

The easiest way to fill in the survey is online at **CarDealerPower.com**

CAR DEALER Power is 100 PER CENT CONFIDENTIAL. Anything you say in this survey will NEVER be passed on to anyone else and will remain securely with Car Dealer Magazine.

However, if you want to be entered into the draw to win one of the four prizes detailed on

page 41 we need your mobile phone number – this is so we can call you and find out where to send the prize!

If you represent more than one manufacturer you can fill in this survey again online by visiting **CarDealerPower.com**, photocopy these pages

or email **james@blackballmedia.co.uk** for a copy. All requests will be treated confidentially. Any comments you wish to make will be most welcome. These may be used in the magazine but will be attributed anonymously.
Thanks for your help!

Your Mobile Number (needed to be entered into prize draw).....

Part 1

1. Which car manufacturer do you hold a franchise for? (If it's more than one, please feel free to fill in the survey again online or ask for another via email)

- Abarth
- Alfa Romeo
- Aston Martin
- Audi
- Bentley
- BMW
- Cadillac
- Chevrolet
- Chrysler
- Citroen
- Corvette
- Daihatsu
- Daimler
- Dodge
- Fiat
- Ford
- Honda
- Hummer
- Hyundai
- Infiniti
- Jaguar
- Jeep
- Kia
- Land Rover
- Lexus
- Lotus
- Mazda
- Mercedes-Benz
- MG
- MINI
- Mitsubishi
- Nissan
- Opel
- Perodua
- Peugeot
- Porsche
- Proton
- Renault
- Saab
- SEAT
- Skoda
- smart
- Ssangyong
- Subaru
- Suzuki
- Toyota
- Vauxhall
- Volkswagen
- Volvo
- Other (please name)

2. How would you rate your manufacturer with regards to its finance offers?

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

3. How do you rate the warranty your manufacturer offers? Does it cover everything it needs to and is it easy to administer?

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

4. How would you rate your car manufacturer on its aftersales support?

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

5. How do you rate your car manufacturer's marketing overall?

Consider the support it offers you, the offers it comes up with and the marketing schemes it develops:

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

6. How do you rate your car manufacturers' brand awareness?

- Poor
- Average

- Good
- Excellent
- Faultless

Comments?

7. How accessible is your car manufacturer? (Consider whether you can get hold of them when you need to? Do you get to speak to the right people at the right level?)

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

8. How do you rate your car manufacturer with regards to the internet? (Consider the support it gives you here, the way it feeds leads down to you and the quality of your manufacturer's own site.)

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

9. How do you rate the supply of cars from your manufacturer?

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

10. How do you rate your manufacturer's forward planning? (With regards to product launches, offers)

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

11. How do you rate your manufacturer's stock levels?

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

12. How do you rate the requirements your manufacturer imposes on you as a dealership?

(Are they over intrusive and want the moon on a stick, or are they quite grounded and realistic?)

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

13. What do you think of the bonus structure put in place by your car manufacturer?

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

14. Finally, how would you rate the return on investment for your manufacturer?

- Poor
- Average
- Good
- Excellent
- Faultless

Comments?

Part 2

MOTOR TRADE SUPPLIERS

THIS section is all about finding the most popular suppliers to the motor trade – from advertising to web design – we want to know which supplier you use in each of these sections and why. We're trying to gauge their popularity by measuring the amount of dealers using that supplier AND how good they are. We'll only be naming the best in each category. If the supplier you use is not mentioned, please tell us who they are.

1. Warranties

- 1. WMS
 - 2. Auto Protect
 - 3. RAC Warranties
 - 4. AA Warranty
 - 5. Mapfre Abraxas
 - 6. Car Care Plan
 - 7. Warranty Wise
 - 8. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

2. Web Design

- 1. Autotorq
 - 2. Gforces
 - 3. Codeweavers
 - 4. SpidersNet
 - 5. Viper Image Media
 - 6. Silverdisc
 - 7. Uk Websites
 - 8. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

3. Online advertising

- 1. Auto Trader
 - 2. Motoring.co.uk
 - 3. eBay Motors
 - 4. Motors.co.uk
 - 5. Carpages.co.uk
 - 6. Pistonheads.com
 - 7. Makeandmodel.co.uk
 - 8. Netcars.co.uk
 - 9. Buyyourcar.co.uk
 - 10. Reallygooddomains.com (stable of sites)
 - 11. Compareclickcall.com
 - 12. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

4. Finance

- 1. Santander
 - 2. Blackhorse
 - 3. Carlyle
 - 4. Close MF
 - 5. First Response
 - 6. Barclays
 - 7. Jigsaw
 - 8. Alphera
 - 9. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

5. Lubricants

- 1. Castrol
 - 2. Mobil 1
 - 3. Chevron Havoline
 - 4. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

6. Recruitment

- 1. JGA
 - 2. Steele & Dixon
 - 3. REP
 - 4. REMIT
 - 5. Motor Industry Recruitment
 - 6. Top Car Recruitment
 - 7. Perfect Placement
 - 8. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

7. Provenance checks

- 1. HPI
 - 2. Experian
 - 3. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

8. Used car valuations

- 1. HPI Valuations
- 2. Glass's Guide
- 3. CAP
- 4. Experian
- 5. Other (please name):

How to you rate them?

- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

9. Auction company

- 1. BCA
 - 2. Manheim
 - 3. Auction4cars
 - 4. Wilsons
 - 5. Paragon Remarketing
 - 6. Dealer-Auction.com
 - 7. Mytradeauction.co.uk
 - 8. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

10. Lead generation

- 1. Hook Logic
 - 2. FindsYou.com
 - 3. Autotrader-mail.com
 - 4. Motorati
 - 5. MFL-direct.co.uk
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

11. Dealer Management Services and technology

- 1. Dragon2000
 - 2. WinWin World
 - 3. Gemini Systems
 - 4. Kalamazoo-Reynolds
 - 5. Autoview
 - 6. Pinewood
 - 7. Dealer Management Services
 - 8. Portfolio
 - 9. Other (please name):
- How to you rate them?
- Poor
 - Average
 - Good
 - Excellent
 - Faultless
- Comments?
-
-

Please send completed surveys to:

Car Dealer Power, PO BOX 227,

Gosport, PO12 9DE