

# Results of NADA's Dealer Attitude Survey for Summer 2011

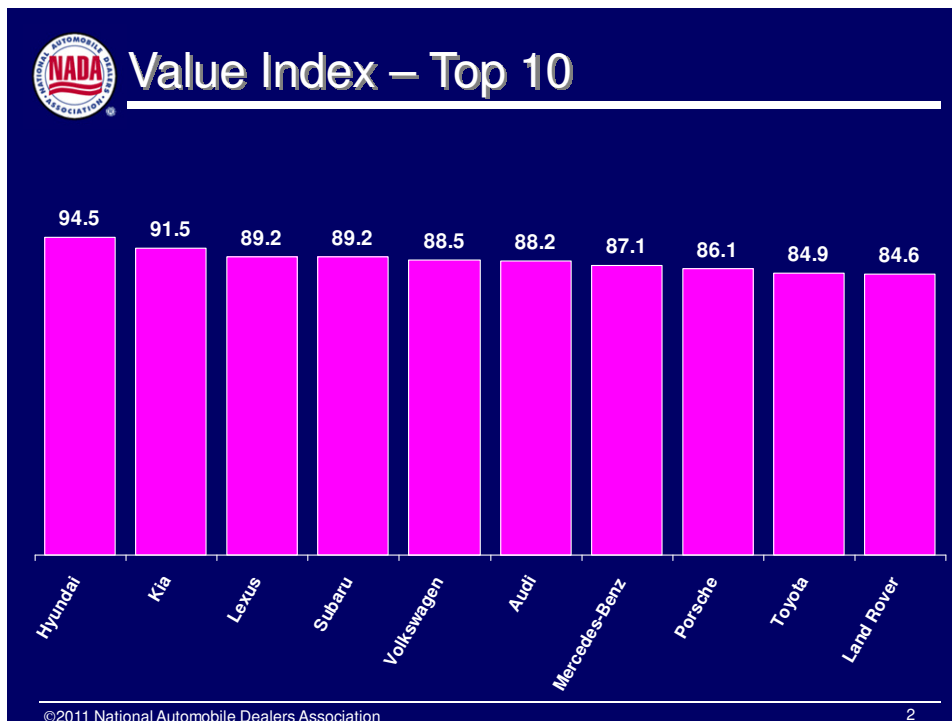
The latest Dealer Attitude Survey by the National Automobile Dealers Association (NADA) shows that auto dealers' satisfaction with their manufacturers continues to be on the upswing. The results of the survey, conducted by NADA's Industry Relations Group, were presented recently to more than 325 OEM senior executives at 30 automotive manufacturers in a series of separate meetings over a two-month period.

The summer 2011 survey was in the field from early July through early August, a time-frame when economic uncertainties in Europe and America, as well as natural disasters in Asia, all caused disruptions in the automotive industry.

The survey focuses on three major areas – value, policy and people. Then, an overall score is calculated based on twelve “core” questions that fall into the three key areas. Nearly 54 percent of dealers nationwide responded to the survey, the best rate ever for a summer survey and the second highest in history. Clearly, new-vehicle dealers were highly engaged.

## VALUE

Overall, the industry saw another rise in dealer sentiment towards the value of their franchise. Several of the franchises that are currently outperforming the industry in sales and market share saw the greatest gains. The average score on the product quality question hit yet another all-time high as well.

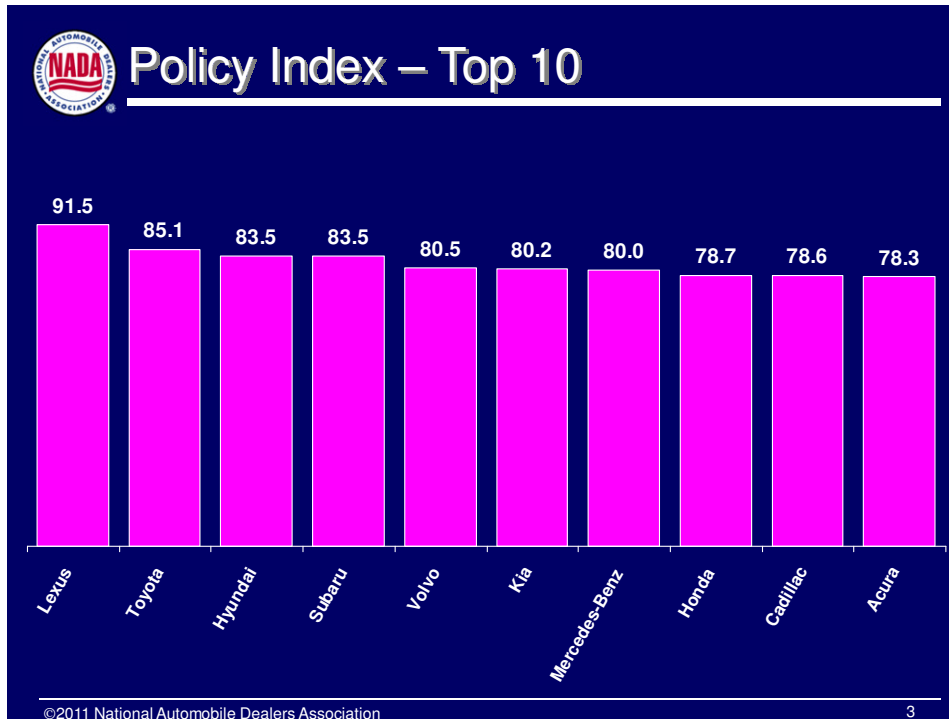


Hyundai repeated once again as the top finisher on the Value Index, while its sister brand, Kia, moved all the way up to second place in that category. Both brands have been energized by several recent well-received new product offerings, industry awards and their own marketing efforts.

Lexus also moved up the board, taking back the third spot while pushing Subaru into fourth. Volkswagen gained ground as well, rounding out the Top Five with a strong improvement here on franchise value. Luxury makes were well represented on this measurement again as Audi, Mercedes, Porsche and Land Rover all finished in the Top Ten. Toyota also moved back into the upper tier, finishing in the ninth spot.

## POLICY

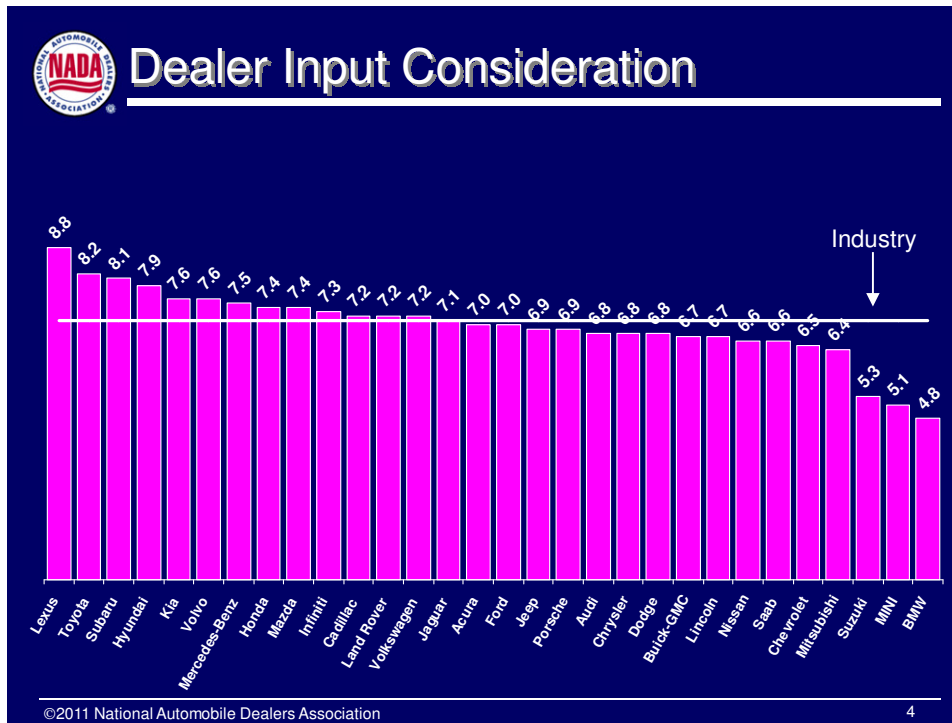
The scores in the policy section of the survey also showed continuing gradual improvement, reflecting a general uptick in dealer attitude toward their manufacturers on policy decisions that impact their business.



Lexus continued to be the clear leader in this critical metric, continuing a years-long trend. Toyota was able to move back into second place behind Lexus and pushing Hyundai back to third. Subaru repeated in fourth place, while Volvo showed a significant improvement in this area, and they moved all the way up into fifth place. Rounding out the Top Ten were Mercedes, Mazda, Honda and Infiniti. The rest of the Policy Top Ten were Kia, Mercedes, Honda, Cadillac and Acura.

This rise in sentiment, however, was not shared by all dealers, some of whom continued to score their franchises towards the bottom of the industry ranking. One key question from the survey that generally offers a perspective into a manufacturers' policy performance is how well they consider dealer input before making decisions that impact dealerships.

Several OEMs saw dealers register their continued dissatisfaction with this important metric, while others still struggling in the bottom third of the industry ranking began to make positive moves forward.

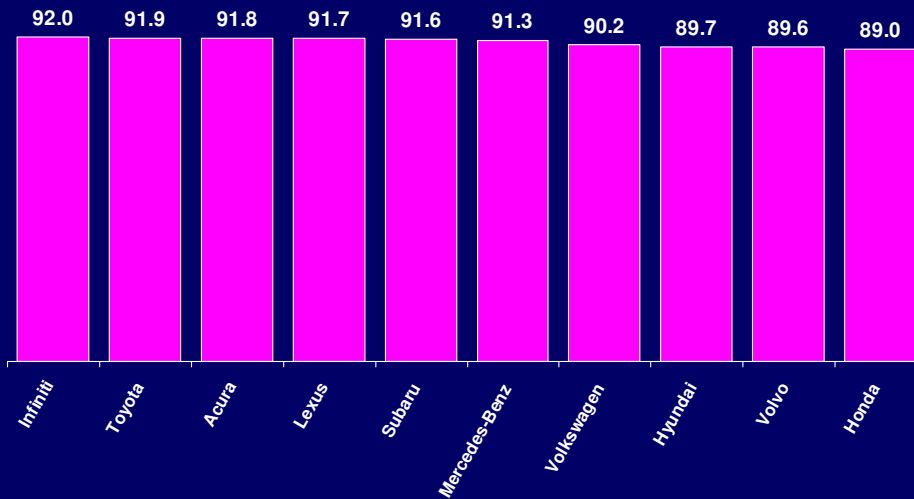


## PEOPLE

The People Index scores dealer sentiment towards the OEM's field staff that call on individual stores. The industry's top four slots went to Japanese nameplates. Infiniti made a strong move up, to take over the lead spot on this measurement. Also showing improvements here were Volkswagen, Mercedes and Volvo.



## People Index – Top 10



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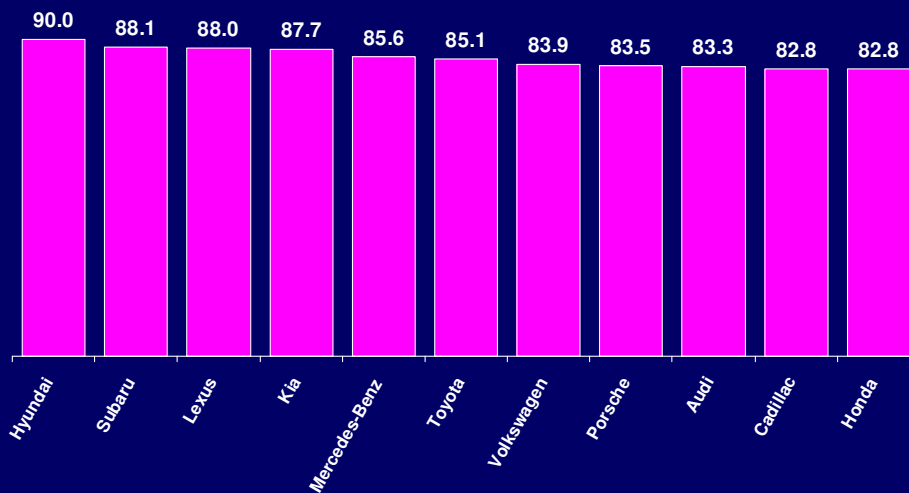
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## OVERALL

The Survey's Overall Index is calculated as a weighted average from all twelve of the core questions in the three main areas: Value, Policy and People.



## Overall Index – Top 10



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For the third consecutive survey period Hyundai finished in the Industry's top spot, with its sister division - Kia - finishing fourth. Subaru moved back into second place, its fifth consecutive Top Three finish. That forced Lexus back into third; Mercedes took the fifth spot. Toyota and Volkswagen both came back strongly to finish sixth and seventh, respectively. Rounding out the Top Ten on the Overall Index were Porsche, Audi and Cadillac

The Winter 2012 NADA Dealer Attitude Survey will be available for dealers to complete starting on January 6 and running through February 16. NADA will be presenting the results of the next survey to OEM's in the spring.