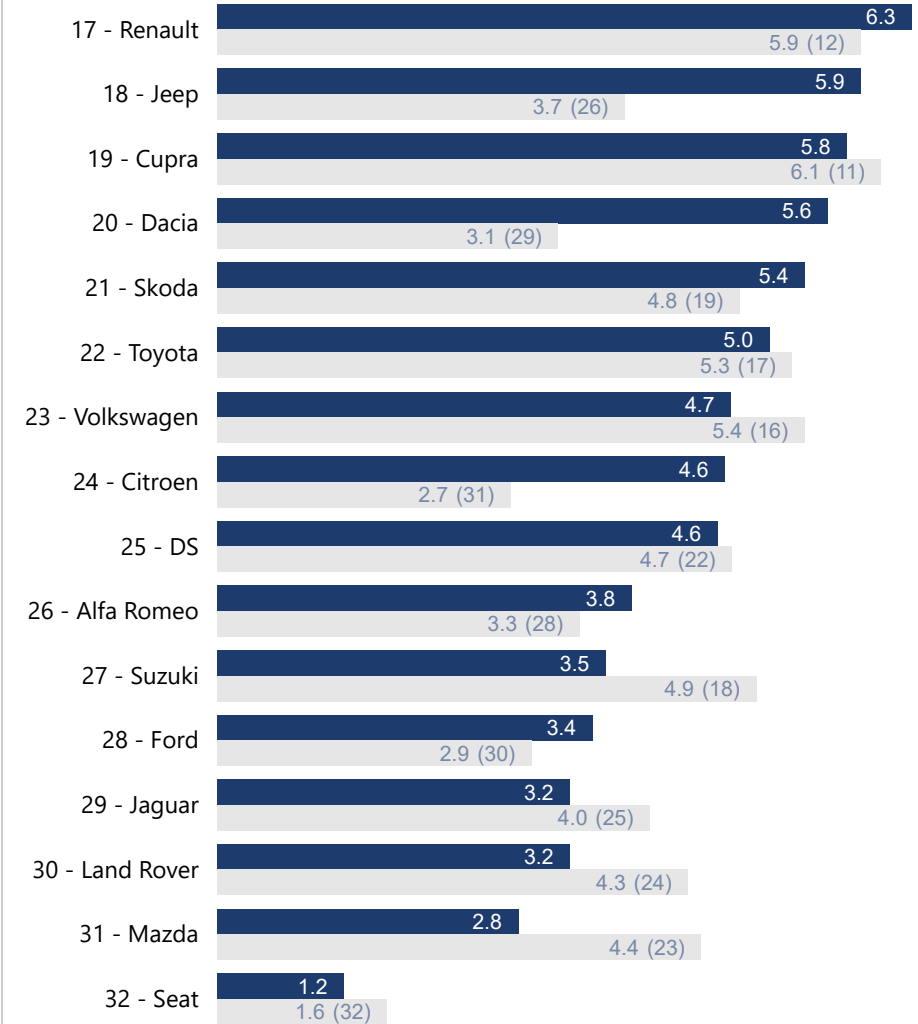


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q11b: With your manufacturer's proposed EV/Plug-in product range and the segments they will cover for the next two years?

Summer 2023

6.6

Winter 2024

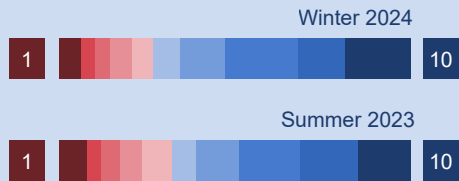
6.9

% Change  
**+4.5%**

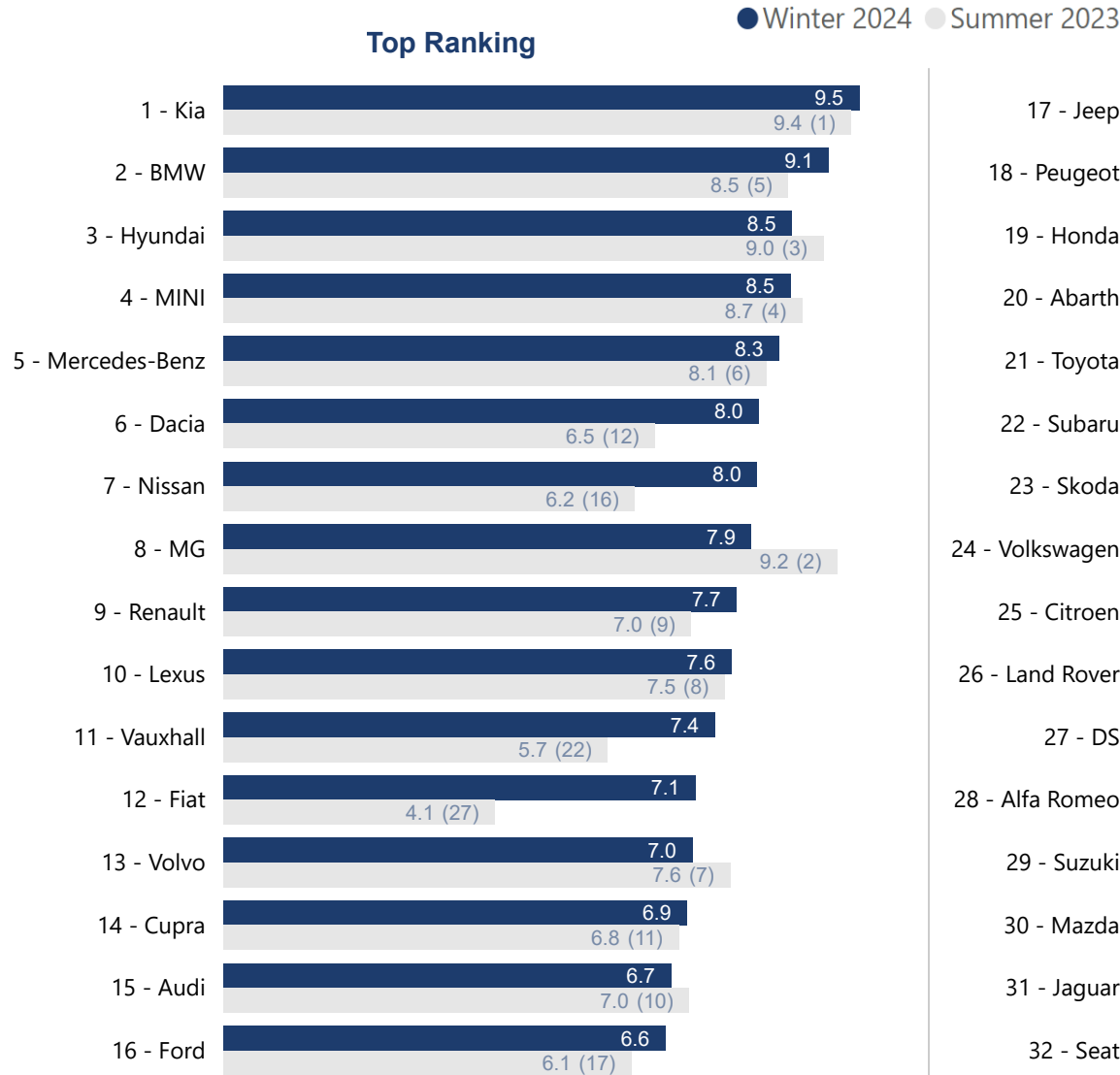
Score Change  
**+0.3**

Kia	9.5	Mazda	4.3
BMW	9.1	Jaguar	3.2
Hyundai	8.5	Seat	1.9

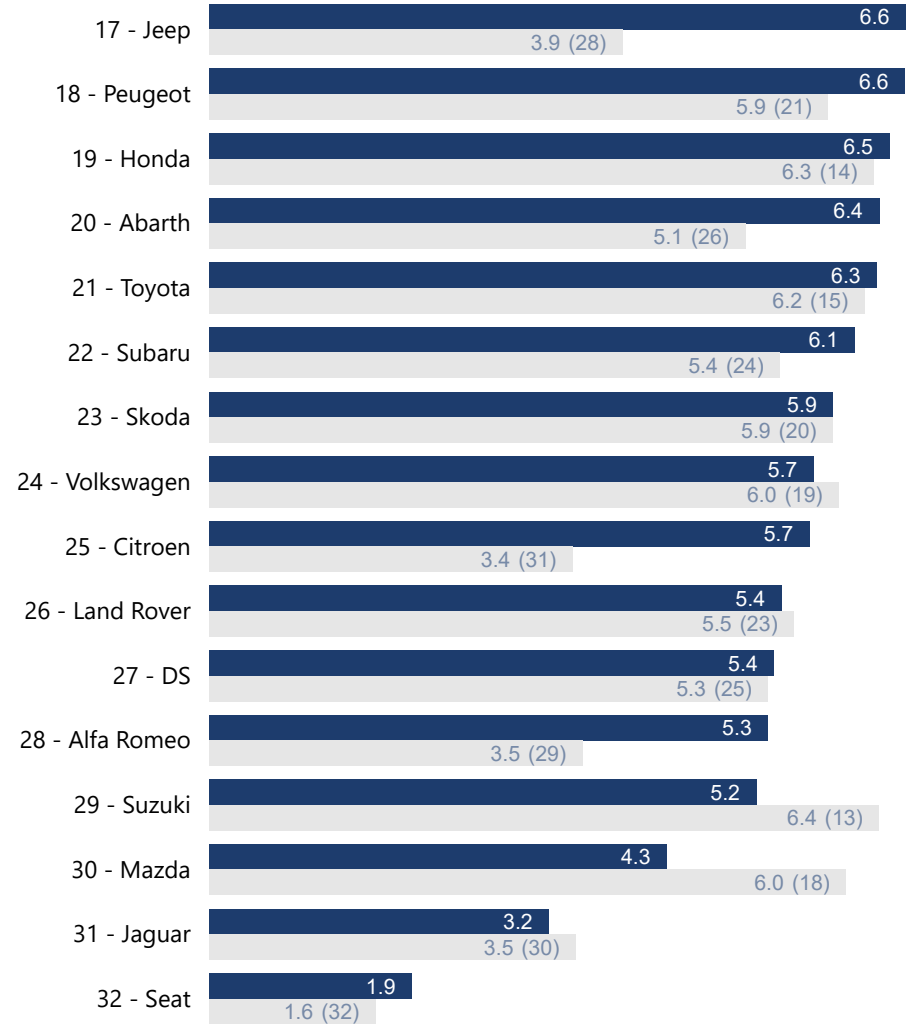
### Response Spread



### Top Ranking



### Bottom Ranking



# Q11c: That your manufacturer enables you to effectively sell EVs and Plug-in Hybrid vehicle models (through training and materials)?

Summer 2023

6.4

Winter 2024

6.7

% Change  
**+4.7%**

Score Change  
**+0.3**

Kia

9.3

Alfa Romeo

4.8

BMW

8.7

Suzuki

4.6

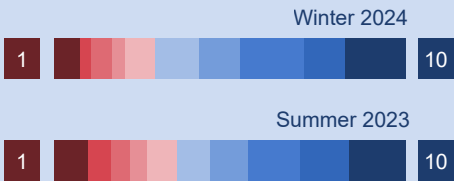
Lexus

8.5

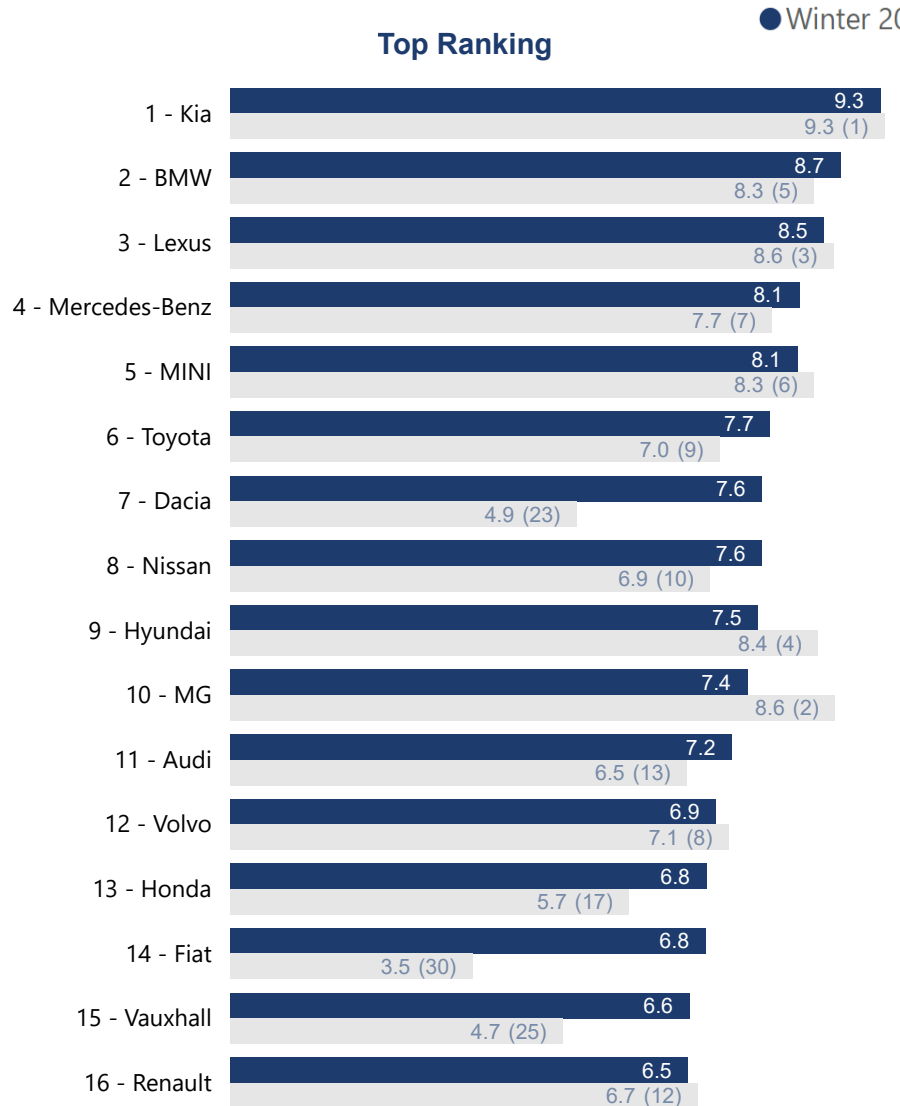
Seat

2.6

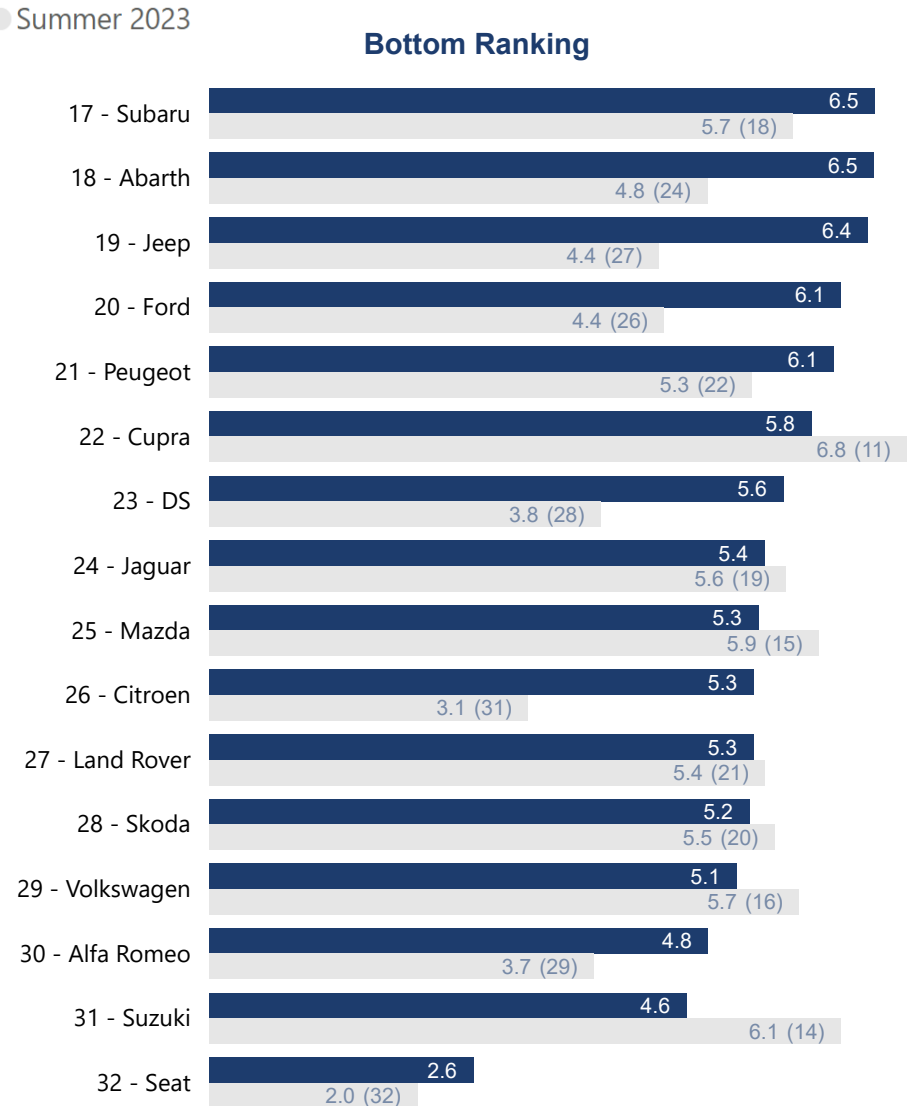
### Response Spread



### Top Ranking



### Bottom Ranking



# Q11d: With the return on investment in equipment and training for EV and plug-in vehicles?

Summer 2023

5.4

Winter 2024

5.5

% Change  
**+1.9%**

Score Change  
**+0.1**

Kia  
**8.5**

Jaguar  
**3.8**

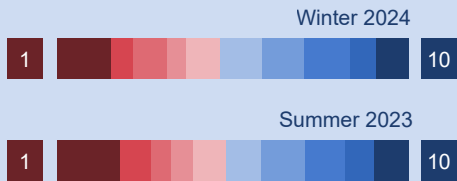
MINI  
**7.7**

Volkswagen  
**3.4**

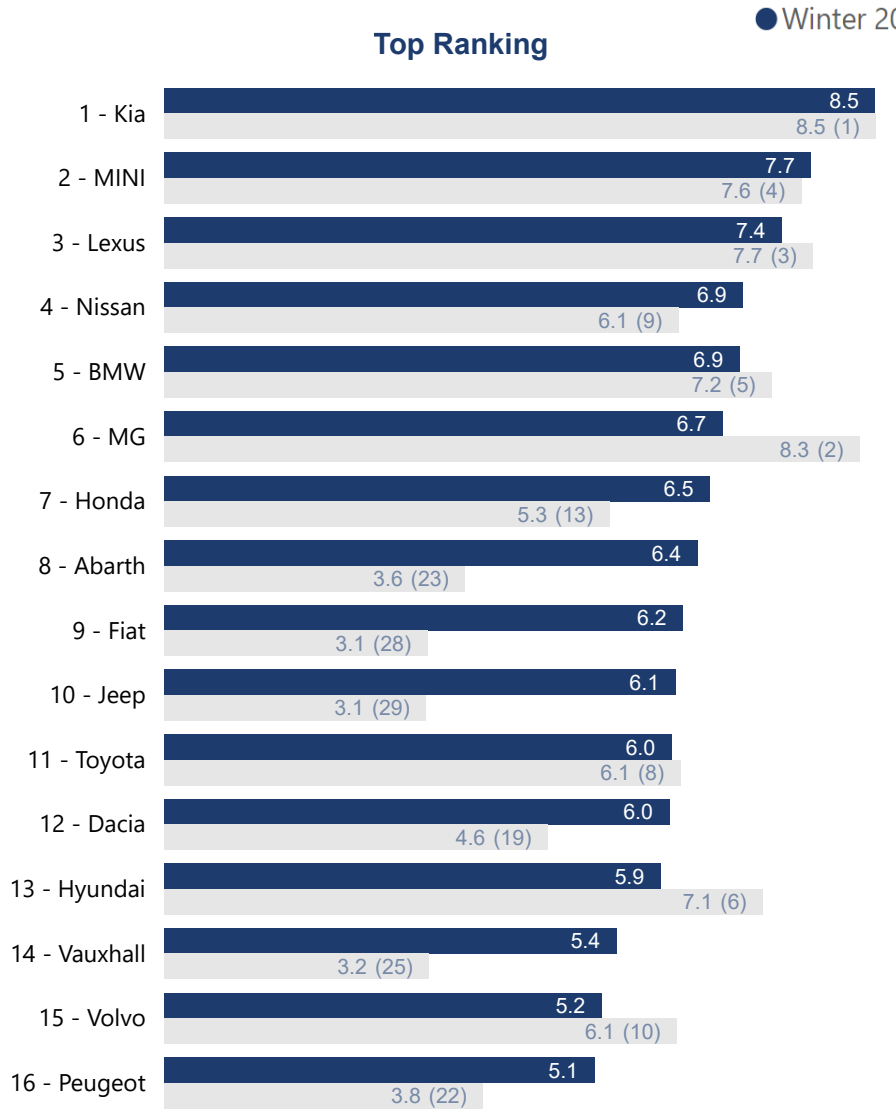
Lexus  
**7.4**

Seat  
**2.3**

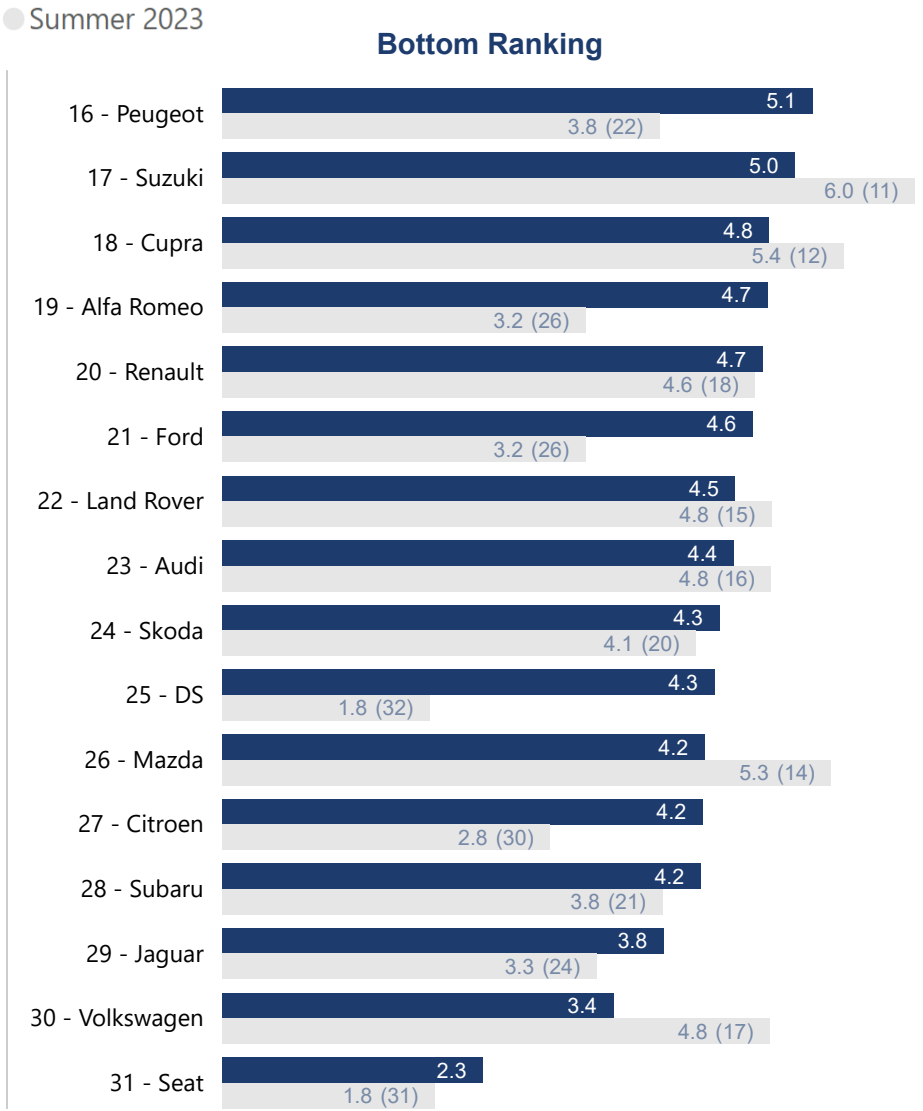
### Response Spread



### Top Ranking



### Bottom Ranking



Mercedes-Benz had scored 6.8 in the last survey

# Q11e: With your total margin on new EV and Hybrid sales compared with conventional petrol and diesel new car sales?

Summer 2023

5.2

Winter 2024

5.6

% Change  
**+7.7%**

Score Change  
**+0.4**

Kia

8.0

Citroen

3.8

Mercedes

7.9

Volkswagen

3.3

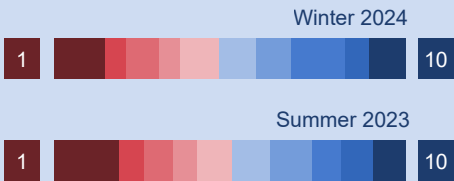
MINI

7.6

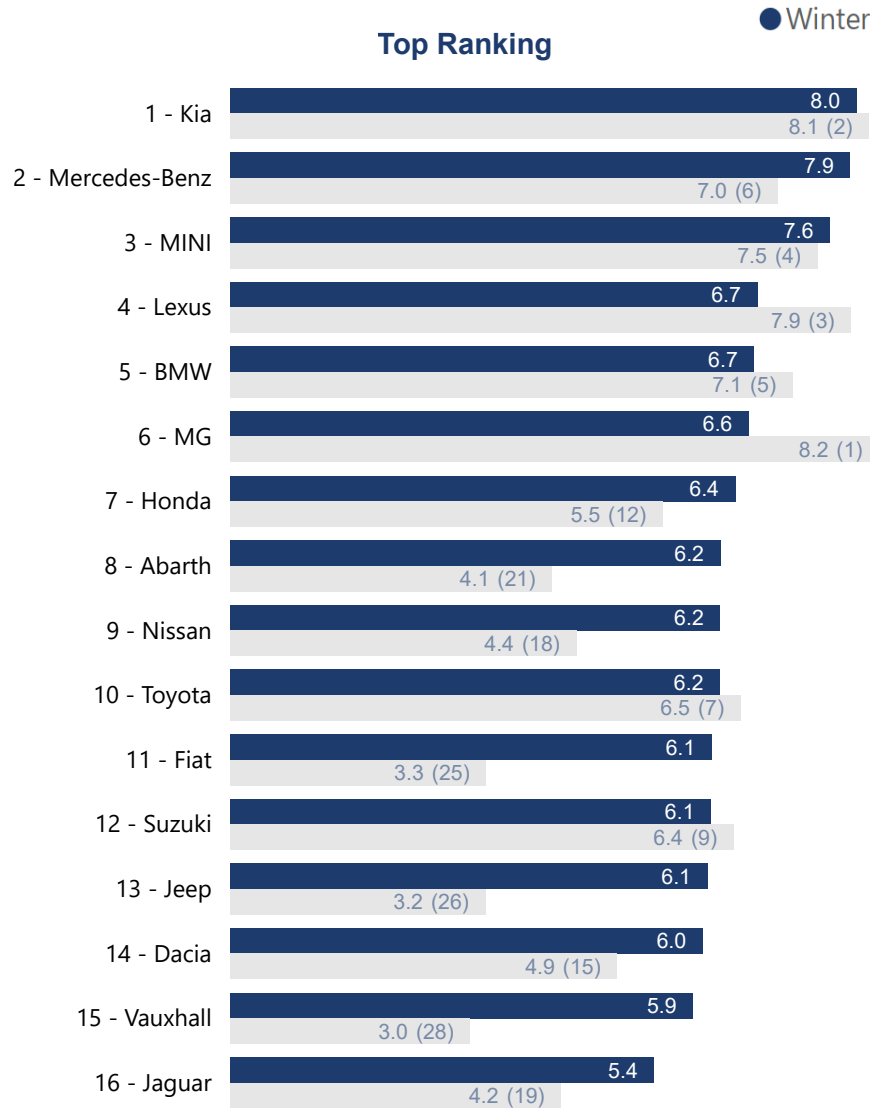
Seat

2.5

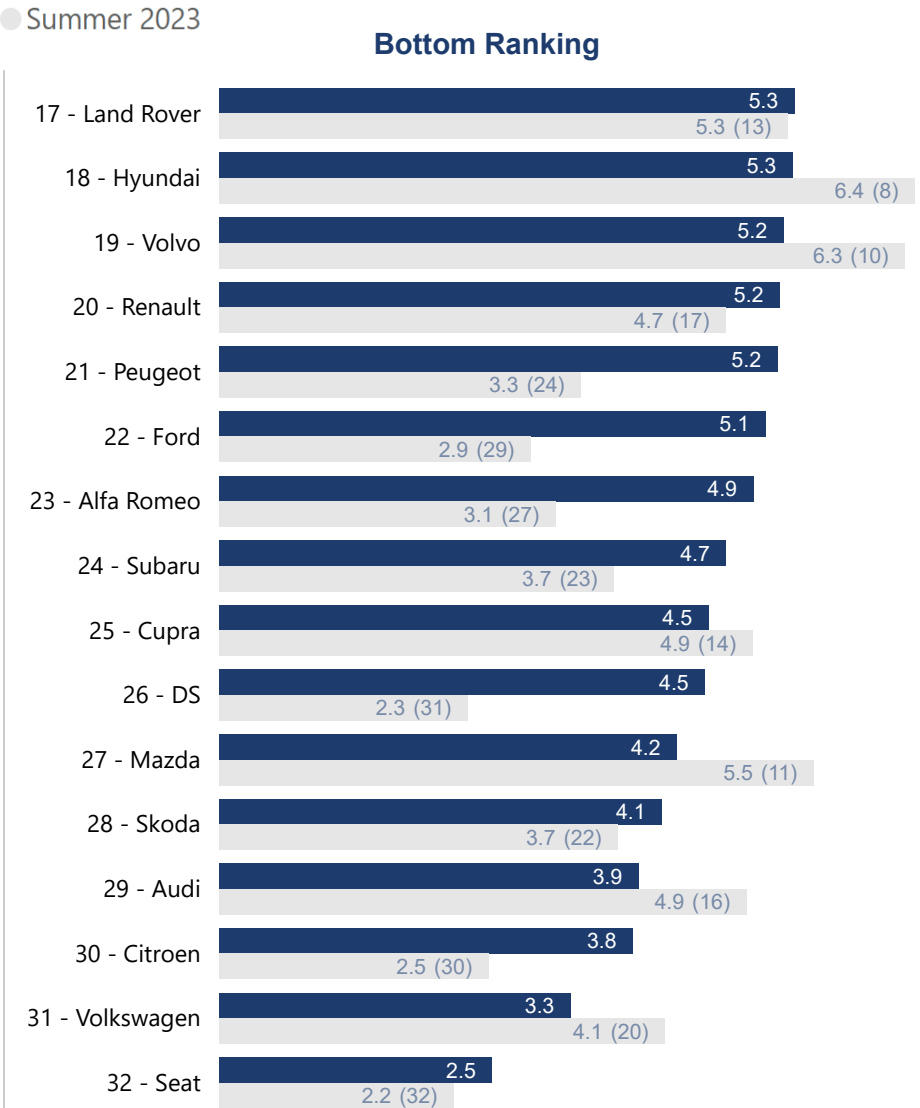
### Response Spread



### Top Ranking



### Bottom Ranking





# Q11f: With your manufacturer's support with on-site EV charging infrastructure?

Summer 2023

4.9

Winter 2024

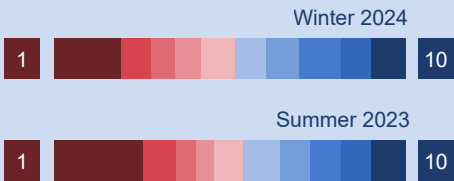
5.2

% Change  
**+6.1%**

Score Change  
**+0.3**

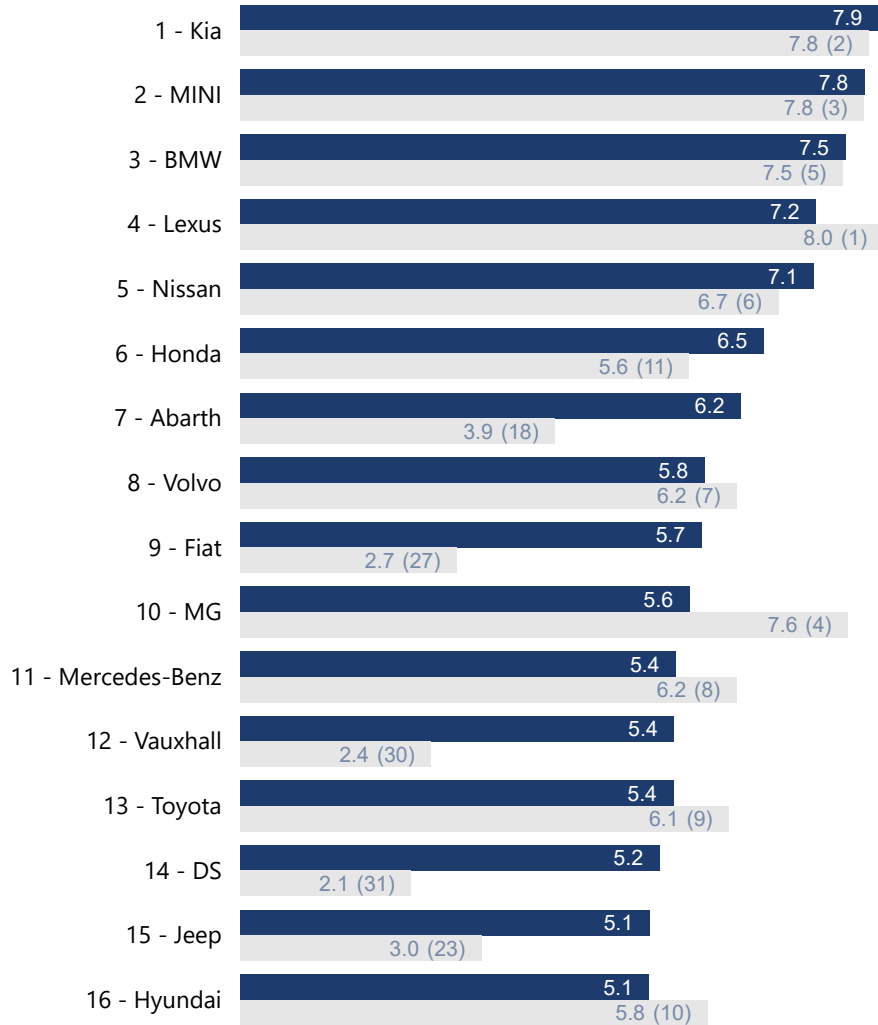
Kia	Volkswagen
7.9	3.1
MINI	Jaguar
7.8	2.4
BMW	Seat
7.5	2.2

### Response Spread

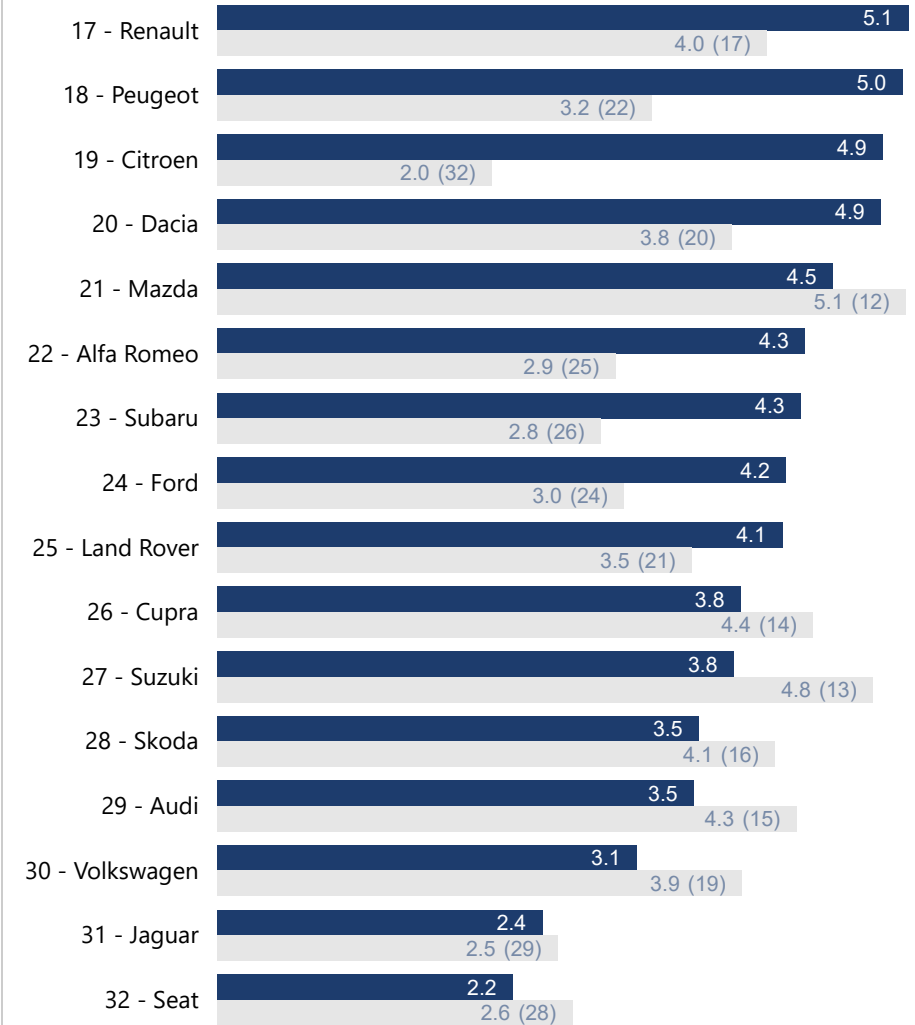


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# Q11g: That your manufacturer's Electric Vehicle charging information and training equips your customers to successfully transition to an EV?

Winter 2024

# 6.2

% Change

-

Score Change

-

Kia

8.7

DS

4.2

BMW

8.3

Suzuki

4.0

MINI

8.1

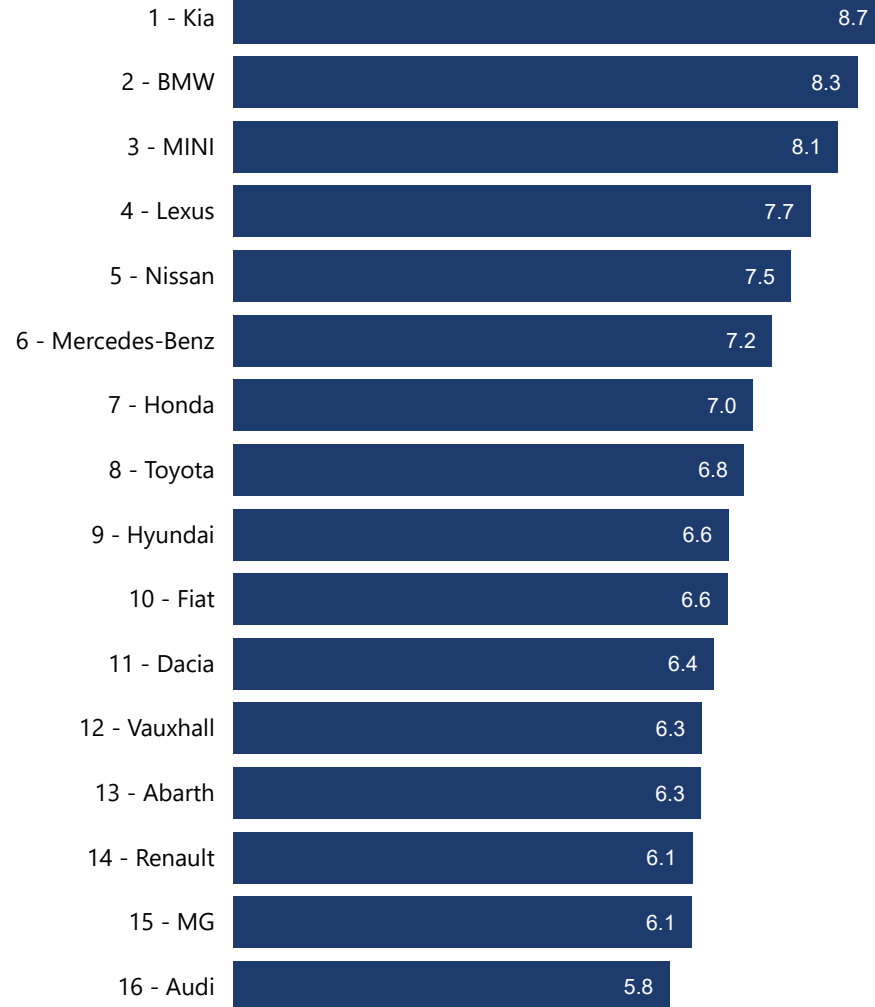
Seat

1.8

Response Spread

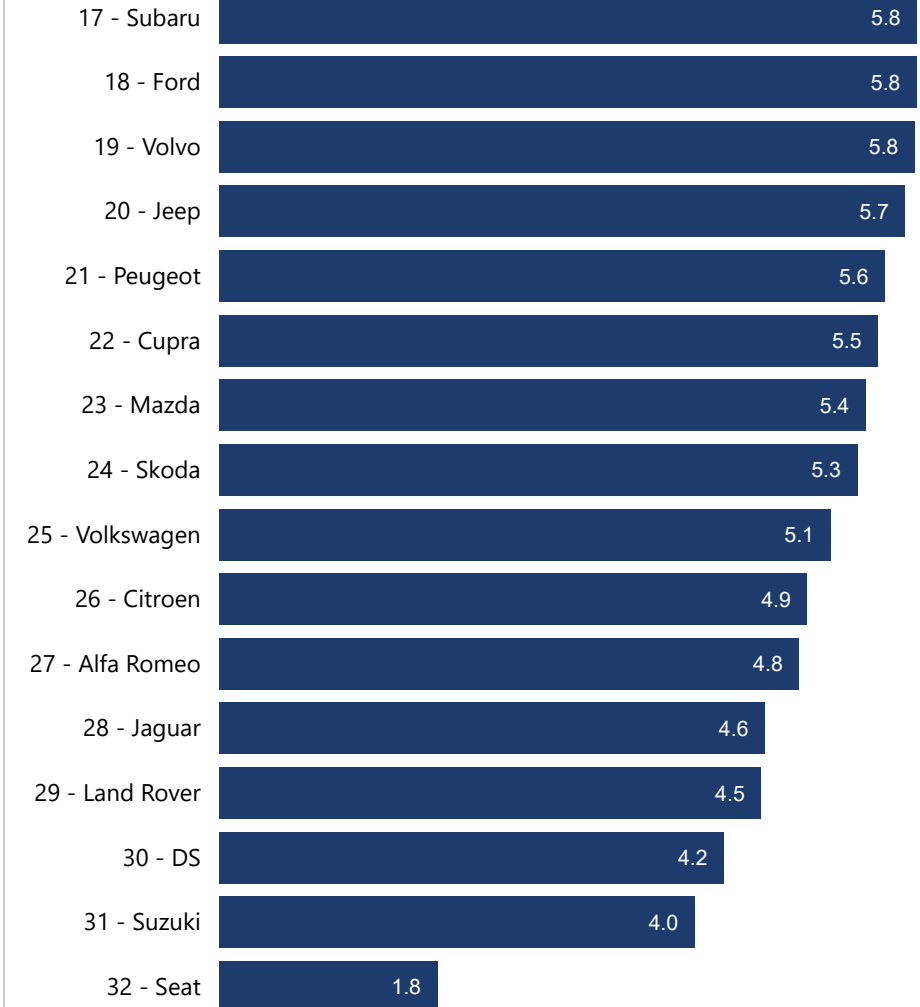


## Top Ranking



● Winter 2024

## Bottom Ranking



# National Franchised Dealer Association

## Section G

### Overall Rating

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

Summer 2023

6.3

Winter 2024

6.6

% Change  
**+4.8%**

Score Change  
**+0.3**

MINI

9.2

Land Rover

4.1

Kia

9.2

Alfa Romeo

4.0

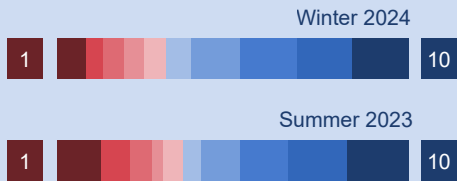
Lexus

9.0

Jaguar

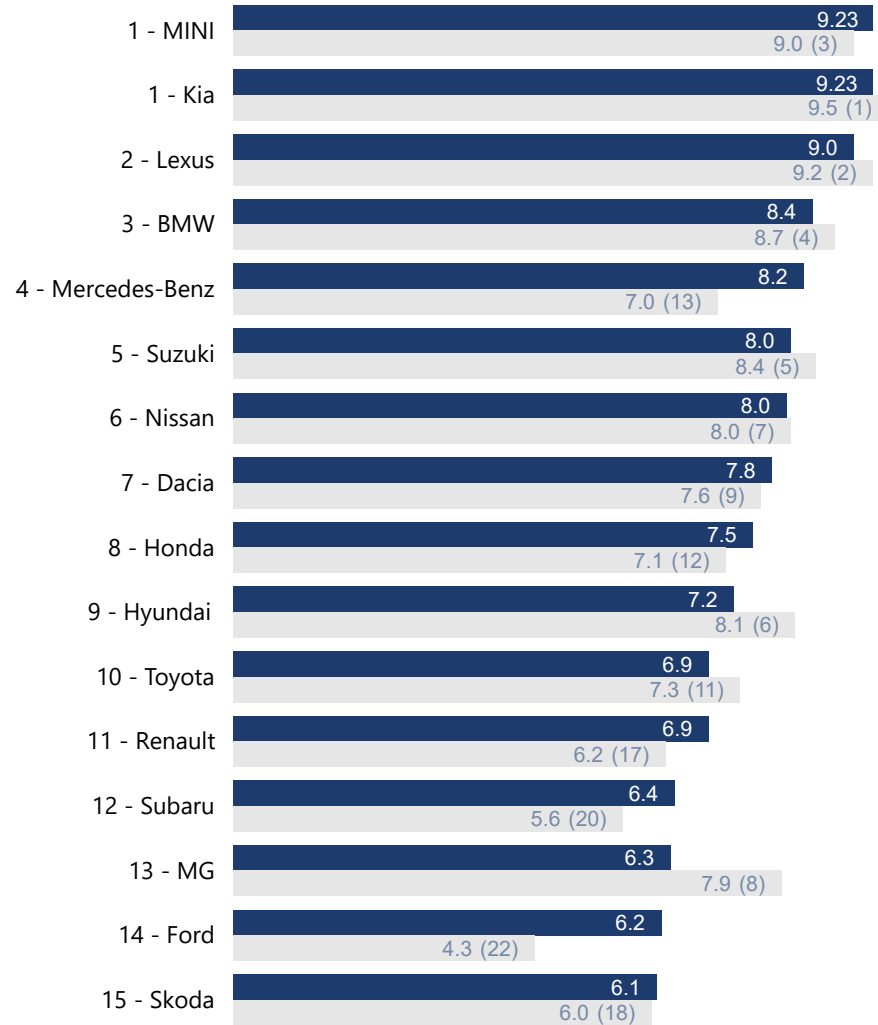
2.9

### Response Spread

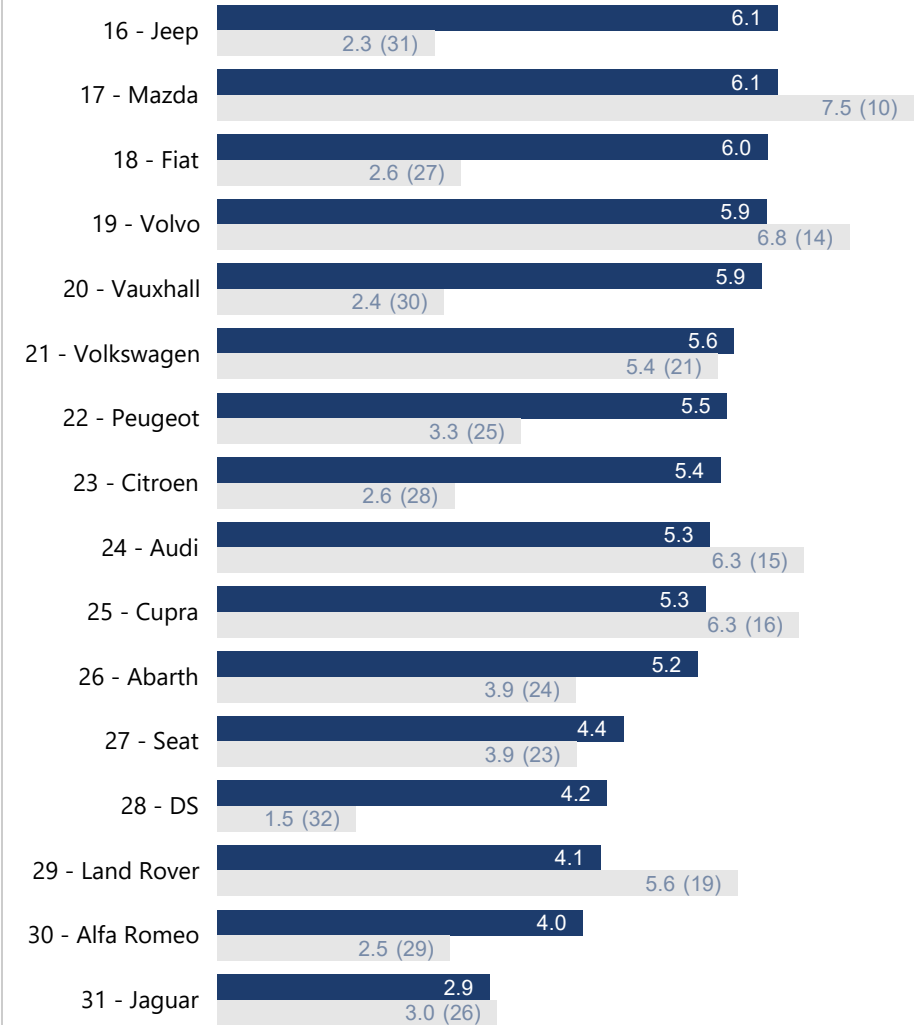


### Top Ranking

● Winter 2024 ● Summer 2023



### Bottom Ranking



# National Franchised Dealers Association Dealer Attitude Survey Winter 2024 Edition



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