

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 **Mettryx**, 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

Introduction	2
Responses Breakdown	4
Section B - Value of the franchise	5 - 12
Section C - Operations	13 - 41
Section D - Dealer/Manufacturer Relationships	42 - 54
Section E - Product and Marketing	55 - 58
Section F - Electric vehicle/Plug-in vehicle	59 - 66
Section G - Overall Rating	67 - 68

Section A

About your business

Responses Breakdown

Summer 2023

Winter 2024

68%

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

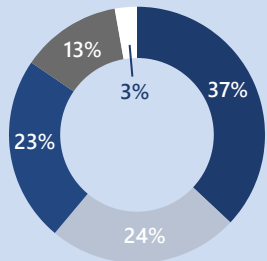
34%

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

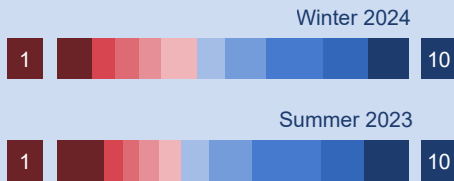
Lexus

7.7

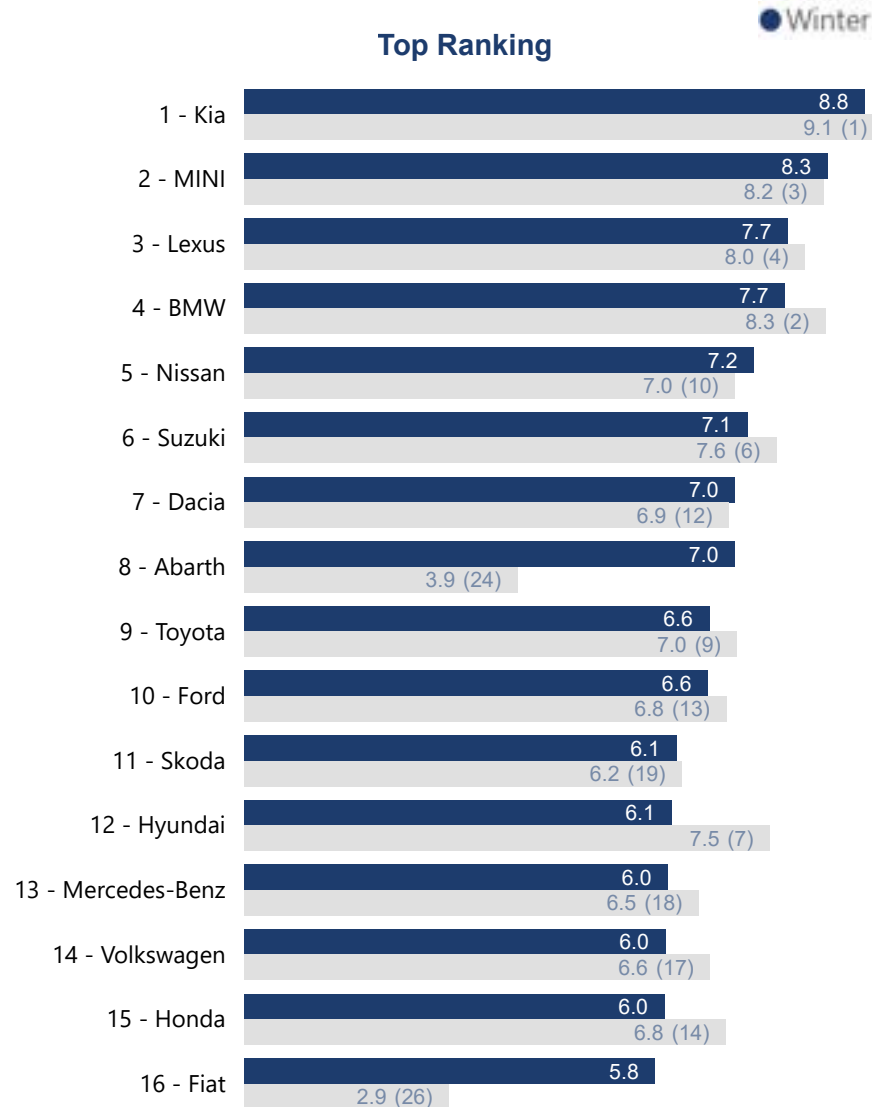
Jaguar

2.7

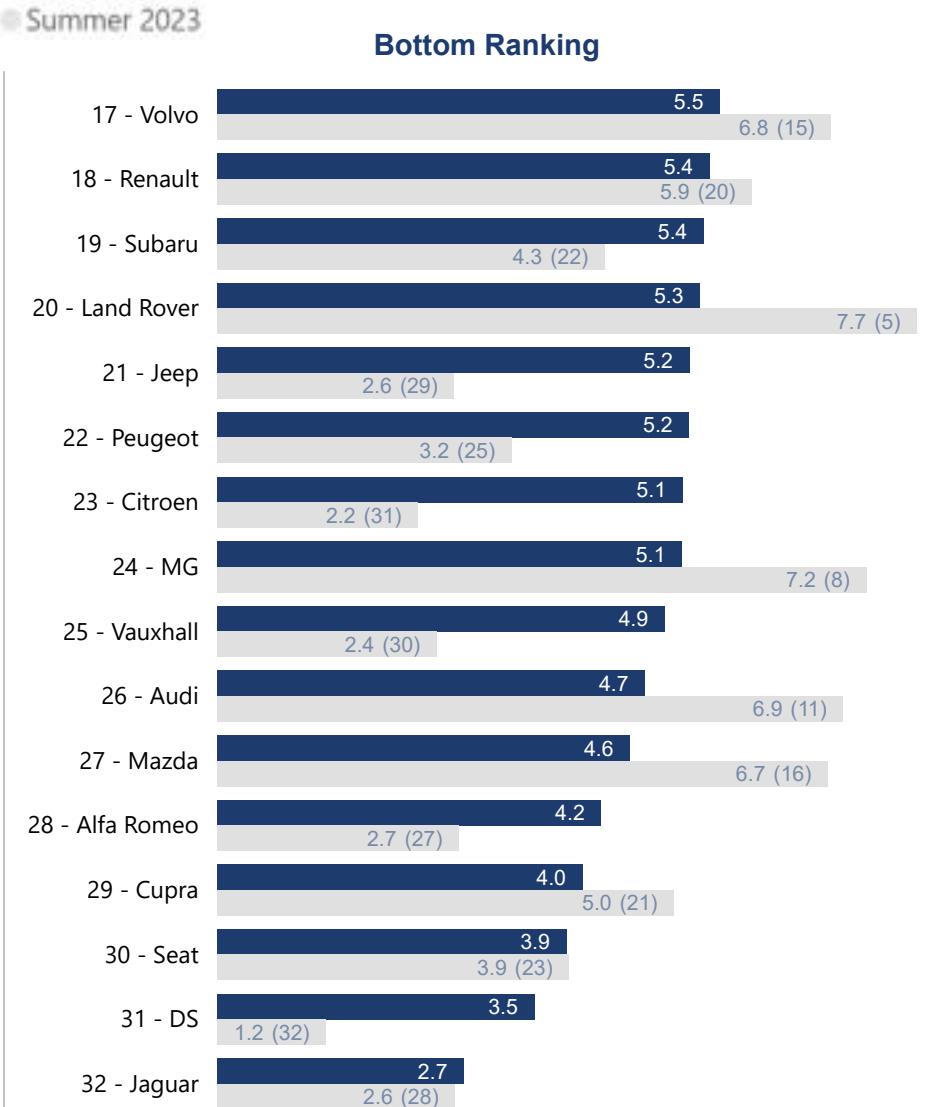
Response Spread



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

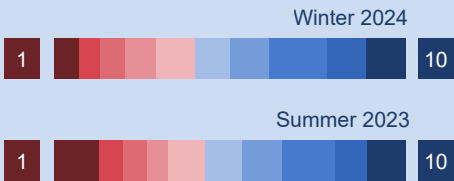
Dacia

7.7

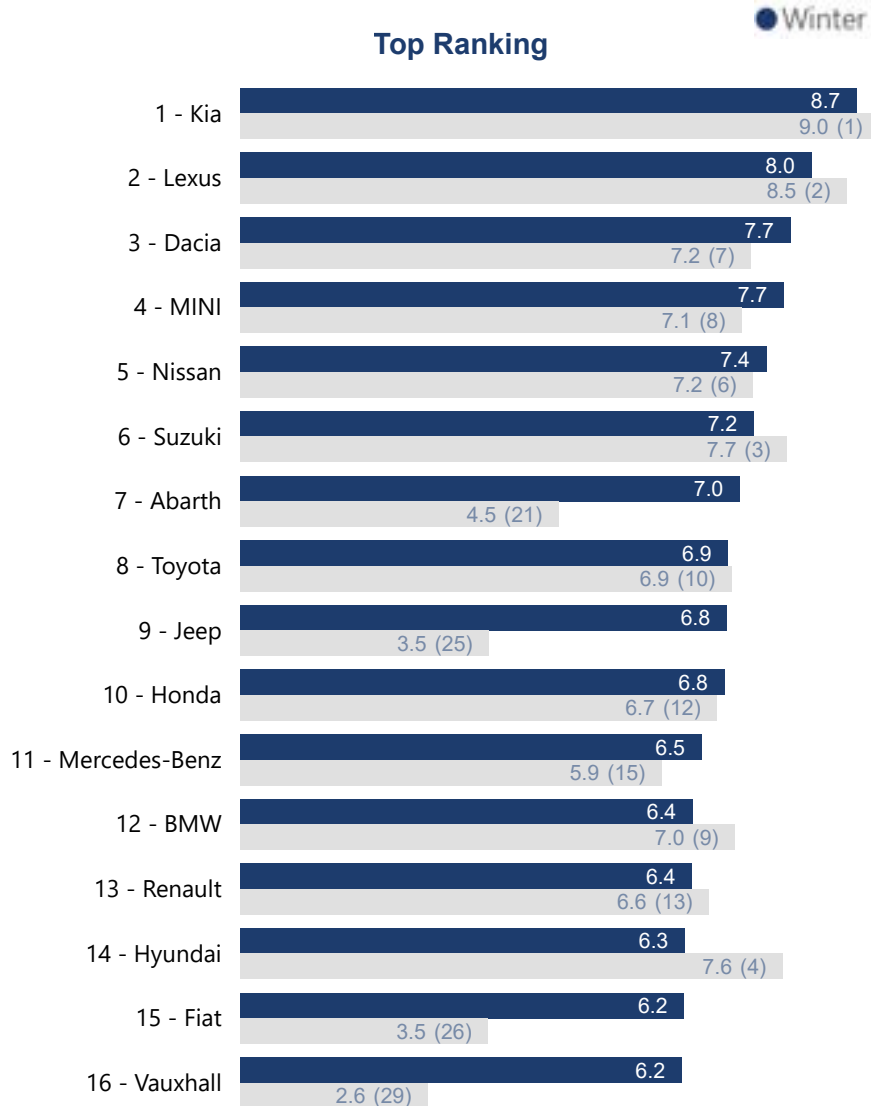
Jaguar

3.1

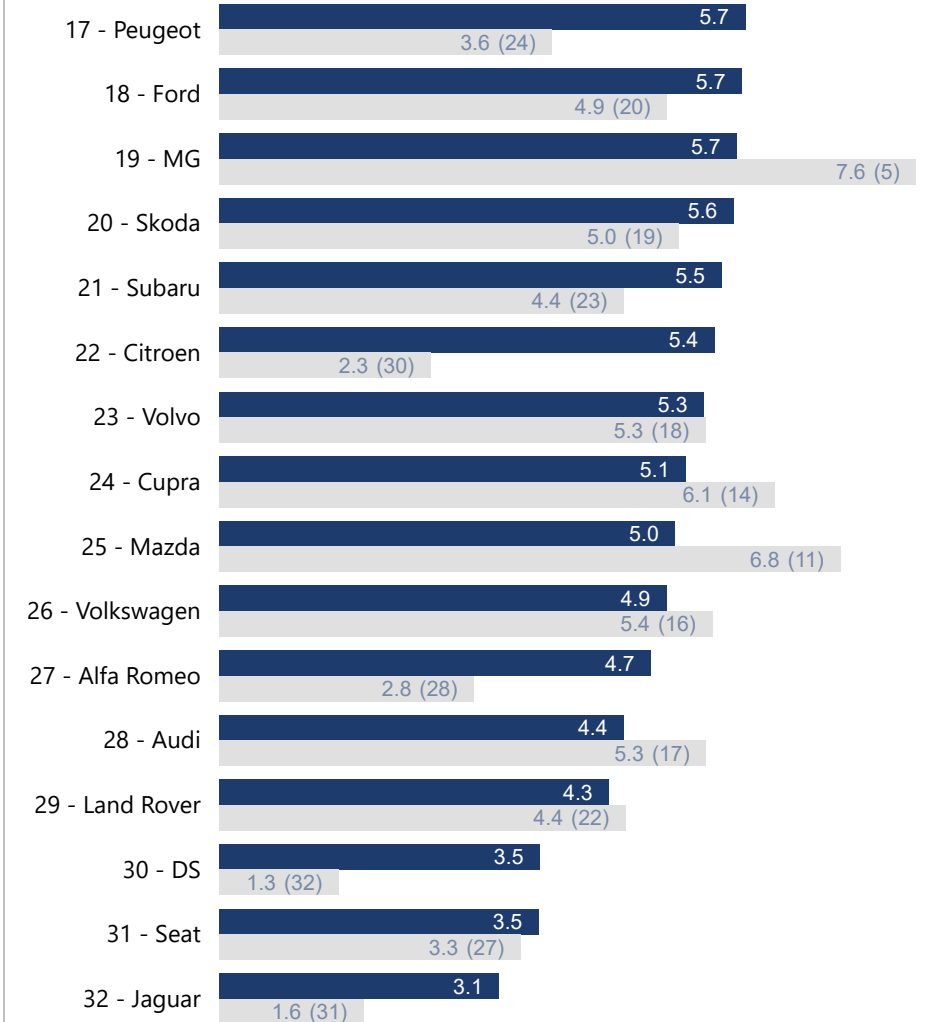
Response Spread



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

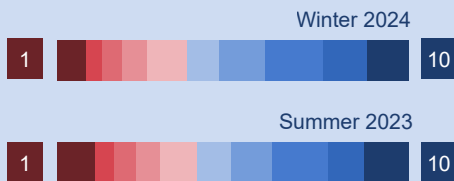
Kia

8.2

Jaguar

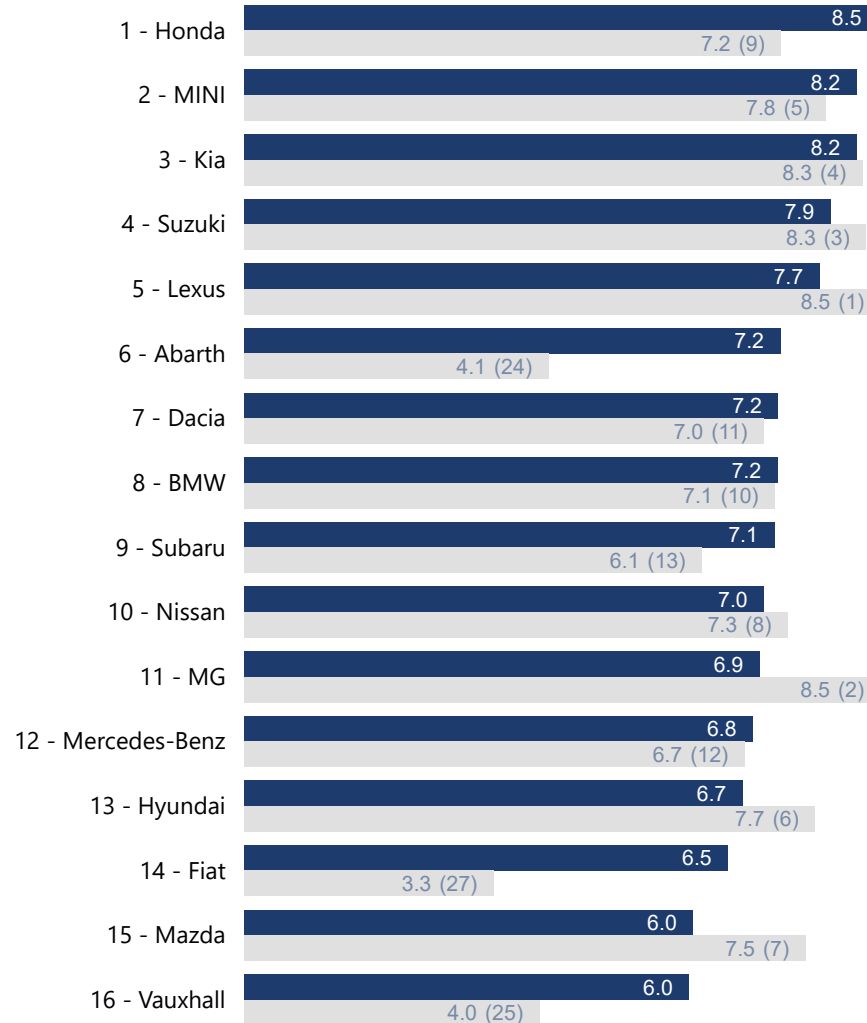
2.4

Response Spread

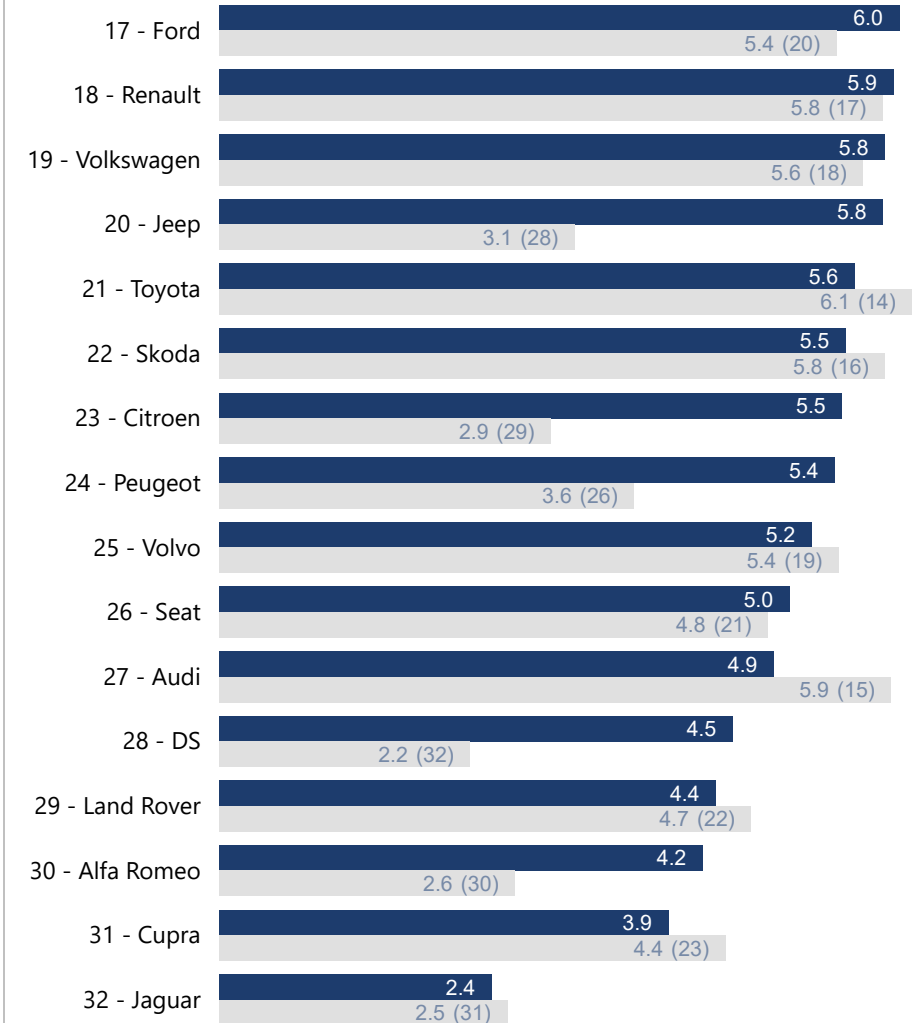


Top Ranking

● 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

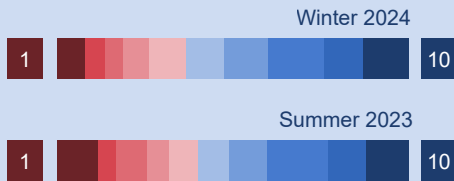
Lexus

8.0

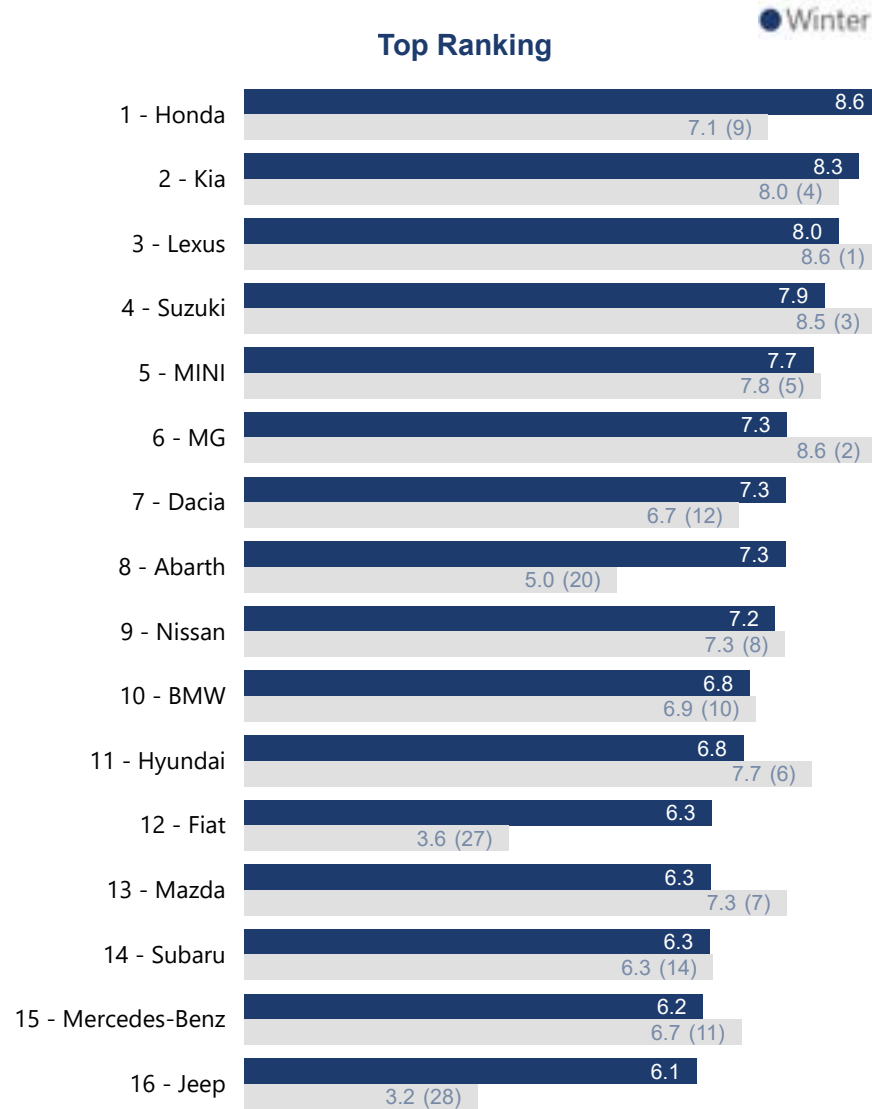
Jaguar

3.1

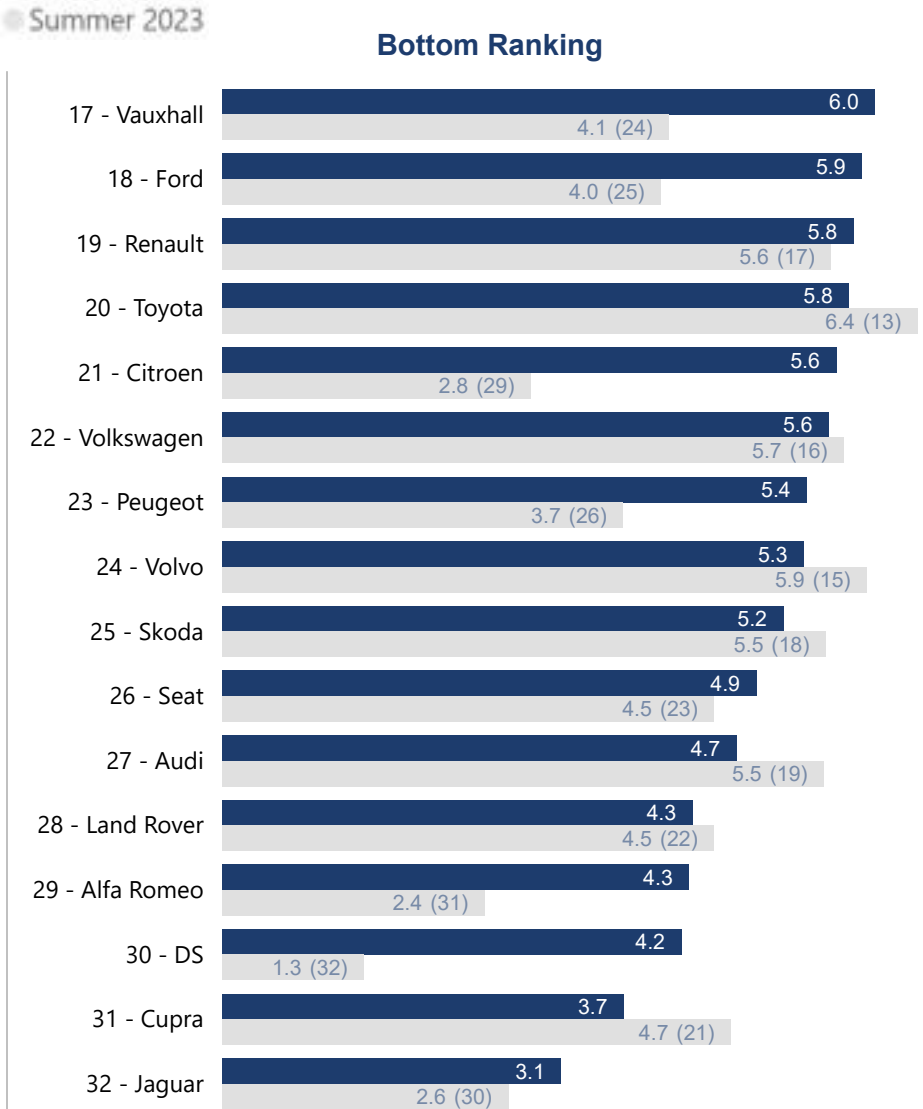
Response Spread



Top Ranking



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

8.8

Cupra

3.7

Lexus

8.0

DS

3.5

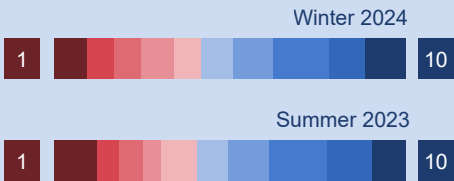
MINI

7.8

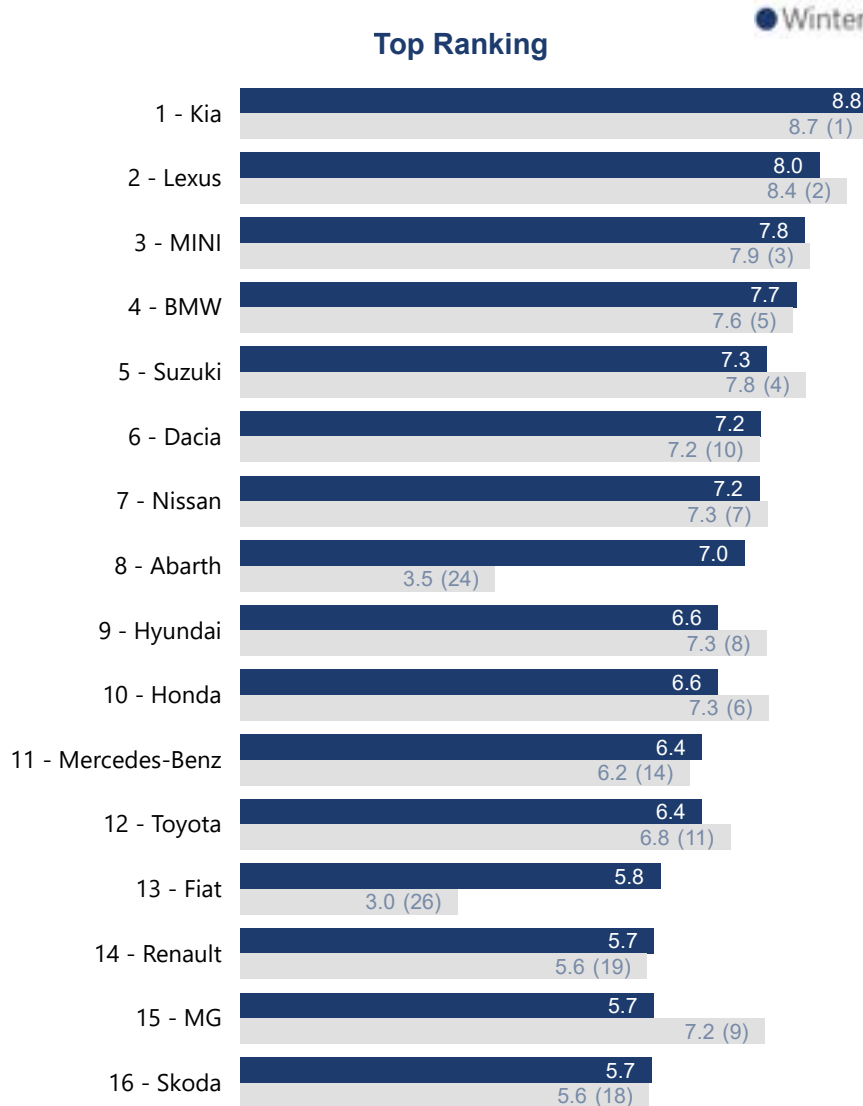
Jaguar

2.6

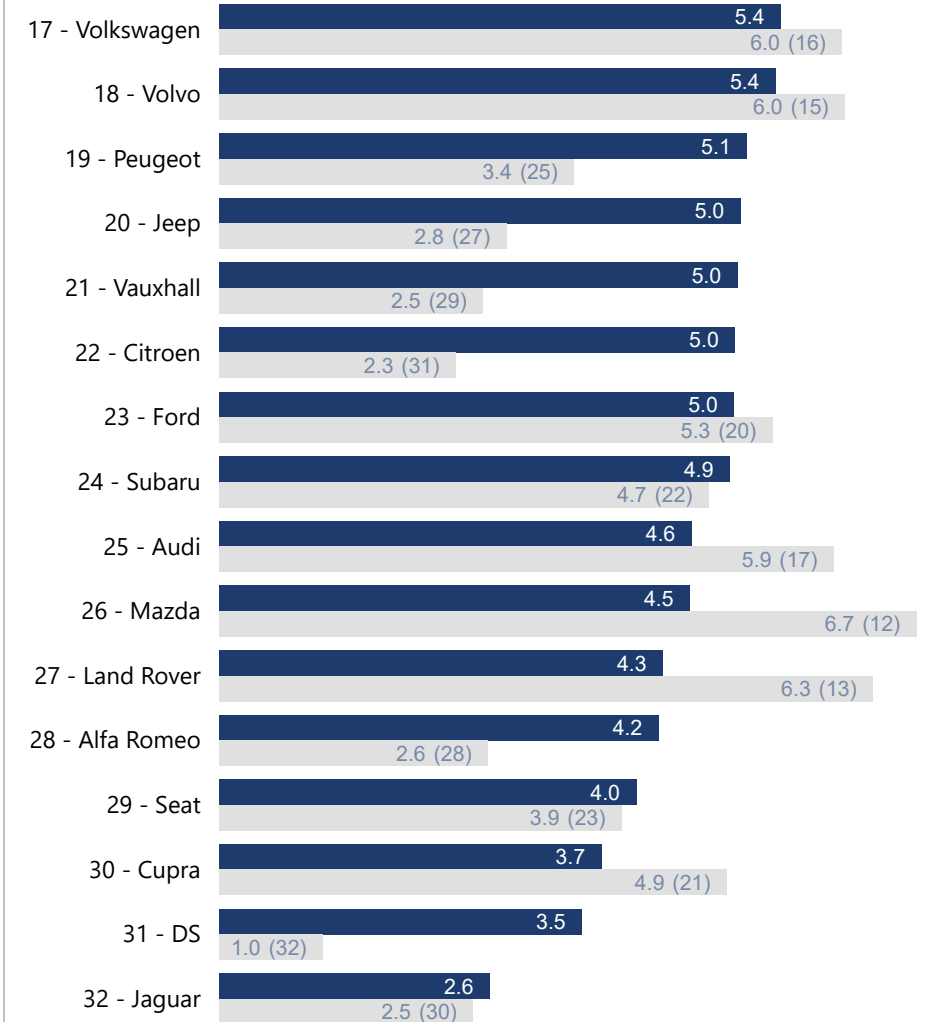
Response Spread



Top Ranking



Bottom Ranking



Winter 2024

6.4

Score Change
+0.3

3.1

Rank	Brand	Cars	Brands
17	Jeep	2.8	27
18	MG	5.8	7.2
19	Skoda	5.8	18
20	Vauxhall	5.7	30
21	Ford	5.7	22
22	Citroen	5.2	31
23	Peugeot	5.2	25
24	Audi	5.0	16
25	Volvo	5.0	19
26	Volkswagen	4.9	20
27	Alfa Romeo	4.9	29
28	Cupra	4.4	17
29	Seat	4.2	23
30	DS	4.2	32
31	Land Rover	3.6	21
32	Jaguar	3.1	26

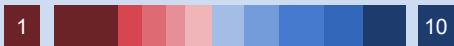
Winter 2024

5.8

Score Change
+0.2

2.3

Winter 2024



Bottom Ranking



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

8.5

Peugeot

4.9

Lexus

8.2

DS

4.6

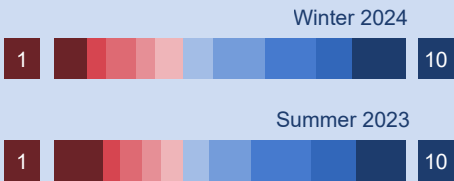
MINI

8.2

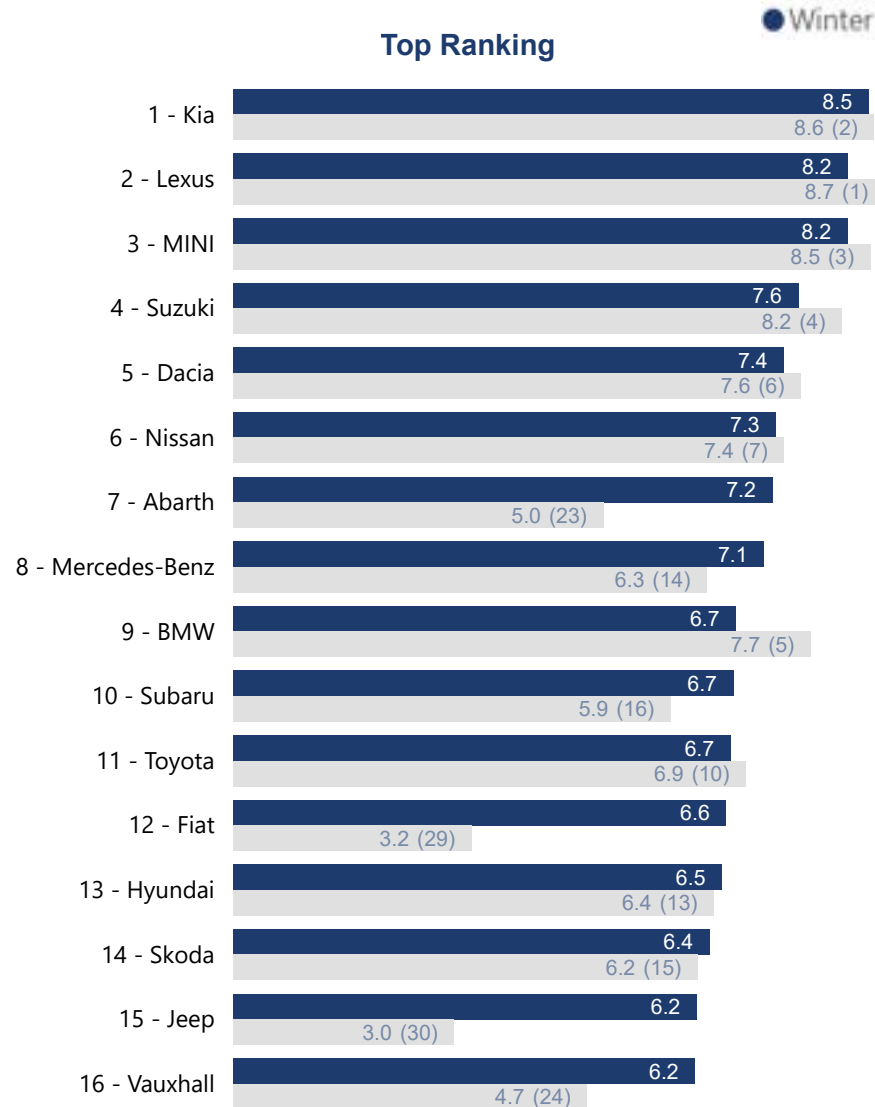
Jaguar

3.2

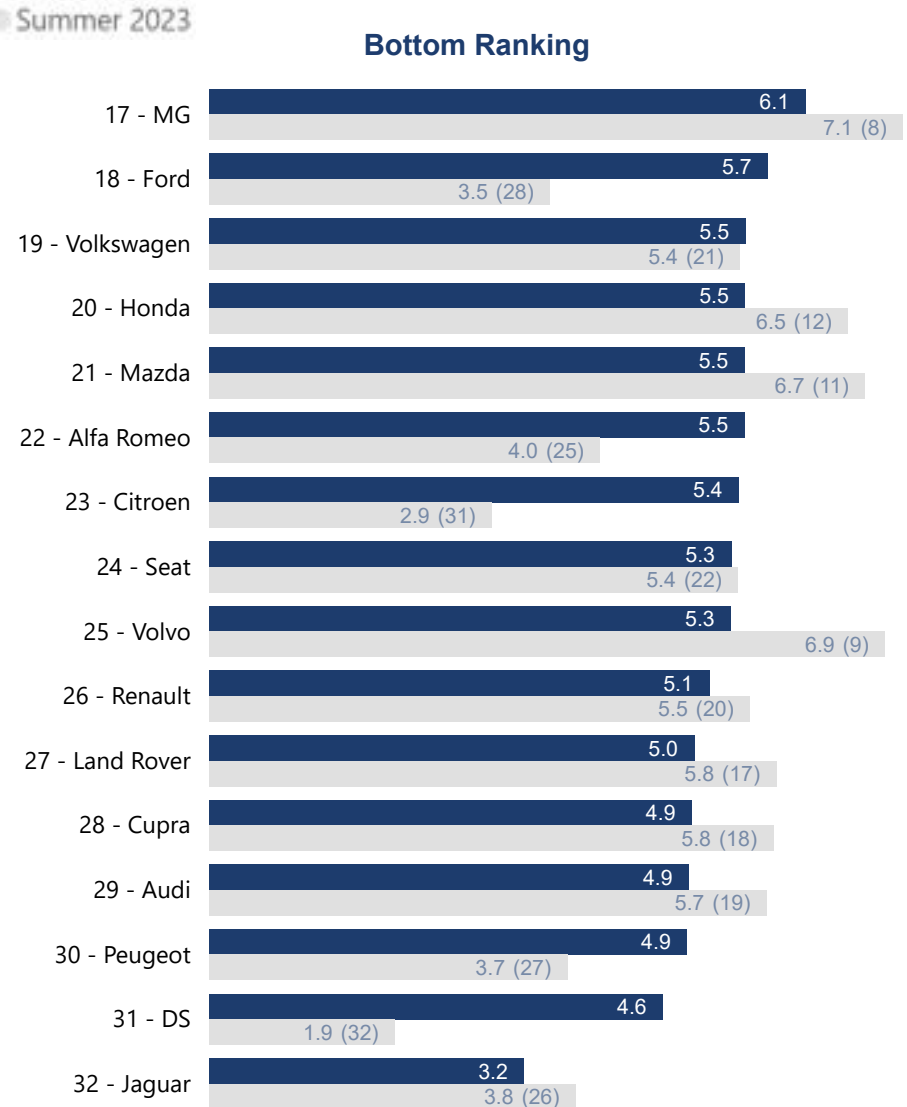
Response Spread



Top Ranking



Bottom Ranking



6.0

2.5

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

Winter 2024

5.9

% Change

Score Change

-

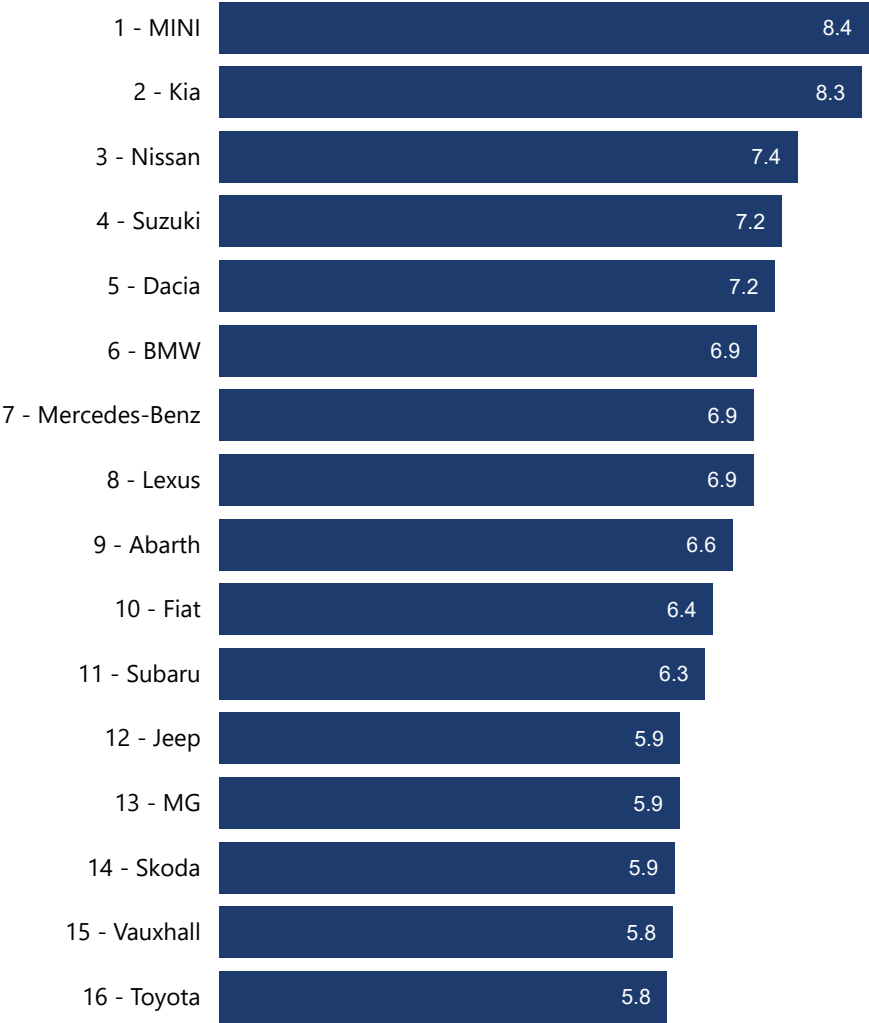
-

MINI	Volvo
8.4	4.3
Kia	DS
8.3	3.8
Nissan	Jaguar
7.4	3.4

Response Spread

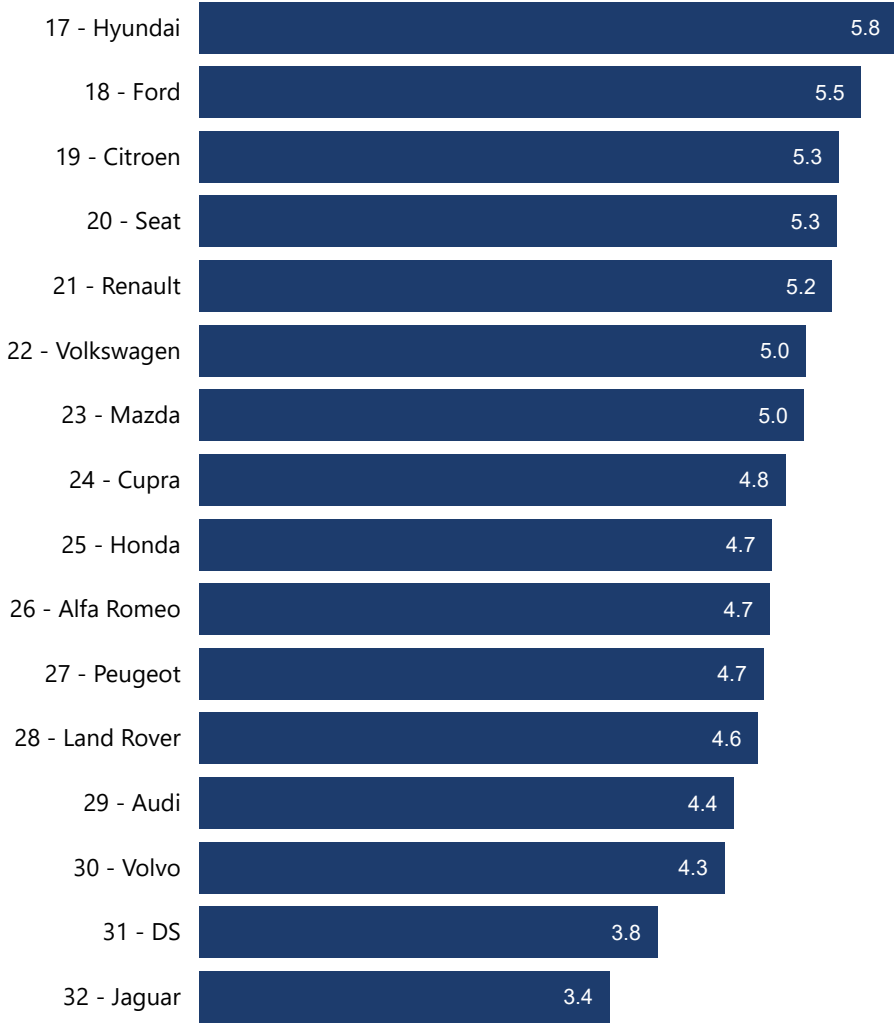


Top Ranking



● Winter 2024

Bottom Ranking



6.1

4.2

Dealer Attitude Survey - Winter 2024 17

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

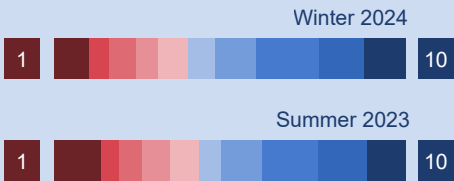
MINI

8.3

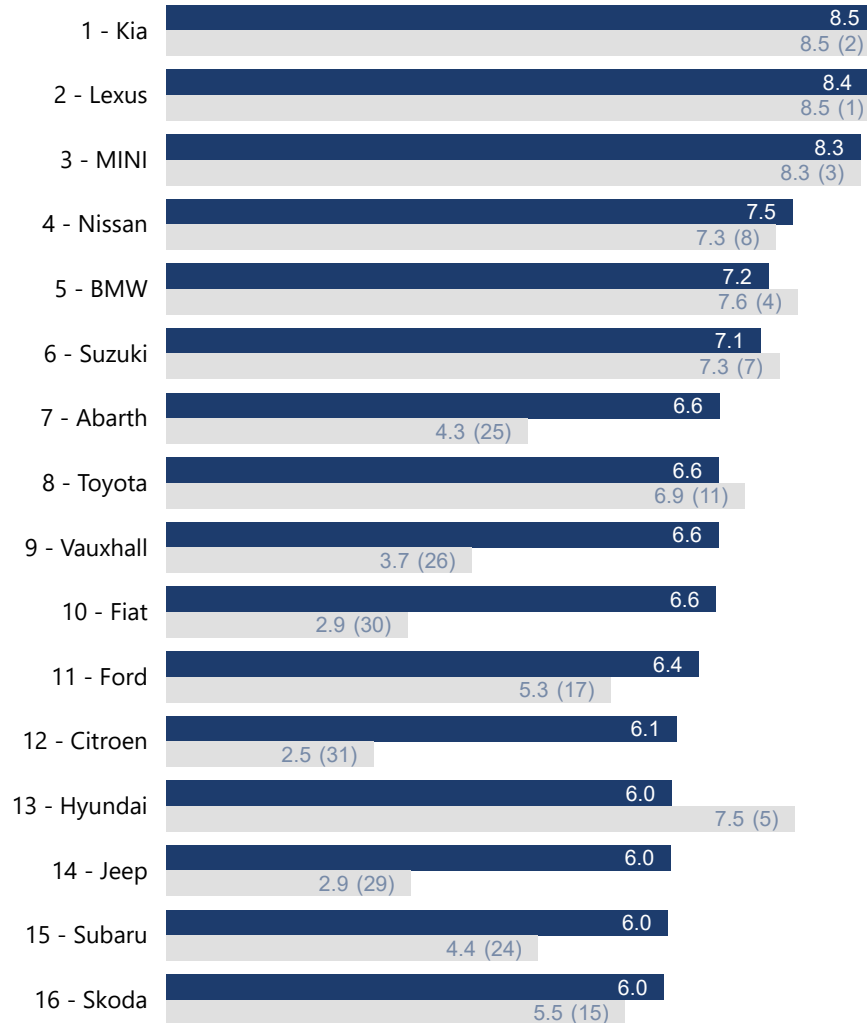
Jaguar

2.7

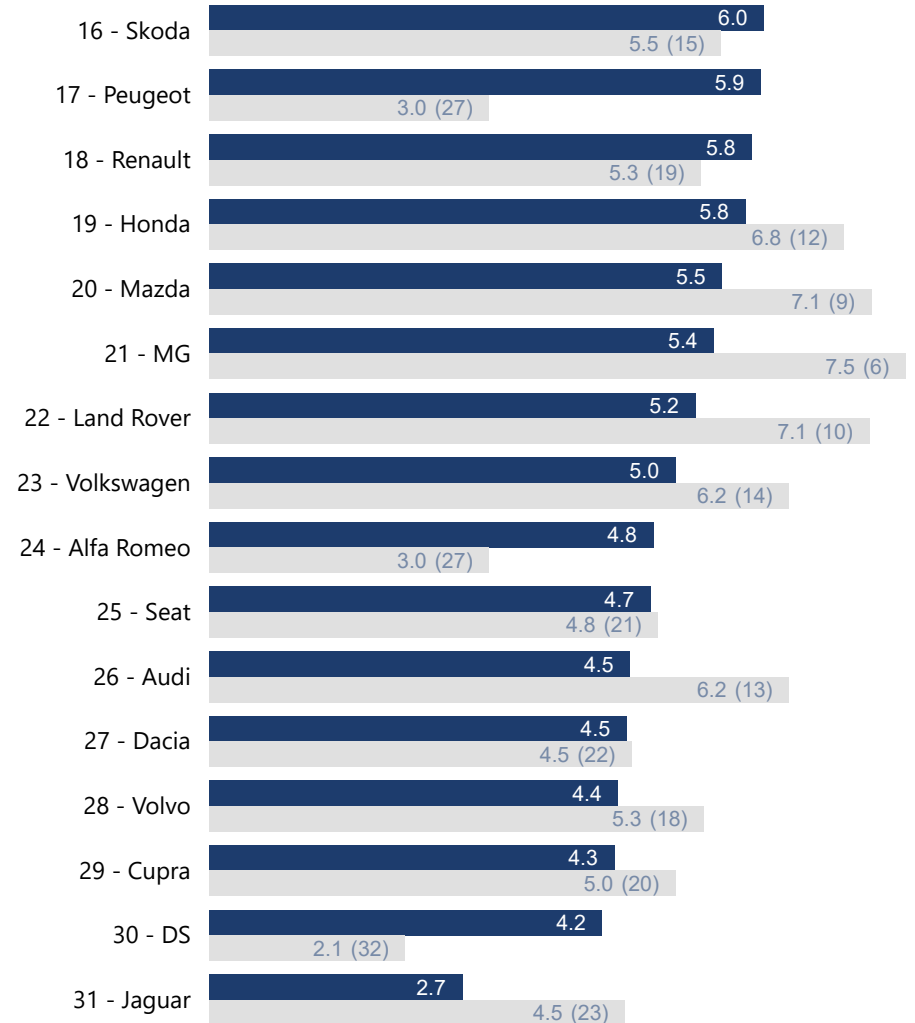
Response Spread



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

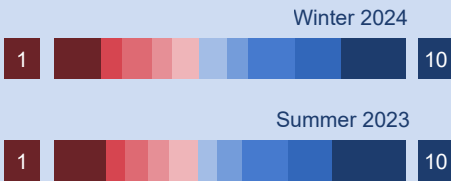
Nissan

8.1

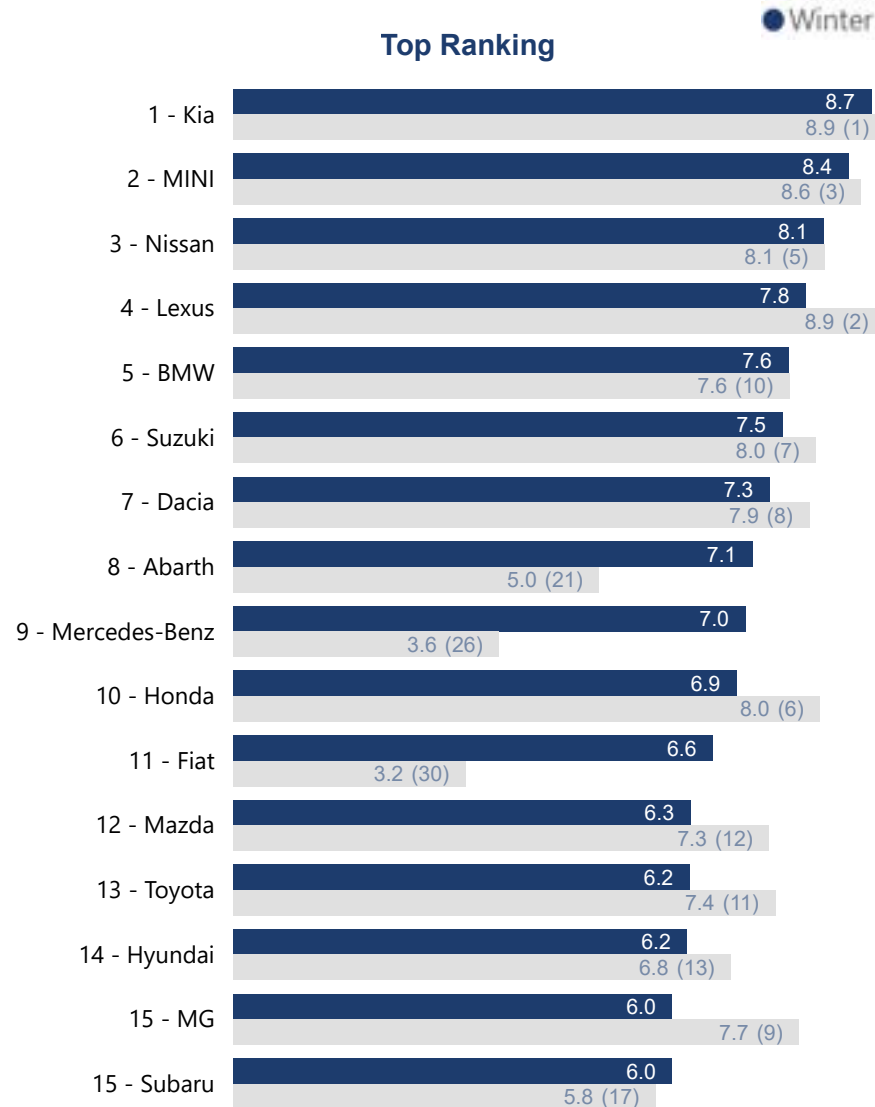
Audi

4.0

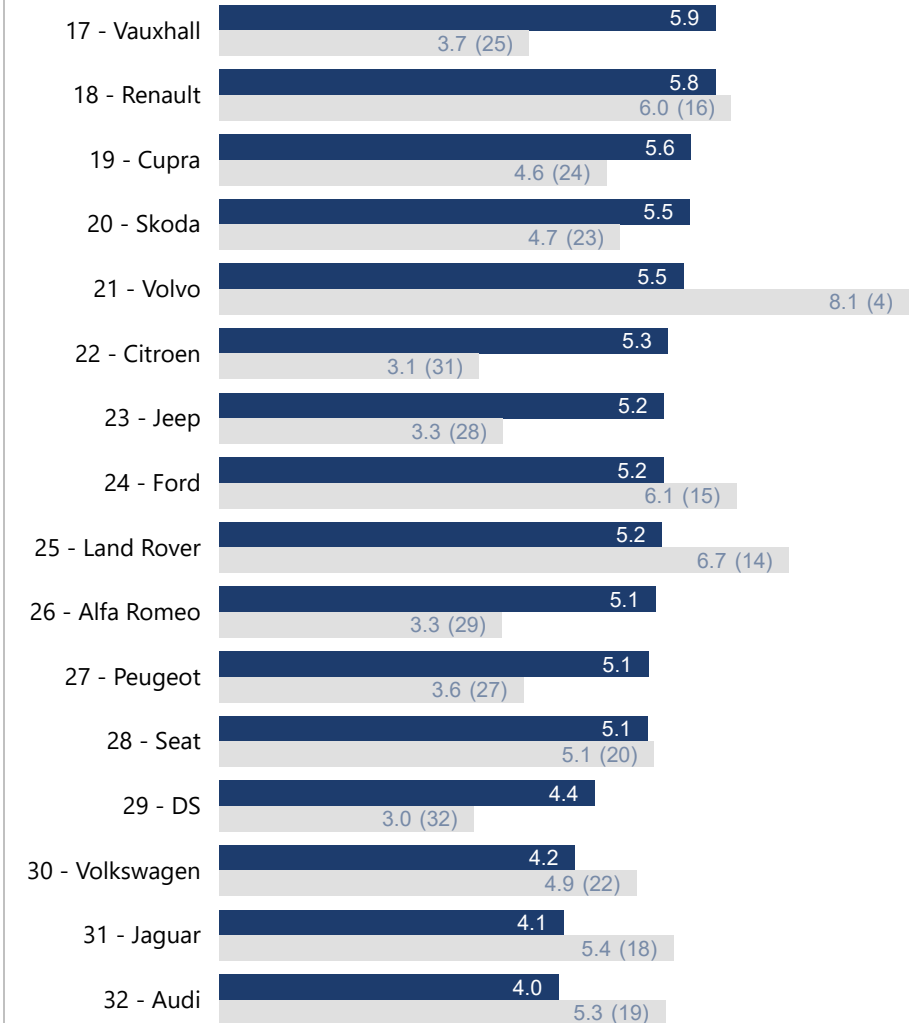
Response Spread



Top Ranking



Bottom Ranking



Q5g: Manufacturer's new vehicle supply?

Summer 2023

5.5

Winter 2024

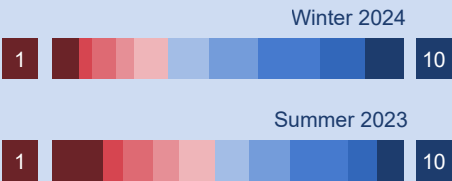
6.4

% Change
+16.4%

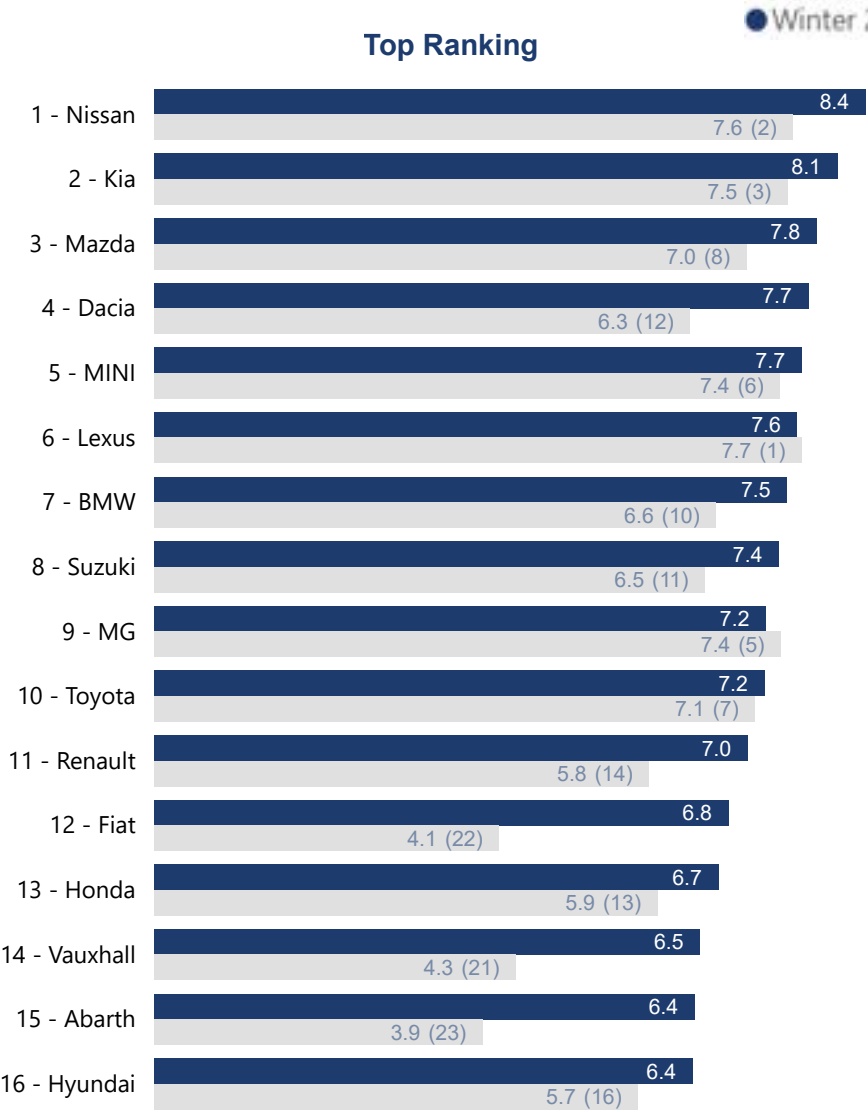
Score Change
+0.9

Nissan	Seat
8.4	4.3
Kia	Audi
8.1	3.1
Mazda	Jaguar
7.8	2.9

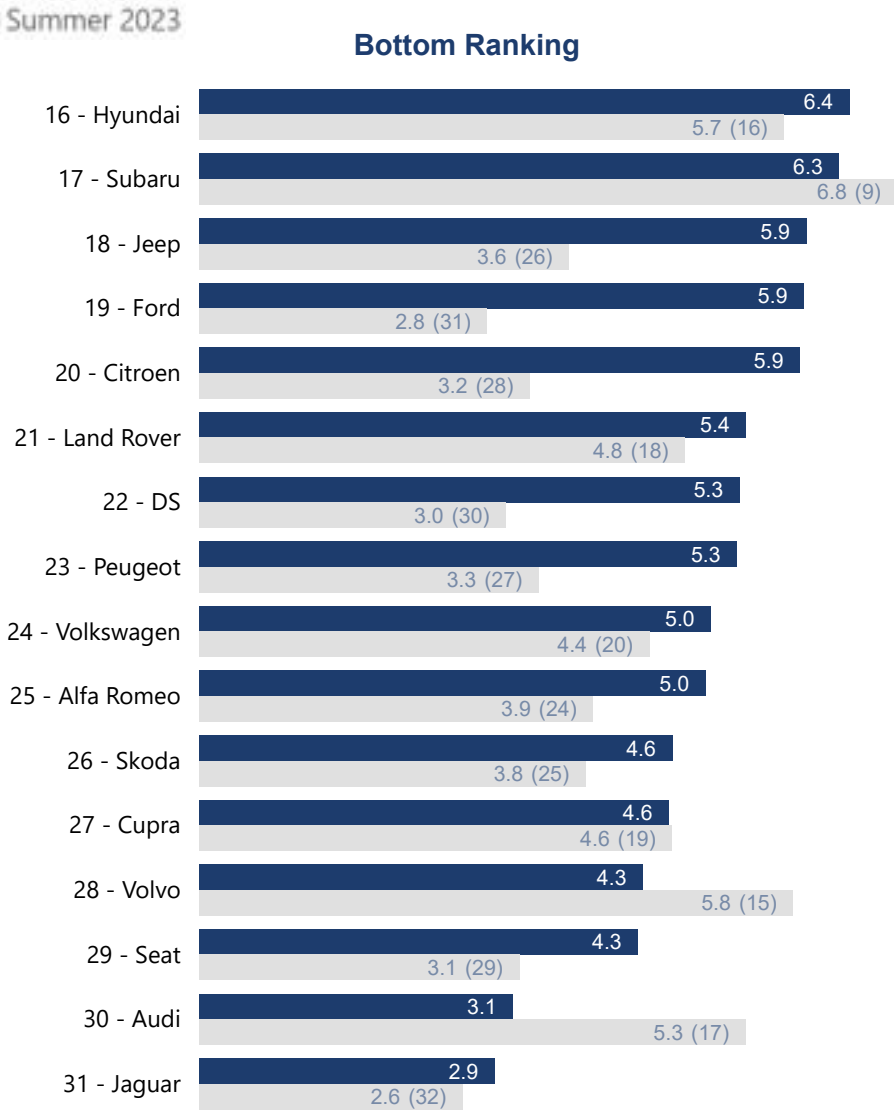
Response Spread



Top Ranking



Bottom Ranking



Mercedes-Benz had scored 7.4 in the last survey

6.5

4.2

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

Kia
8.8

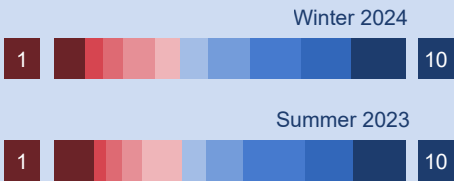
MINI
8.5

Land Rover
4.7

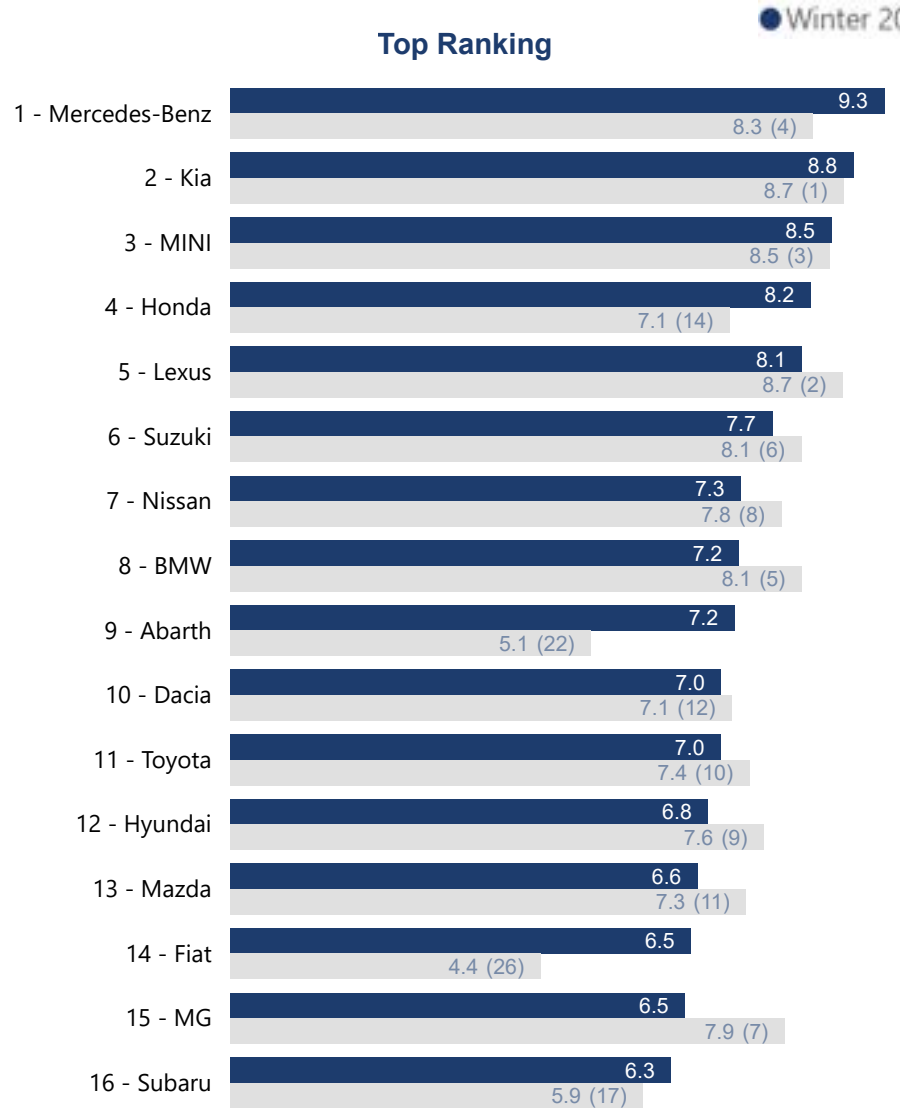
Volkswagen
4.4

Jaguar
3.2

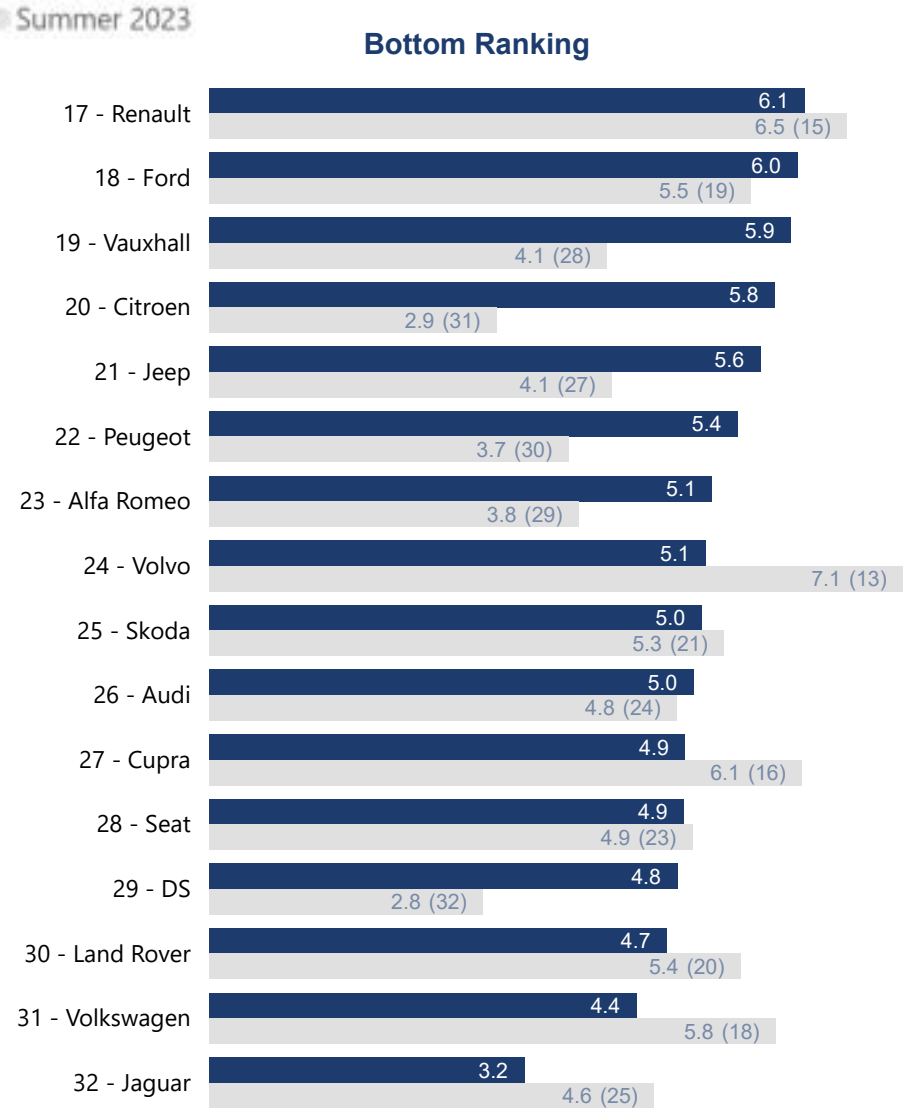
Response Spread



Top Ranking



Bottom Ranking



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

Winter 2024

6.3

% Change

Score Change

-

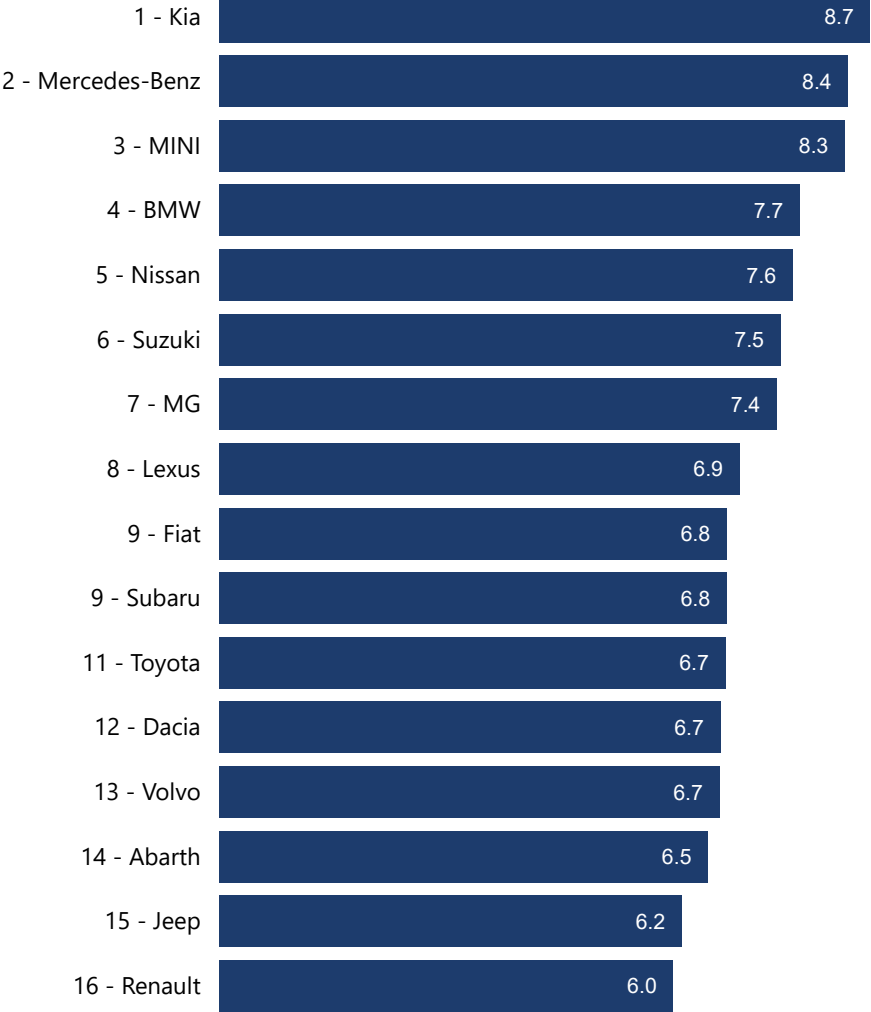
-

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

Response Spread

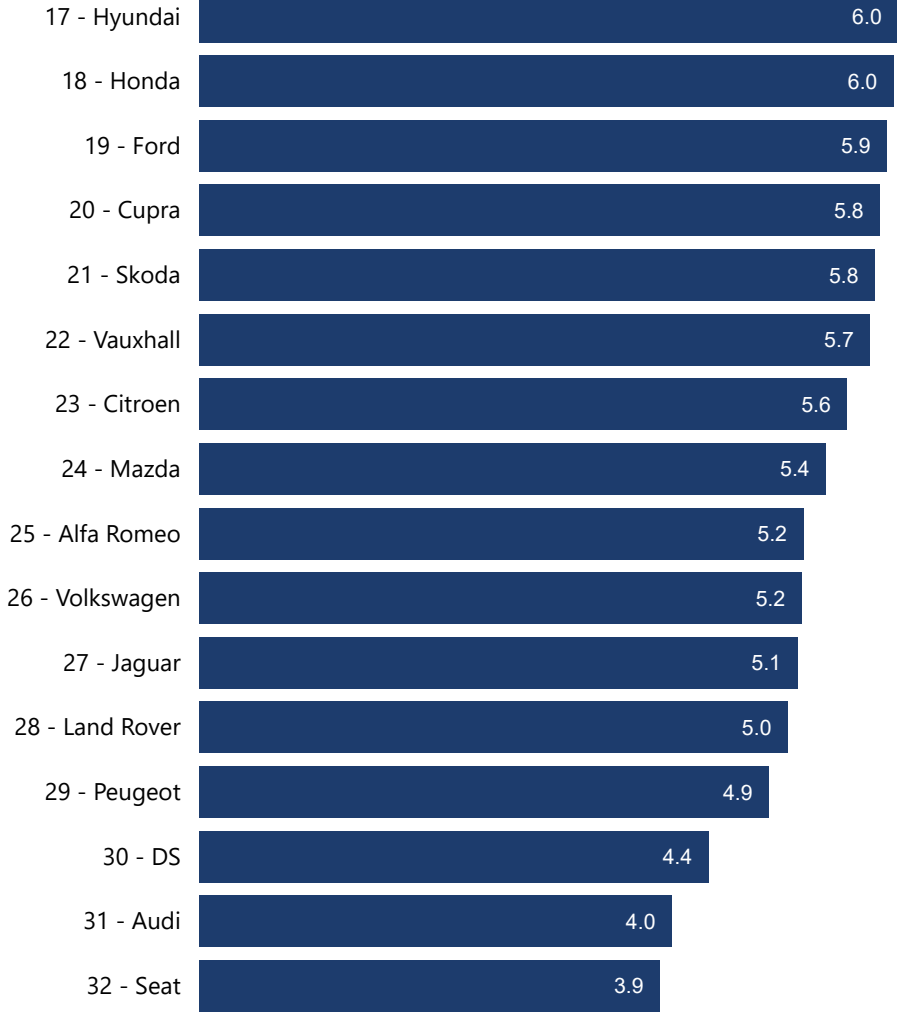


Top Ranking



Winter 2024

Bottom Ranking



Q6a: Your manufacturer's used car standards?

Summer 2023

7.1

Winter 2024

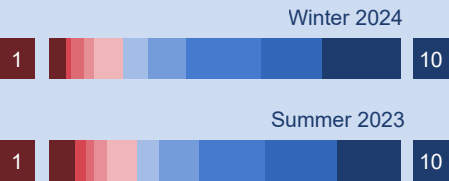
7.4

% Change
+4.2%

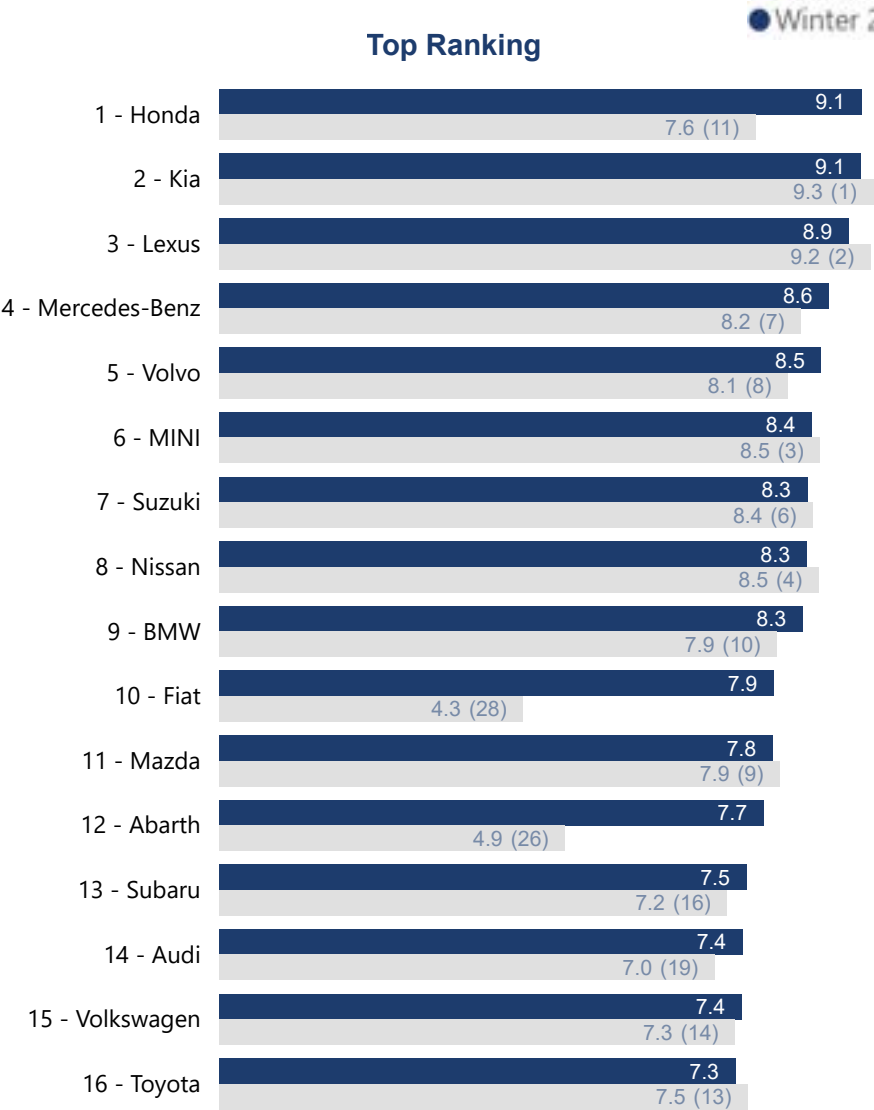
Score Change
+0.3

Honda	Renault
9.1	5.4
Kia	Jaguar
9.1	5.2
Lexus	Alfa Romeo
8.9	4.3

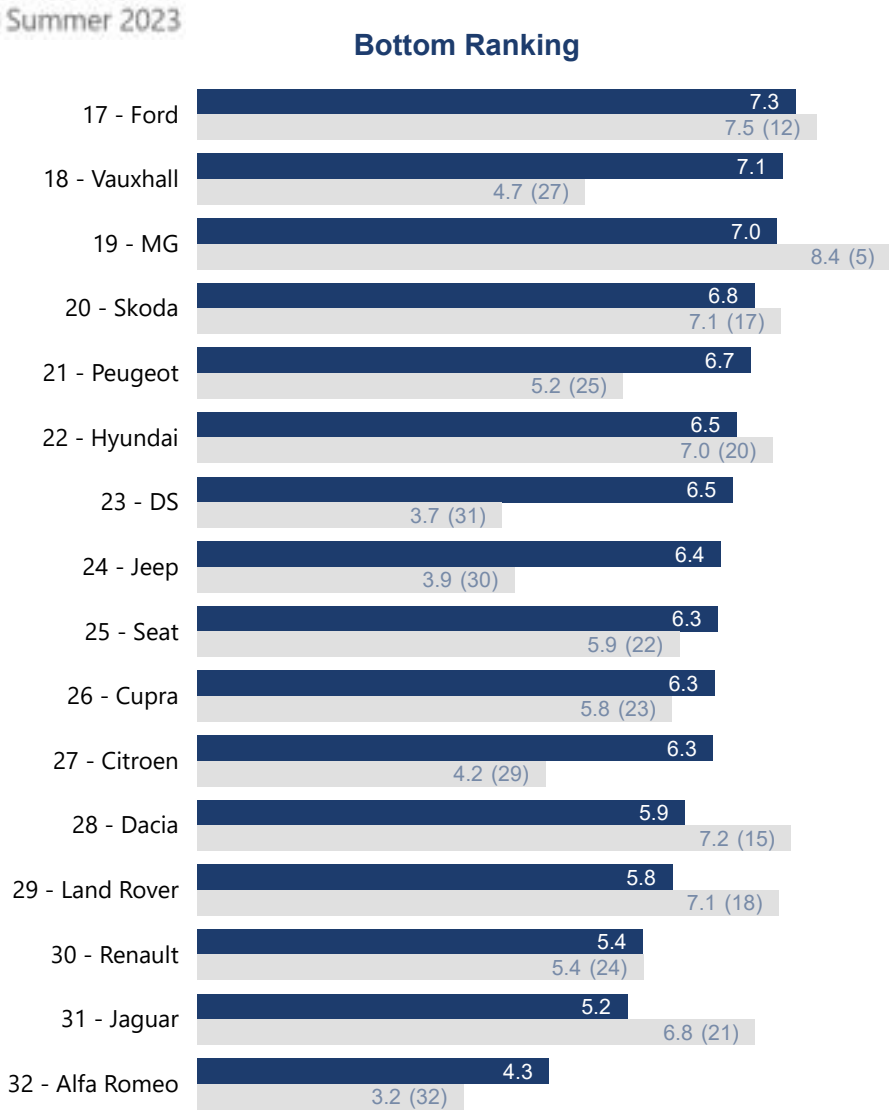
Response Spread



Top Ranking



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

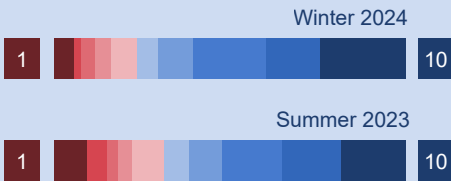
MINI

8.9

Jaguar

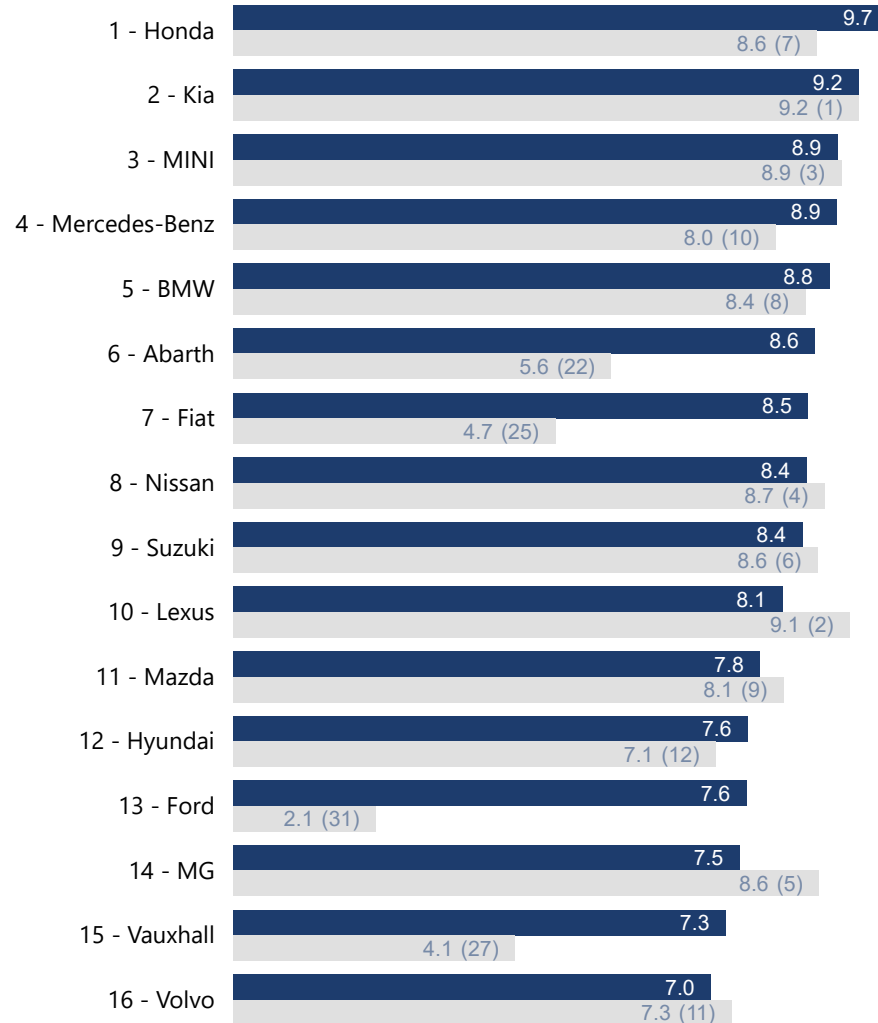
5.3

Response Spread

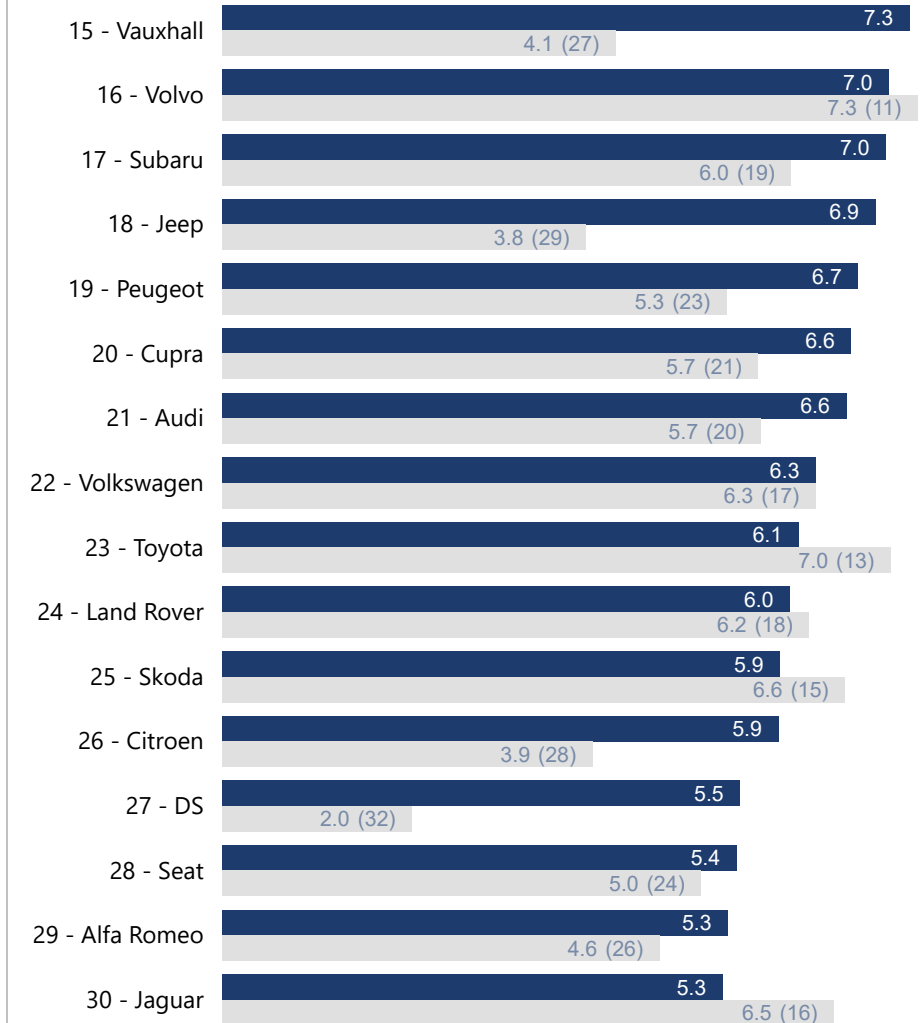


Top Ranking

● Winter 2024 ● Summer 2023



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

Land Rover

5.1

BMW

8.8

Jaguar

4.5

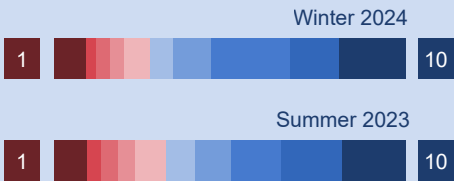
Mercedes

8.8

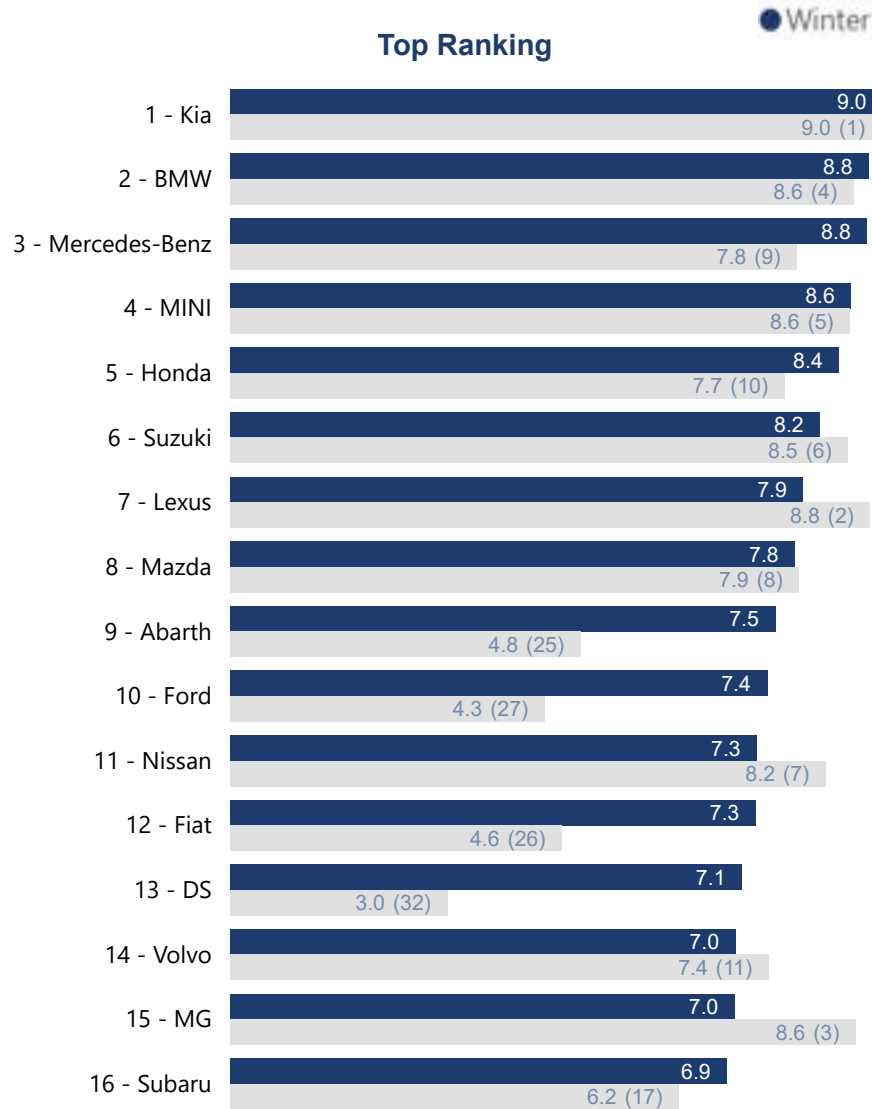
Alfa Romeo

3.8

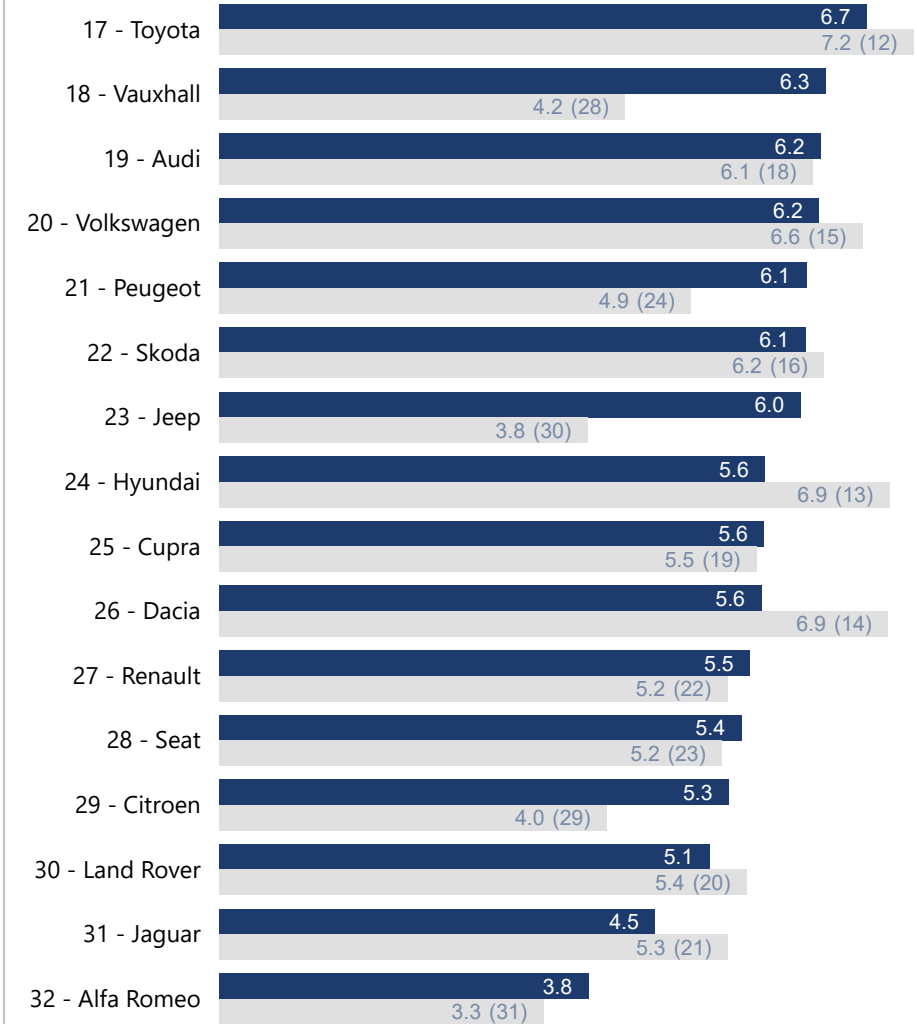
Response Spread



Top Ranking



Bottom Ranking



7.0

Score Change
0.0

Land Rover 4.0

Winter 2024

1 10

Summer 2023

1 10

Rank	Brand	Score	Count
17	Dacia	7.0	7.2 (16)
18	Hyundai	6.9	7.7 (9)
19	Renault	6.4	6.7 (19)
20	MG	6.3	7.8 (8)
21	DS	6.2	3.9 (32)
22	Peugeot	6.2	5.4 (28)
23	Citroen	6.1	4.4 (30)
24	Cupra	6.1	5.9 (23)
25	Jeep	6.0	4.4 (31)
26	Volkswagen	5.9	7.3 (15)
27	Skoda	5.8	6.5 (20)
28	Jaguar	5.7	6.8 (18)
29	Seat	5.6	5.5 (27)
30	Audi	5.5	5.9 (24)
31	Alfa Romeo	4.6	4.7 (29)
32	Land Rover	4.0	6.4 (21)

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

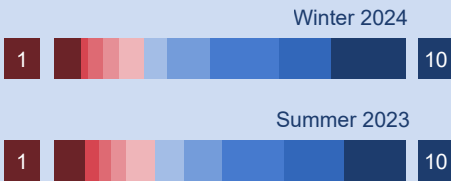
BMW

8.5

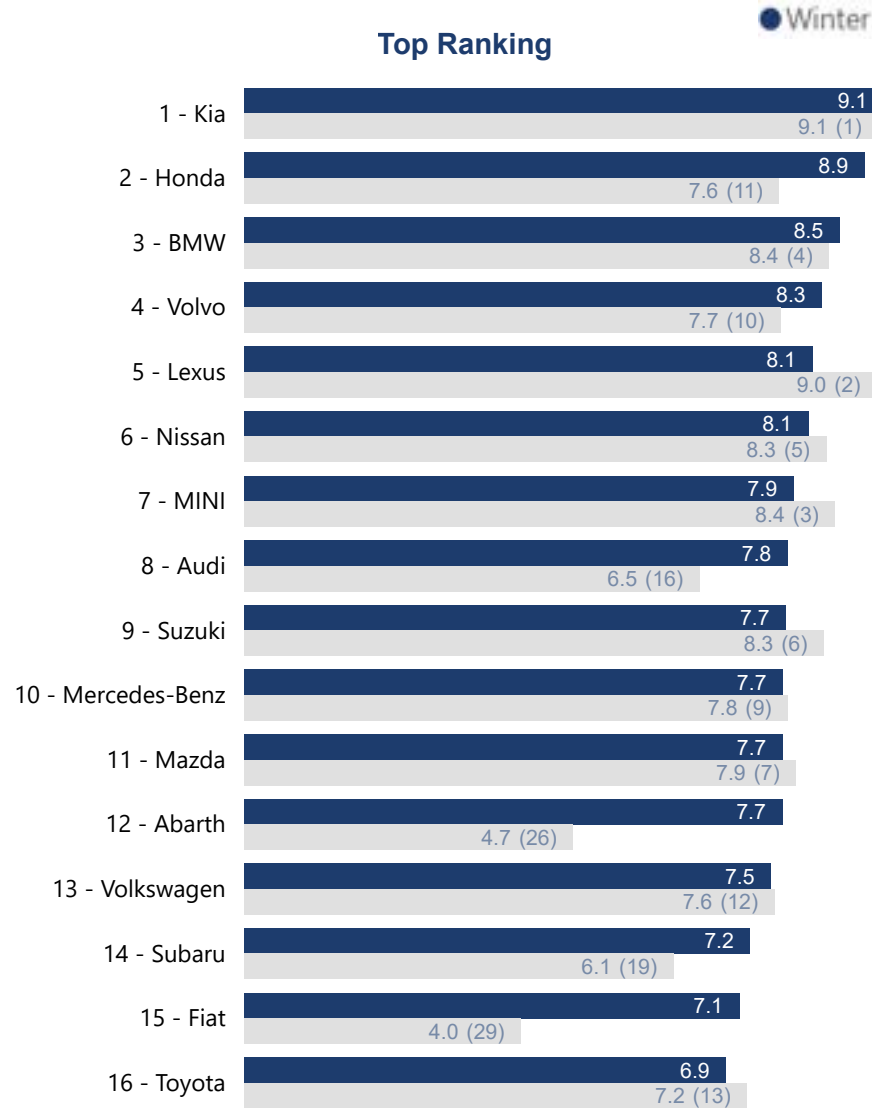
Alfa Romeo

3.9

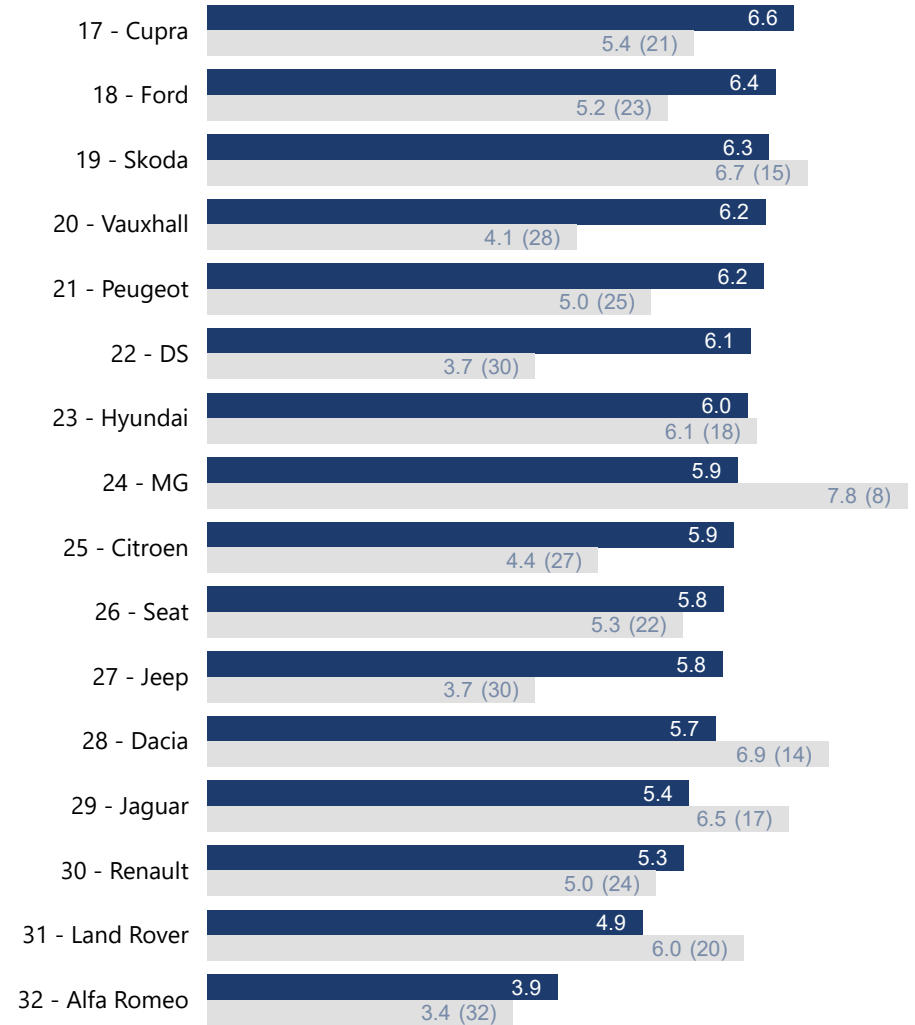
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2023

6.5

Winter 2024

6.9

% Change

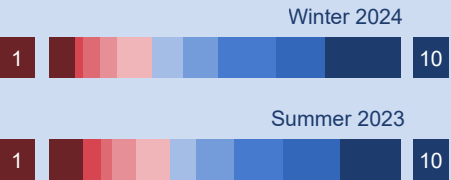
+6.2%

Score Change

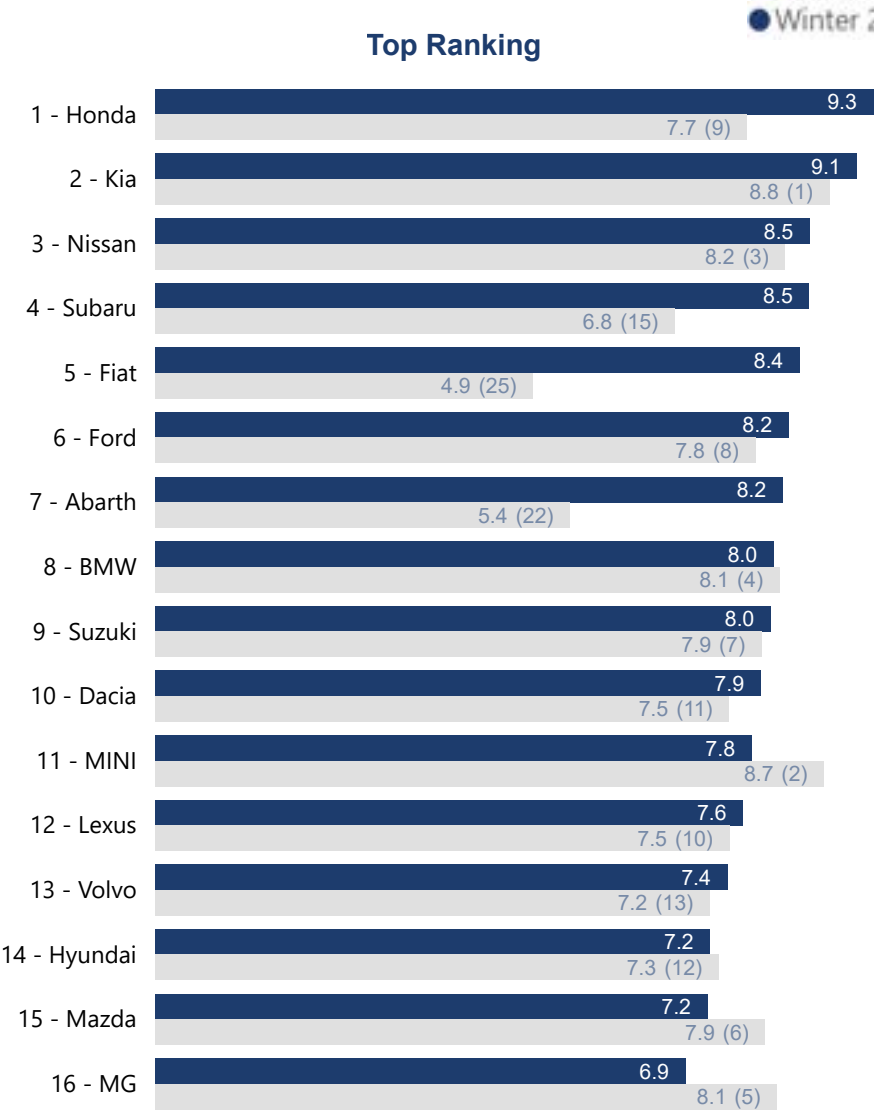
+0.4

Honda	Skoda
9.3	4.8
Kia	Alfa Romeo
9.1	4.4
Nissan	Land Rover
8.5	4.4

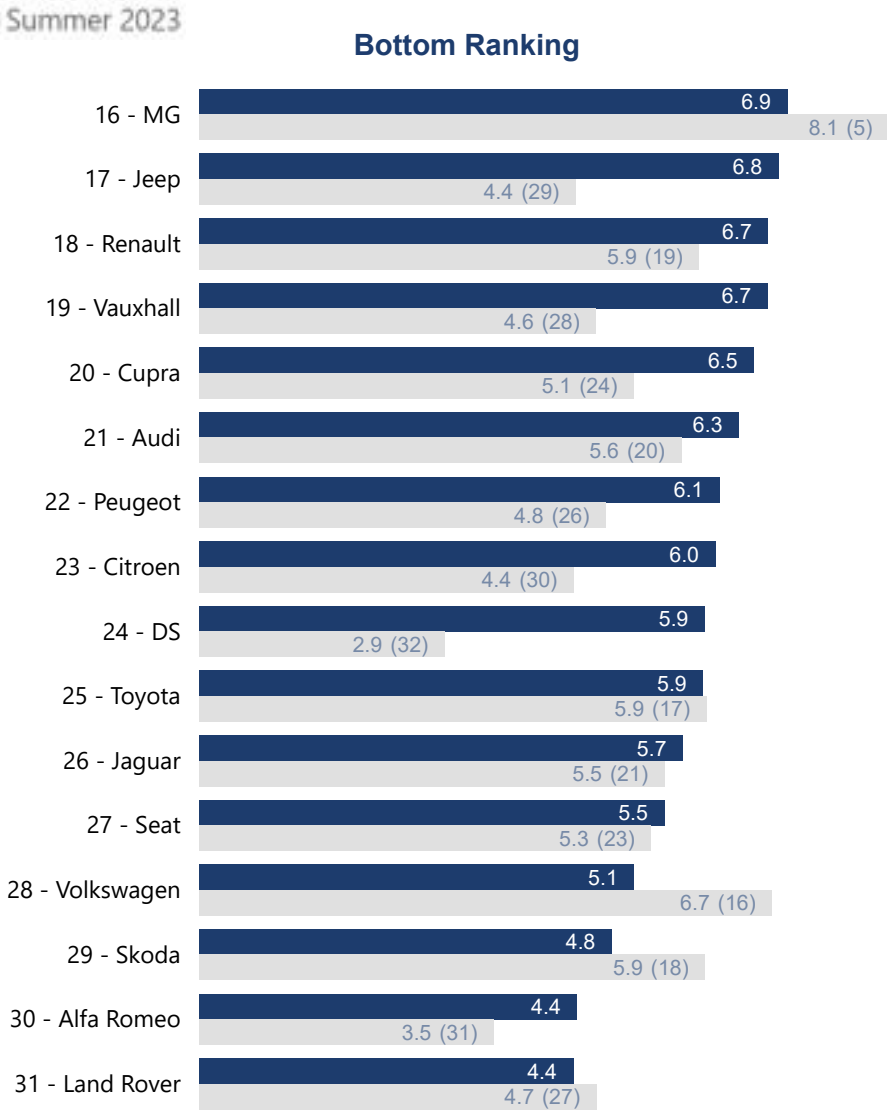
Response Spread



Top Ranking



Bottom Ranking



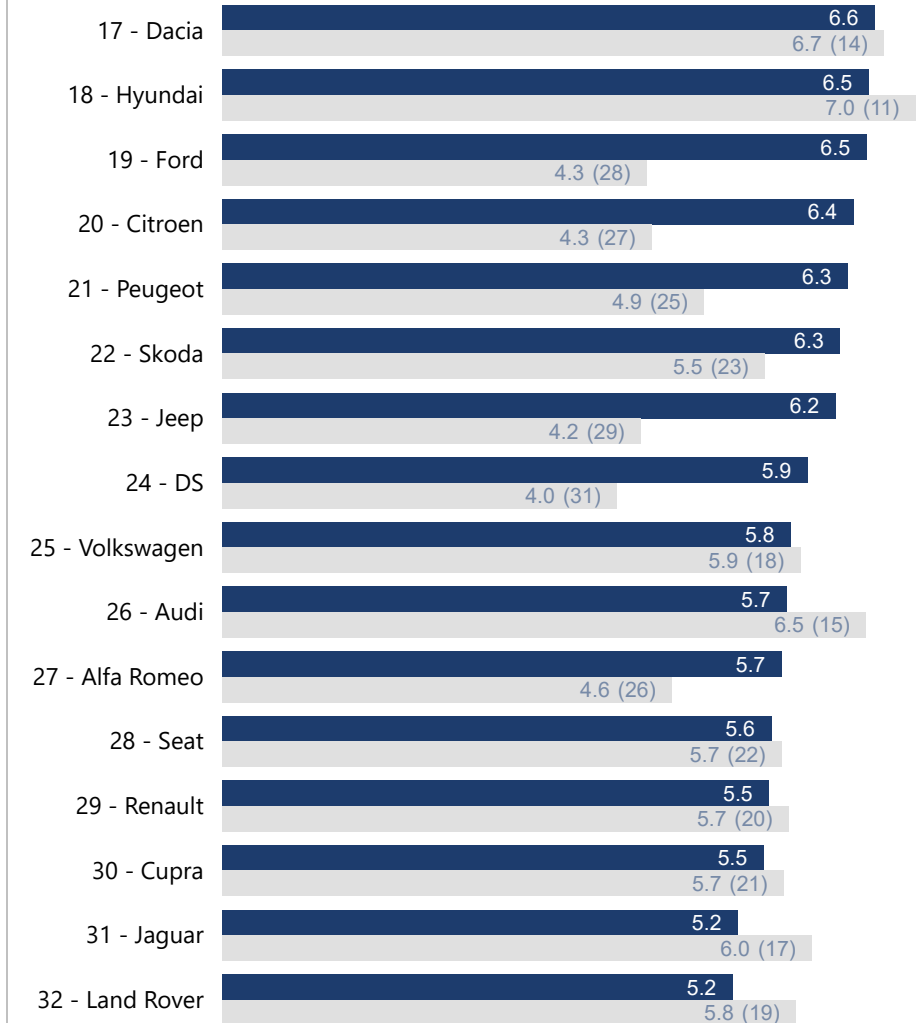
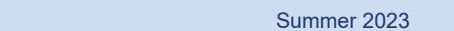
Winter 2024

6.7

Score Change
+0.2

5.2

Winter 2024



Winter 2024

6.5

Score Change
+0.2

3.7

Winter 2024



Bottom Ranking



Q7c: Availability of parts?

Summer 2023

5.8

Winter 2024

6.1

% Change
+5.2%

Score Change
+0.3

Lexus

9.1

Audi

4.1

MINI

8.6

Land Rover

1.8

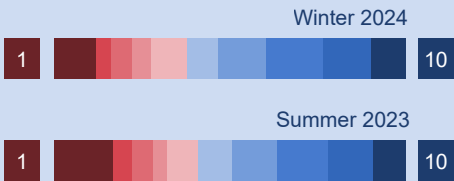
Suzuki

8.3

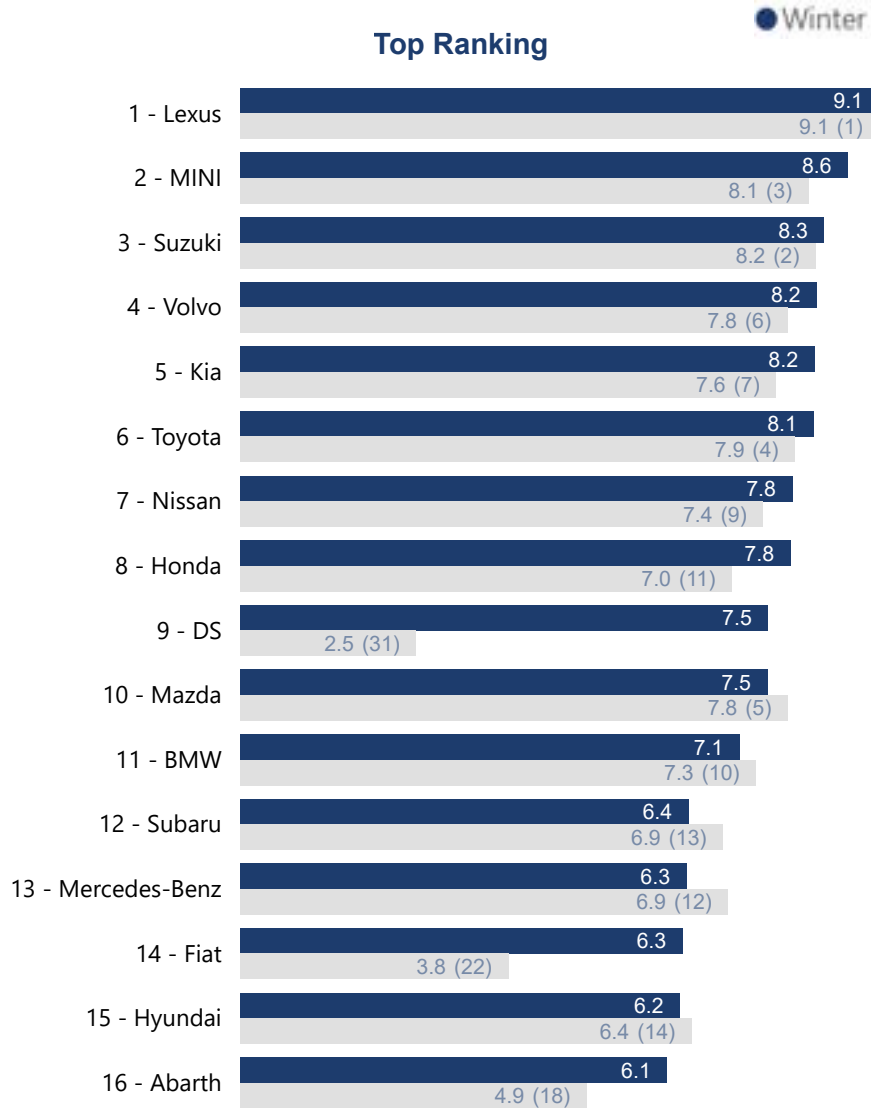
Jaguar

1.3

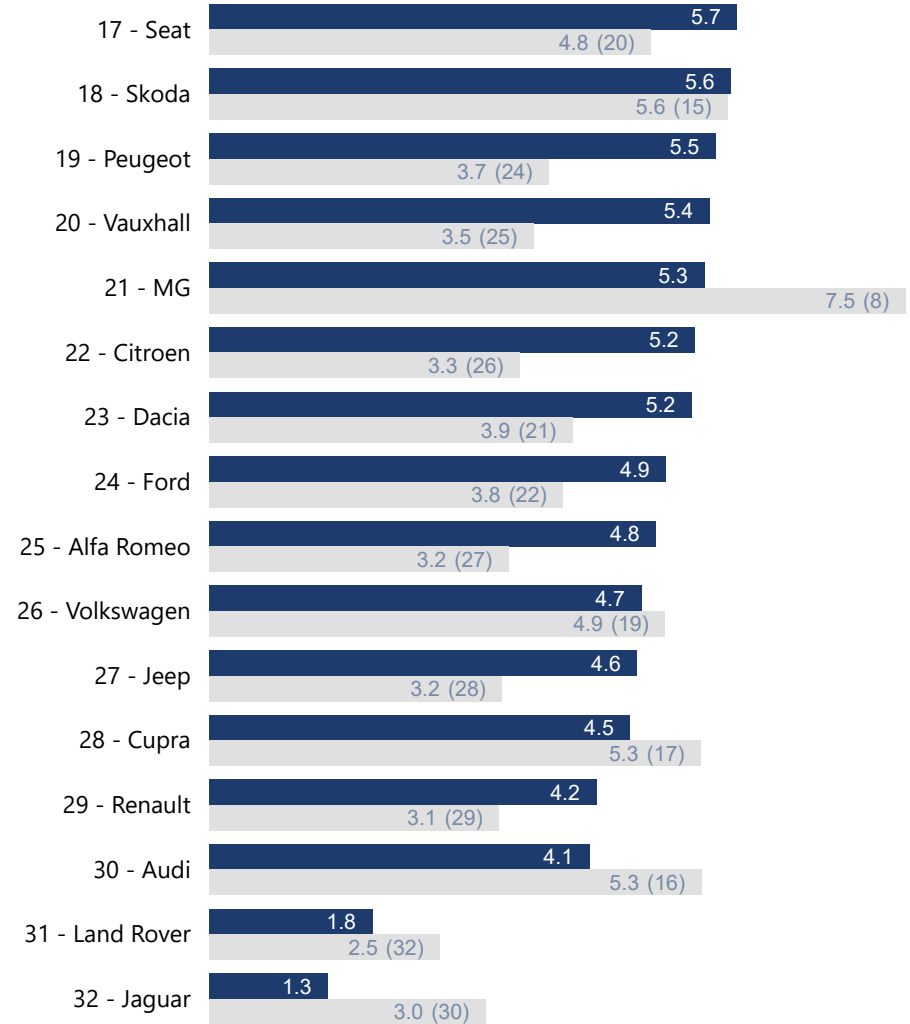
Response Spread



Top Ranking



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

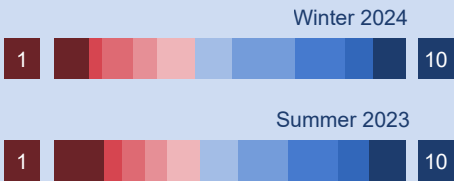
MINI

7.4

Jaguar

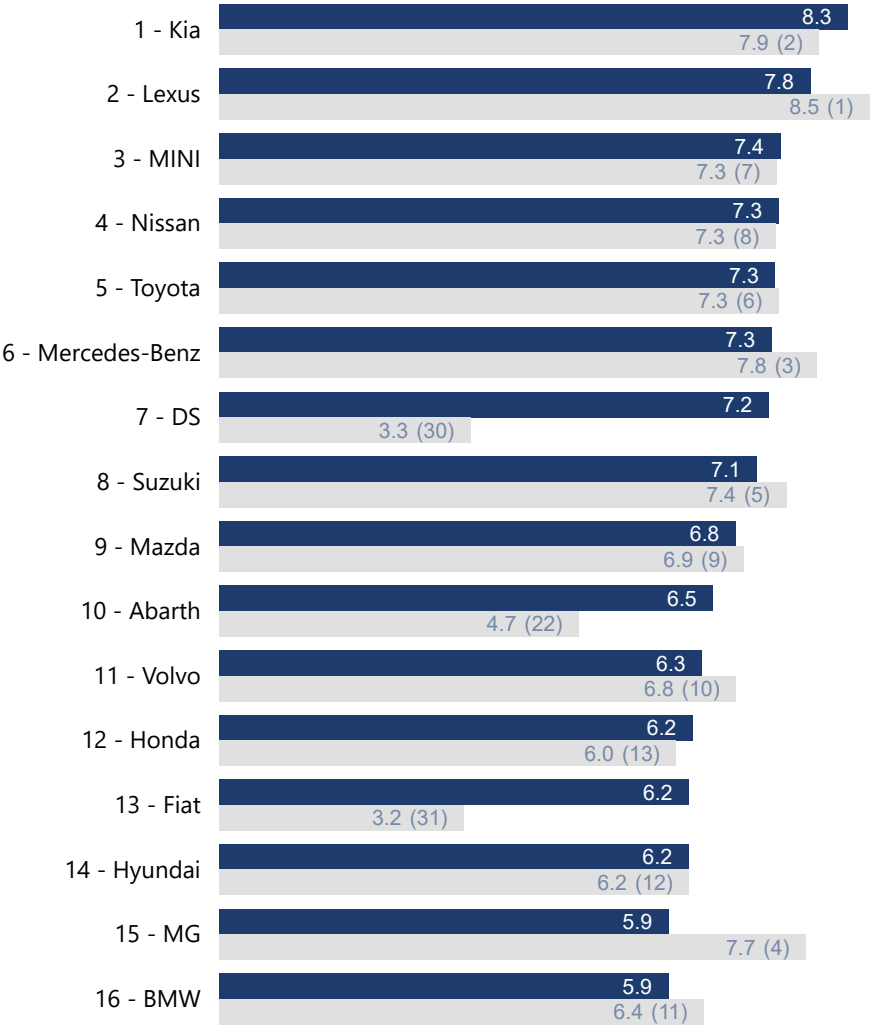
2.5

Response Spread

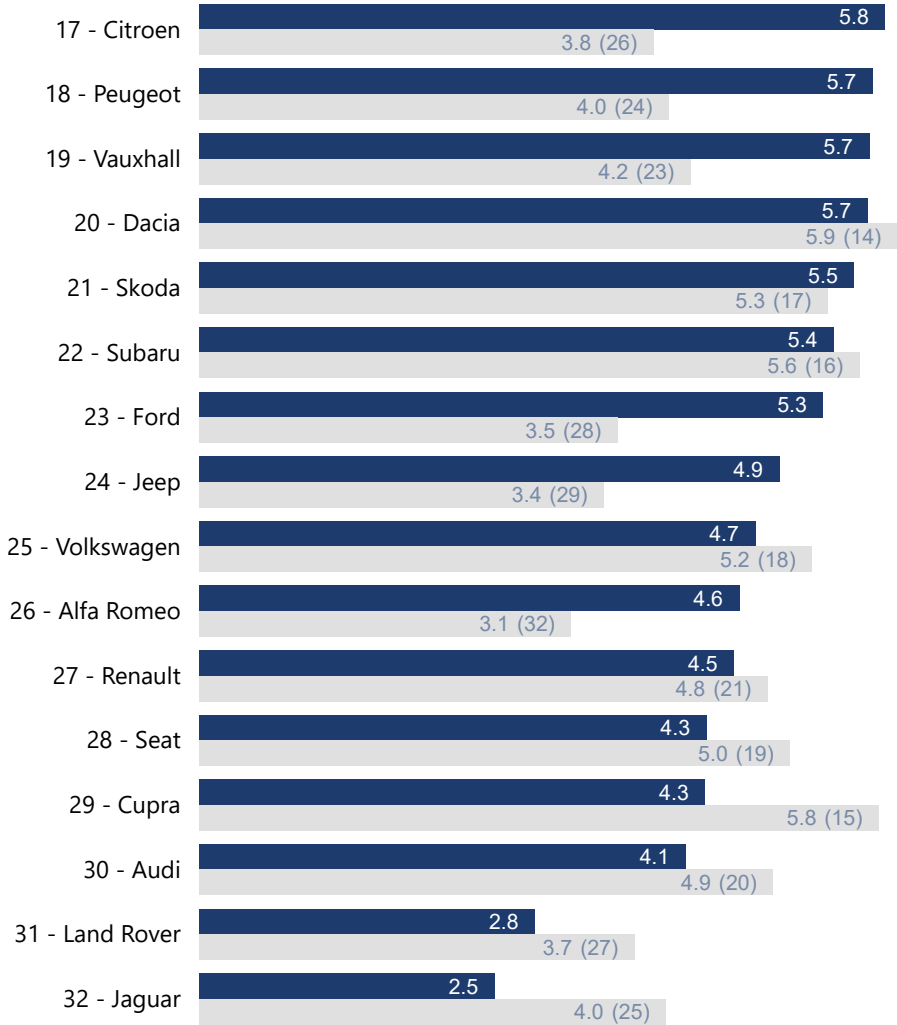


Top Ranking

● Winter 2024 ● Summer 2023



Bottom Ranking



Q7e: Service profitability earnings?

Summer 2023

6.4

% Change
+4.7%

Winter 2024

6.7

Score Change
+0.3

Lexus

8.8

Kia

8.3

BMW

8.1

Renault

5.0

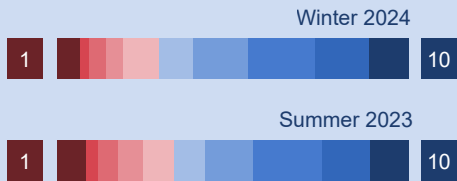
Jaguar

4.1

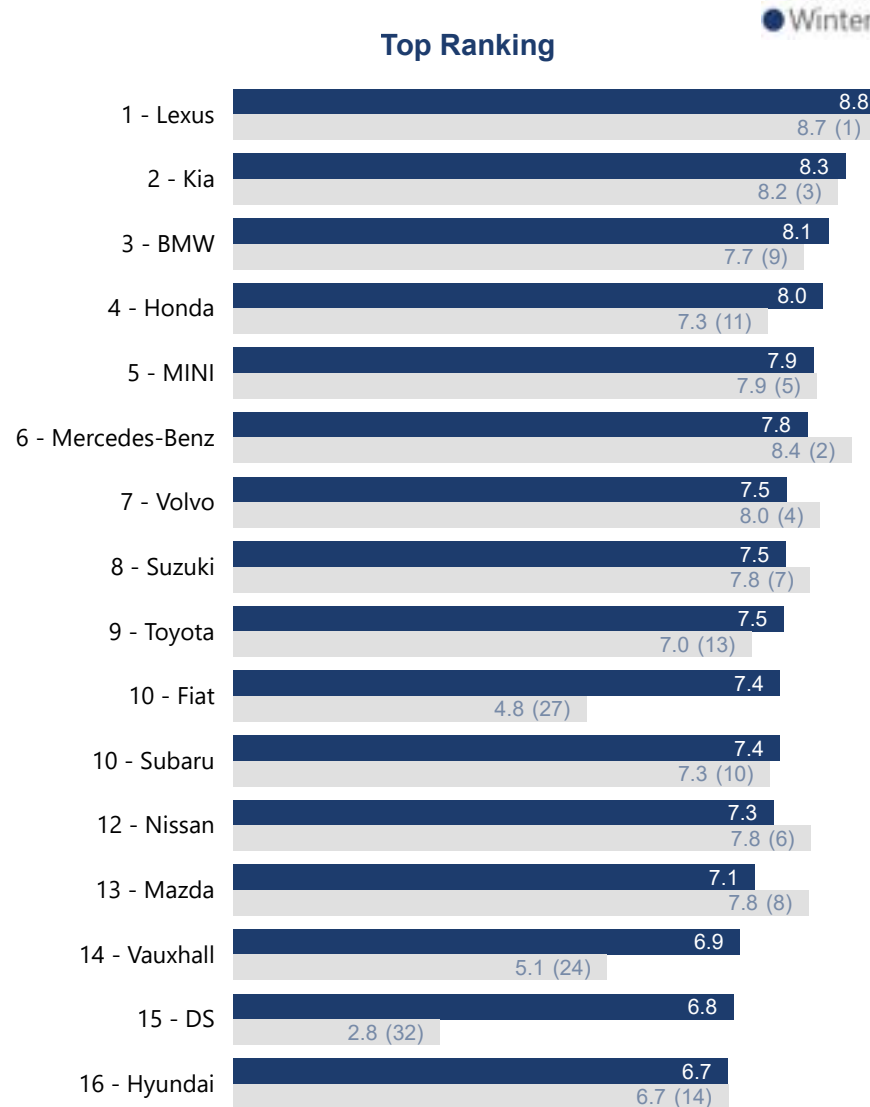
Land Rover

3.8

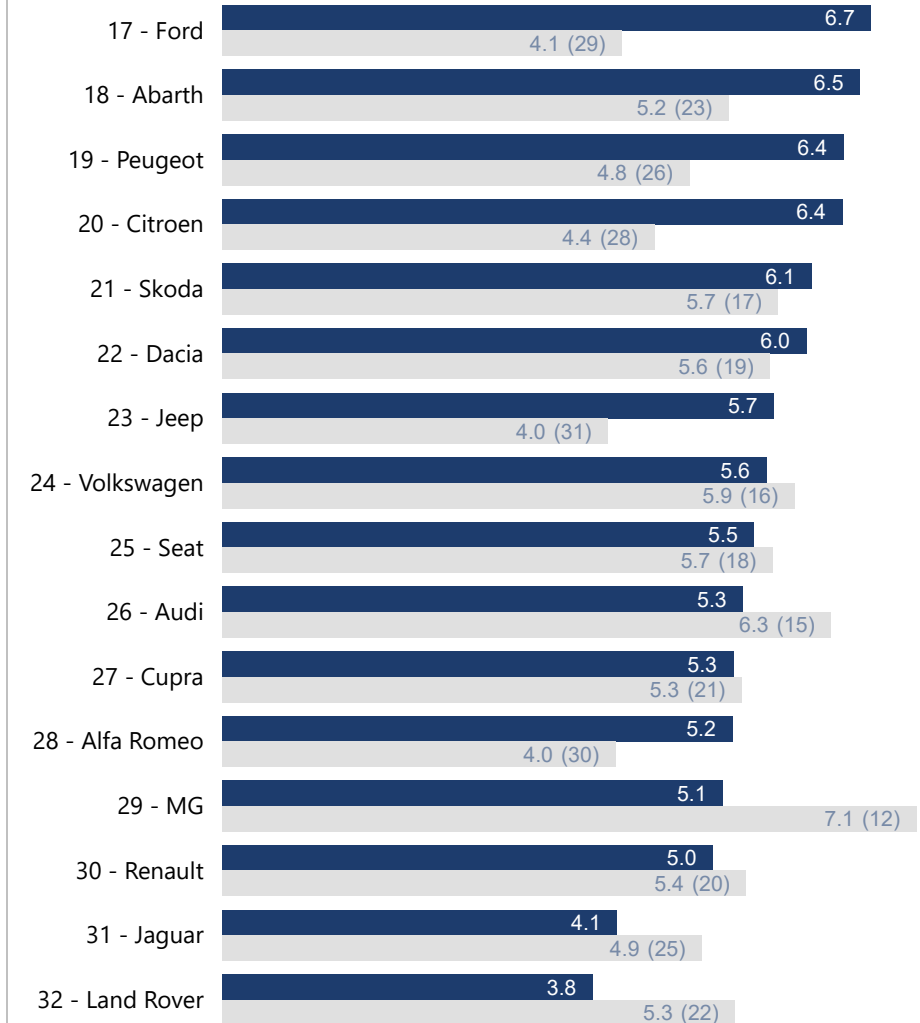
Response Spread



Top Ranking



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

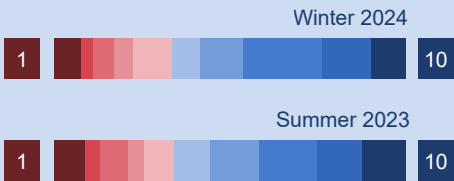
MINI

8.1

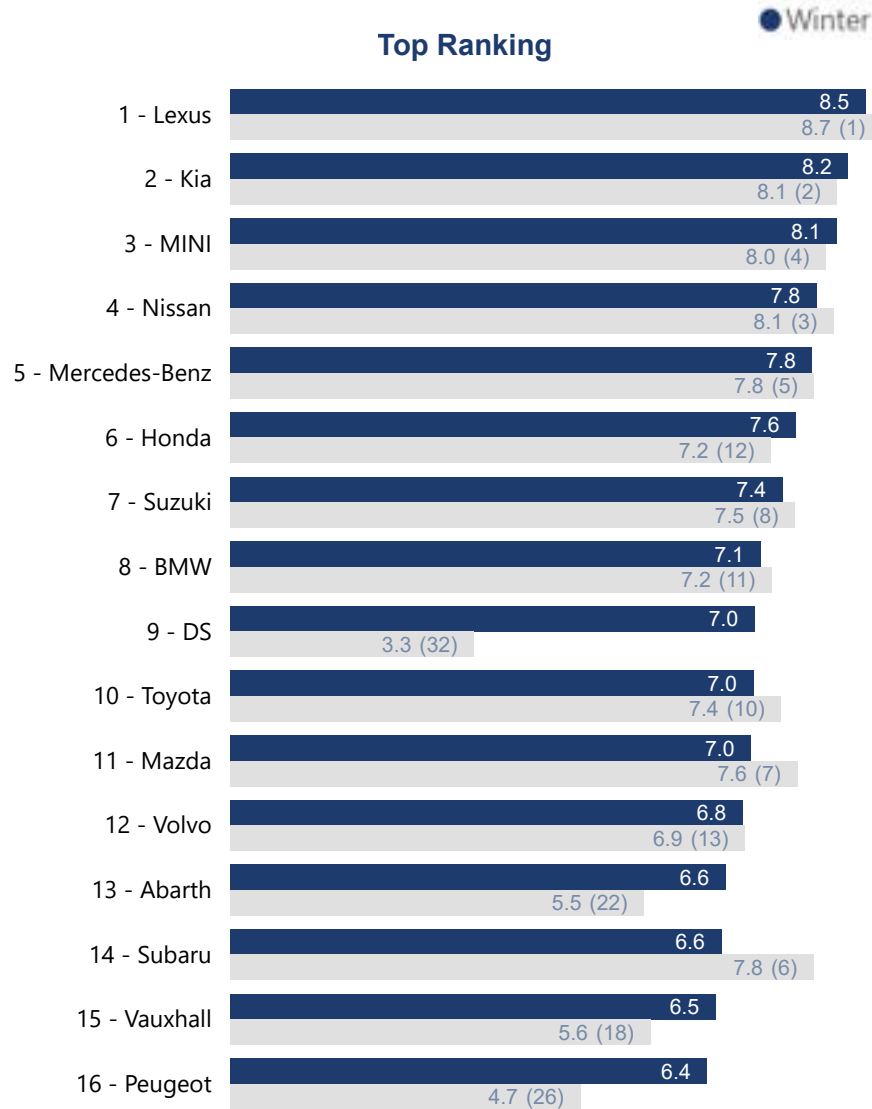
Land Rover

3.9

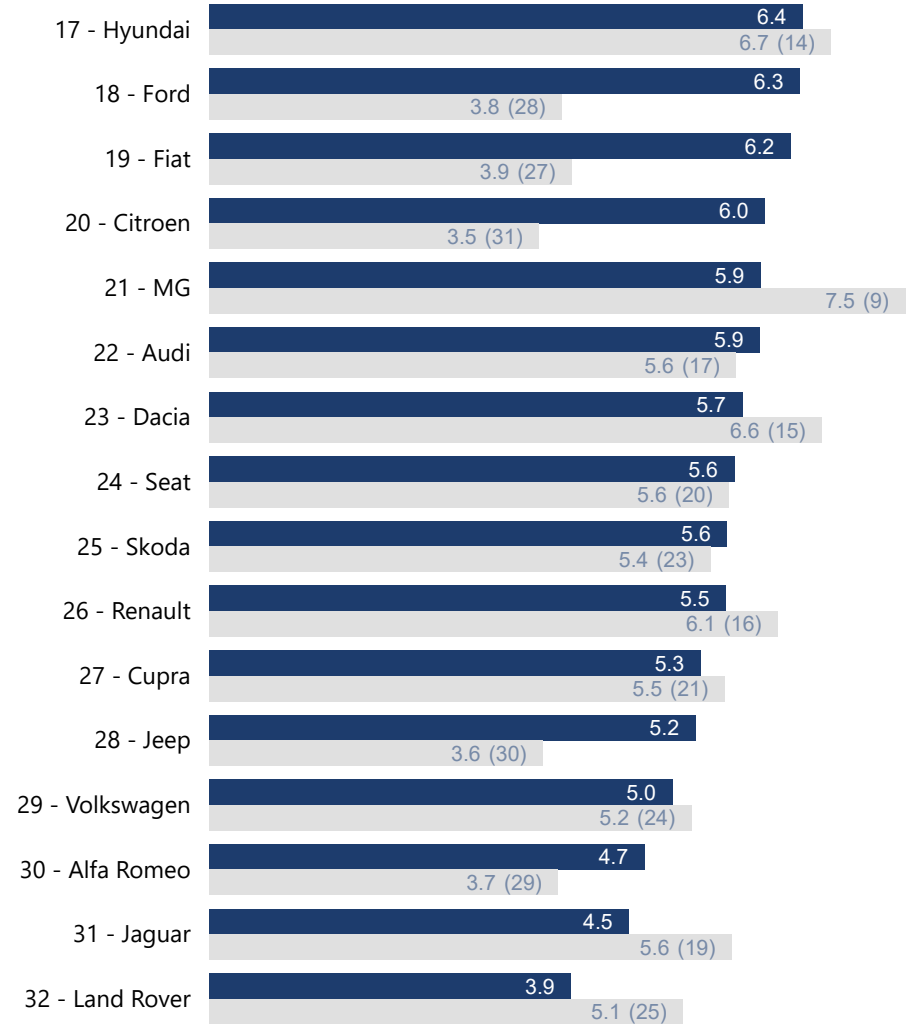
Response Spread



Top Ranking



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

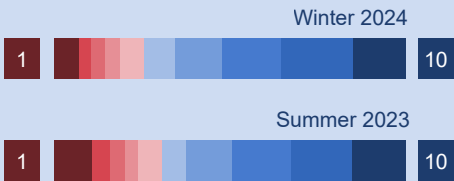
Suzuki

8.5

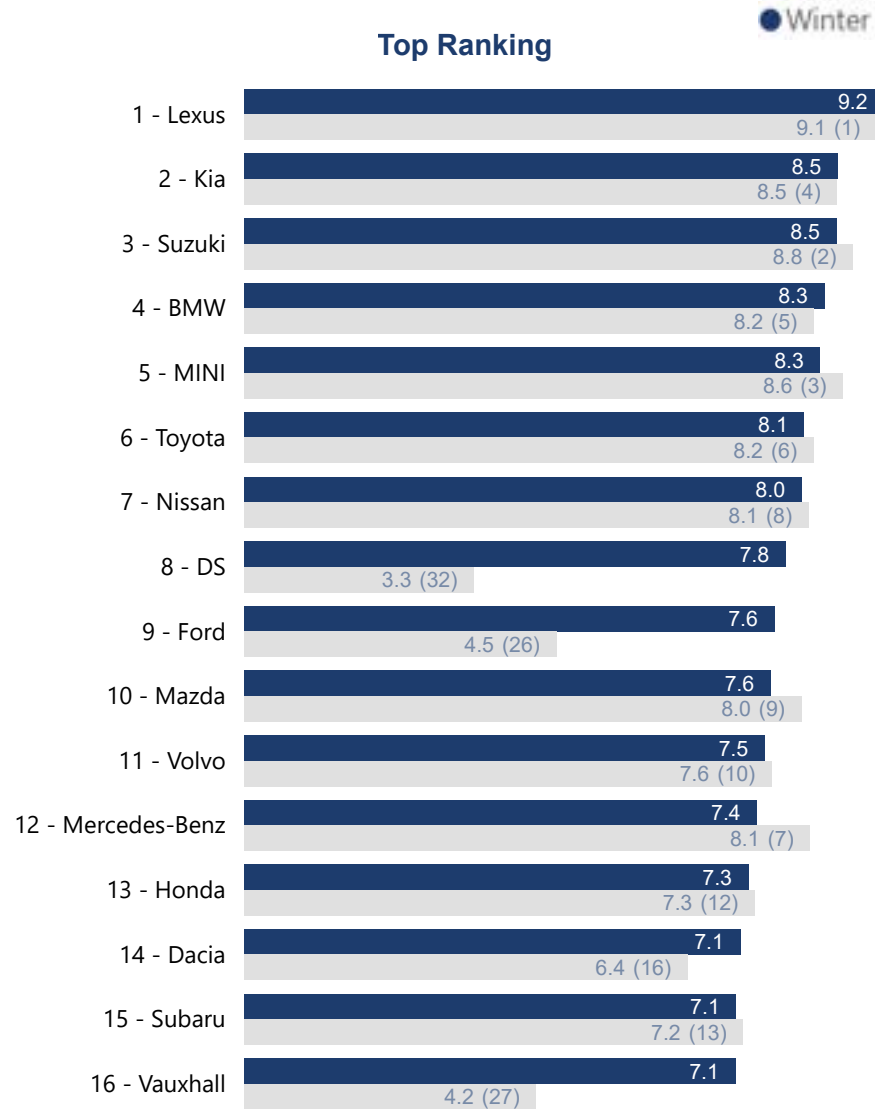
Land Rover

3.8

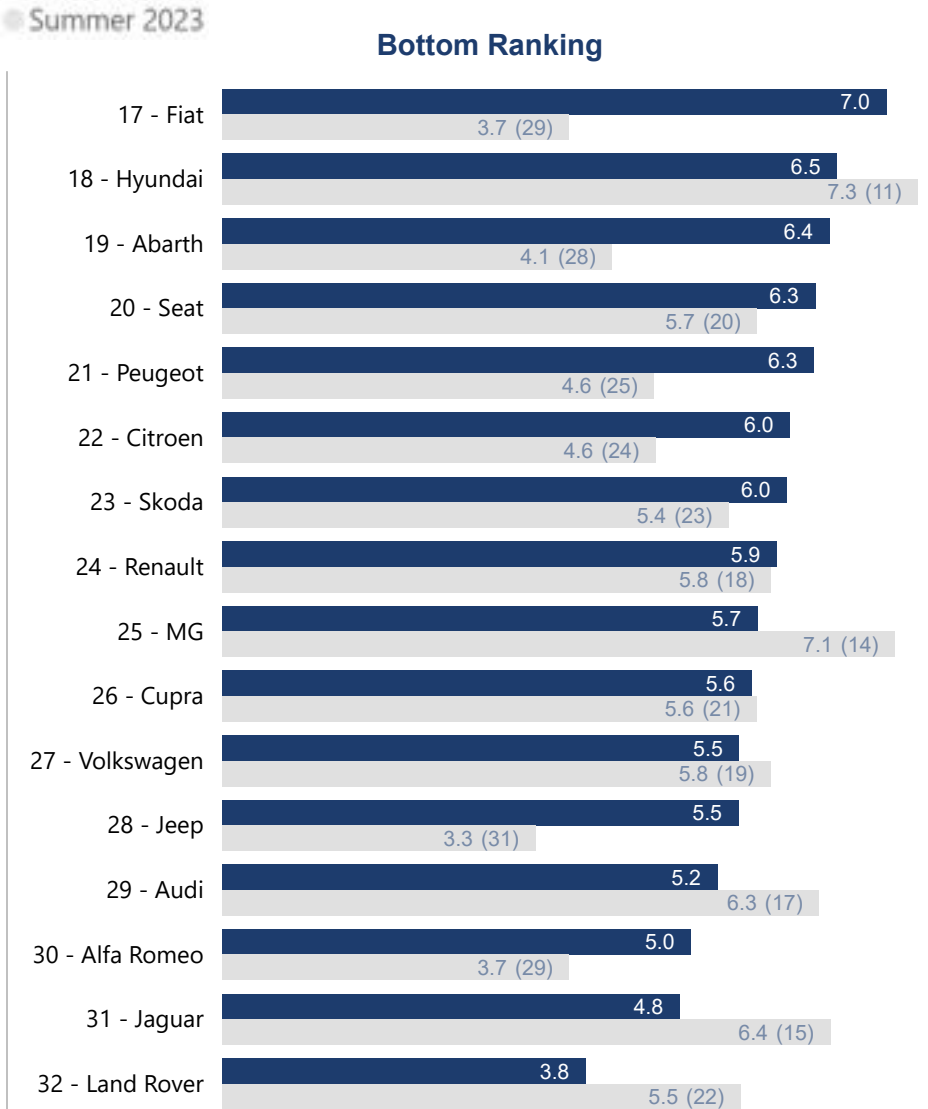
Response Spread



Top Ranking



Bottom Ranking



7.0

Score Change
+0.4

4.3

m



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

1 - Lexus	9.4	9.1 (1)
2 - Kia	8.6	8.4 (2)
3 - Subaru	8.5	7.2 (12)
4 - Toyota	8.4	8.1 (6)
5 - MINI	8.4	8.2 (3)
6 - Honda	8.3	7.1 (13)
7 - Volvo	8.3	8.1 (8)
8 - Mercedes-Benz	8.0	8.1 (7)
9 - Suzuki	7.9	8.2 (4)
10 - DS	7.6	3.4 (32)
11 - Nissan	7.6	7.8 (11)
12 - Mazda	7.3	7.8 (10)
13 - BMW	7.3	7.9 (9)
14 - Abarth	7.0	5.0 (24)
15 - Vauxhall	7.0	4.4 (27)
16 - Dacia	7.0	6.1 (18)
17 - Hyundai	6.8	7.0 (14)
18 - Ford	6.7	4.0 (30)
19 - Citroen	6.6	3.9 (31)
20 - MG	6.5	8.2 (5)
21 - Skoda	6.5	6.3 (16)
22 - Fiat	6.3	4.4 (28)
23 - Peugeot	6.2	4.9 (25)
24 - Volkswagen	6.1	6.4 (15)
25 - Jeep	6.0	4.5 (26)
26 - Jaguar	6.0	6.1 (20)
27 - Audi	6.0	6.1 (19)
28 - Cupra	5.9	6.3 (17)
29 - Renault	5.6	5.3 (22)
30 - Alfa Romeo	5.6	4.1 (29)
31 - Seat	5.5	5.1 (23)
32 - Land Rover	4.3	5.4 (21)

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

Summer 2023

6.4

Winter 2024

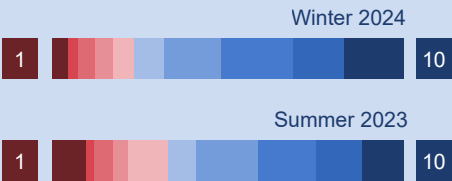
7.0

% Change
+9.4%

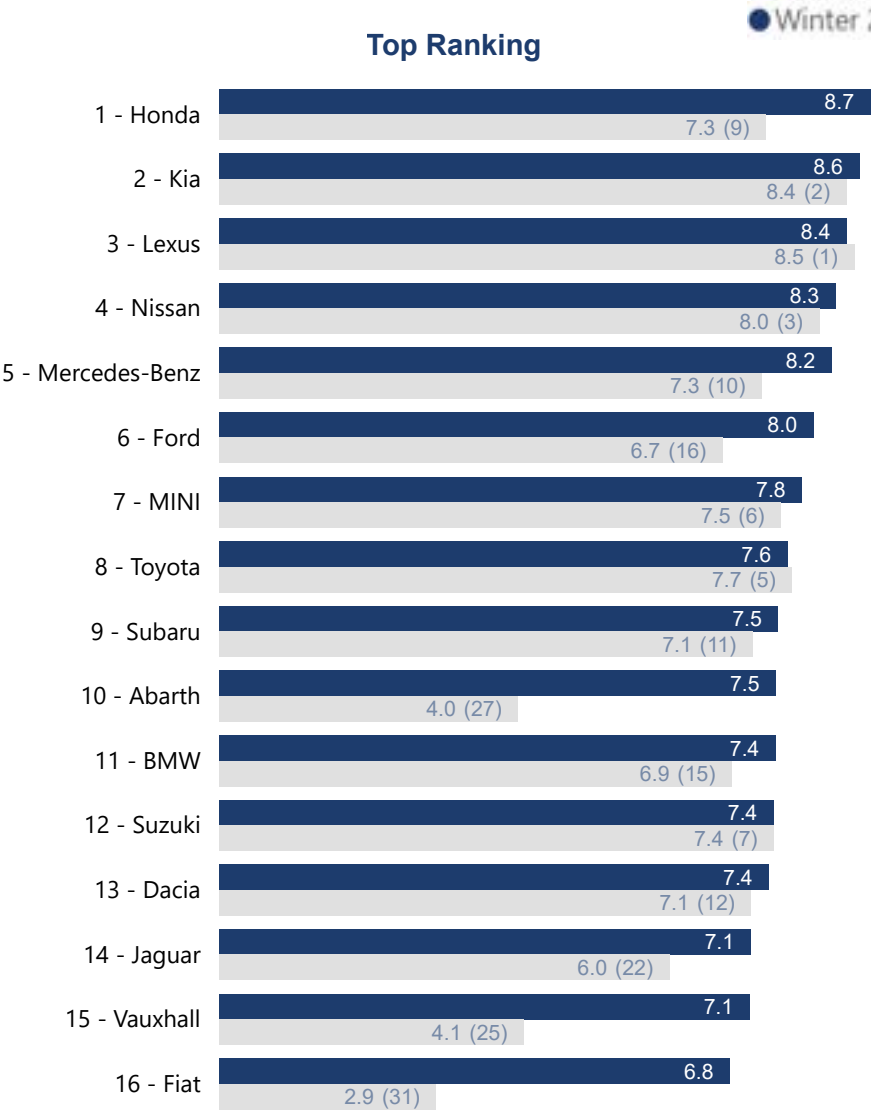
Score Change
+0.6

Honda	DS
8.7	5.6
Kia	Audi
8.6	5.3
Lexus	Volvo
8.4	5.2

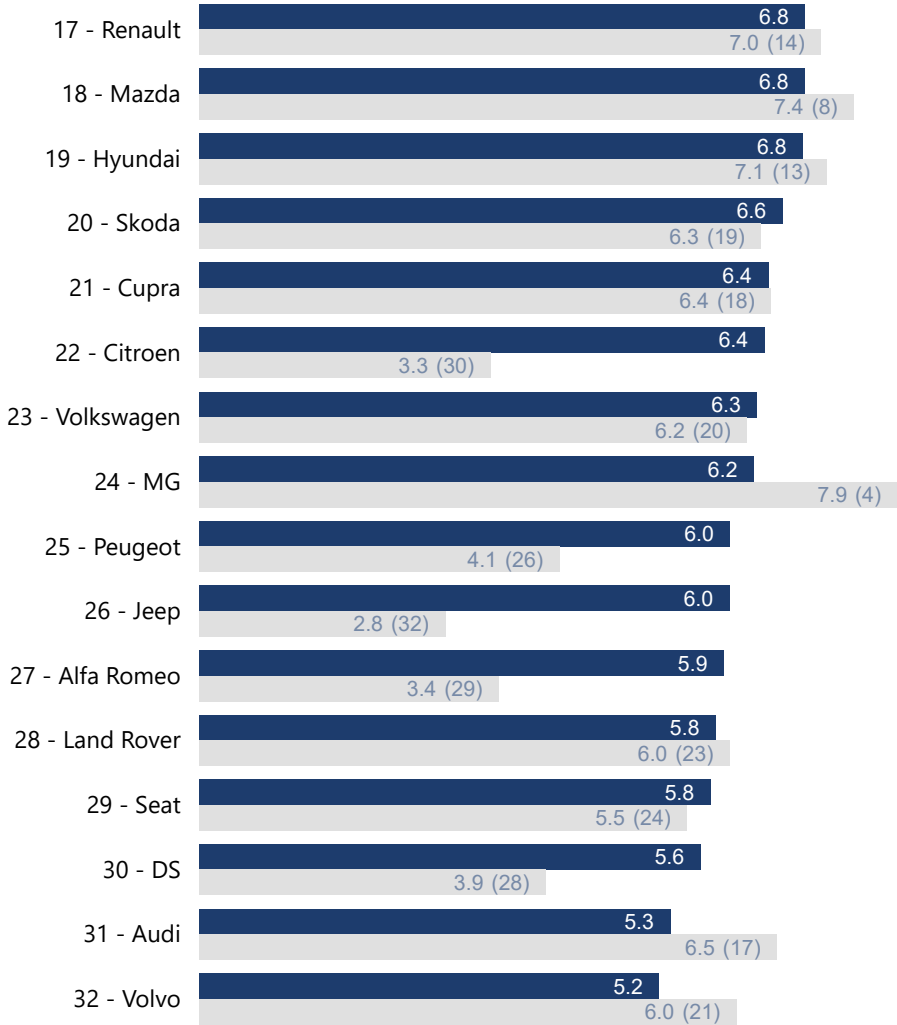
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2023

6.8

Winter 2024

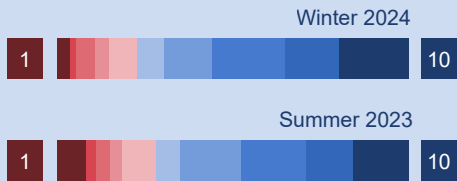
7.2

% Change
+5.9%

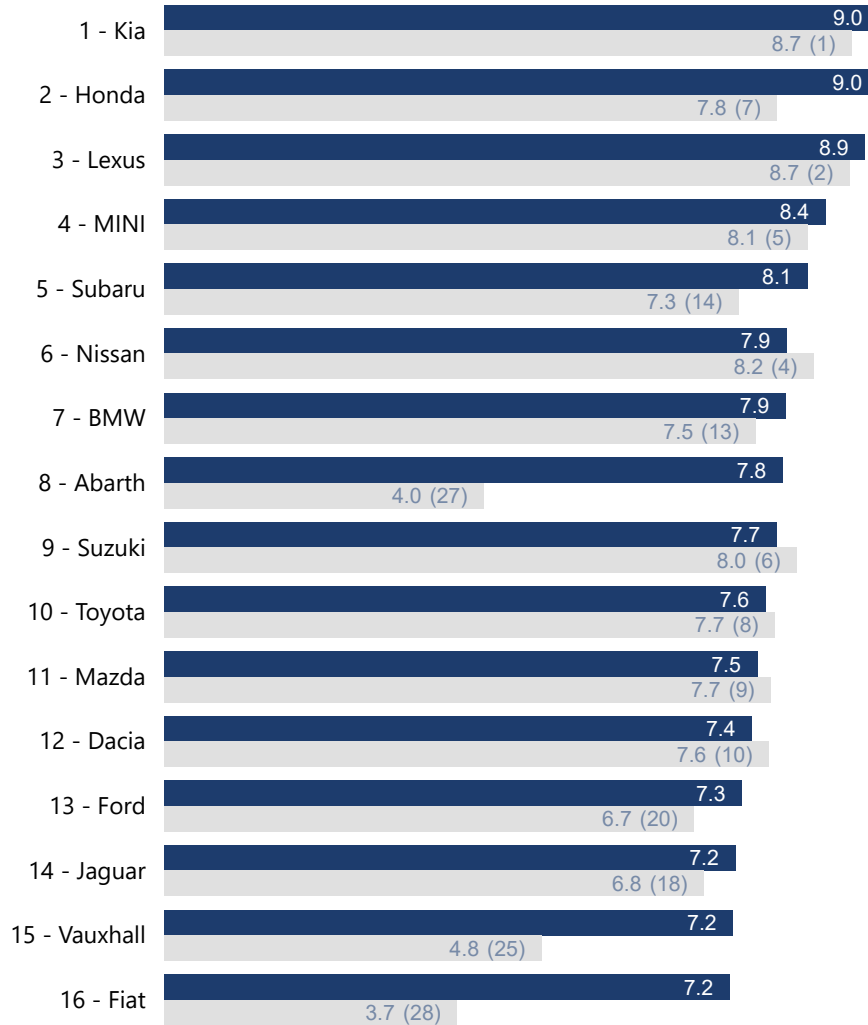
Score Change
+0.4

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

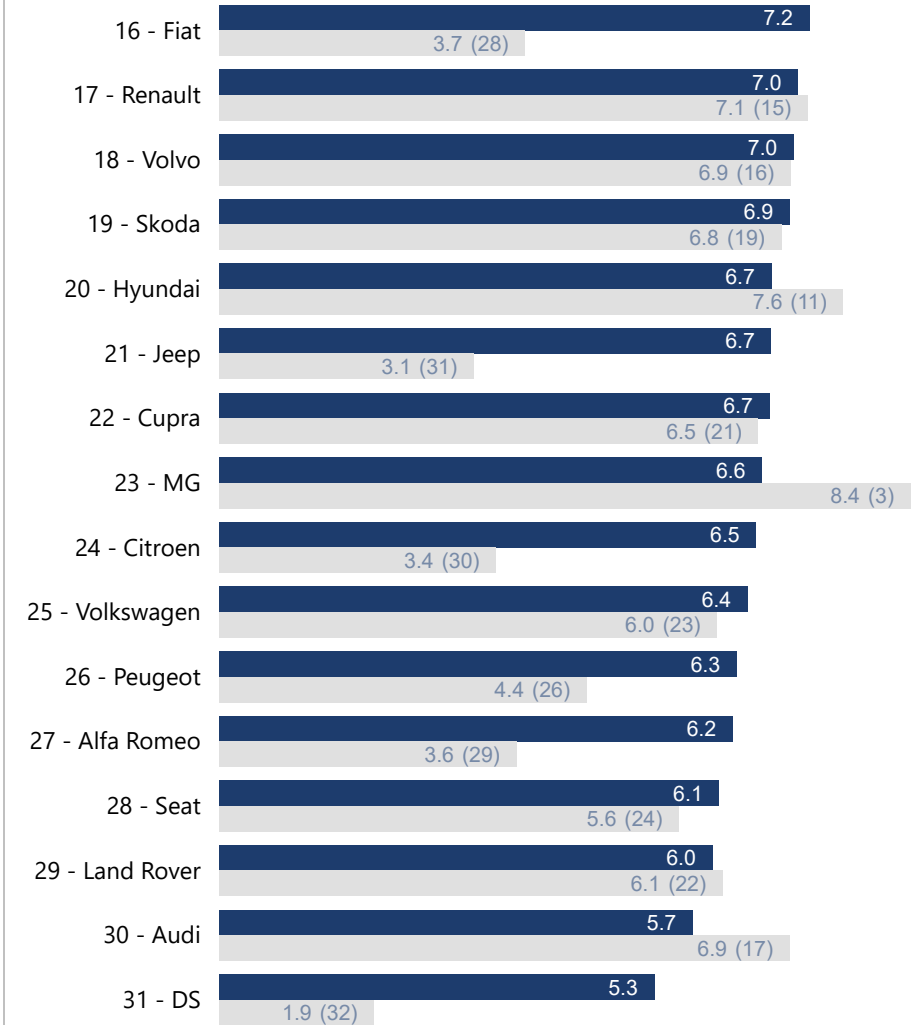
Response Spread



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

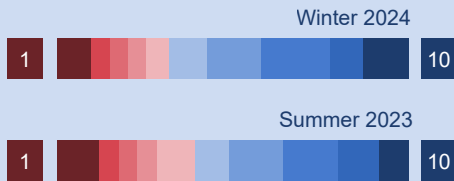
6.3

% Change
+5.0%

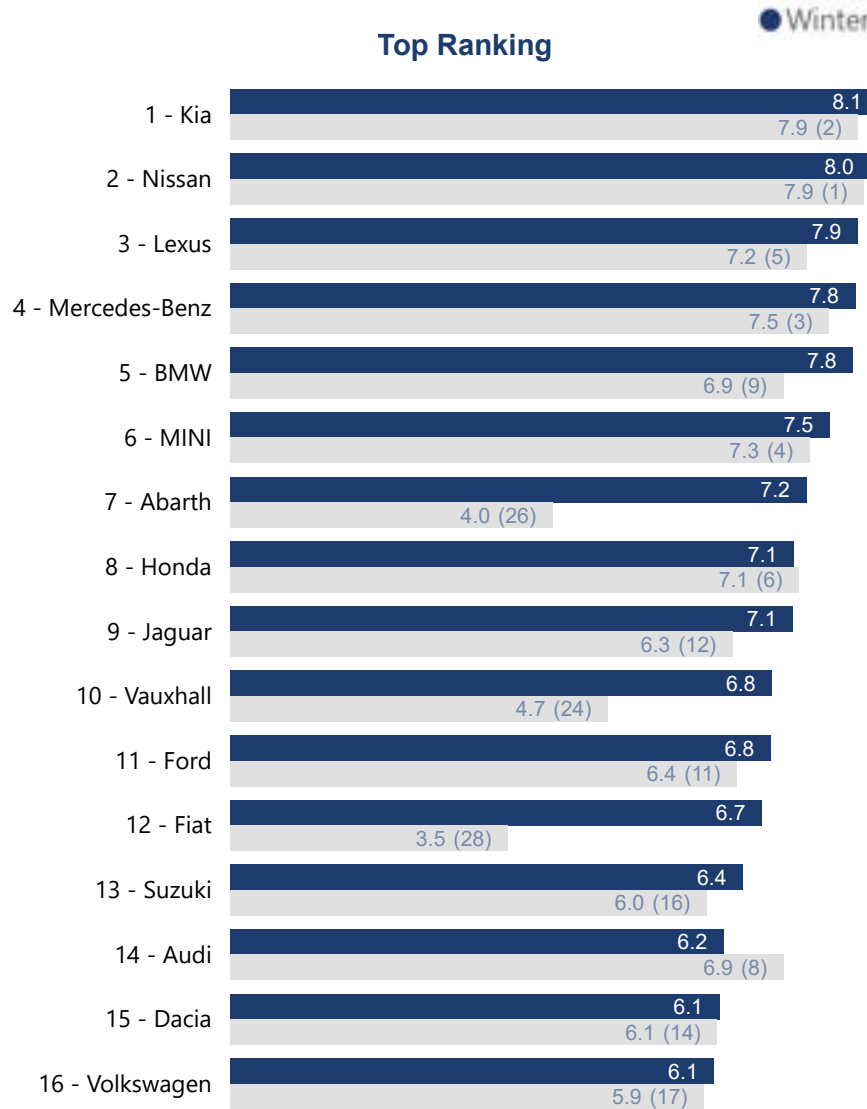
Score Change
+0.3

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

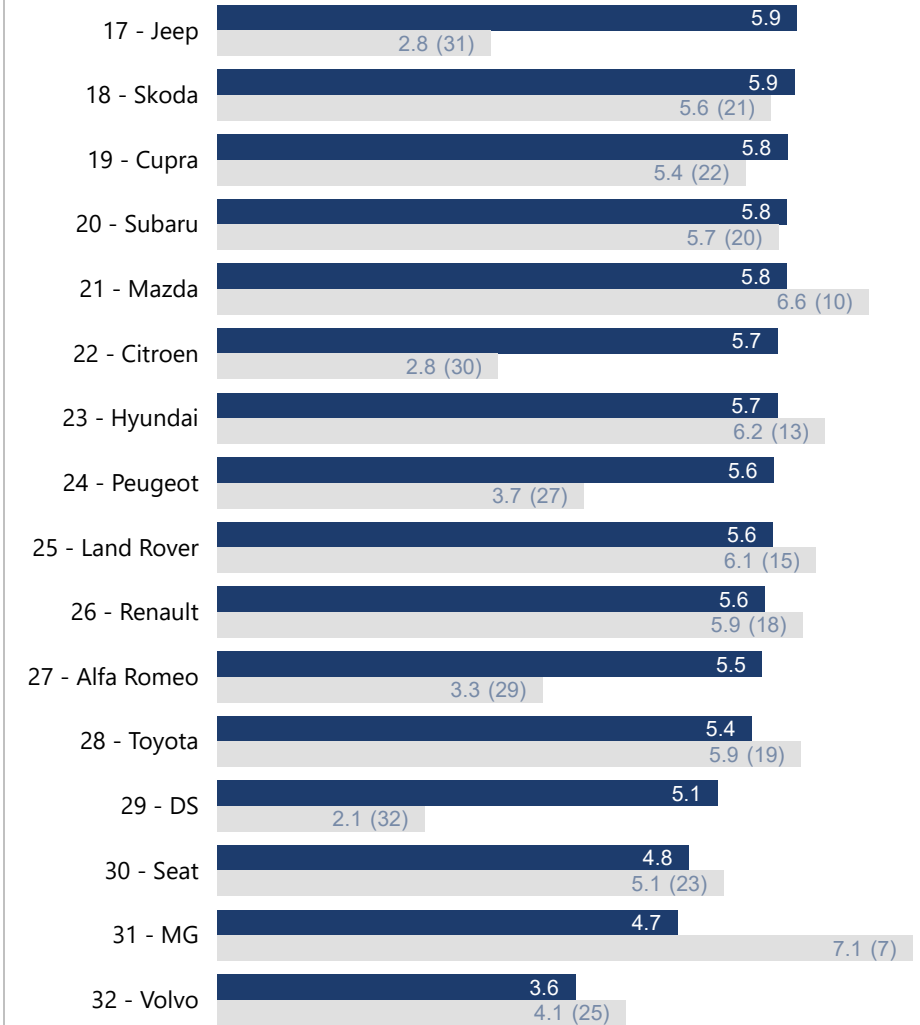
Response Spread



Top Ranking



Bottom Ranking



Winter 2024

7.0

Score Change
+0.5

Alfa Romeo

5.4

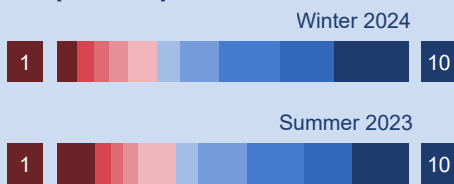
Land Rover

5.3

Audi

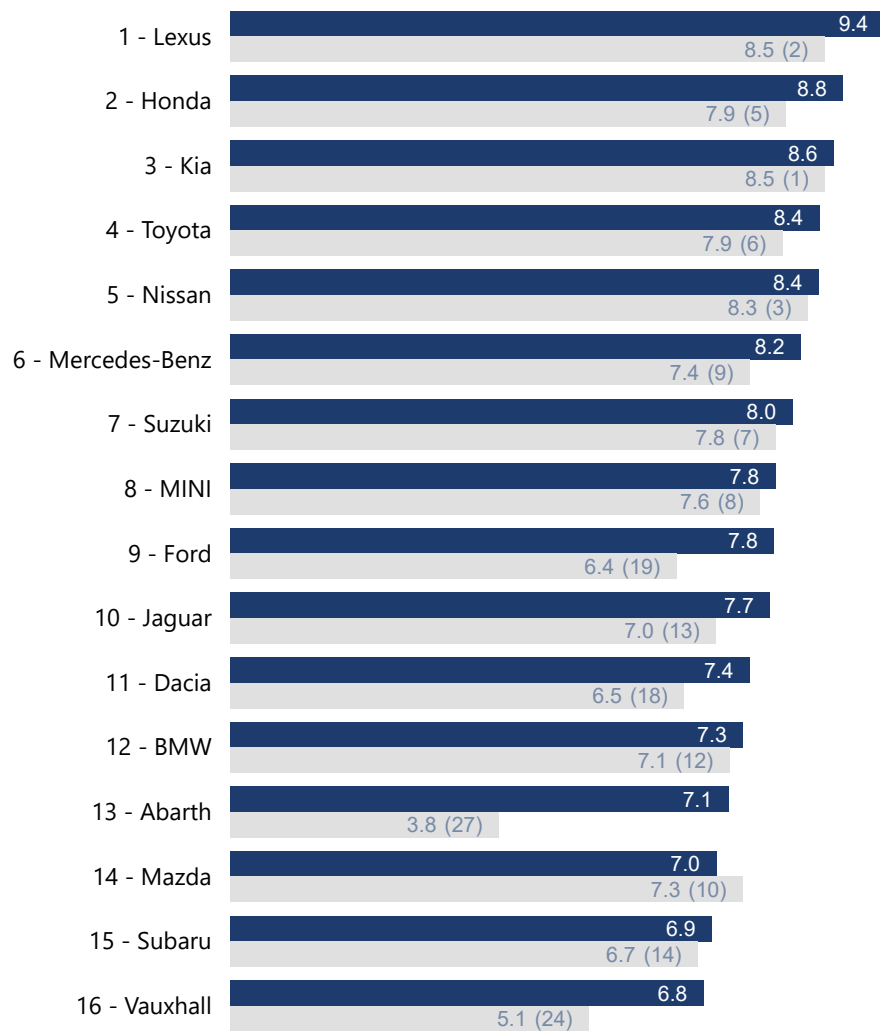
5.2

Response Spread

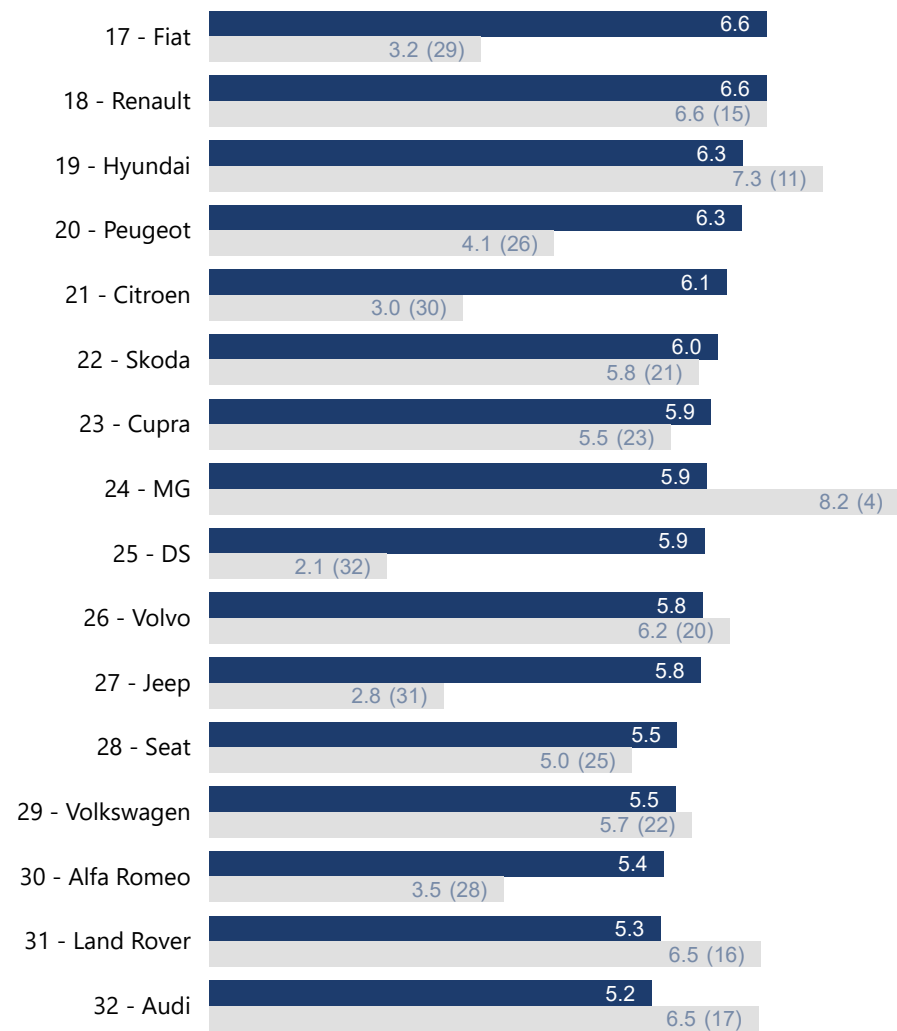


Top Ranking

● Winter 2024 ● Summer 2023



Bottom Ranking



National Franchised Dealer Association

Section D

Dealer/Manufacturer Relationships

Winter 2024

7.1

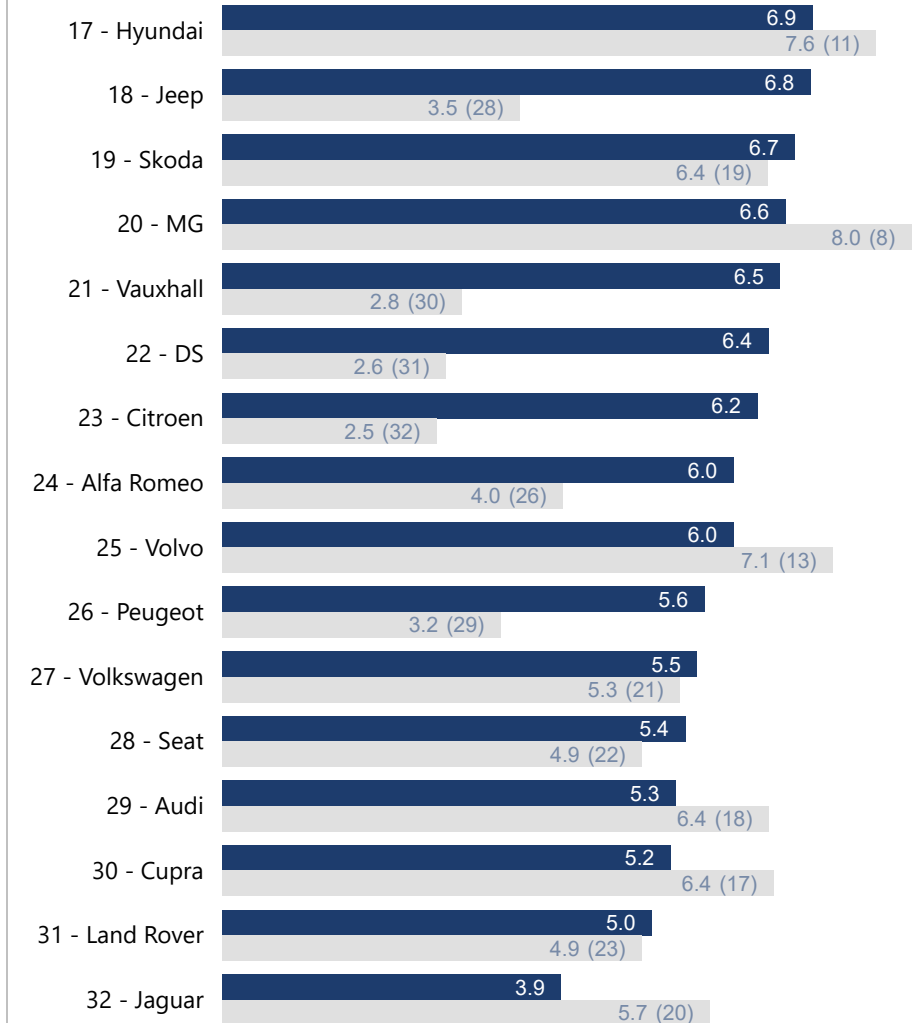
Score Change
+0.6

3.9

Winter 2024



● Winter 2024 ● Summer 2023



Winter 2024

6.6

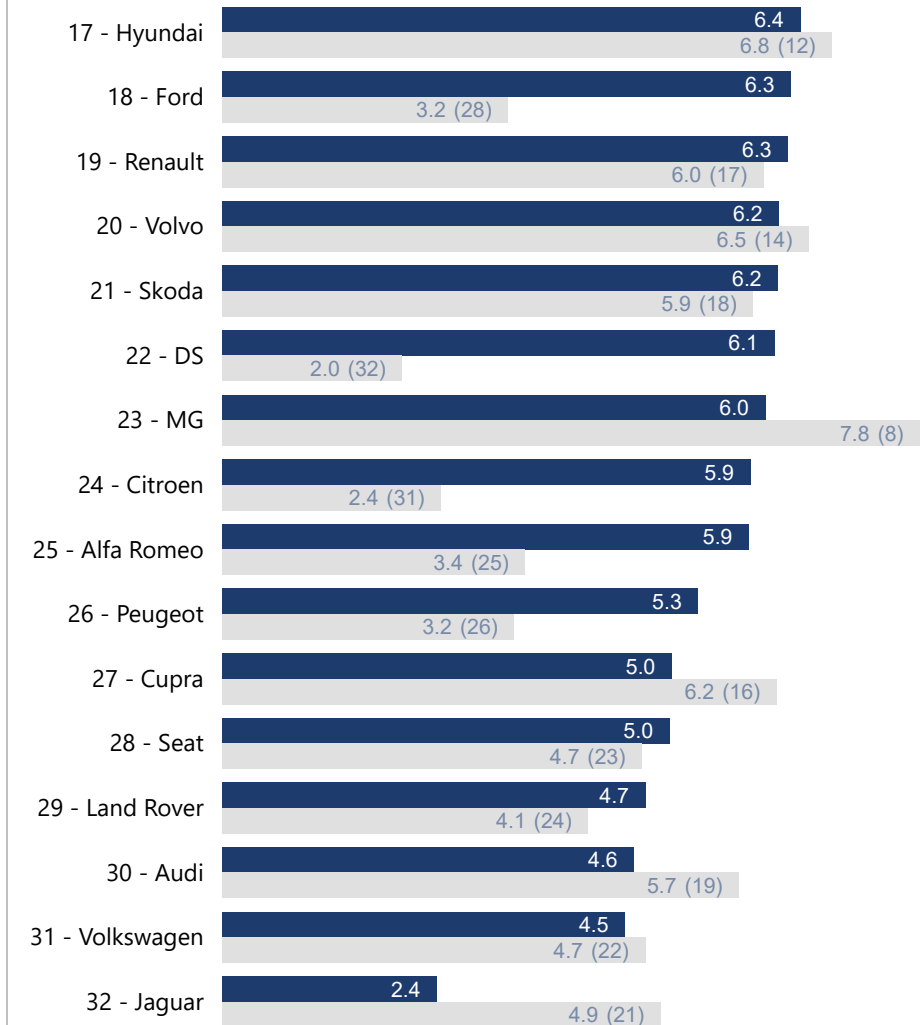
Score Change
+0.5

2.4

Winter 2024



● Winter 2024 ● Summer 2023



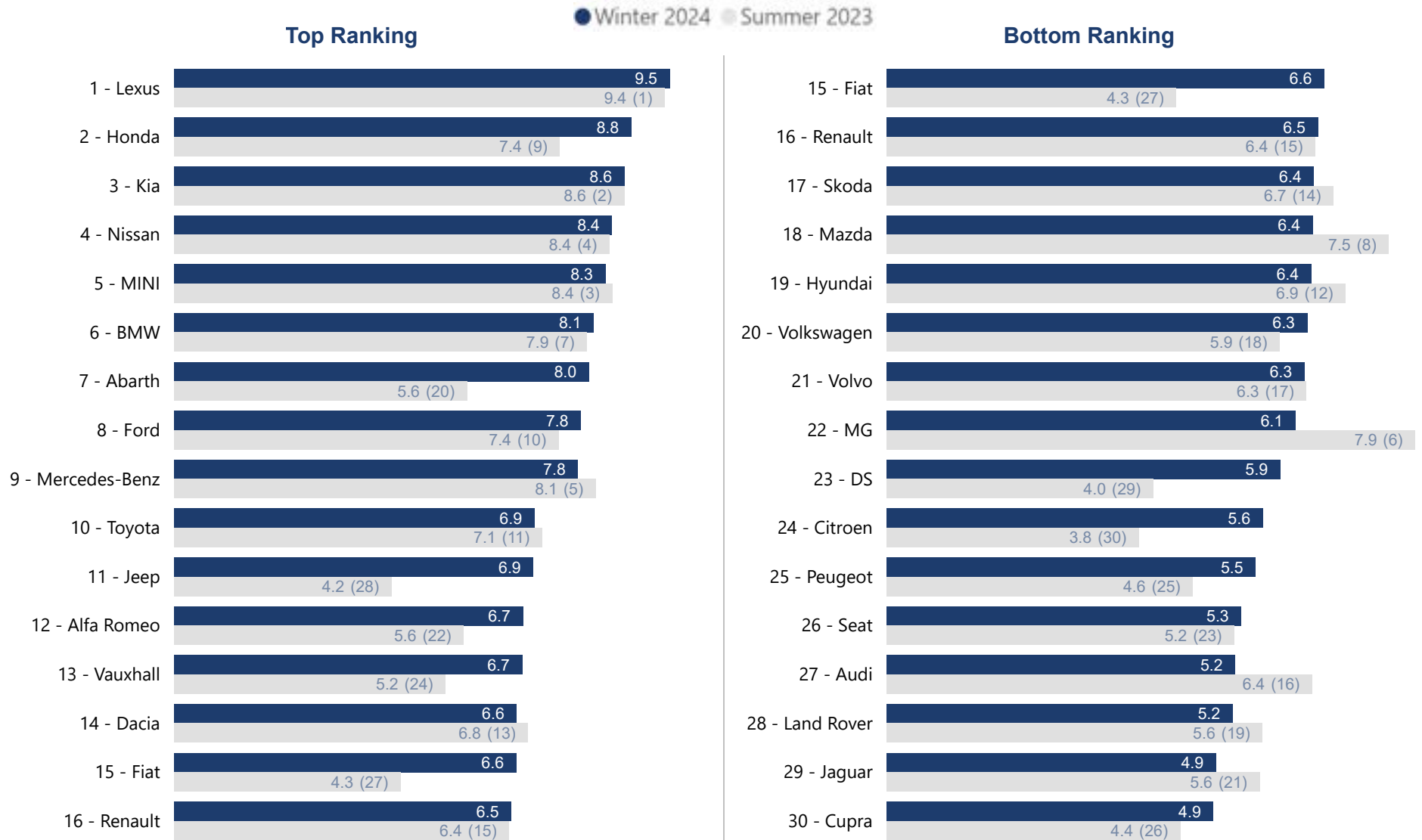
Winter 2024

6.9

Score Change
+0.3

4.9

Winter 2024



Dealer Attitude Survey - Winter 2024 45

6.8

Jaguar 3.1



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

Honda
8.9

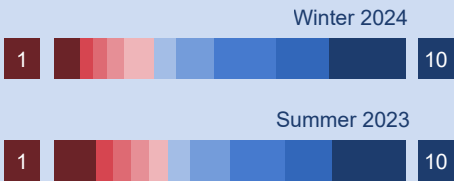
MINI
8.9

Cupra
4.9

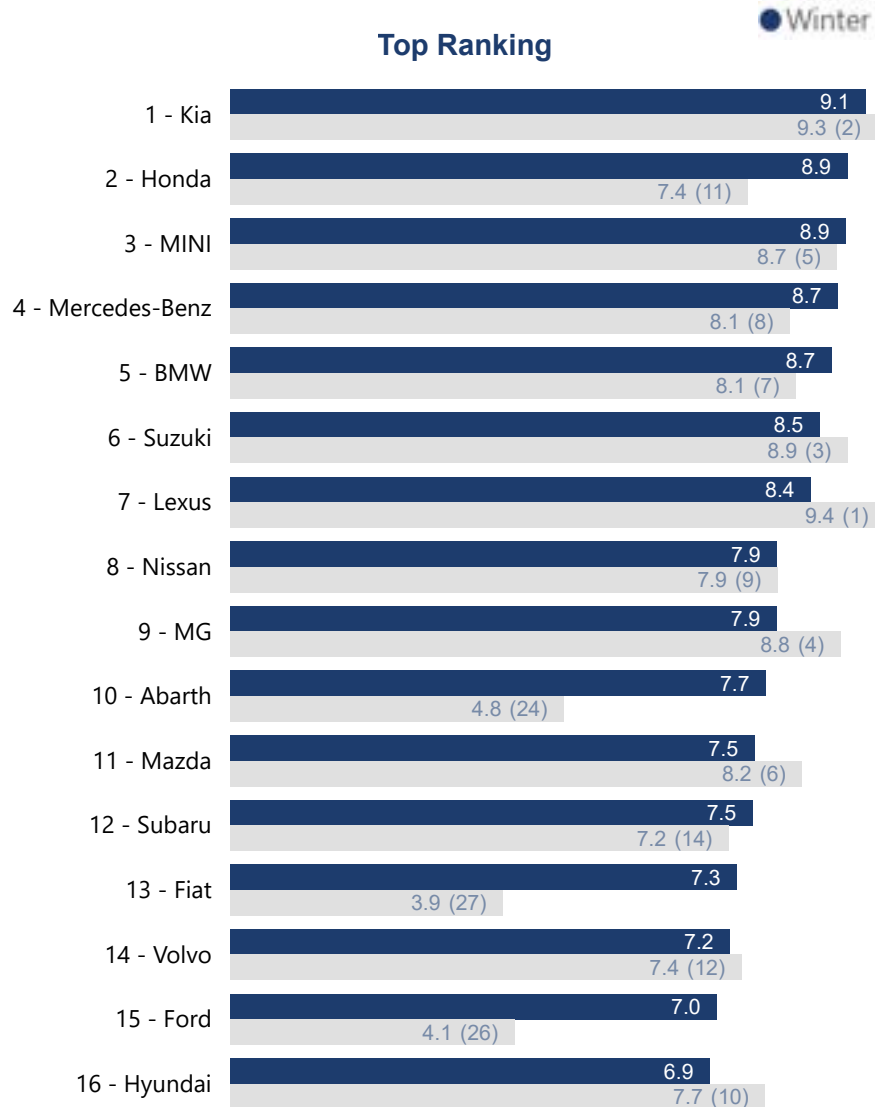
Land Rover
4.5

Jaguar
3.2

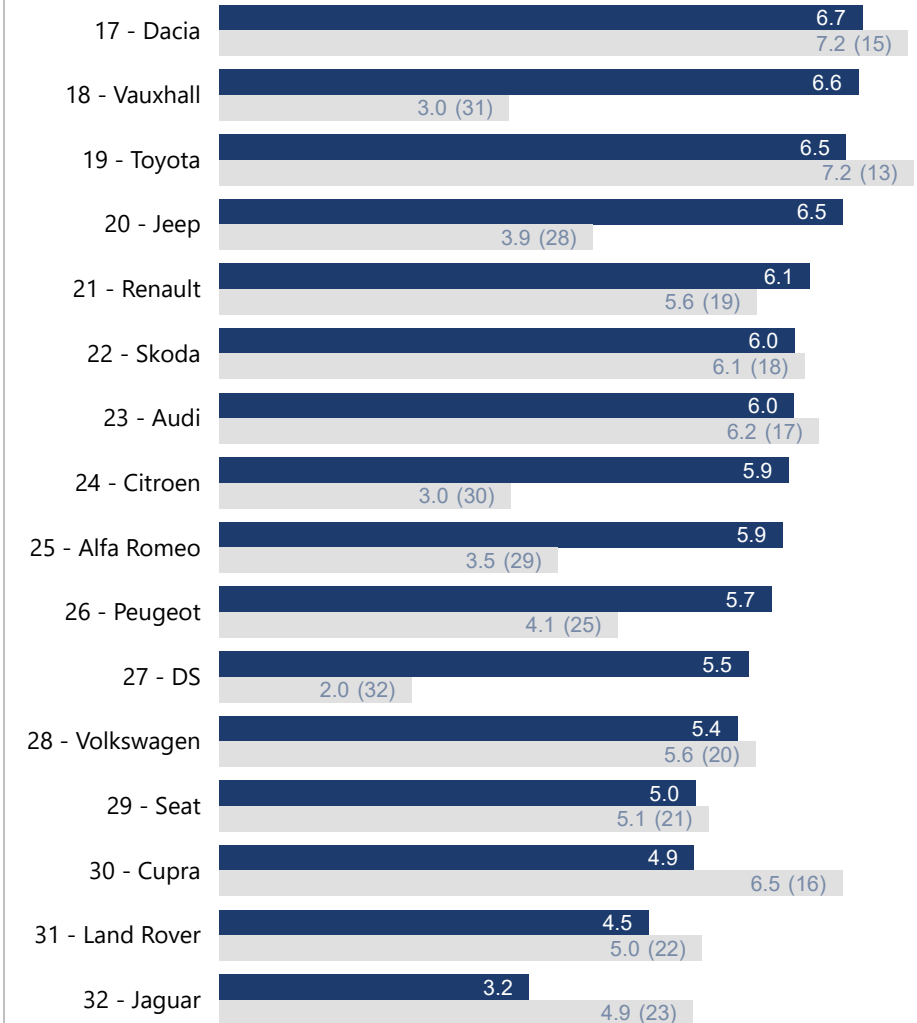
Response Spread



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

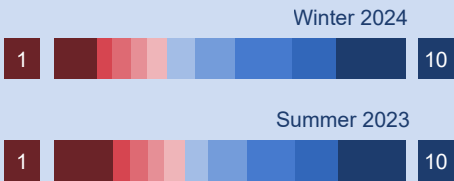
MINI

8.6

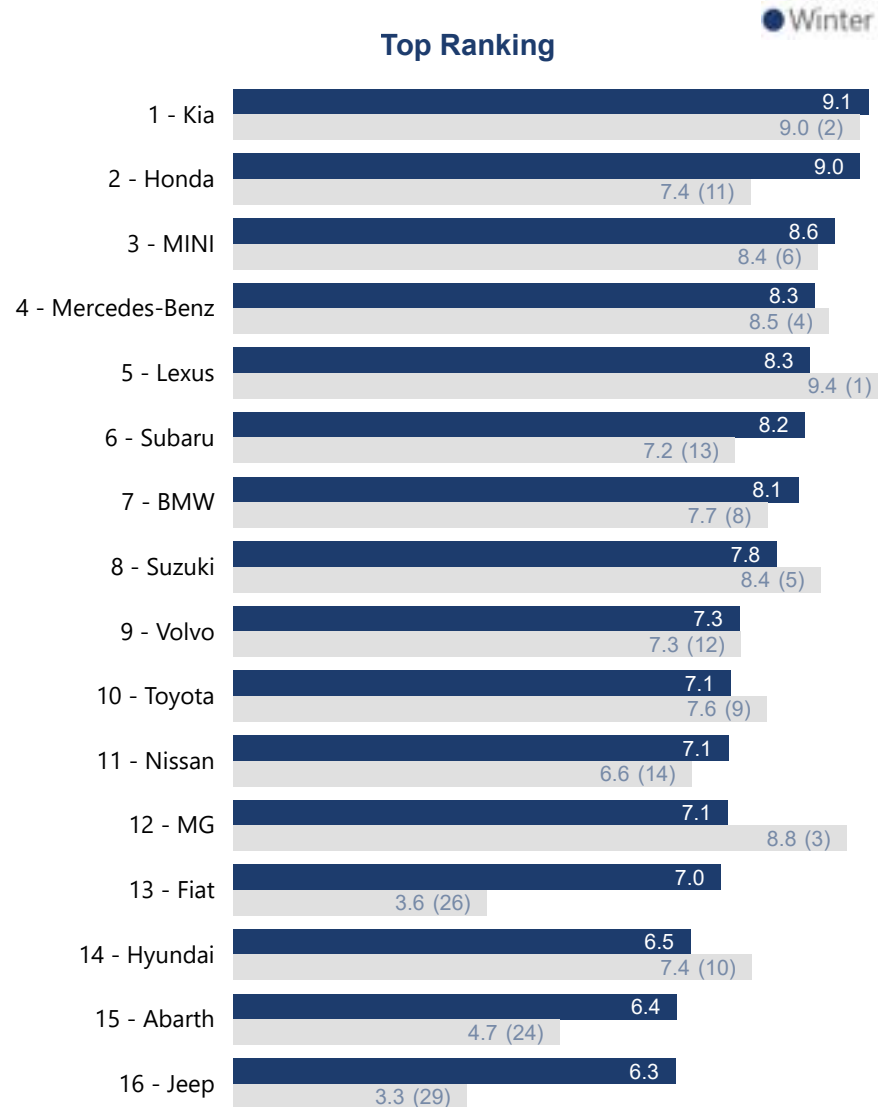
Jaguar

3.9

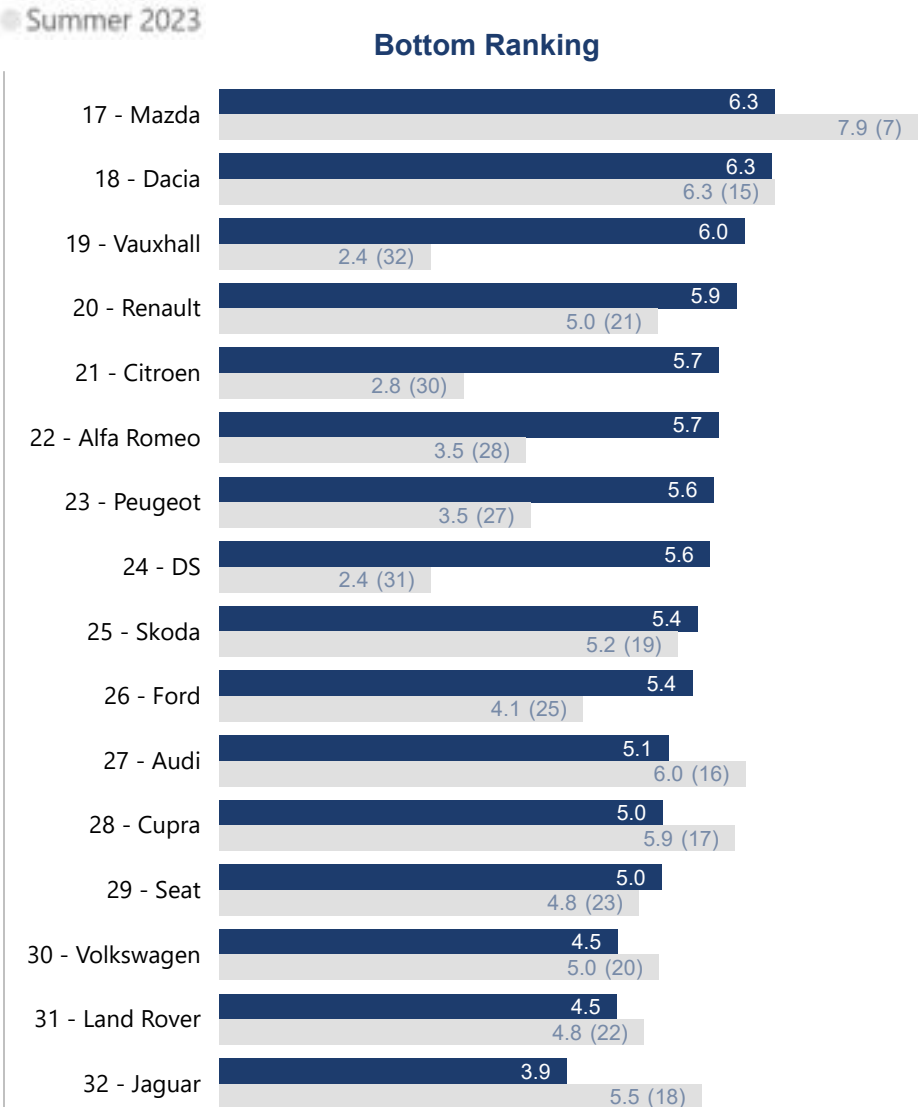
Response Spread



Top Ranking



Bottom Ranking



6.8

4.5

Rank	Car Brand	Average (Dark Blue Bar)	Range (Light Grey Bar)
17	Hyundai	6.8	7.3 (11)
18	Volvo	6.6	7.1 (12)
19	Vauxhall	6.4	2.7 (30)
20	DS	6.3	2.0 (32)
21	Renault	6.2	5.6 (19)
22	Jeep	6.2	4.0 (25)
23	Alfa Romeo	6.0	3.3 (28)
24	Peugeot	5.9	3.8 (26)
25	Citroen	5.8	2.7 (31)
26	Audi	5.8	6.4 (17)
27	Skoda	5.7	5.9 (18)
28	Cupra	5.2	6.4 (16)
29	Seat	4.9	5.0 (23)
30	Volkswagen	4.9	5.4 (20)
31	Land Rover	4.7	5.1 (22)
32	Jaguar	4.5	5.2 (21)

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

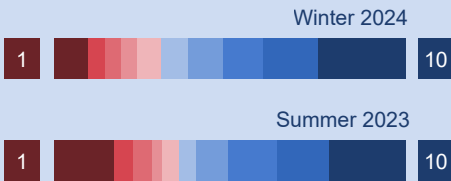
Subaru

8.6

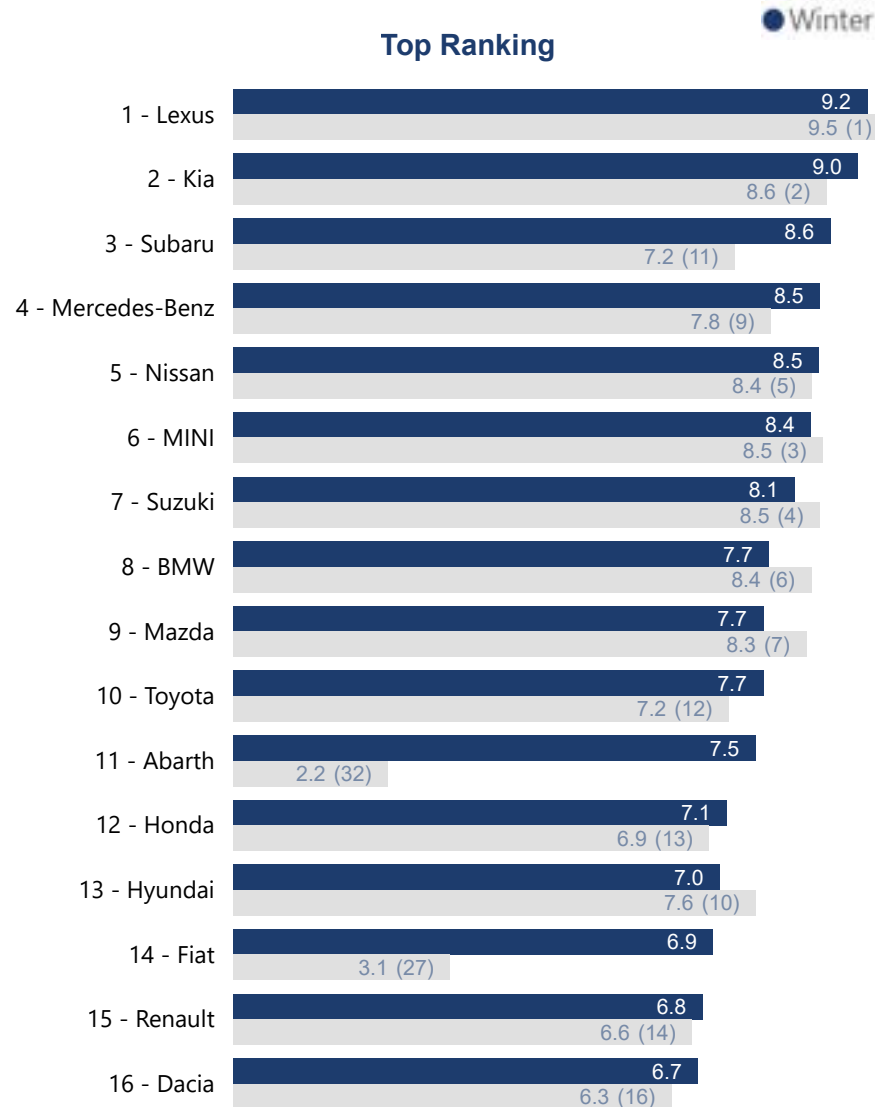
Seat

4.8

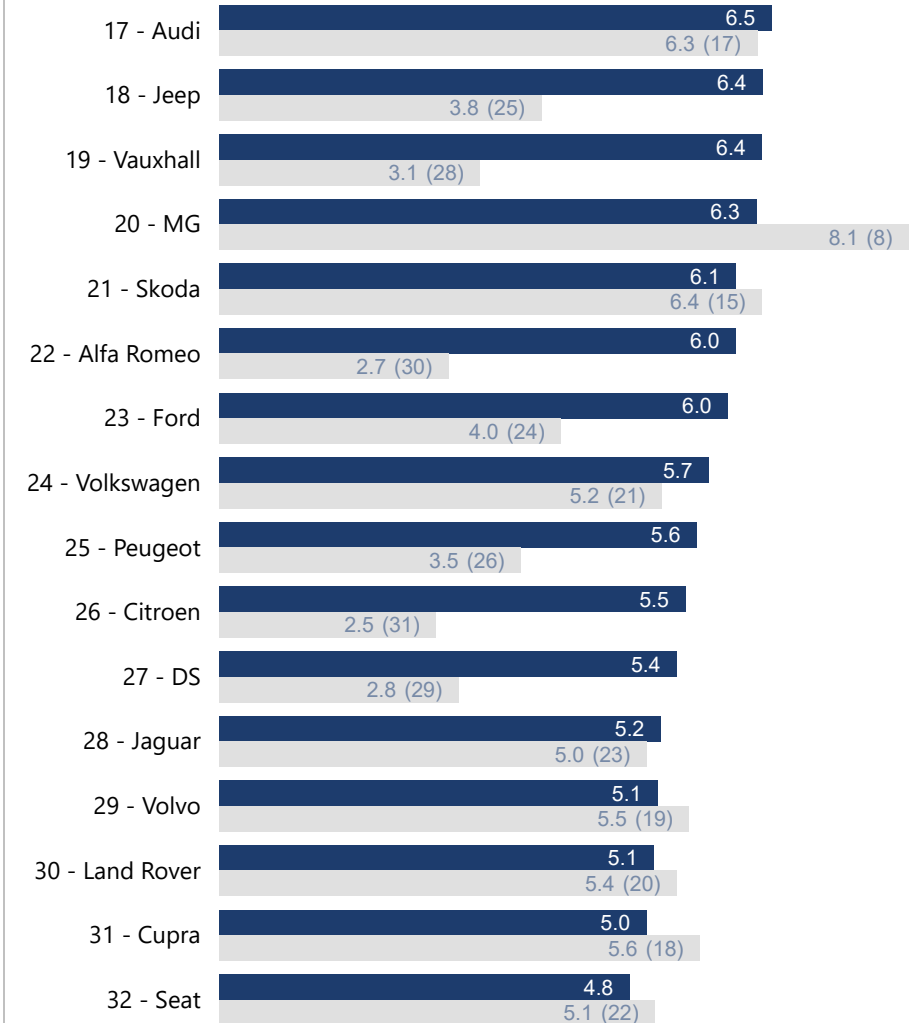
Response Spread



Top Ranking



Bottom Ranking



Q9i: The quality of your manufacturer's training?

Summer 2023

6.9

% Change
+2.9%

Winter 2024

7.1

Score Change
+0.2

Kia

8.9

BMW

8.9

MINI

8.7

Peugeot

5.9

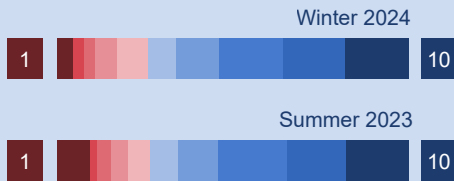
Citroen

5.8

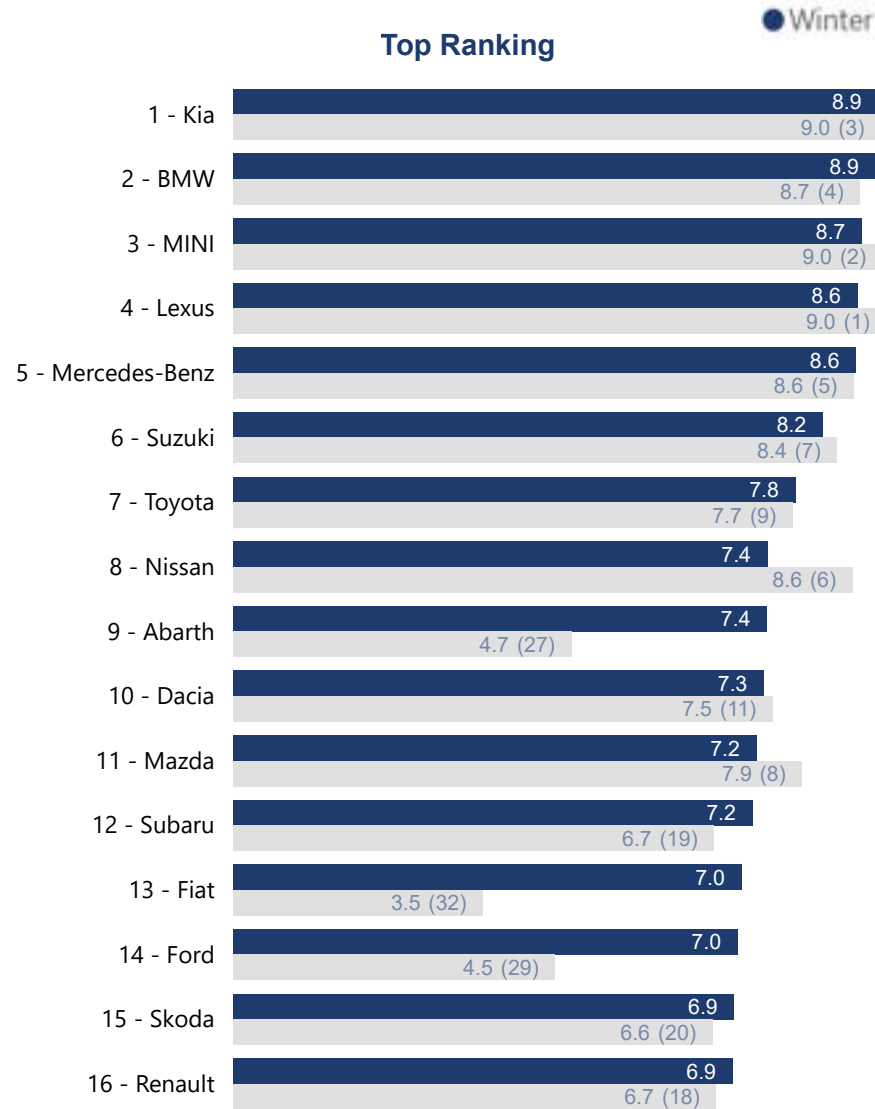
Land Rover

5.6

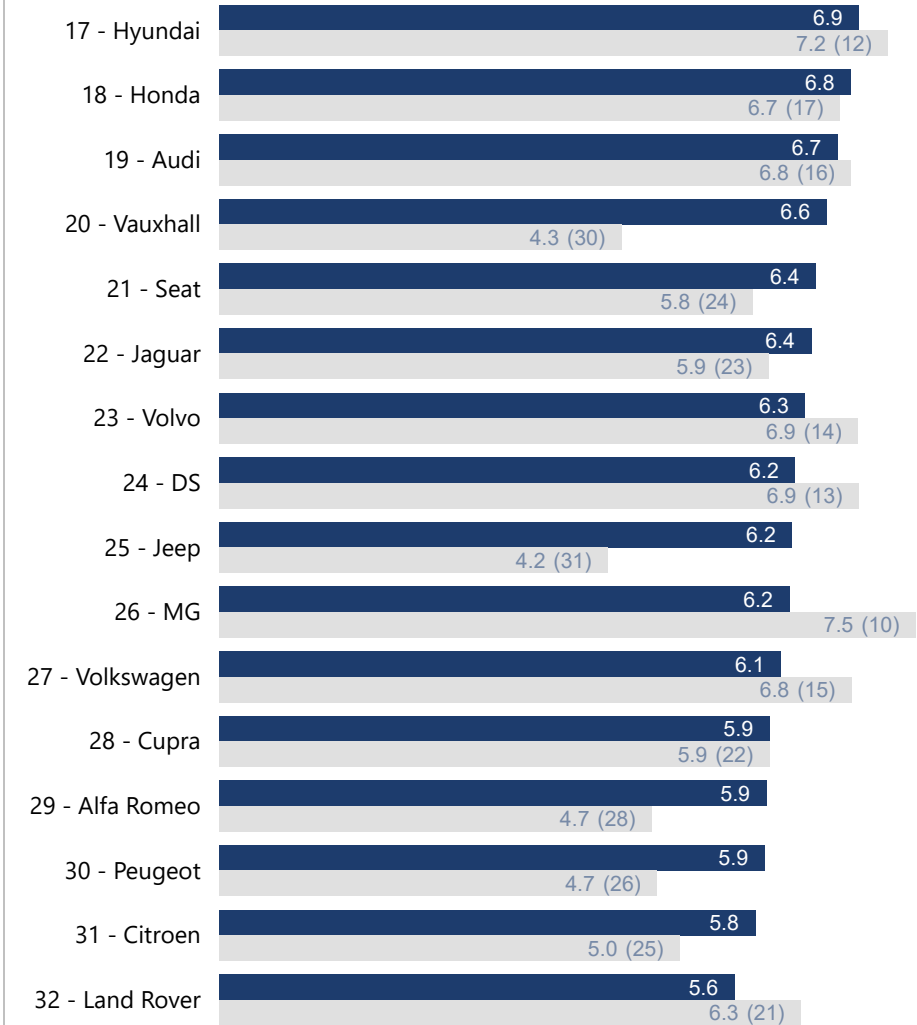
Response Spread



Top Ranking



Bottom Ranking



6.3

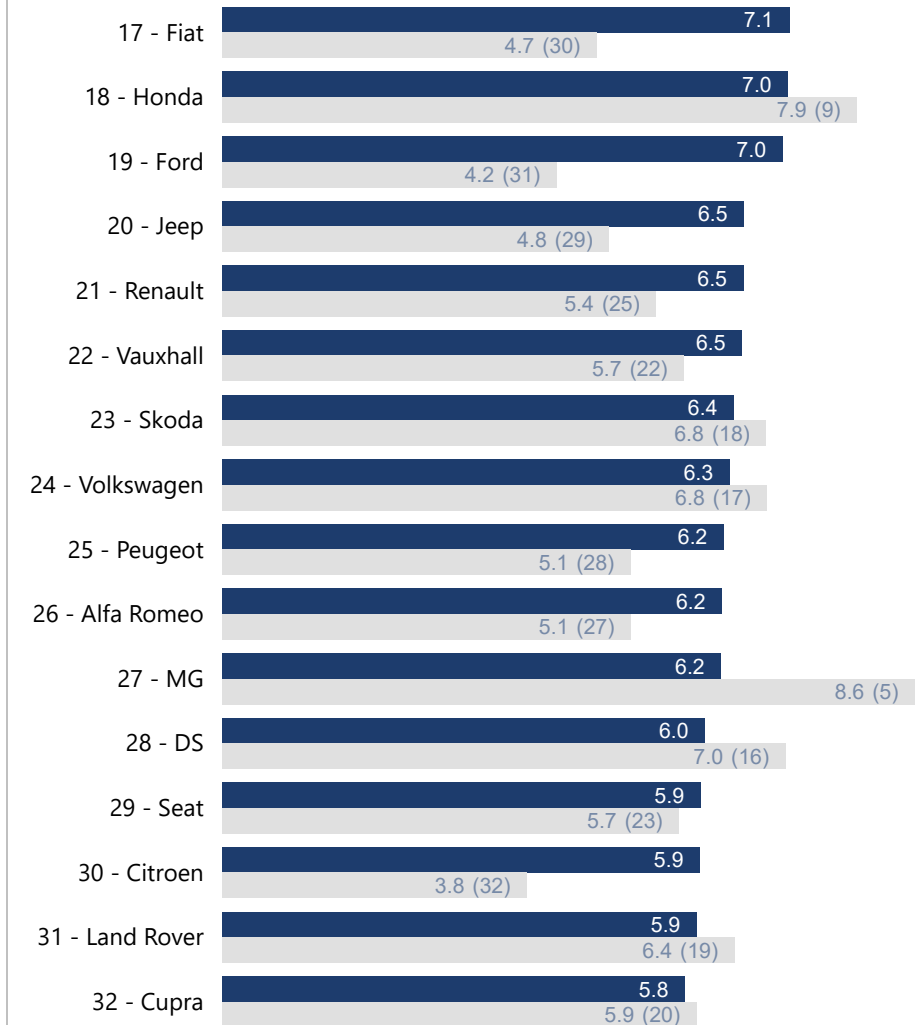
Winter 2024

7.2

Score Change
+0.2

5.8

Winter 2024



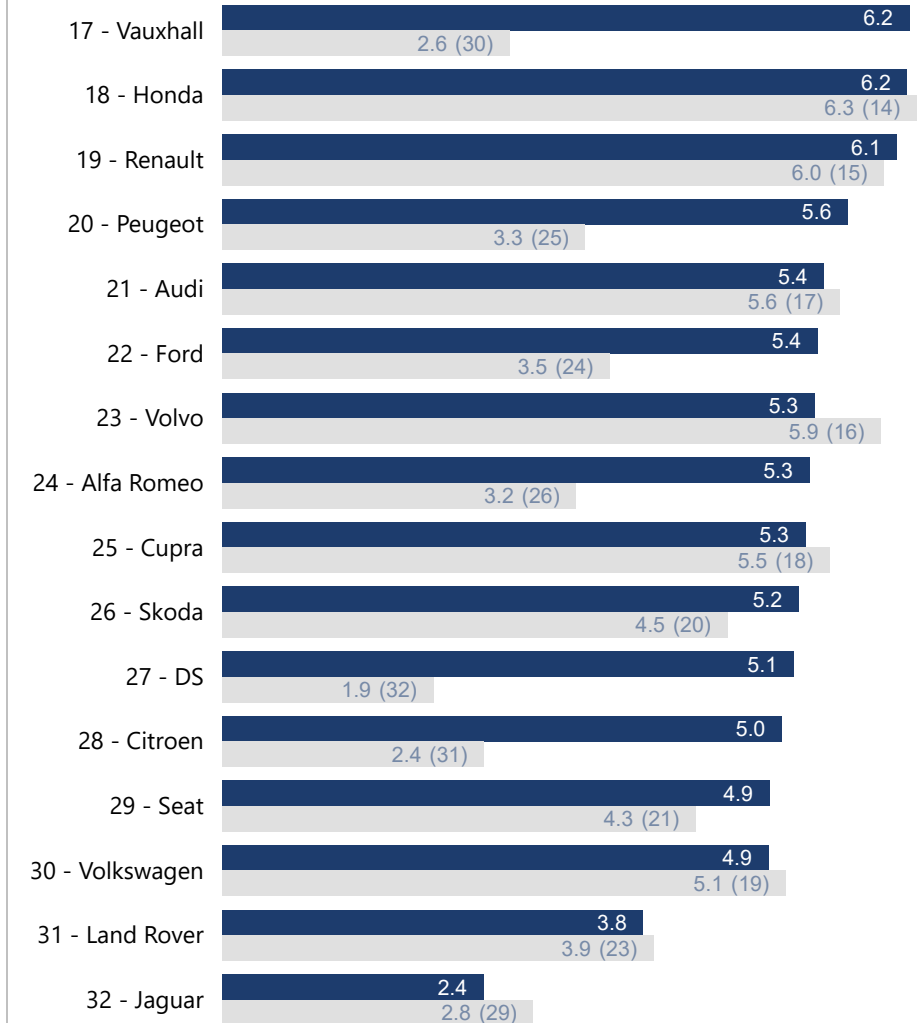
Winter 2024

6.5

Score Change
+0.5

2.4

Winter 2024



National Franchised Dealer Association

Section E

Product and Marketing

Q10a: Frequency of introduction of new models?

Summer 2023

6.6

Winter 2024

7.0

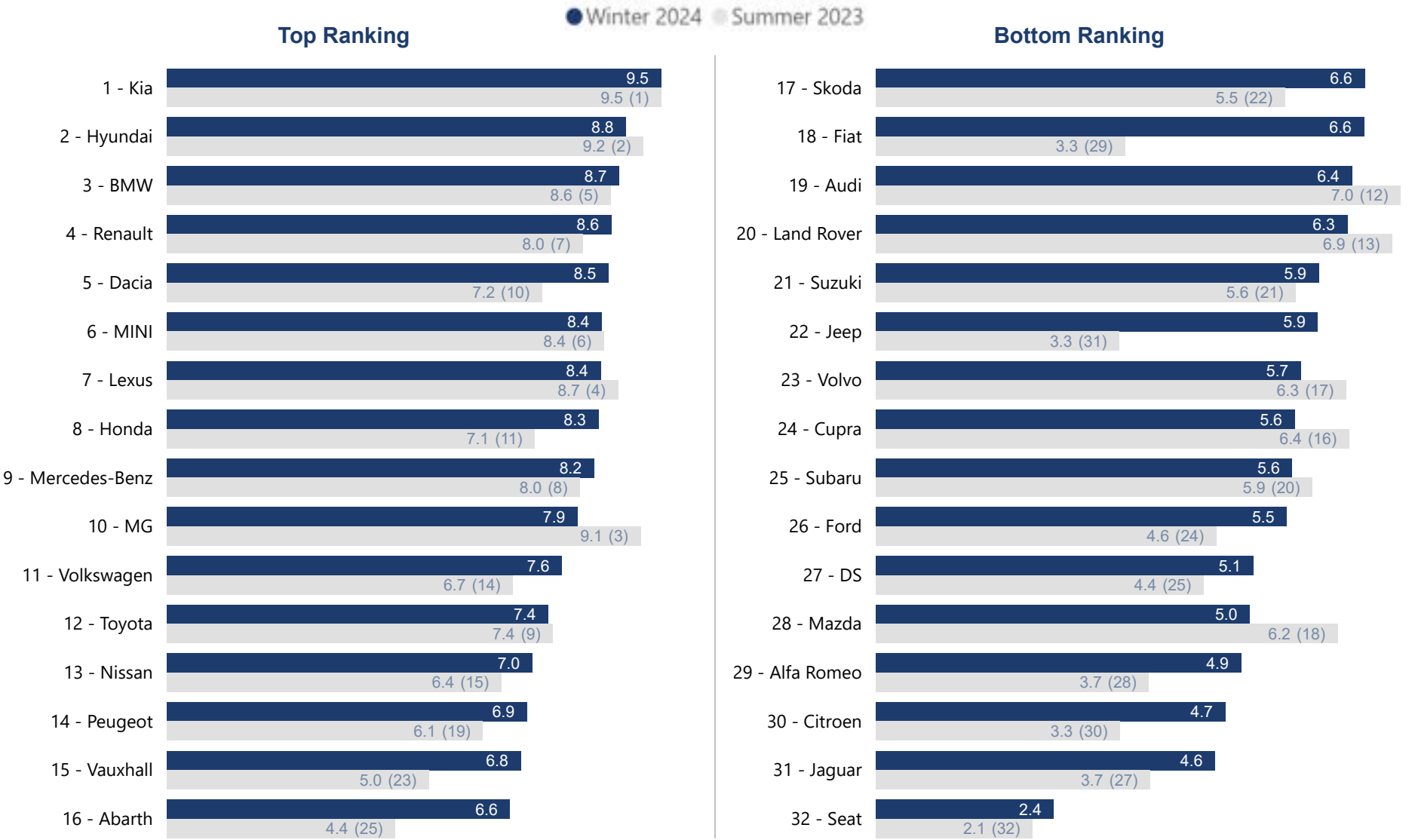
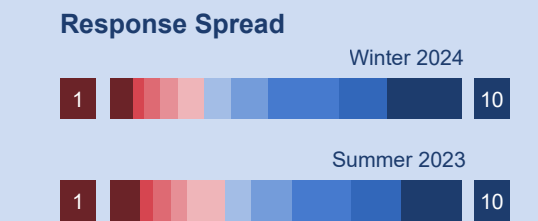
% Change

+6.1%

Score Change

+0.4

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



Q10b: Product value and pricing?

Summer 2023

6.5

Winter 2024

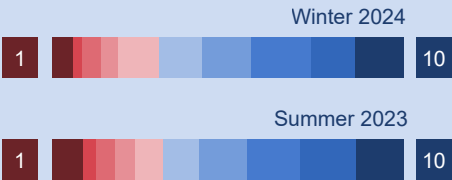
6.6

% Change
+1.5%

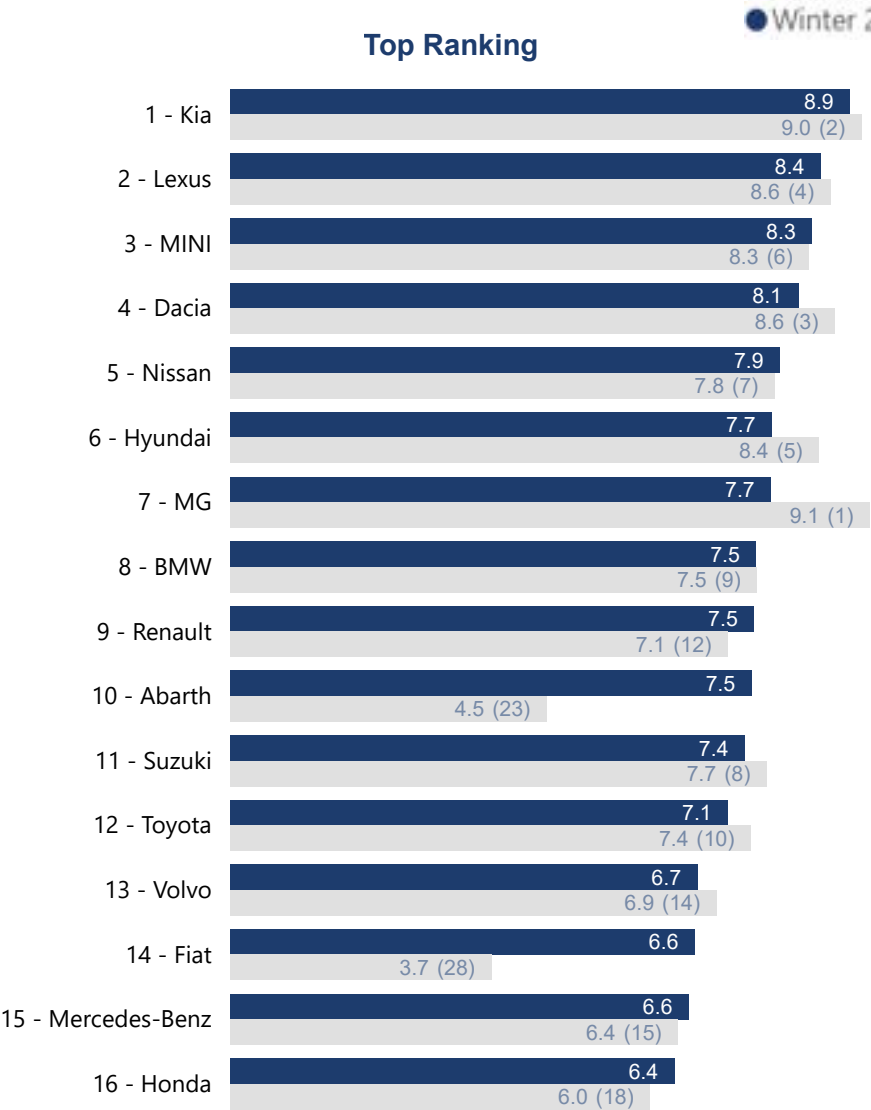
Score Change
+0.1

Kia	Land Rover
8.9	4.4
Lexus	Seat
8.4	4.1
MINI	Jaguar
8.3	3.1

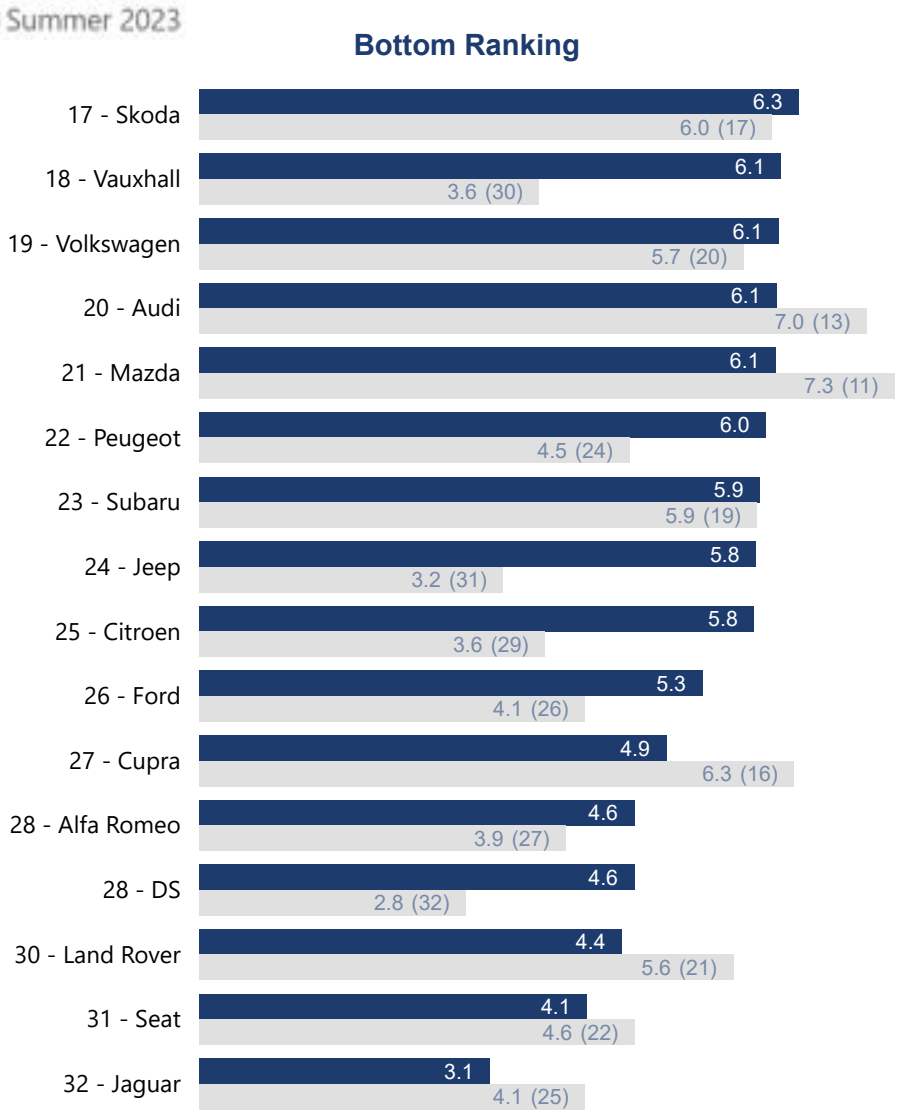
Response Spread



Top Ranking



Bottom Ranking



Q10c: Product advertising?

Summer 2023

6.4

Winter 2024

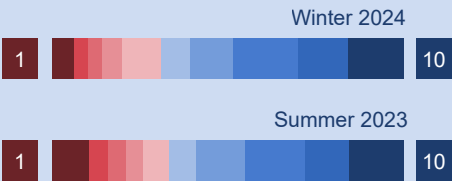
6.7

% Change
+4.7%

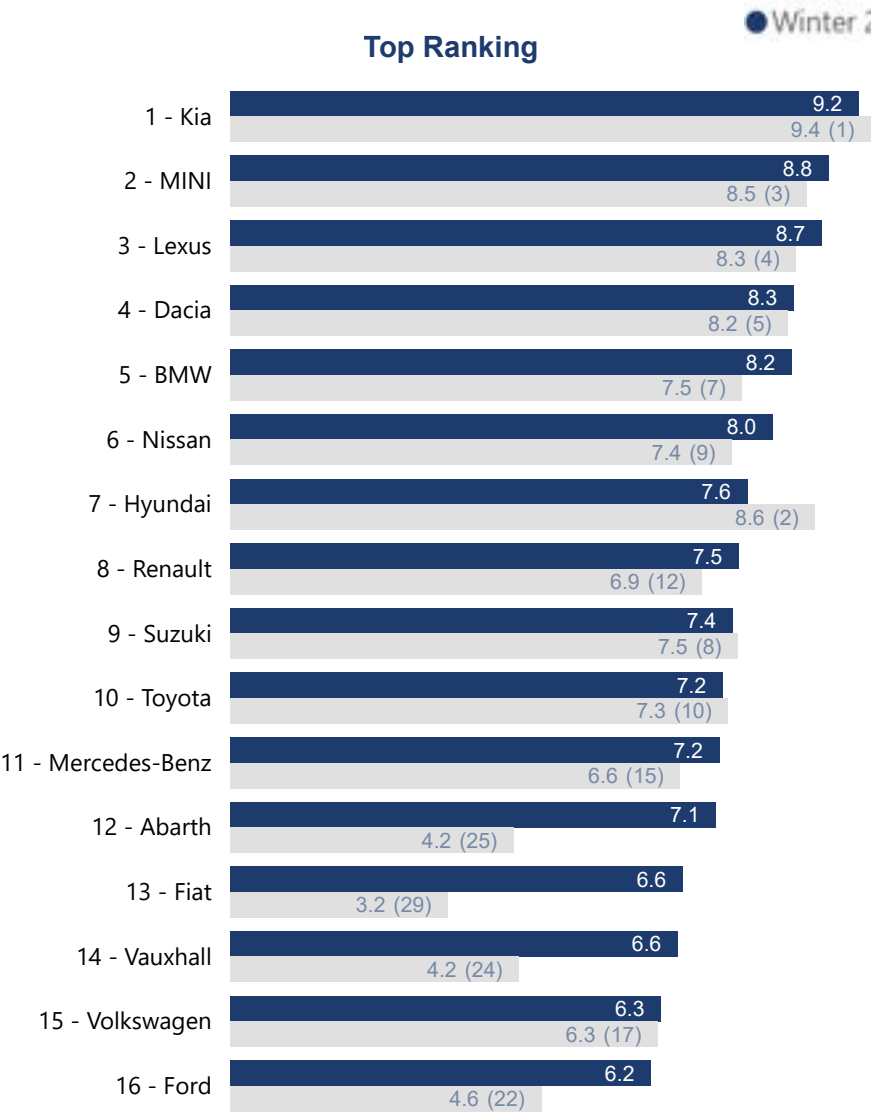
Score Change
+0.3

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

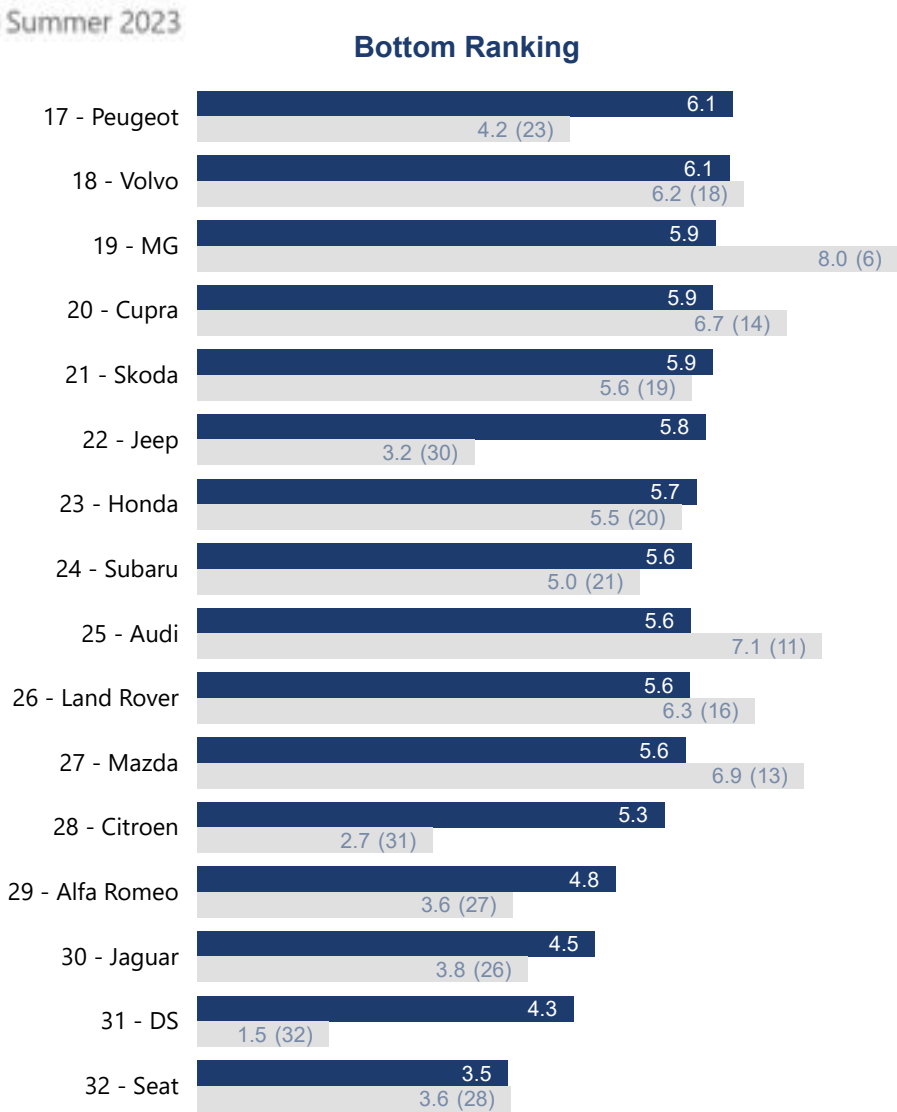
Response Spread



Top Ranking



Bottom Ranking



National Franchised Dealer Association

Section F

Electric Vehicle/Plug-In Vehicles

6.1

1.2

Rank	Brand	Score	Count
17	Renault	5.9	12
18	Jeep	3.7	26
19	Cupra	5.8	11
20	Dacia	3.1	29
21	Skoda	4.8	19
22	Toyota	5.0	17
23	Volkswagen	4.7	16
24	Citroen	2.7	31
25	DS	4.6	22
26	Alfa Romeo	3.3	28
27	Suzuki	3.5	18
28	Ford	2.9	30
29	Jaguar	3.2	25
30	Land Rover	3.2	24
31	Mazda	2.8	23
32	Seat	1.2	32

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

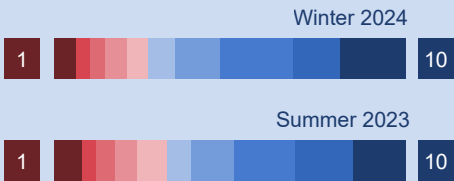
Hyundai

8.5

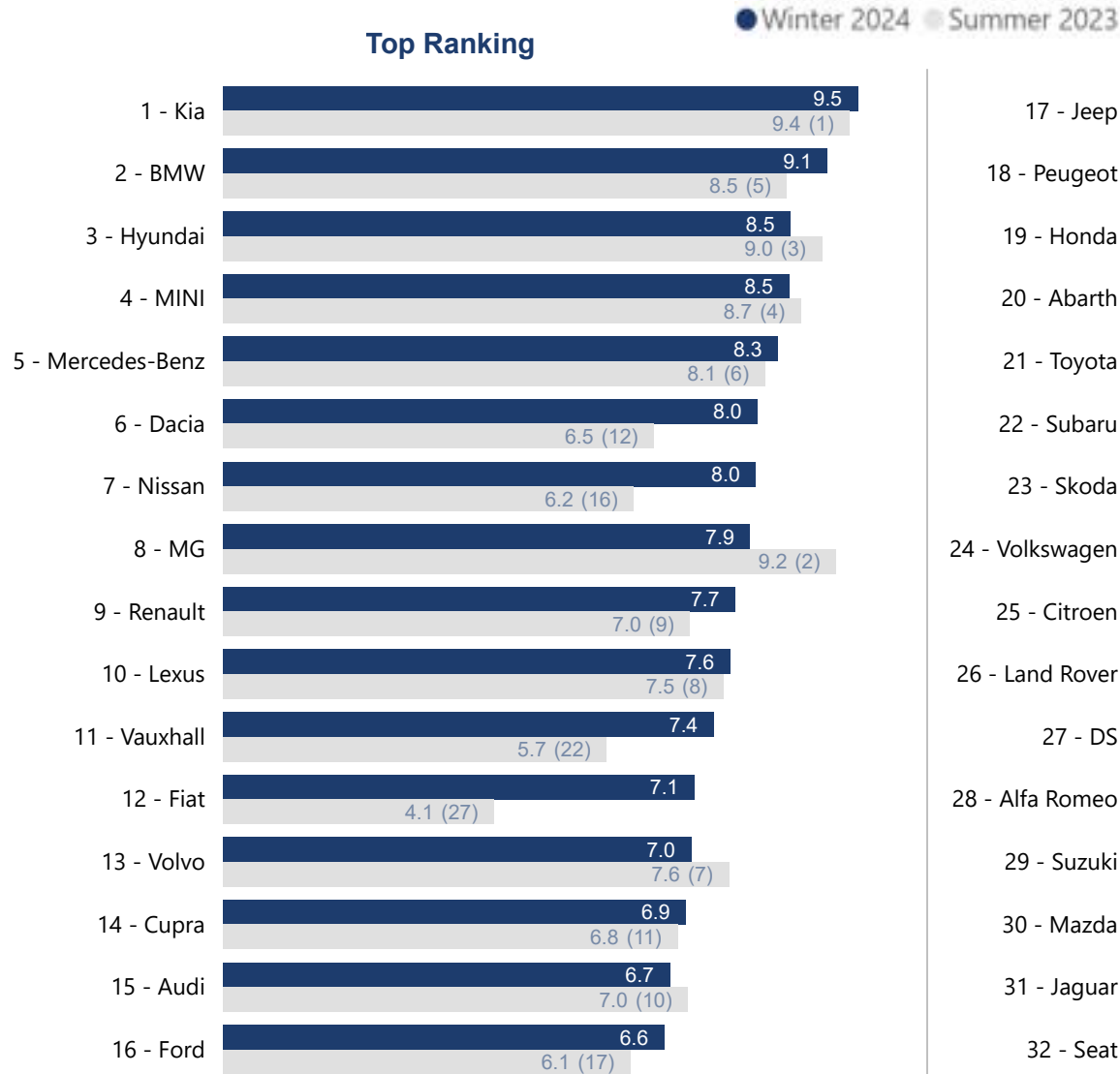
Seat

1.9

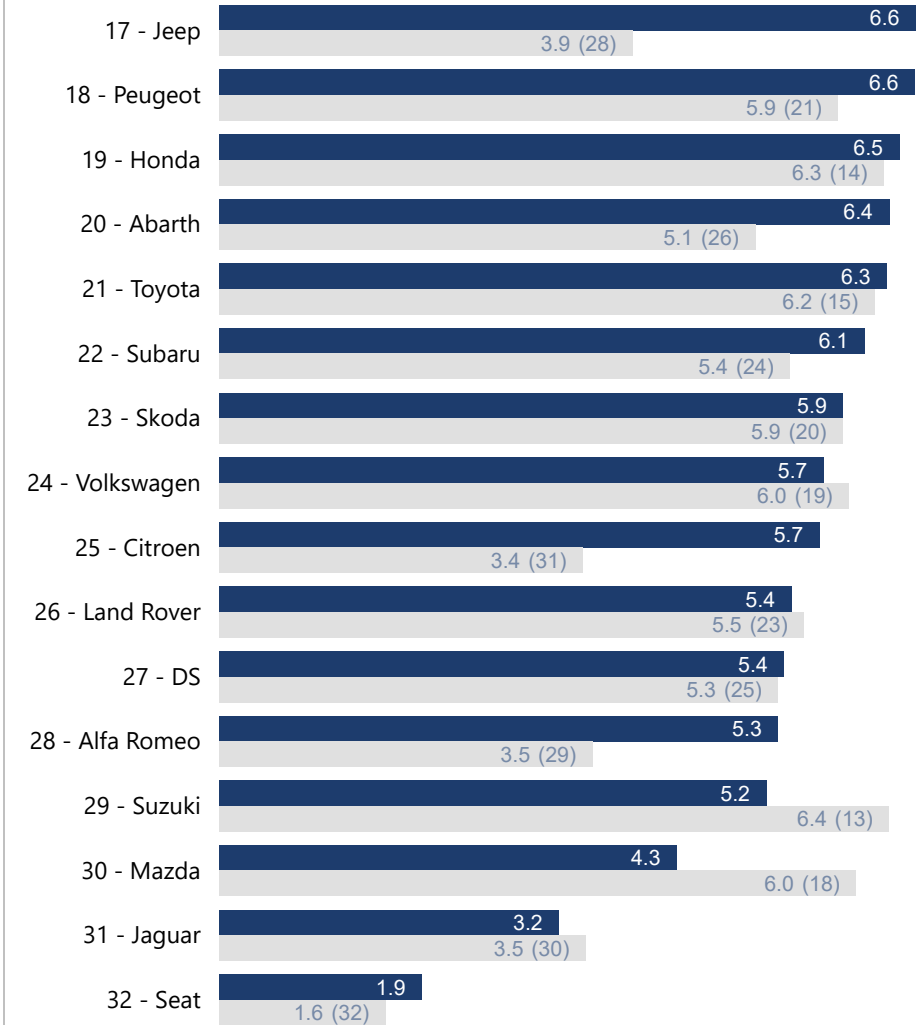
Response Spread



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

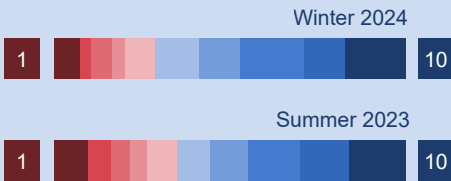
Lexus

8.5

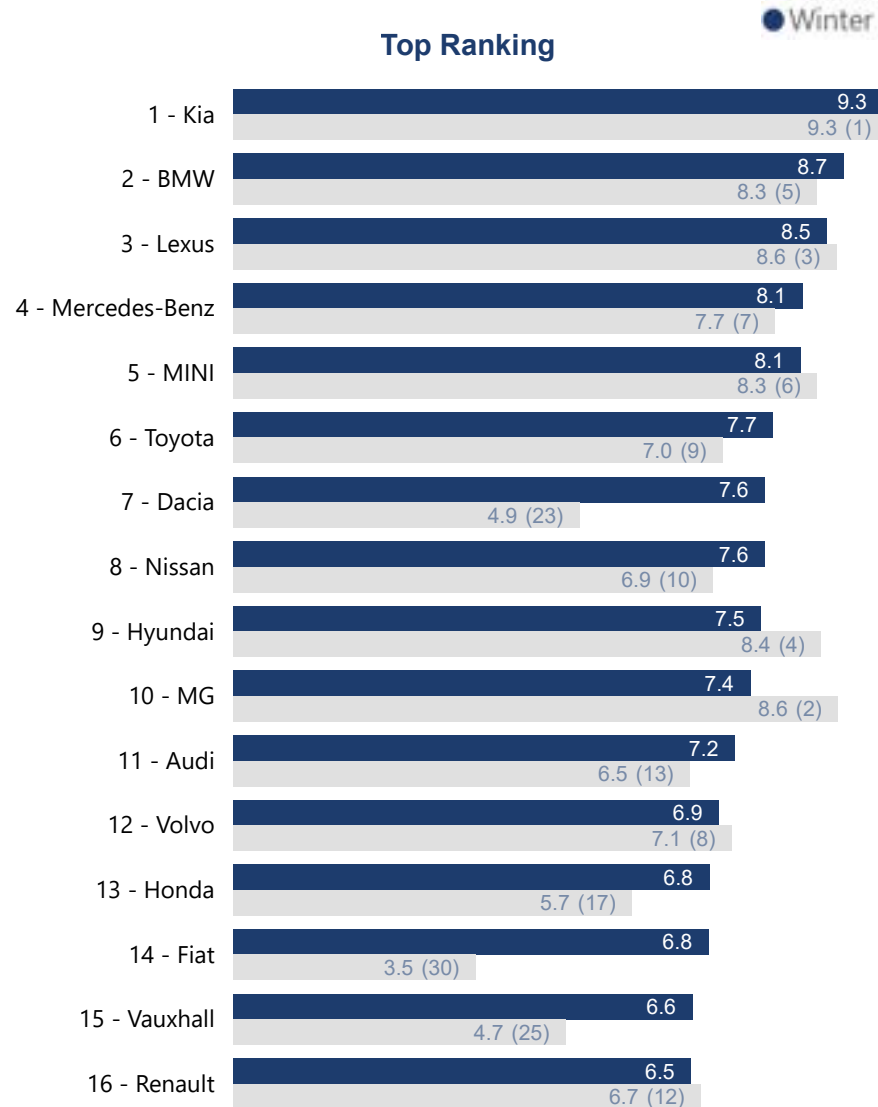
Seat

2.6

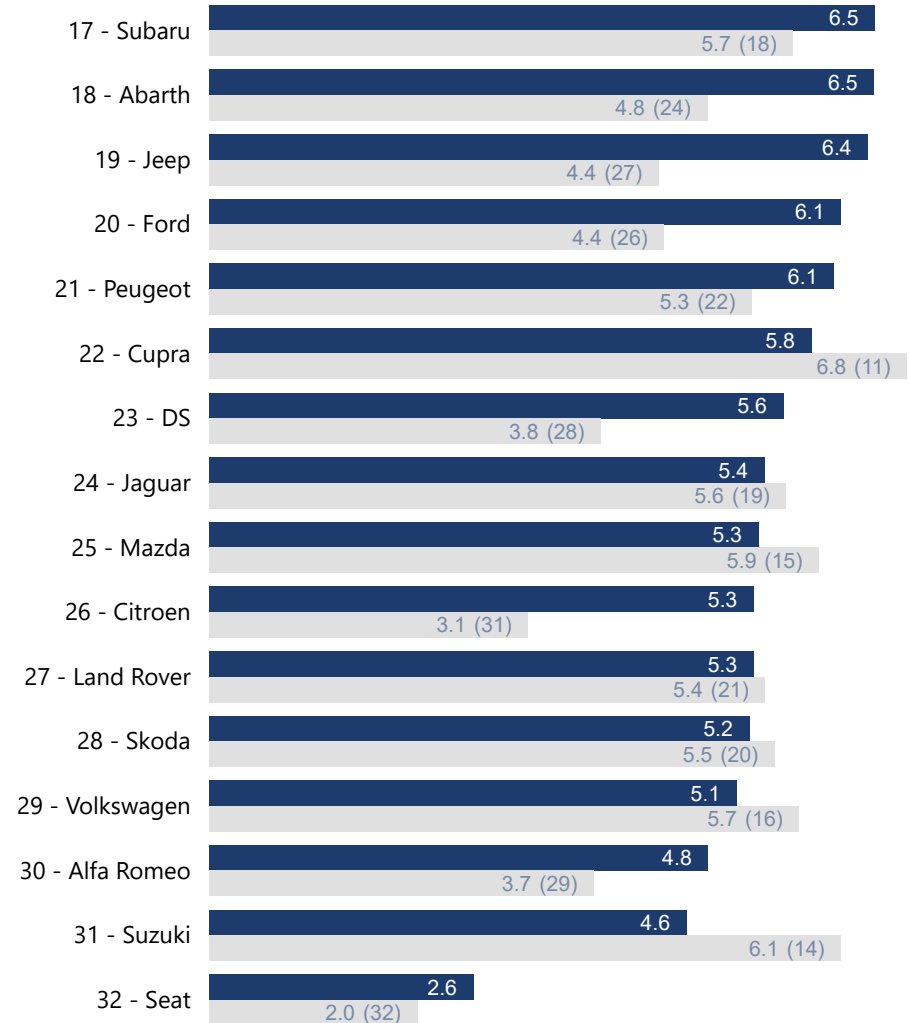
Response Spread



Top Ranking



Bottom Ranking



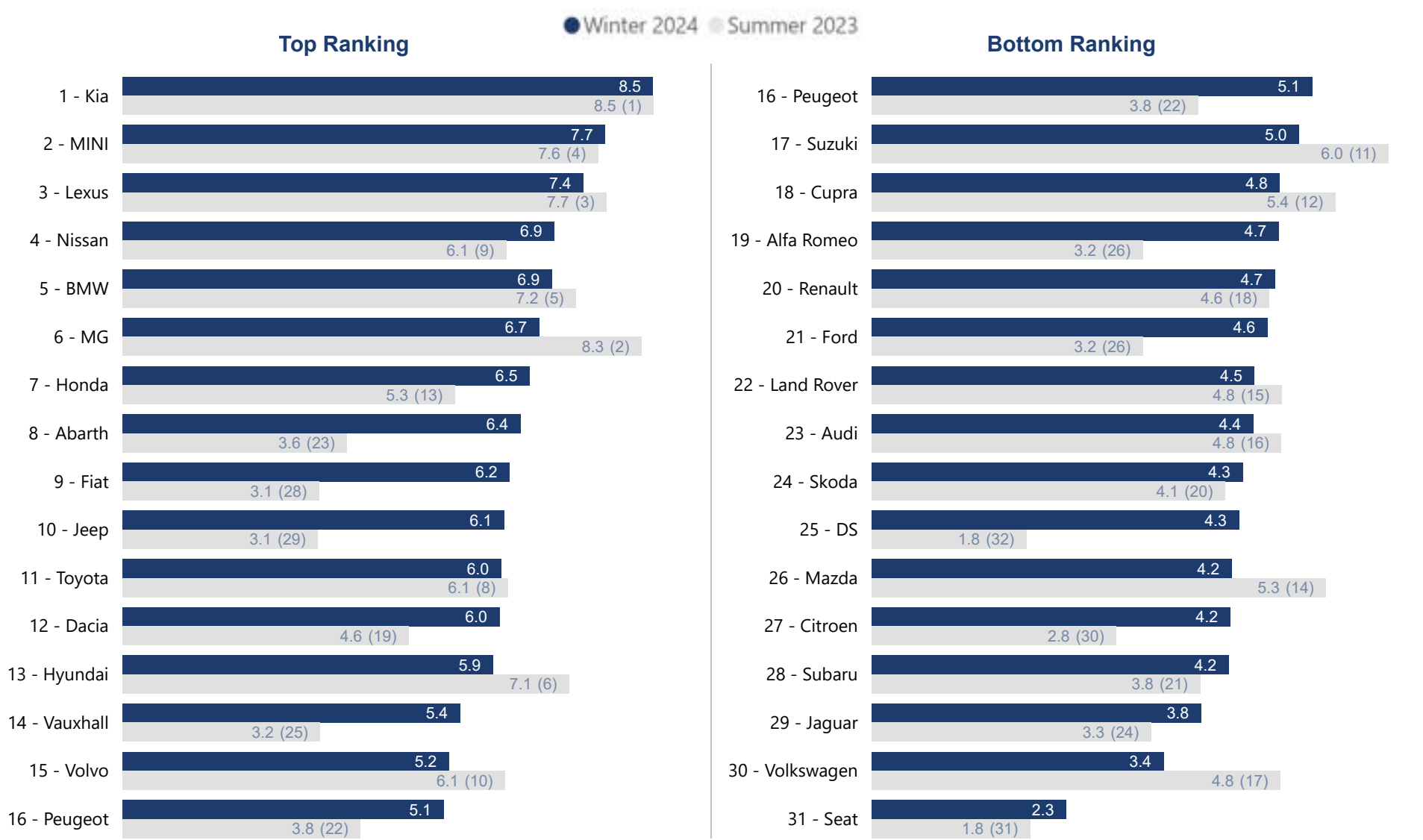
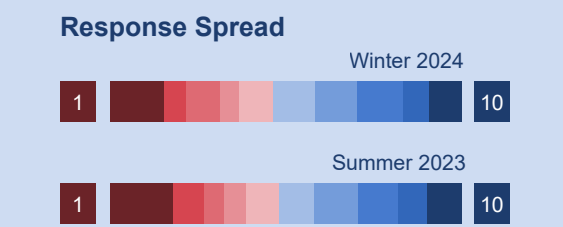
Summer 2023

5.4

Winter 2024

5.5

% Change	Score Change
+1.9%	+0.1
Kia	Jaguar
8.5	3.8
MINI	Volkswagen
7.7	3.4
Lexus	Seat
7.4	2.3



Mercedes-Benz had scored 6.8 in the last survey

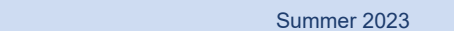
Winter 2024

5.6

Score Change
+0.4

2.5

Winter 2024



Bottom Ranking



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

Summer 2023

4.9

Winter 2024

5.2

% Change

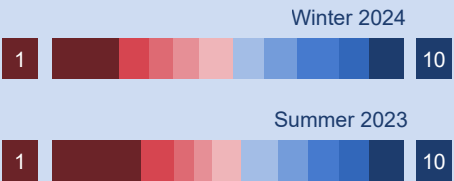
+6.1%

Score Change

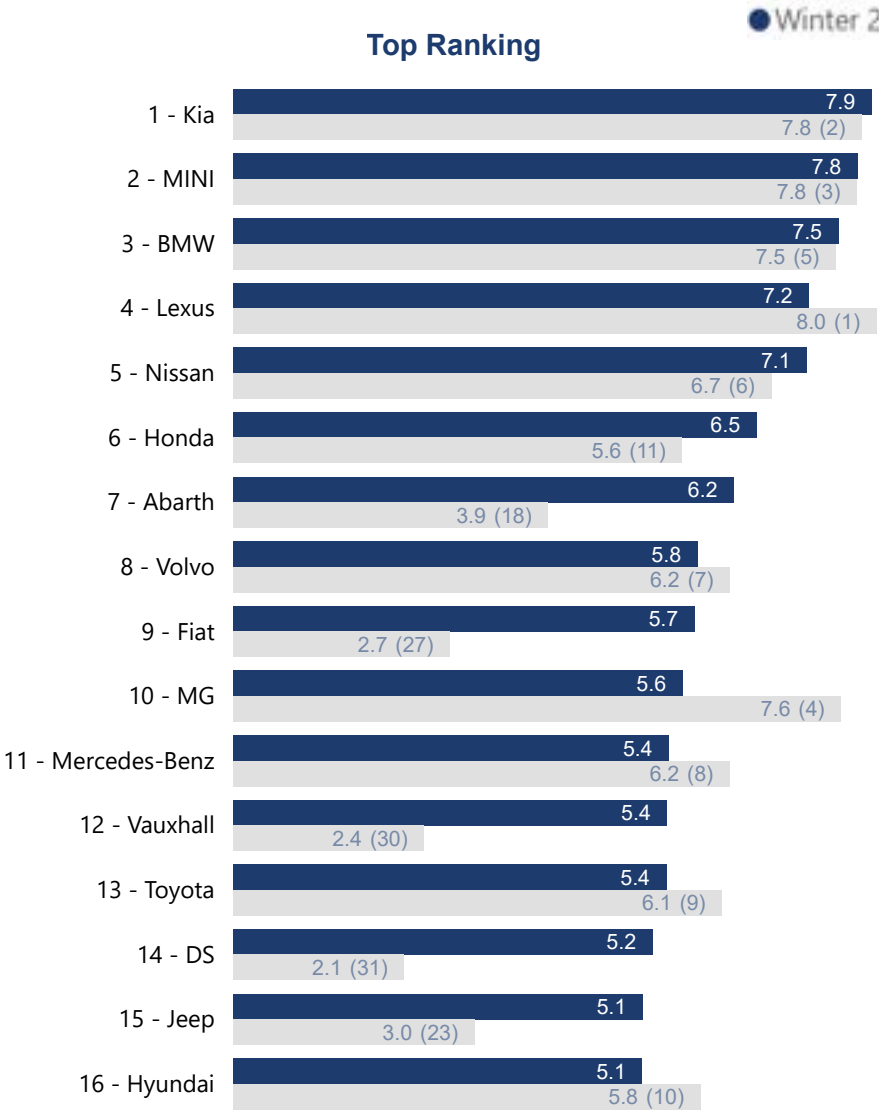
+0.3

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

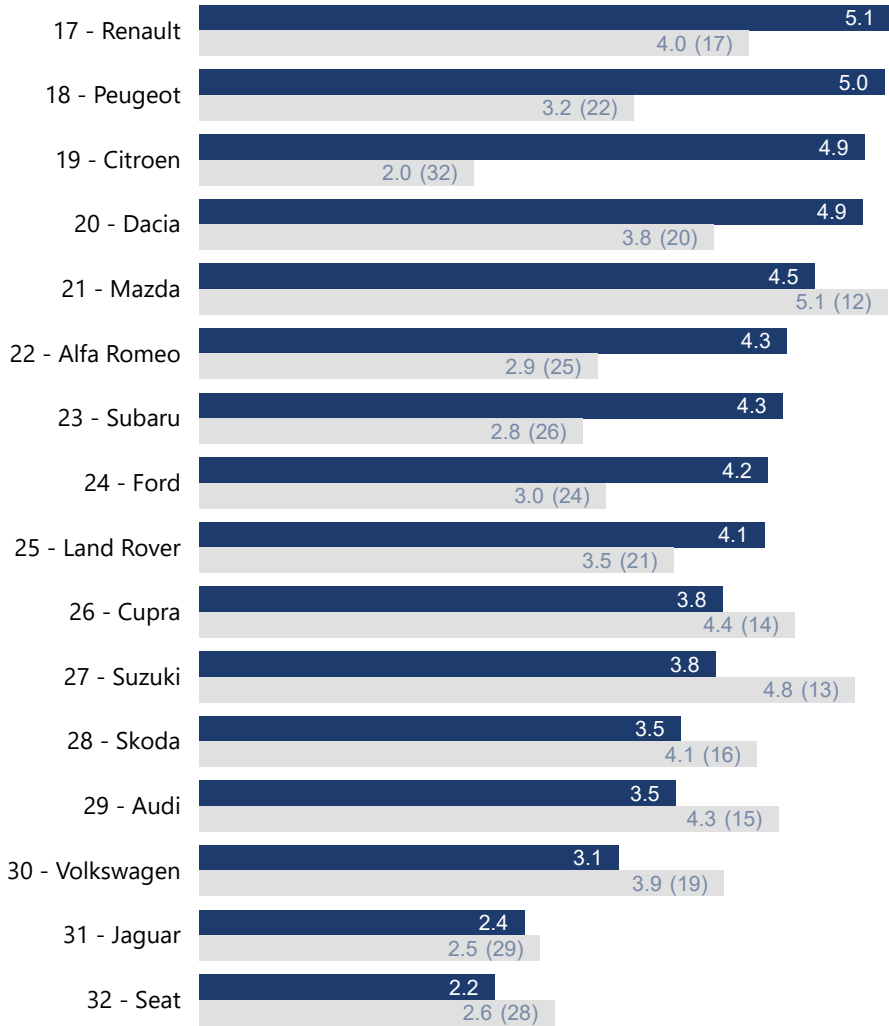
Response Spread



Top Ranking



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

-

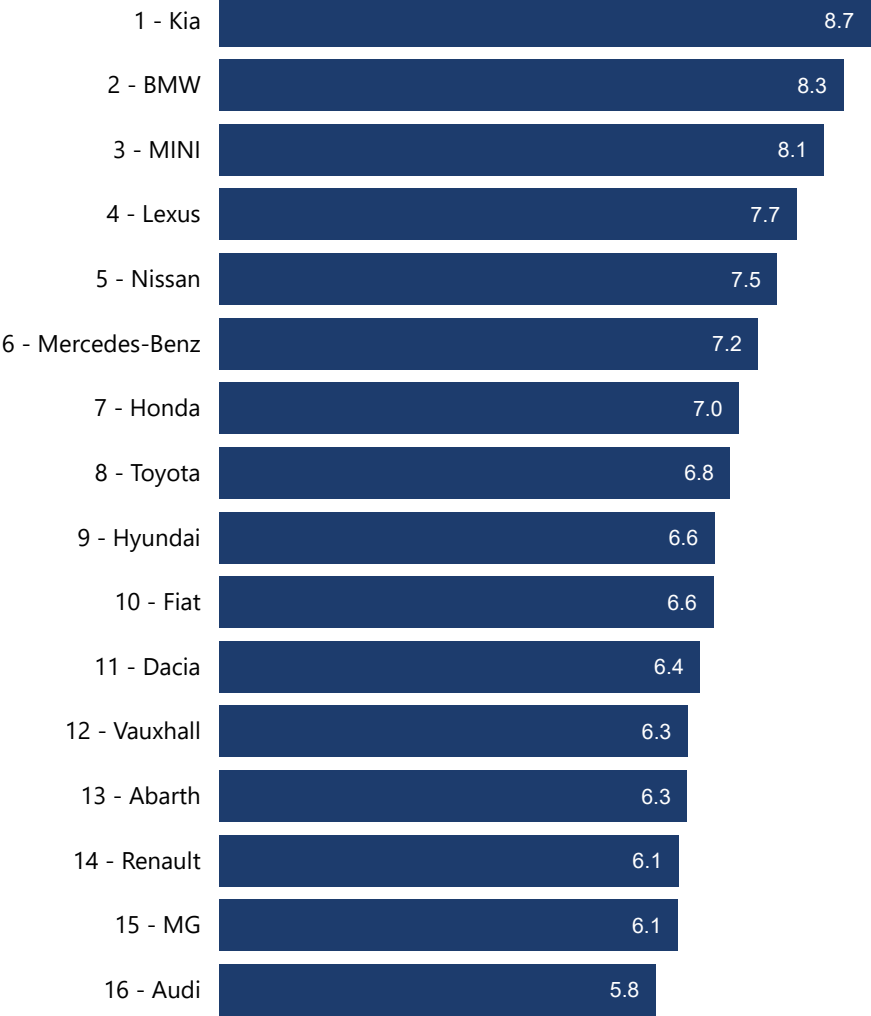
-

Kia	DS
8.7	4.2
BMW	Suzuki
8.3	4.0
MINI	Seat
8.1	1.8

Response Spread

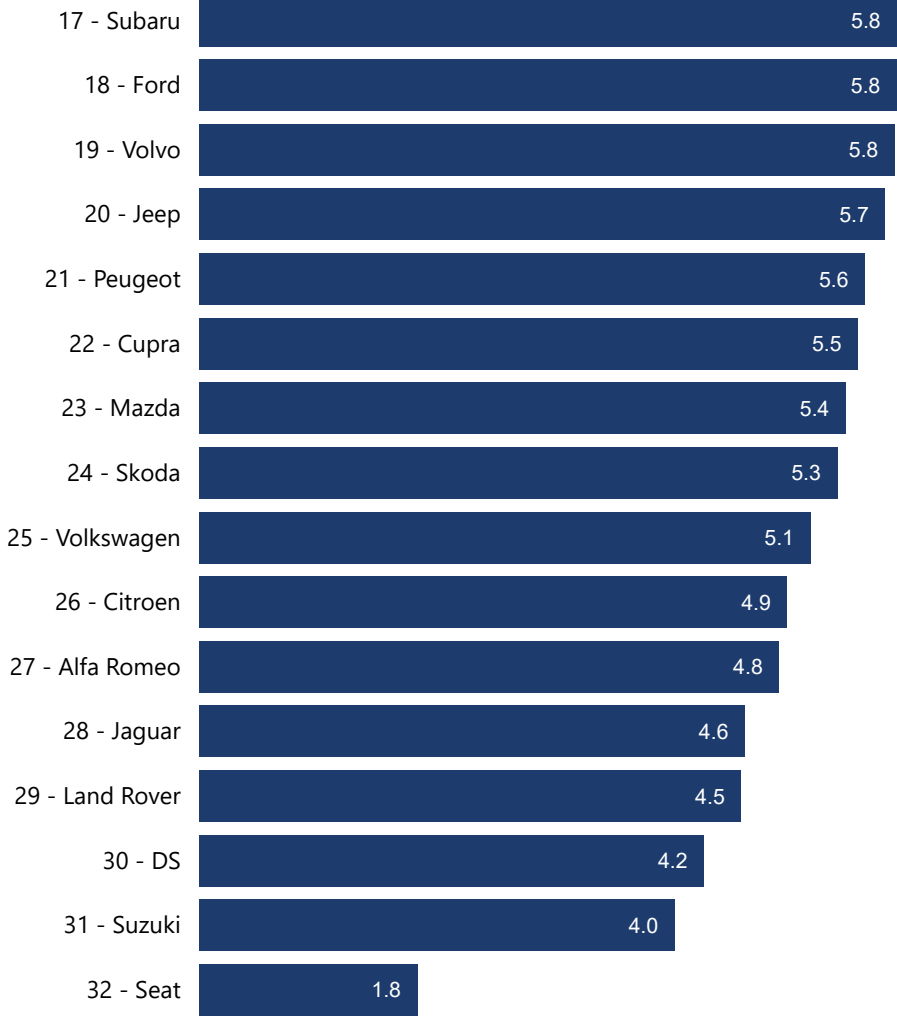


Top Ranking



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

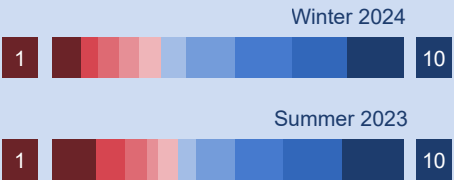
+4.8%

Score Change

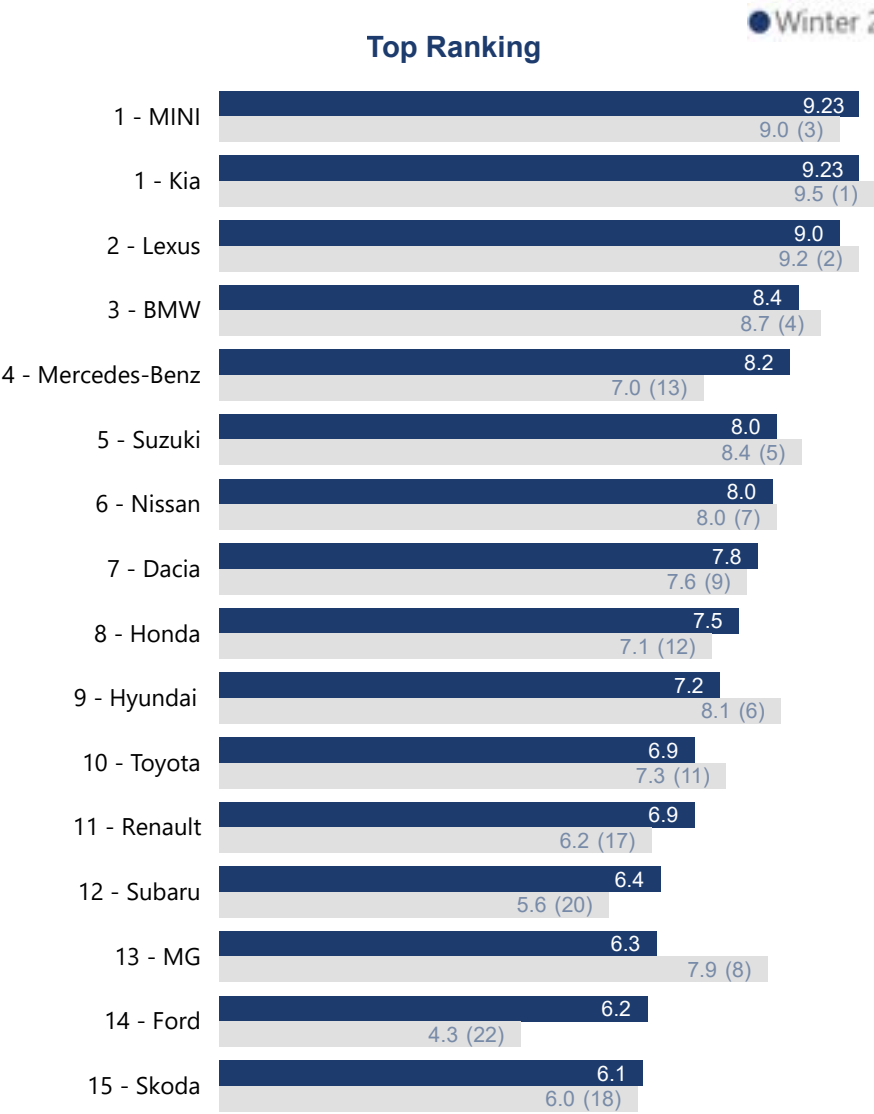
+0.3

MINI	Land Rover
9.2	4.1
Kia	Alfa Romeo
9.2	4.0
Lexus	Jaguar
9.0	2.9

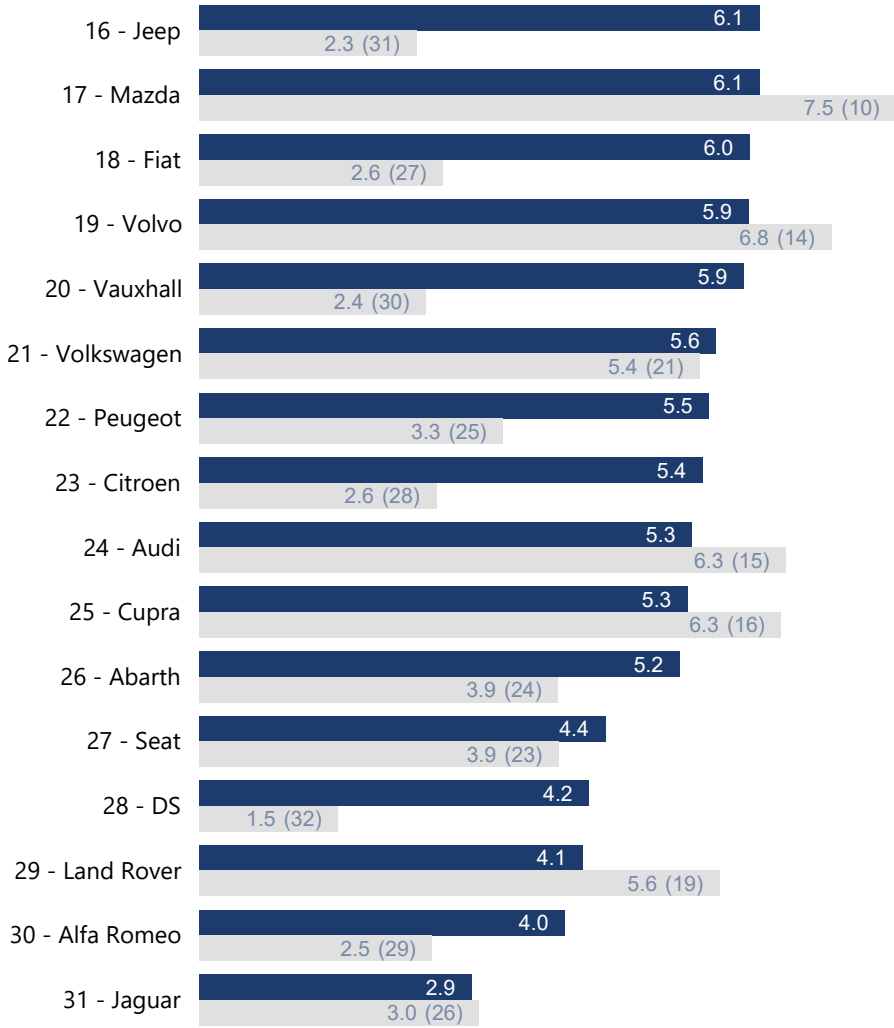
Response Spread



Top Ranking



Bottom Ranking



National Franchised Dealers Association Dealer Attitude Survey Winter 2024 Edition



201 Great Portland Street
London
W1W 5AB
nfda@rmif.co.uk



NFDA



RMI_NFDA



NFDA



[nfda_uk](https://www.instagram.com/nfda_uk)



2nd Floor
Chestnut House
Rugby
Warwickshire
CV21 2AG
hello@metryx.co.uk