



**National Franchised
Dealers Association**

Dealer Attitude Survey

Winter 2025

NFDA Dealer Attitude Survey

Winter 2025 Edition

We are pleased to reveal the findings of the latest Dealer Attitude Survey conducted in Winter 2025 by the National Franchised Dealers Association (NFDA), which represents the interests of the UK's franchised car and commercial vehicle dealers.

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 2025 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

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Manufacturer notes:

1. Jaguar has not participated in this edition but is expected to return in future surveys.
2. Some brands may not show a response to a particular question where this is not applicable to their business model.



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Section A

About your business

Responses Breakdown

Summer 2024

62%

Winter 2025

61%

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.

Fiat

89%

Audi

32%

BMW

88%

Ford

29%

DS

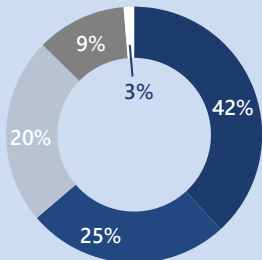
80%

Seat

27%

Response Mix

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



Ranking	Brand	Responses	Response Rate %	% Change
1	Fiat	79	89%	+6%
2	BMW	130	88%	-0%
3	DS	16	80%	+26%
3	Volkswagen	136	80%	-2%
5	Lexus	38	79%	+30%
6	Renault	92	77%	+30%
7	Kia	142	76%	+5%
8	Toyota	131	75%	+17%
9	Citroen	86	74%	-7%
10	Volvo	65	72%	+5%
11	MINI	103	70%	+46%
12	Peugeot	121	70%	-14%
13	Hyundai	95	69%	-9%
14	Alfa Romeo	16	67%	-17%
15	Mazda	76	66%	-9%
16	Dacia	78	65%	+28%

Ranking	Brand	Responses	Response Rate %	% Change
17	Jeep	29	64%	-30%
18	Vauxhall	128	64%	-23%
19	Nissan	77	58%	+1%
20	Subaru	33	58%	+35%
21	Mercedes-Benz	66	57%	+7%
22	MG	82	54%	+15%
23	Honda	54	49%	-3%
24	Land Rover	46	47%	-39%
25	Abarth	36	47%	-10%
26	Cupra	26	43%	-17%
27	Skoda	50	40%	-17%
28	Suzuki	47	35%	-50%
29	Audi	39	32%	-8%
30	Ford	60	29%	-45%
31	Seat	27	27%	-30%

Section B

Value of the franchise

Q4a: The current profit return from representing your franchise?

Summer 2024

5.5

Winter 2025

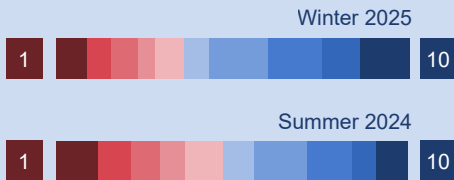
6.2

% Change
+12.7%

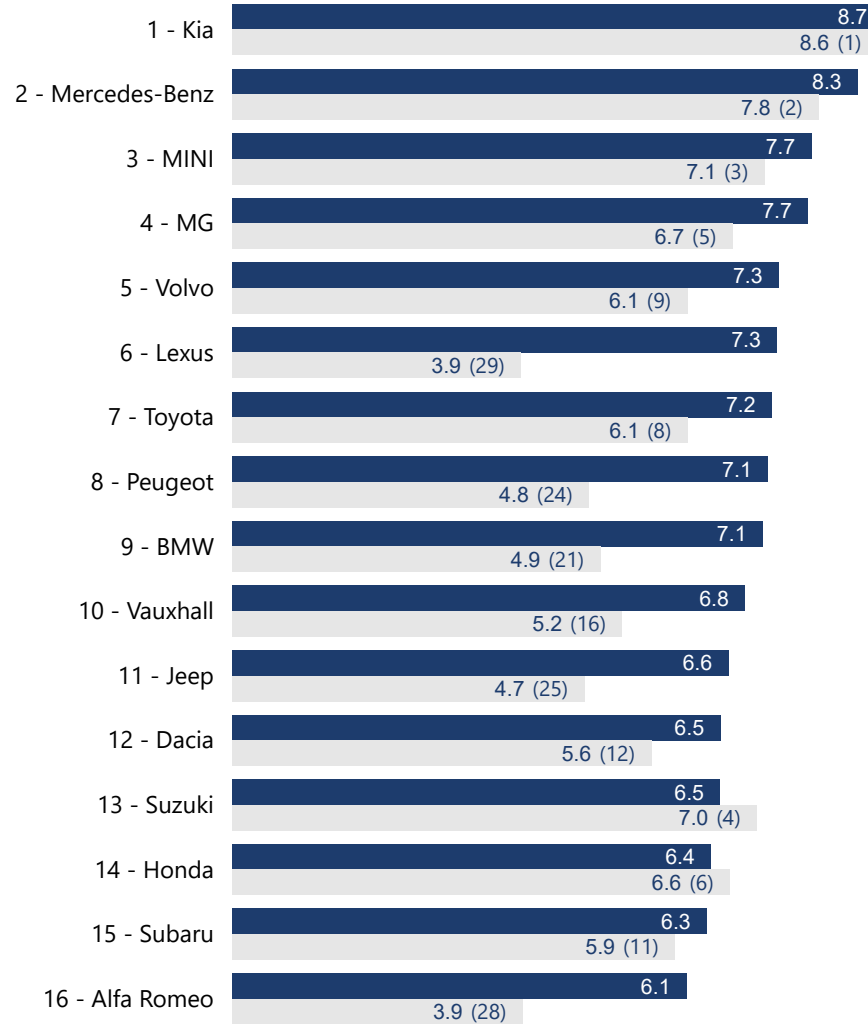
Score Change
+0.7

Kia	Ford
8.7	3.9
Mercedes	DS
8.3	2.4
MINI	Audi
7.7	2.0

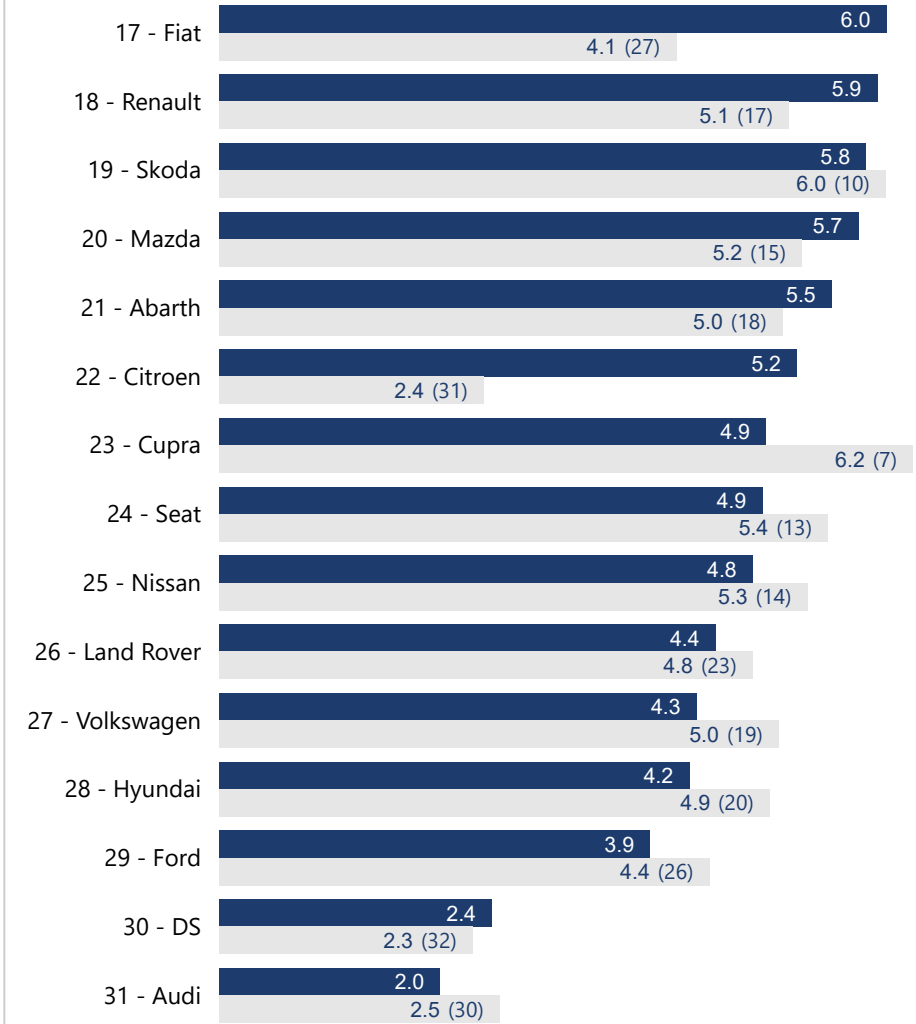
Response Spread



Top Ranking



Bottom Ranking



Q4b: The future profit return from representing your franchise?

Summer 2024

5.7

Winter 2025

6.5

% Change
+14.0%

Score Change
+0.8

Kia

8.9

Ford

3.9

Lexus

8.1

Audi

3.5

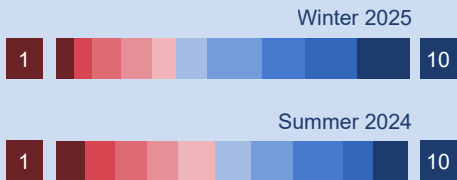
MG

7.8

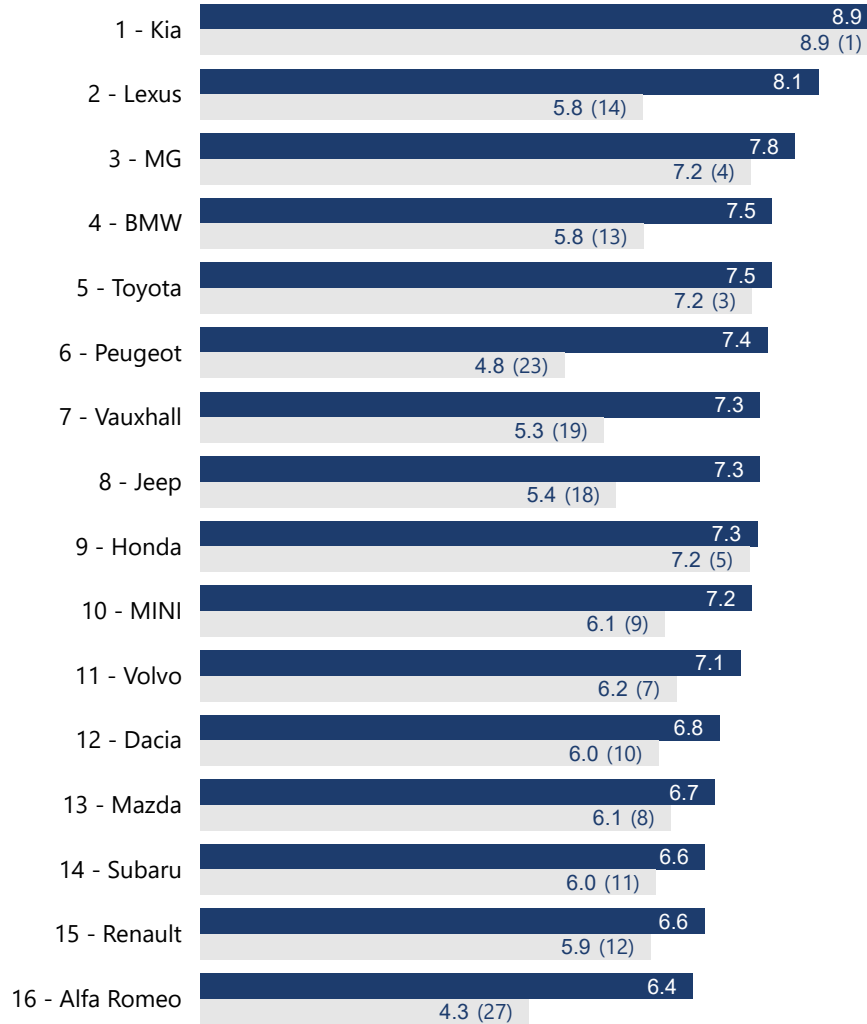
DS

3.4

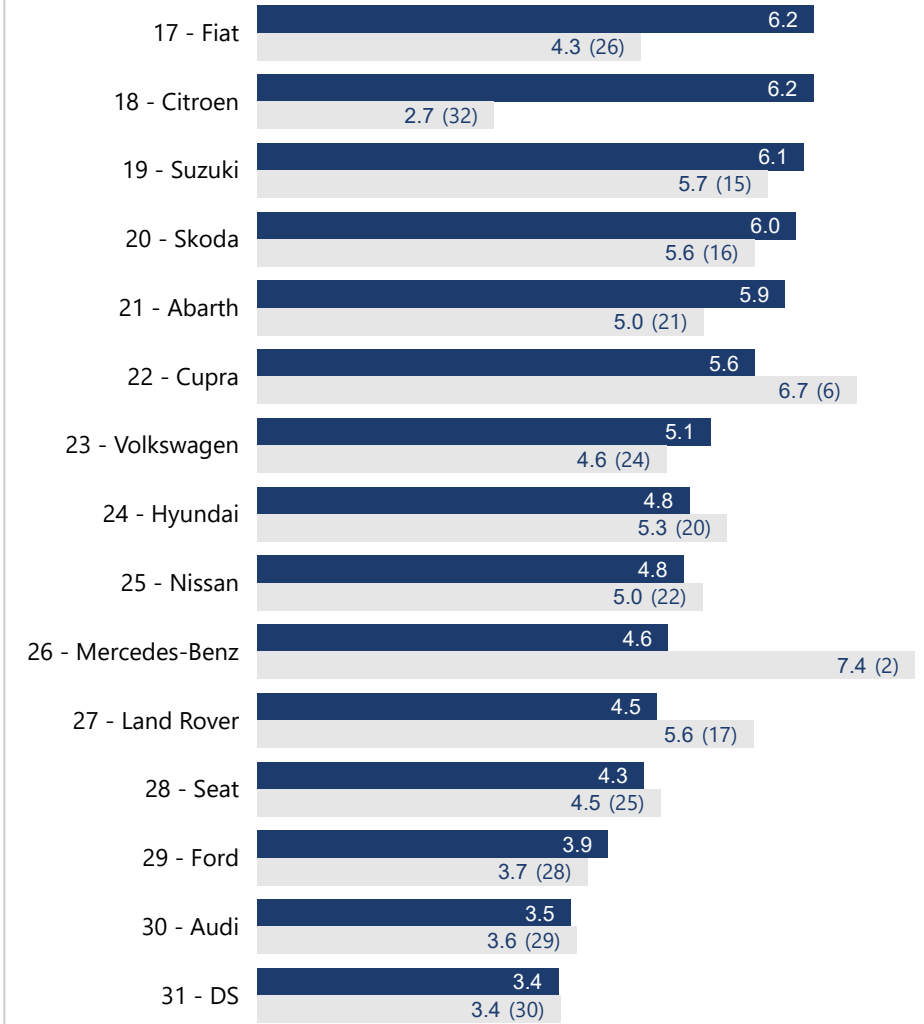
Response Spread



Top Ranking



Bottom Ranking



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

Q4c: The required level of capital investment?

Summer 2024

6.1

Winter 2025

6.6

% Change
+8.2%

Score Change
+0.5

Lexus

8.5

DS

4.1

Kia

8.3

Audi

4.0

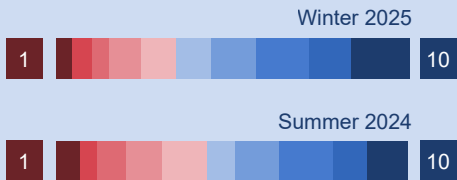
MG

8.1

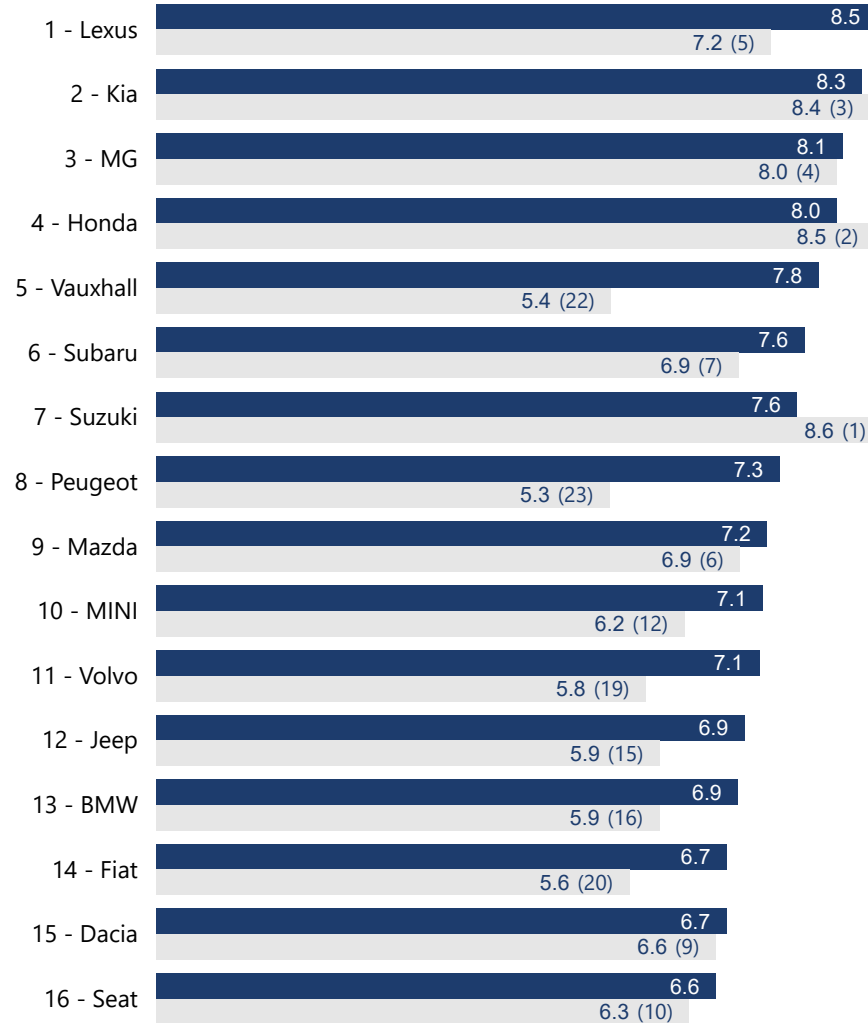
Land Rover

3.4

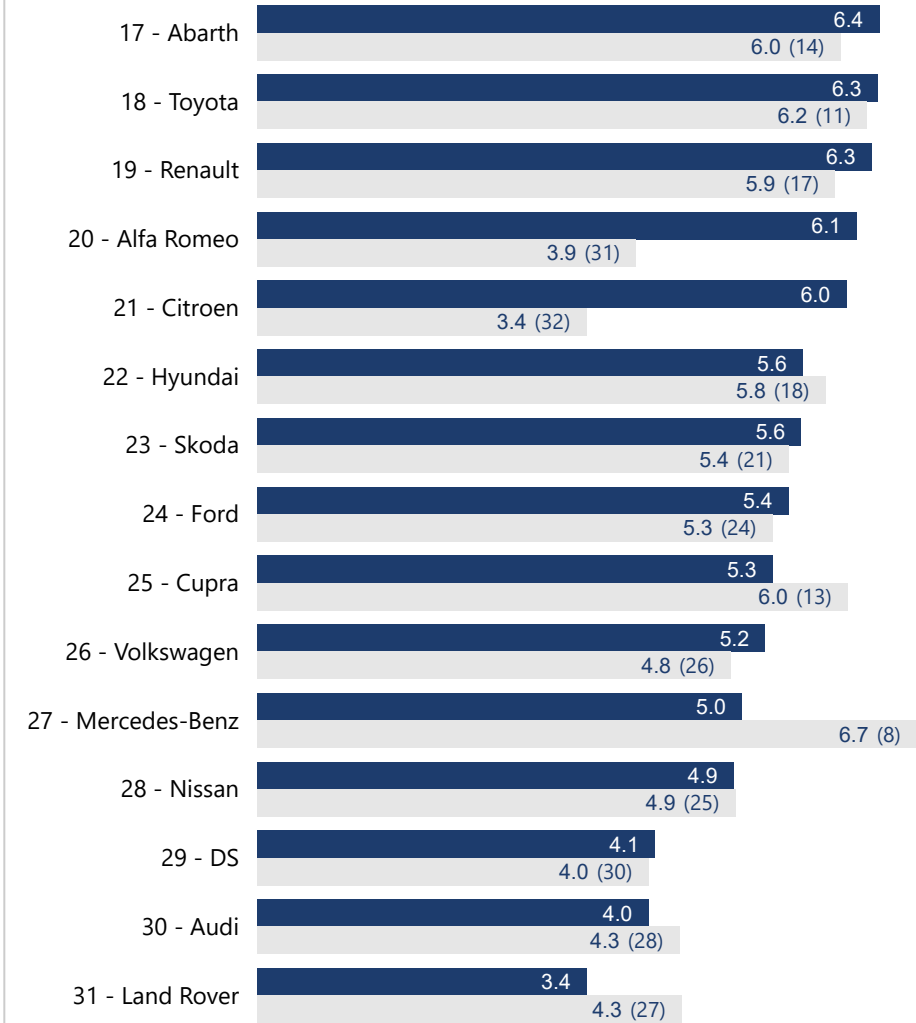
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

6.0

Winter 2025

6.5

% Change
+8.3%

Score Change
+0.5

Kia

8.5

Mercedes

4.5

Lexus

8.5

Land Rover

4.0

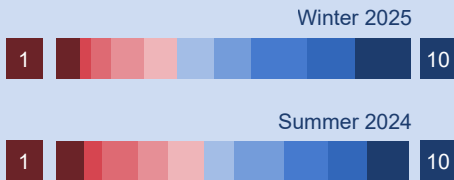
Honda

8.1

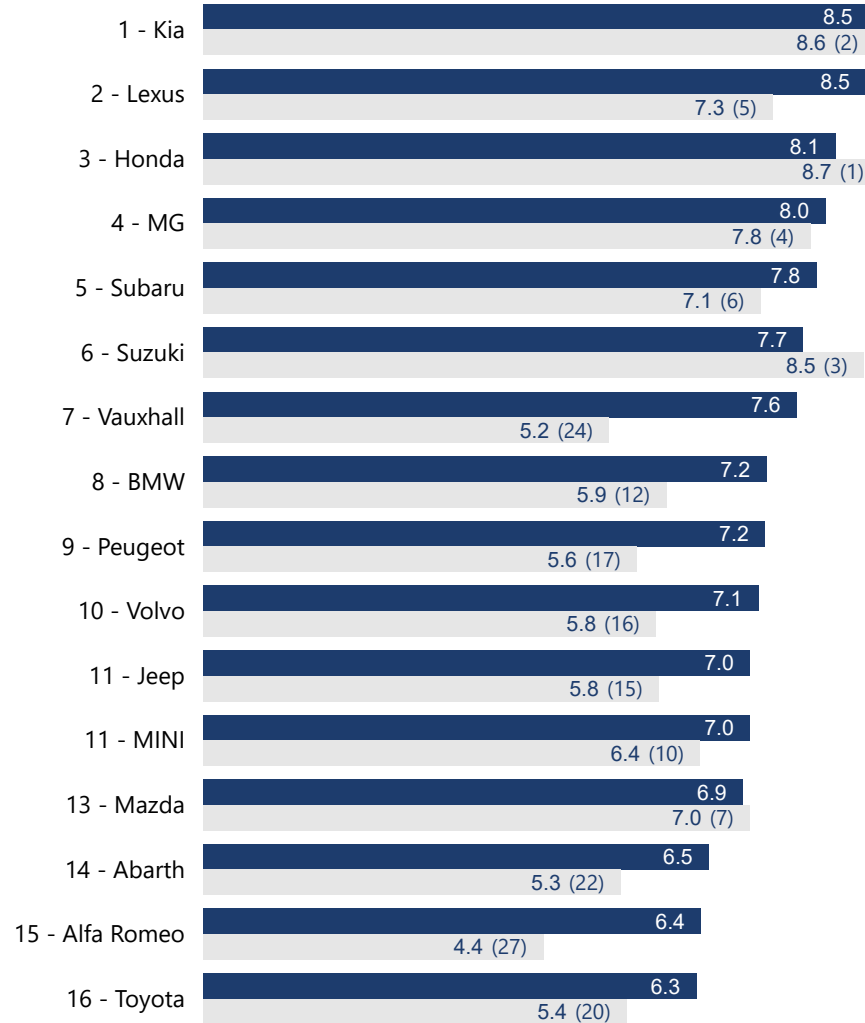
Audi

3.3

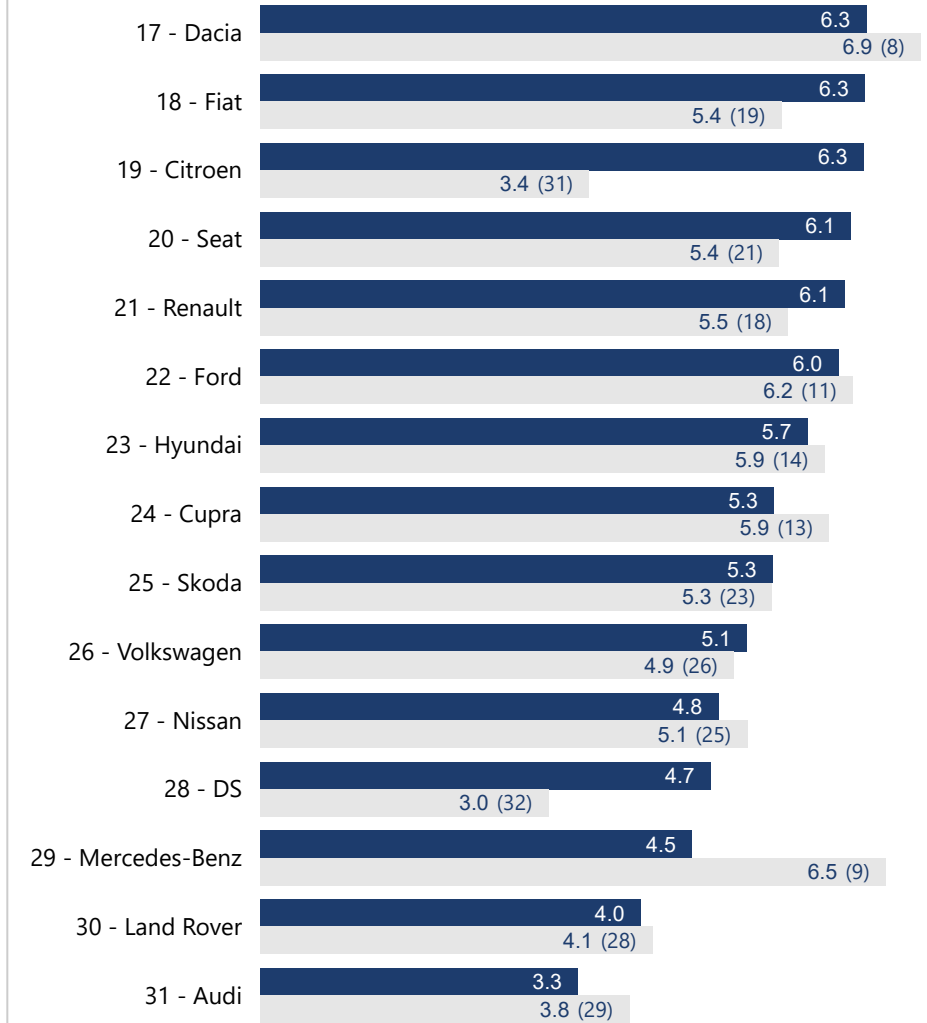
Response Spread



Top Ranking



Bottom Ranking



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

Q4e: The return on capital for your dealership?

Summer 2024

5.4

Winter 2025

6.1

% Change
+13.0%

Score Change
+0.7

Kia

8.6

Land Rover

3.7

Lexus

7.7

Audi

3.6

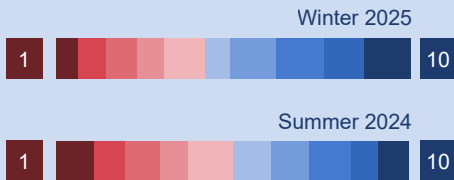
MG

7.6

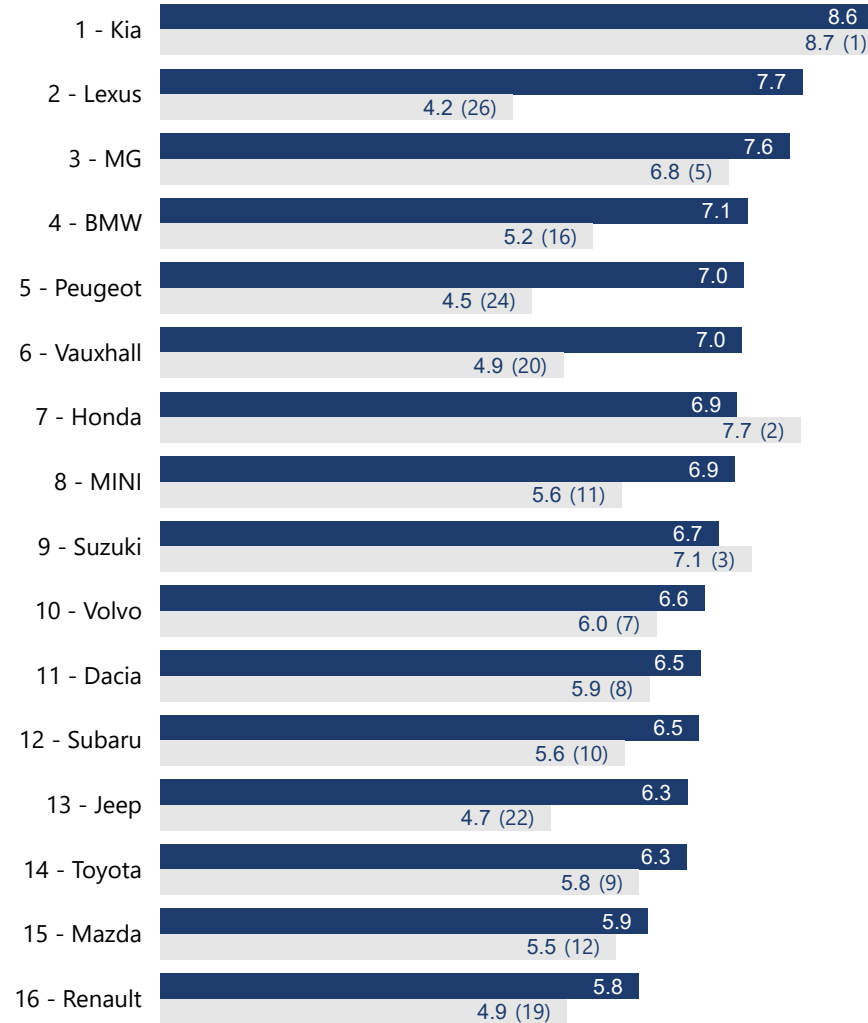
DS

2.3

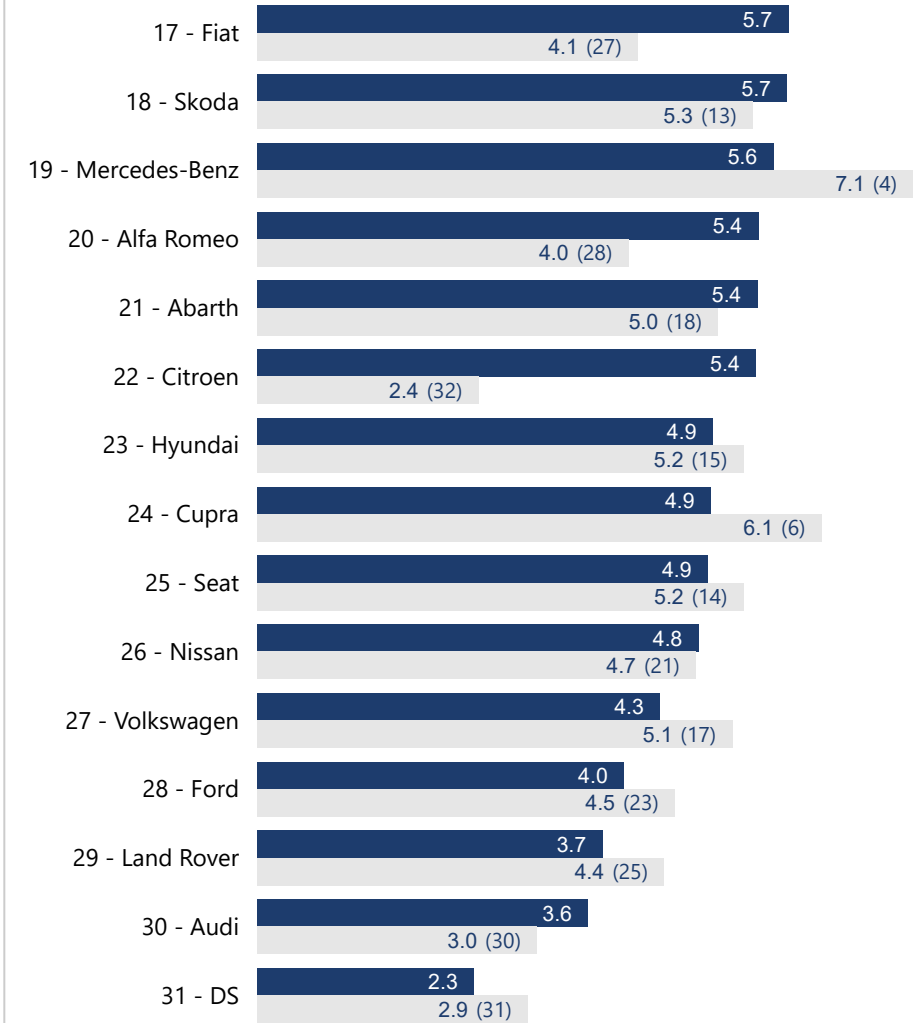
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

6.5

Winter 2025

7.0

% Change
+7.7%

Score Change
+0.5

Kia

9.0

Audi

5.3

Lexus

8.8

Seat

4.7

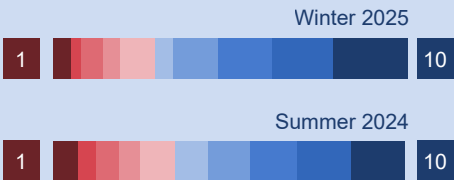
BMW

8.4

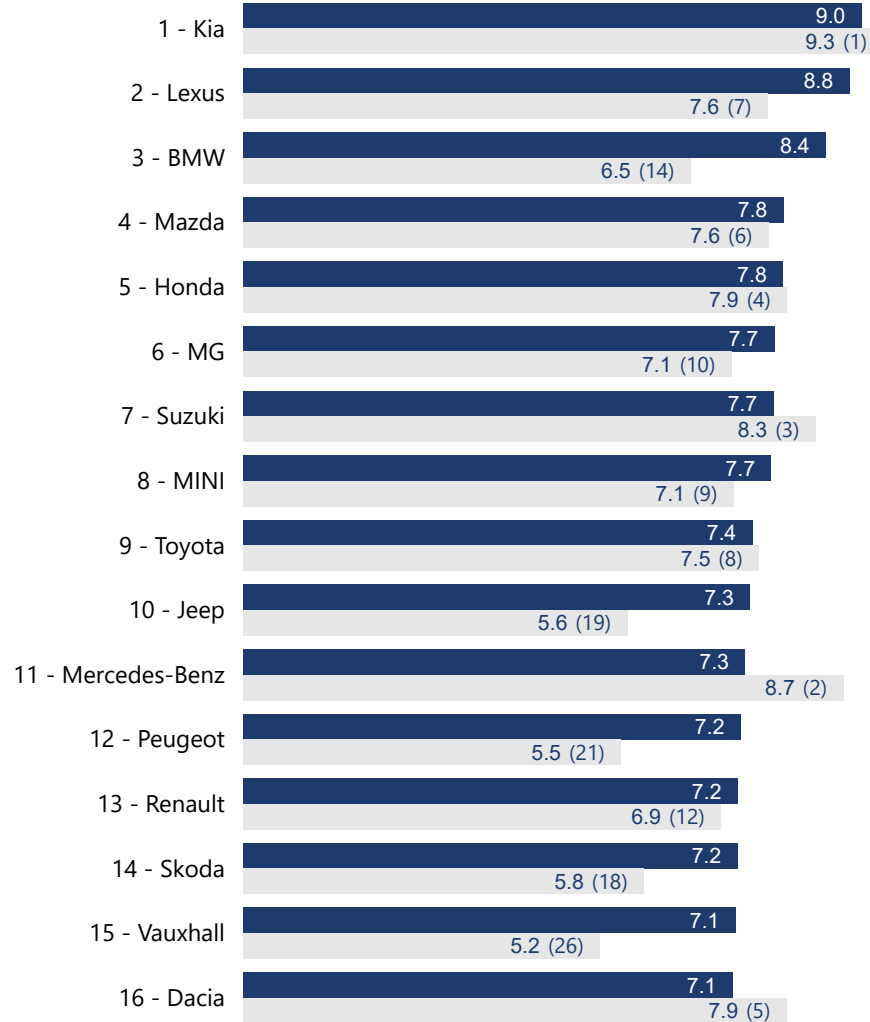
Ford

4.5

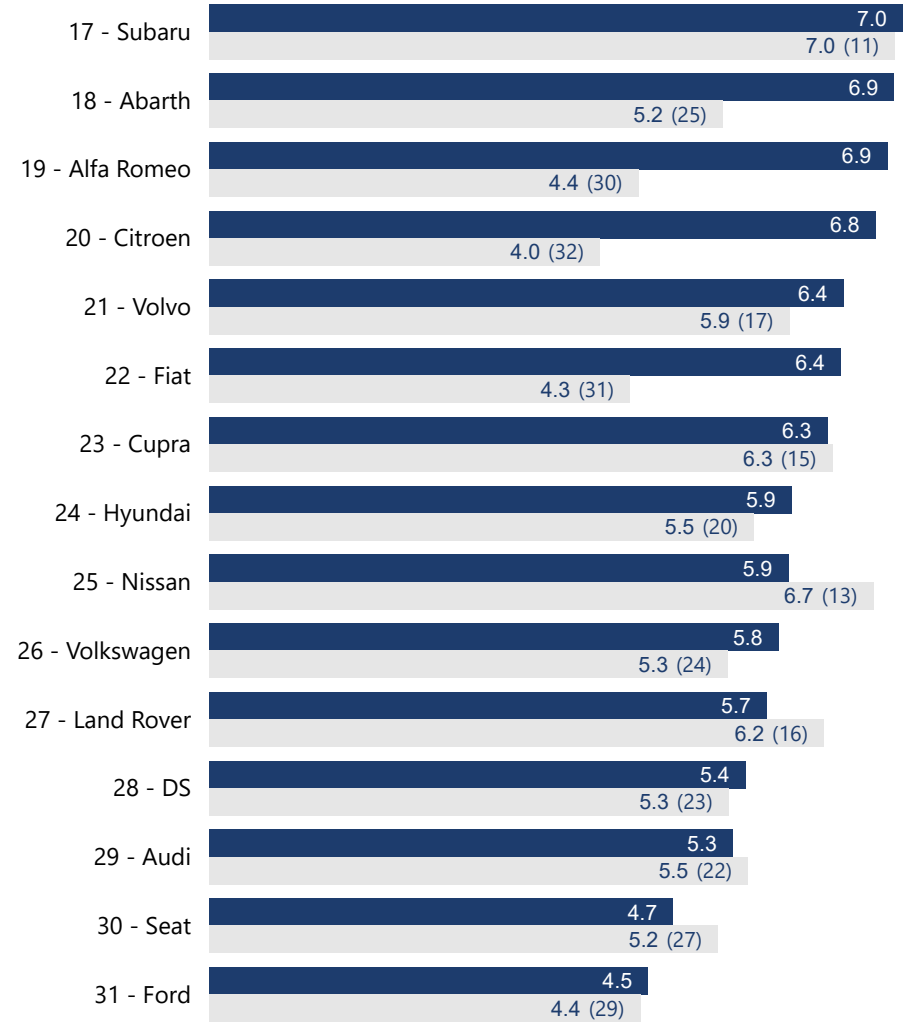
Response Spread



Top Ranking



Bottom Ranking



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

Winter 2025

6.4

Score Change
+0.8

Land Rover

3.8

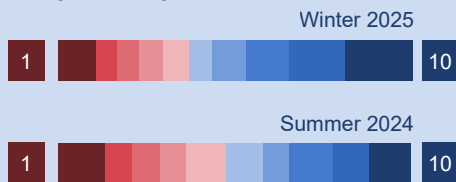
Audi

3.7

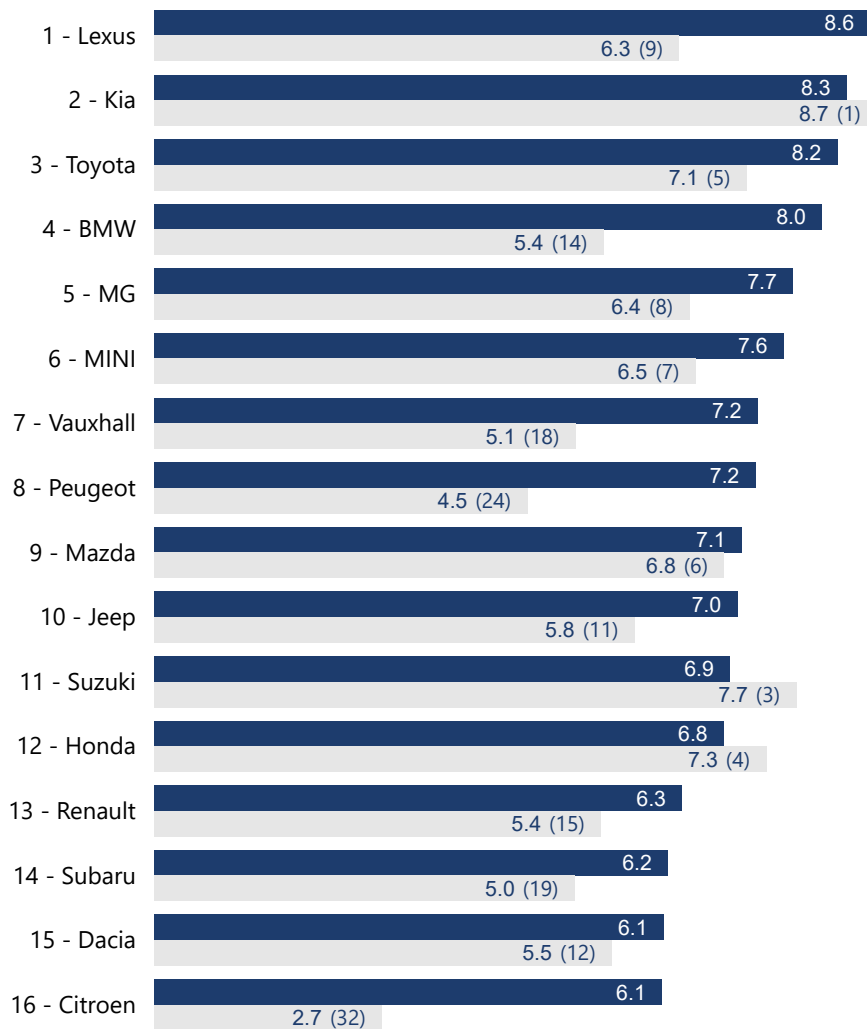
Ford

3.4

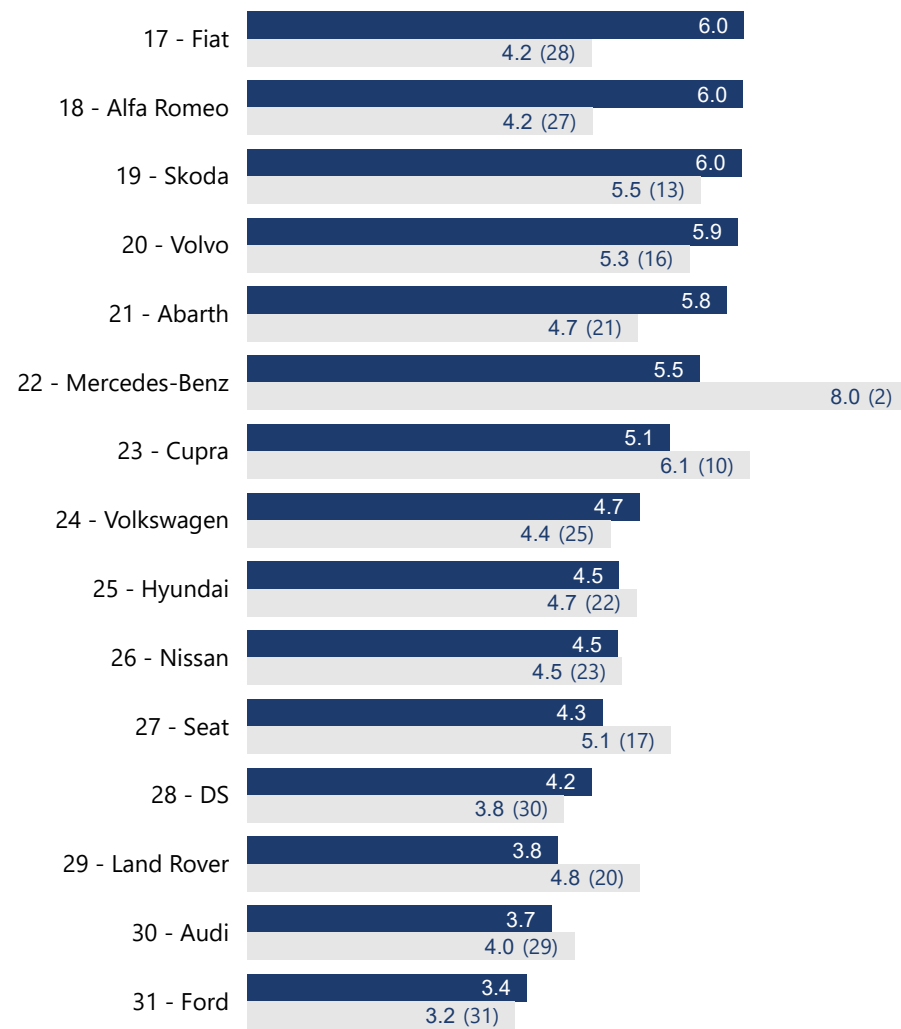
Response Spread



Top Ranking



Bottom Ranking



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



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Section C

Operations

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

Summer 2024

6.4

Winter 2025

6.9

% Change
+7.8%

Score Change
+0.5

Lexus

8.7

Nissan

4.9

Kia

8.6

Audi

4.8

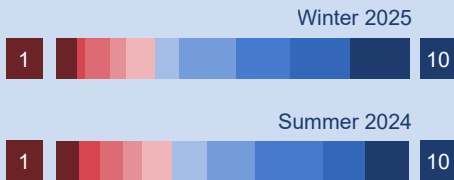
Mercedes

8.3

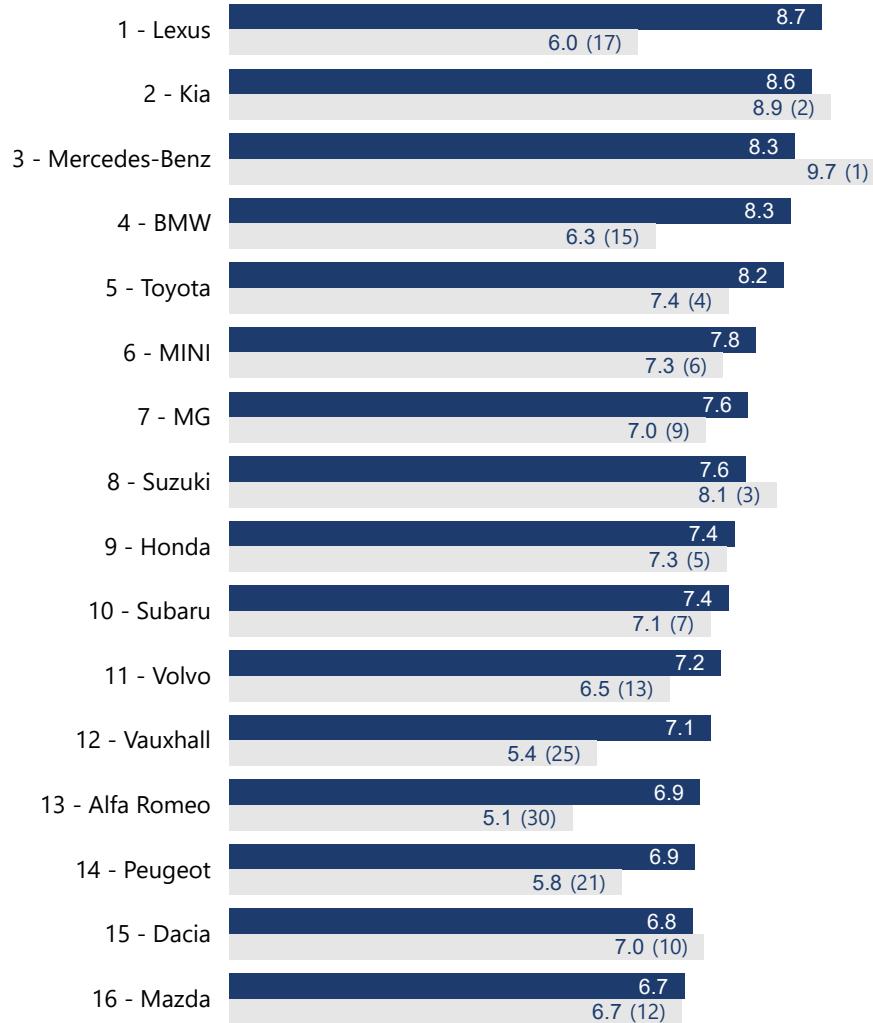
DS

4.5

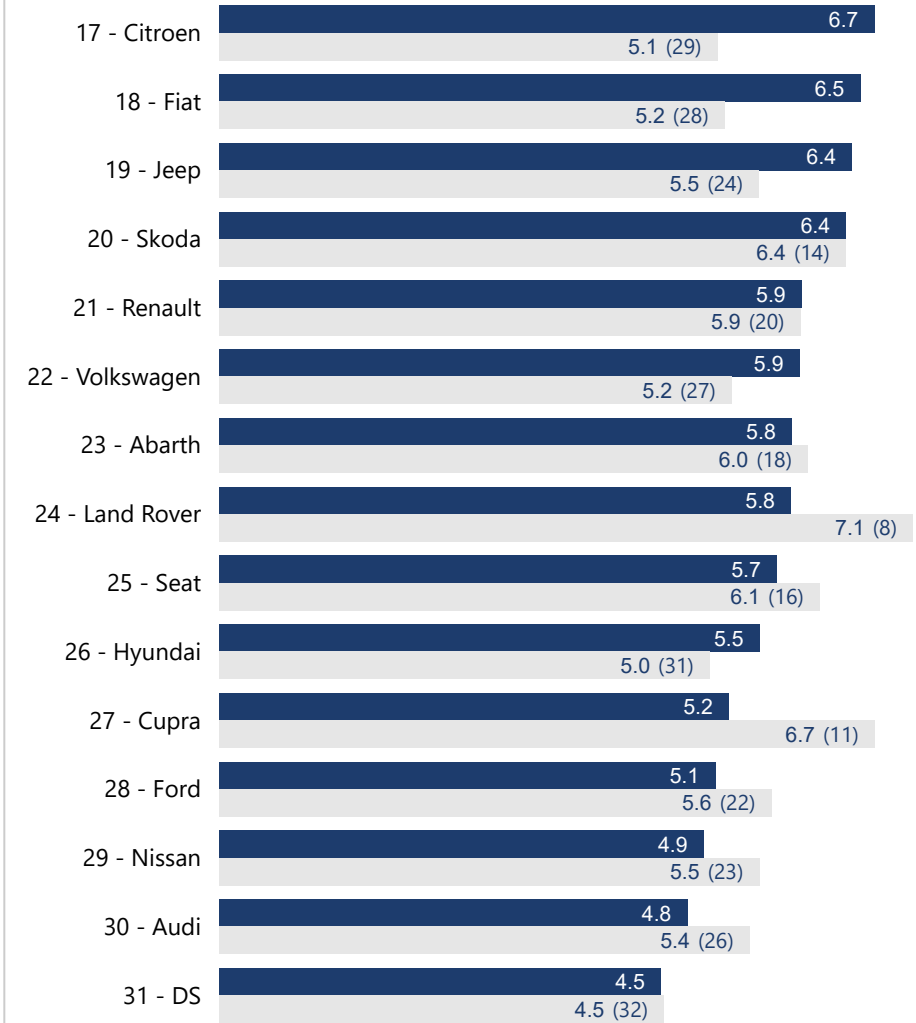
Response Spread



Top Ranking



Bottom Ranking



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

Q5b: Your new car targeting process?

Summer 2024

6.0

Winter 2025

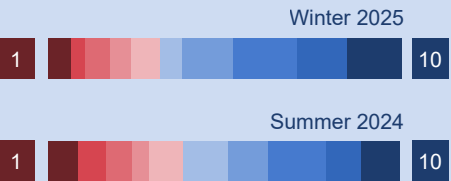
6.6

% Change
+10.0%

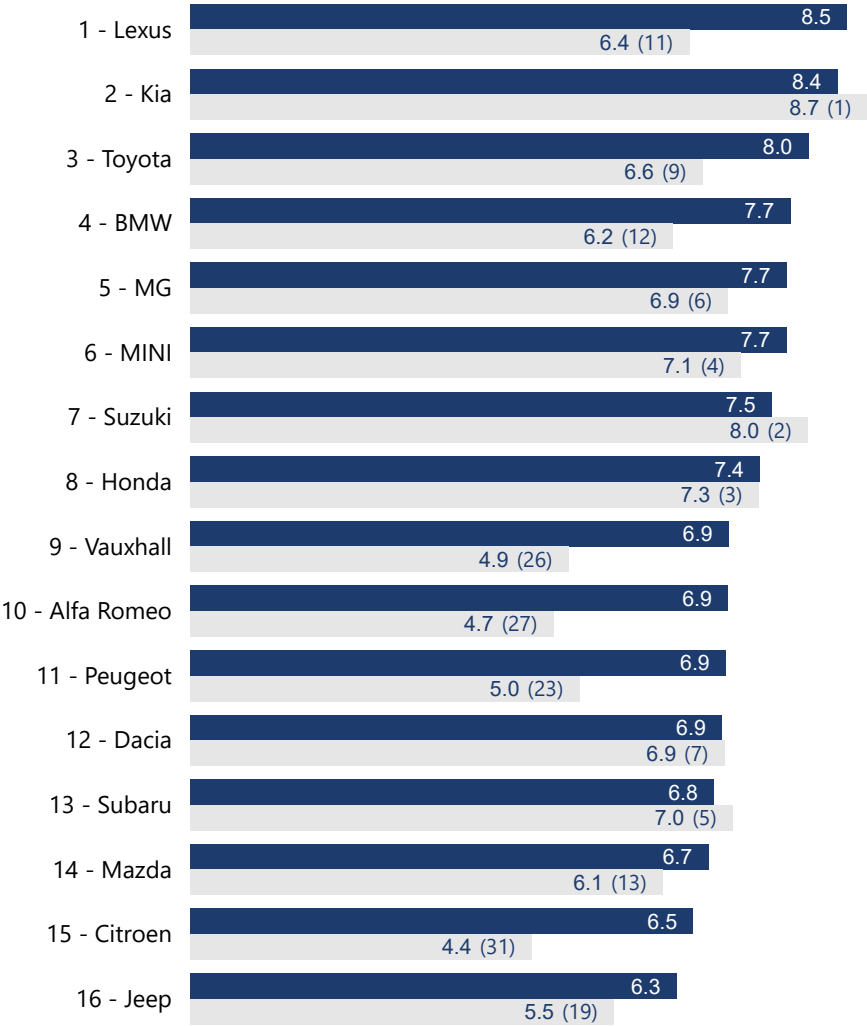
Score Change
+0.6

Lexus	Nissan
8.5	5.0
Kia	DS
8.4	4.6
Toyota	Audi
8.0	4.1

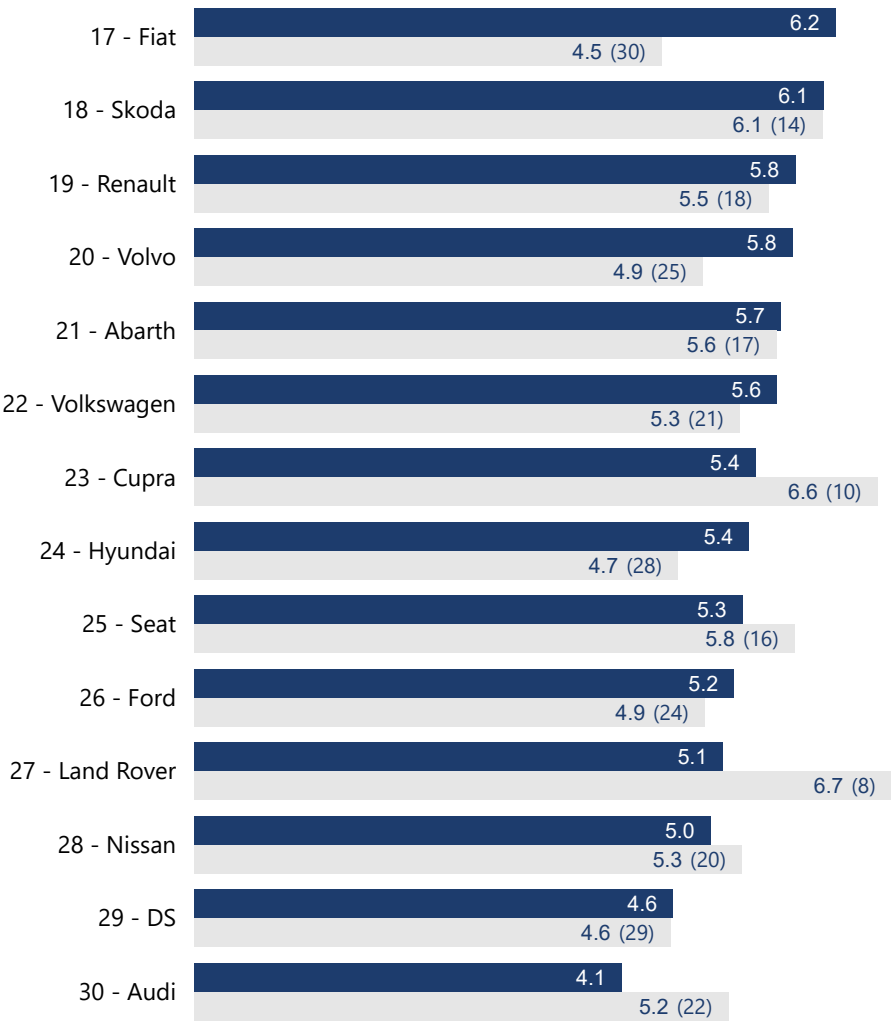
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2024

6.0

Winter 2025

6.6

% Change
+10.0%

Score Change
+0.6

Lexus

8.6

Hyundai

4.9

BMW

8.6

Audi

4.9

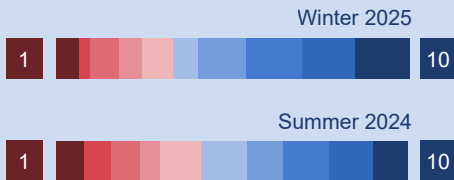
Kia

8.5

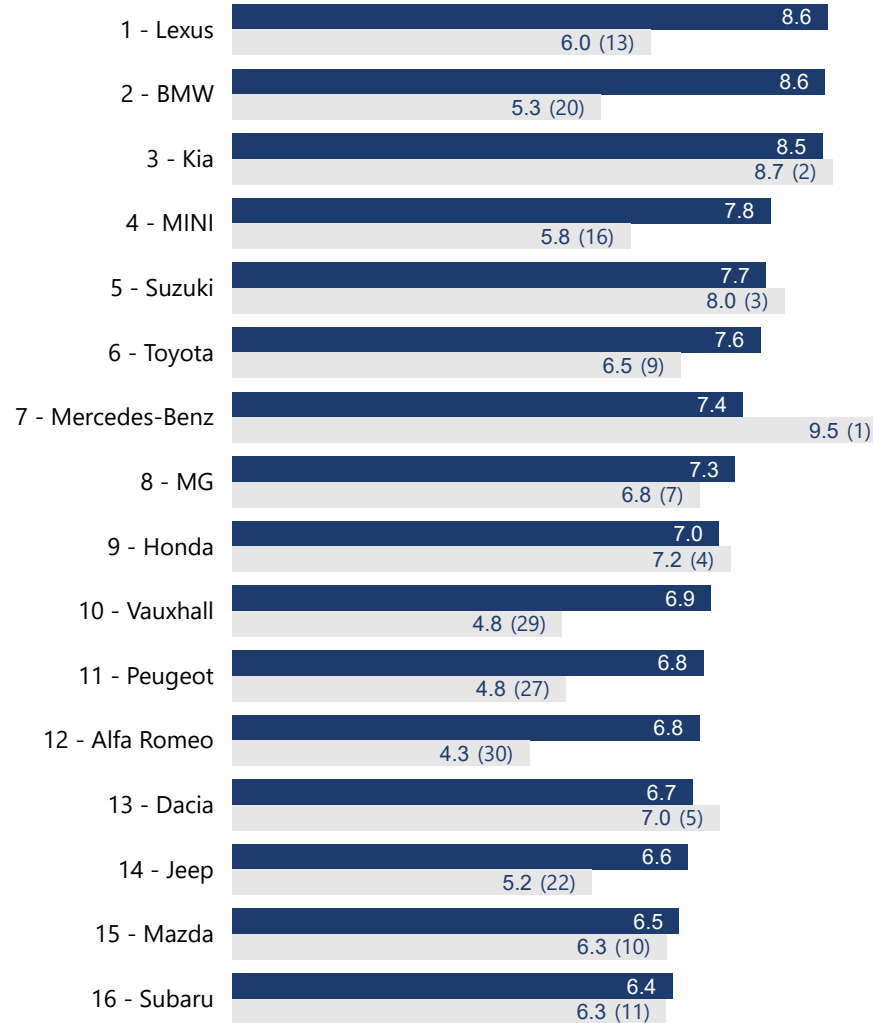
DS

3.4

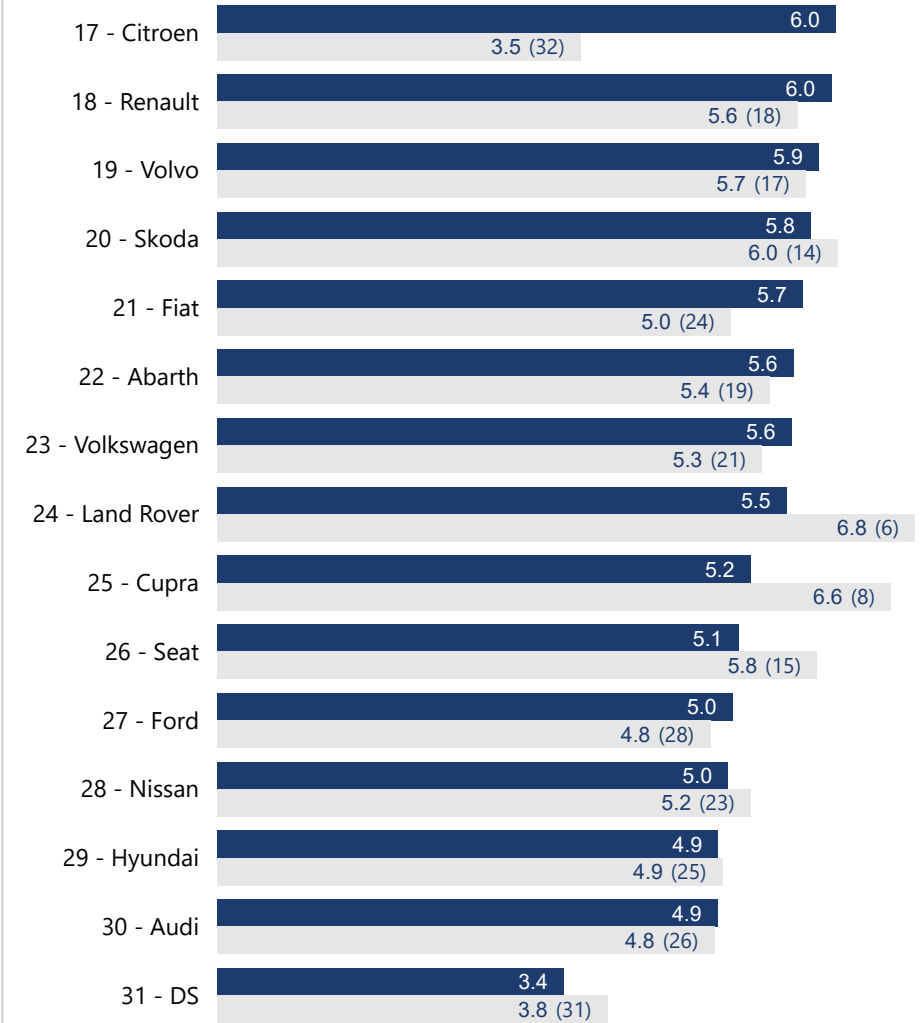
Response Spread



Top Ranking



Bottom Ranking



Q5d: Your total margin on new vehicles?

Summer 2024

5.7

Winter 2025

6.6

% Change
+15.8%

Score Change
+0.9

Kia

8.9

Audi

4.4

Mercedes

7.7

Ford

3.9

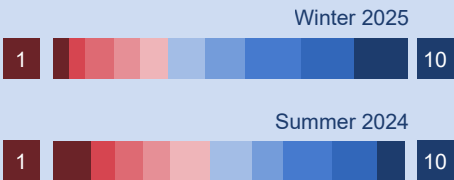
Toyota

7.6

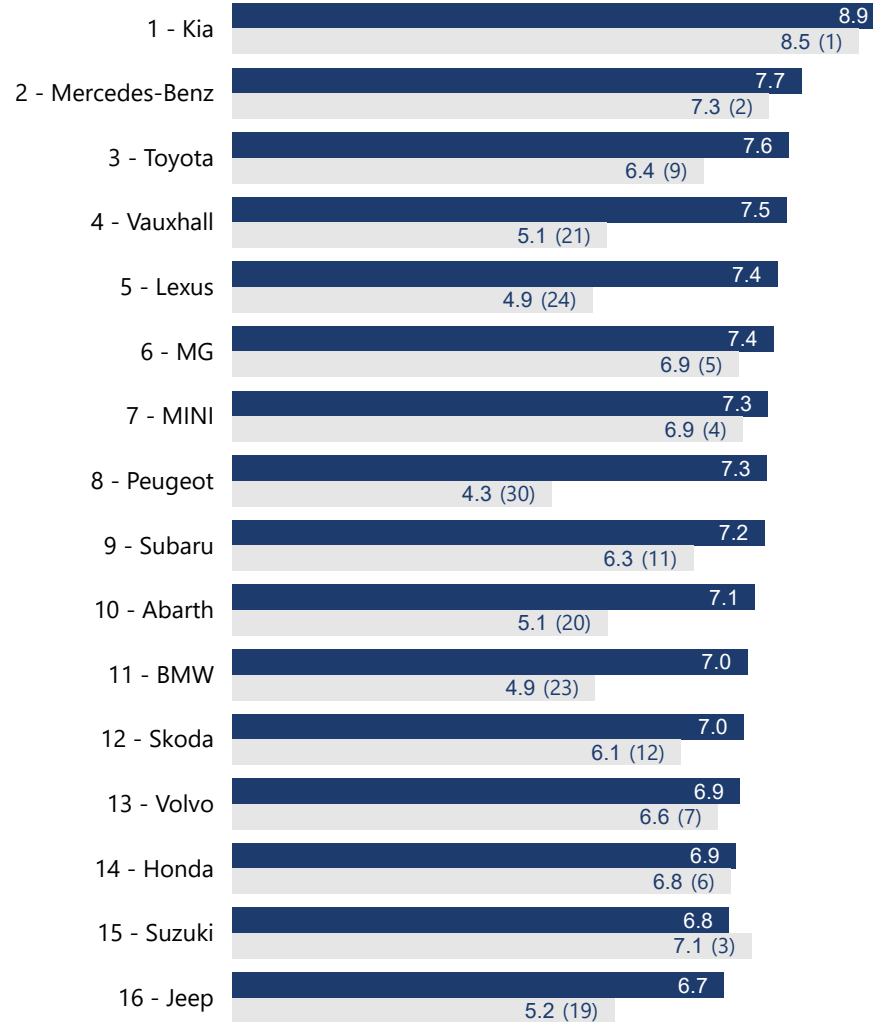
Land Rover

3.7

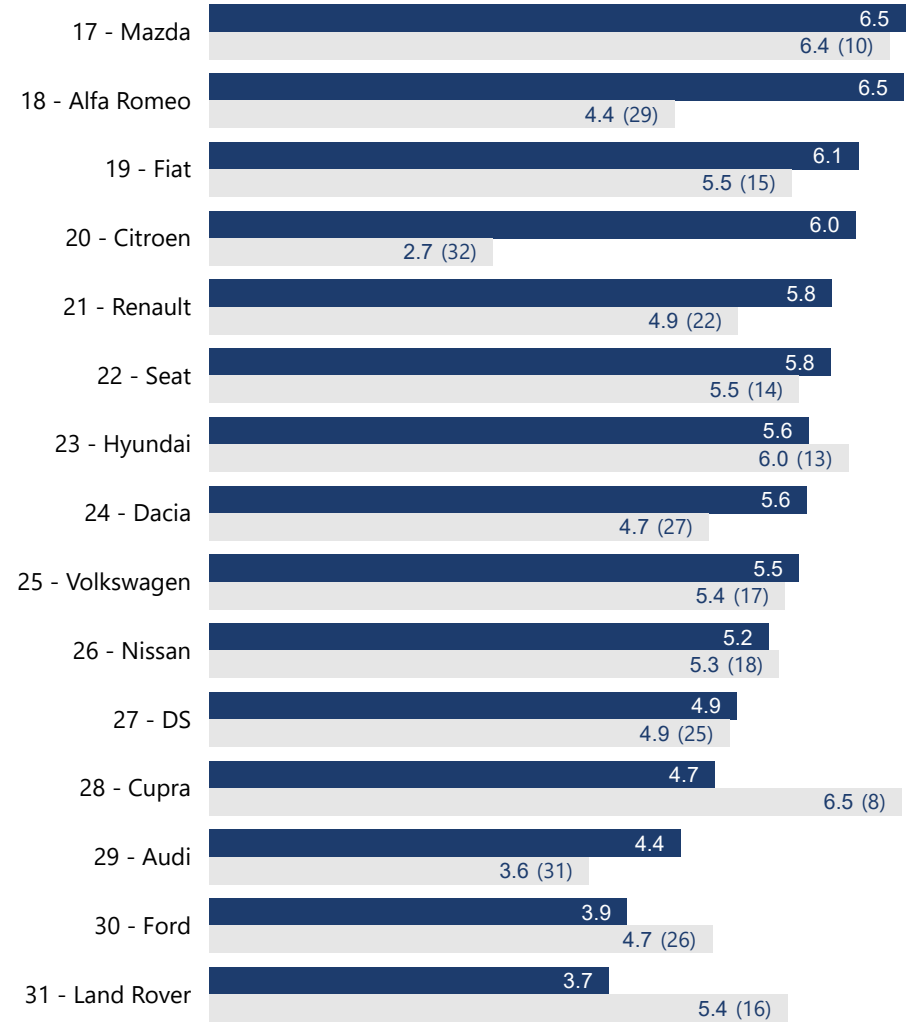
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

5.8

Winter 2025

6.7

% Change
+15.5%

Score Change
+0.9

Kia

8.7

Ford

4.7

Lexus

8.4

Audi

4.3

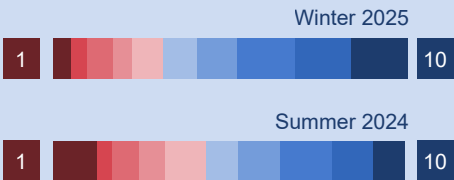
MG

7.7

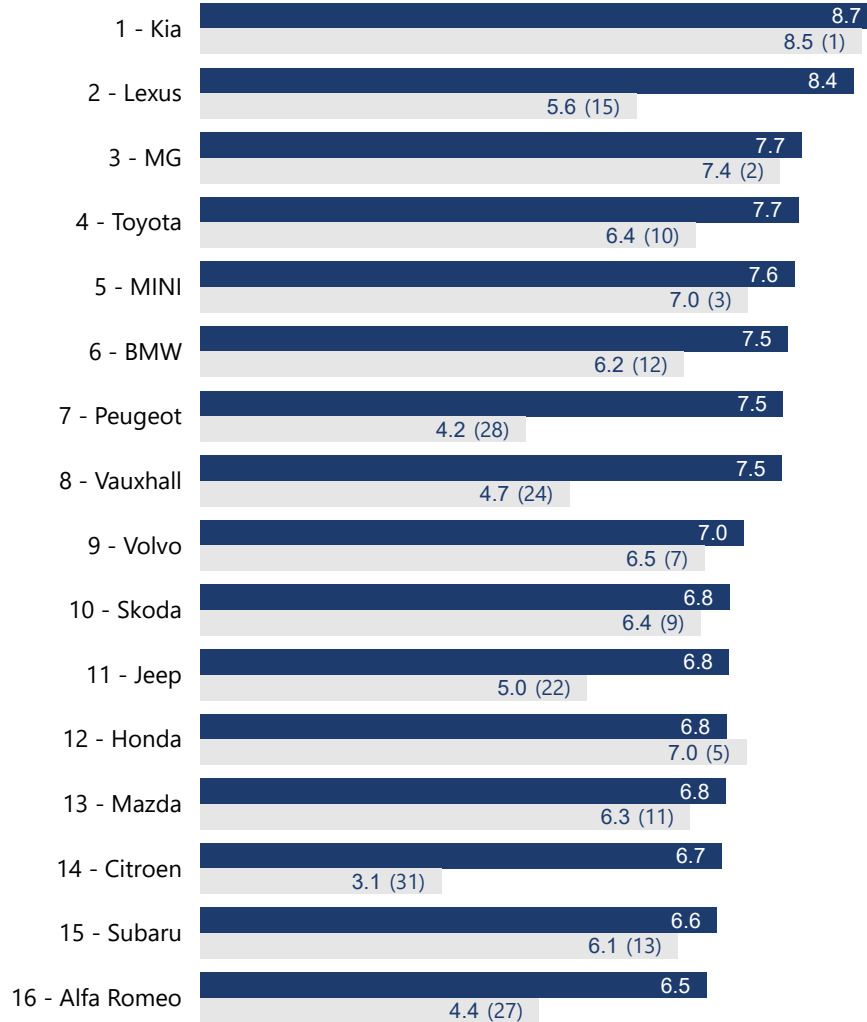
Land Rover

3.6

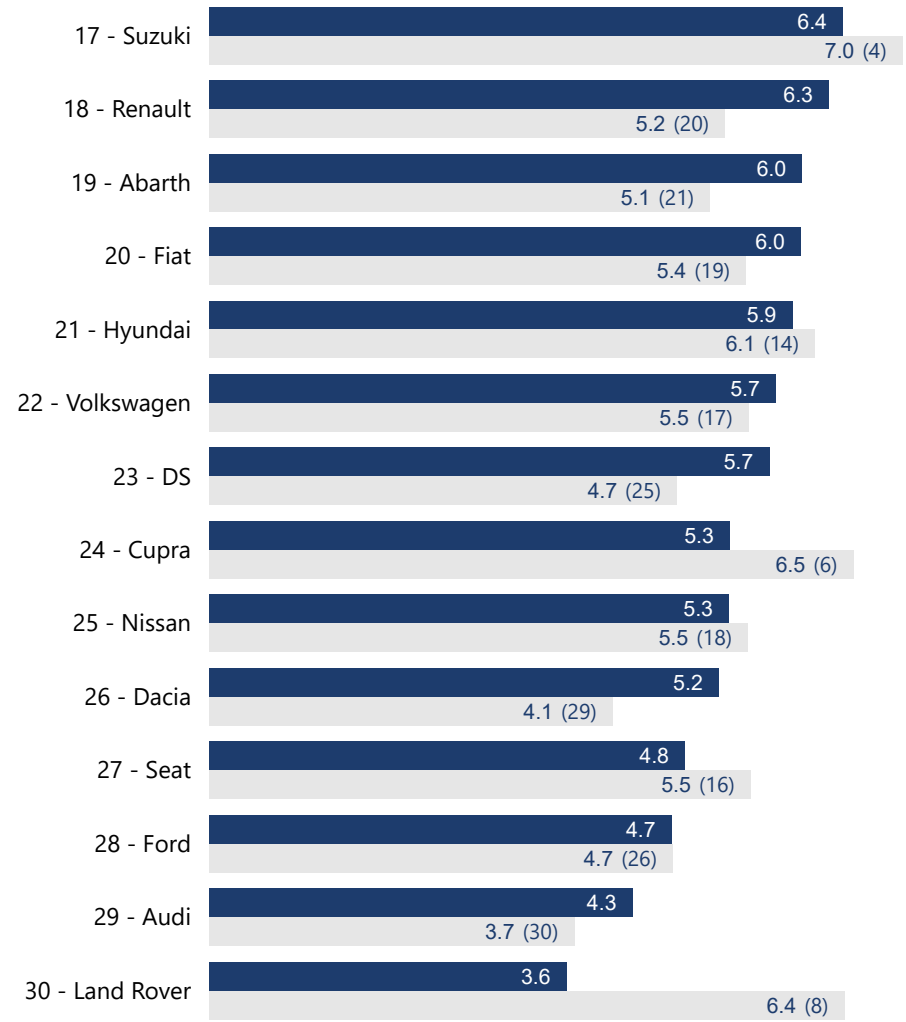
Response Spread



Top Ranking



Bottom Ranking



Q5f: Manufacturer inducement to self register vehicles?

Summer 2024

6.4

Winter 2025

6.9

% Change
+7.8%

Score Change
+0.5

Lexus

9.3

Ford

4.6

Kia

9.1

DS

4.1

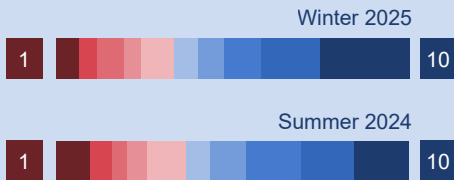
Honda

8.1

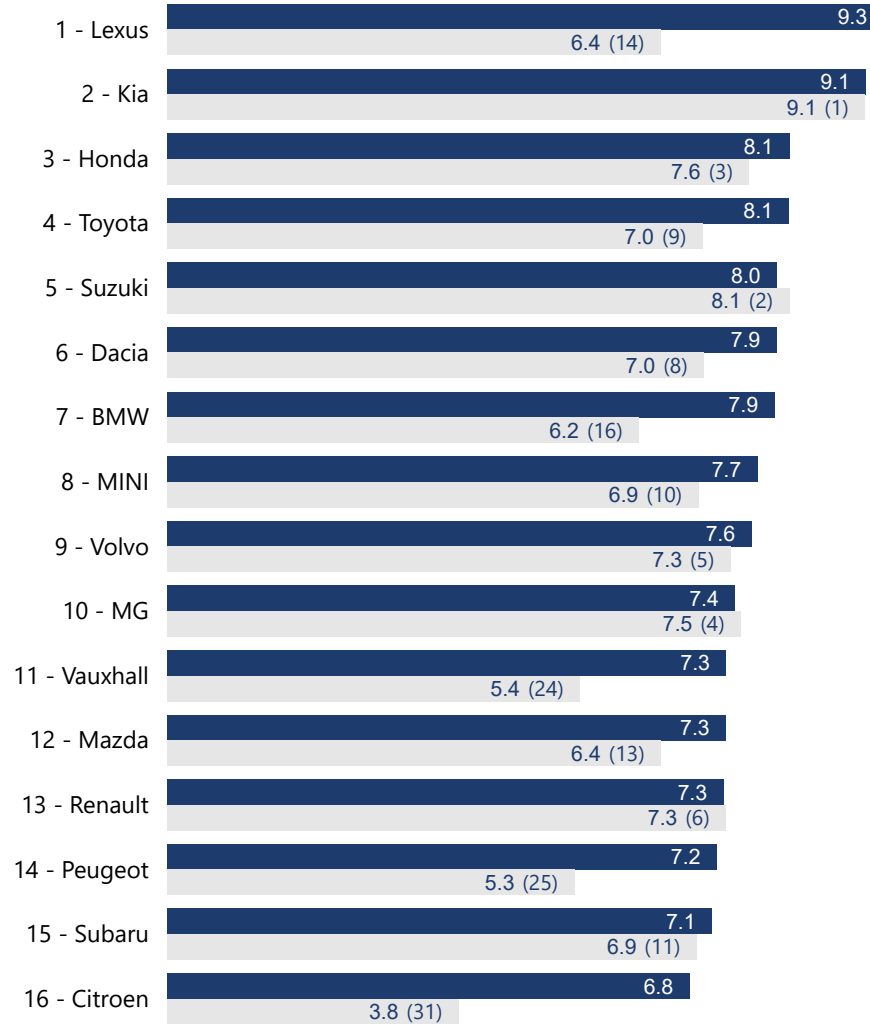
Audi

3.2

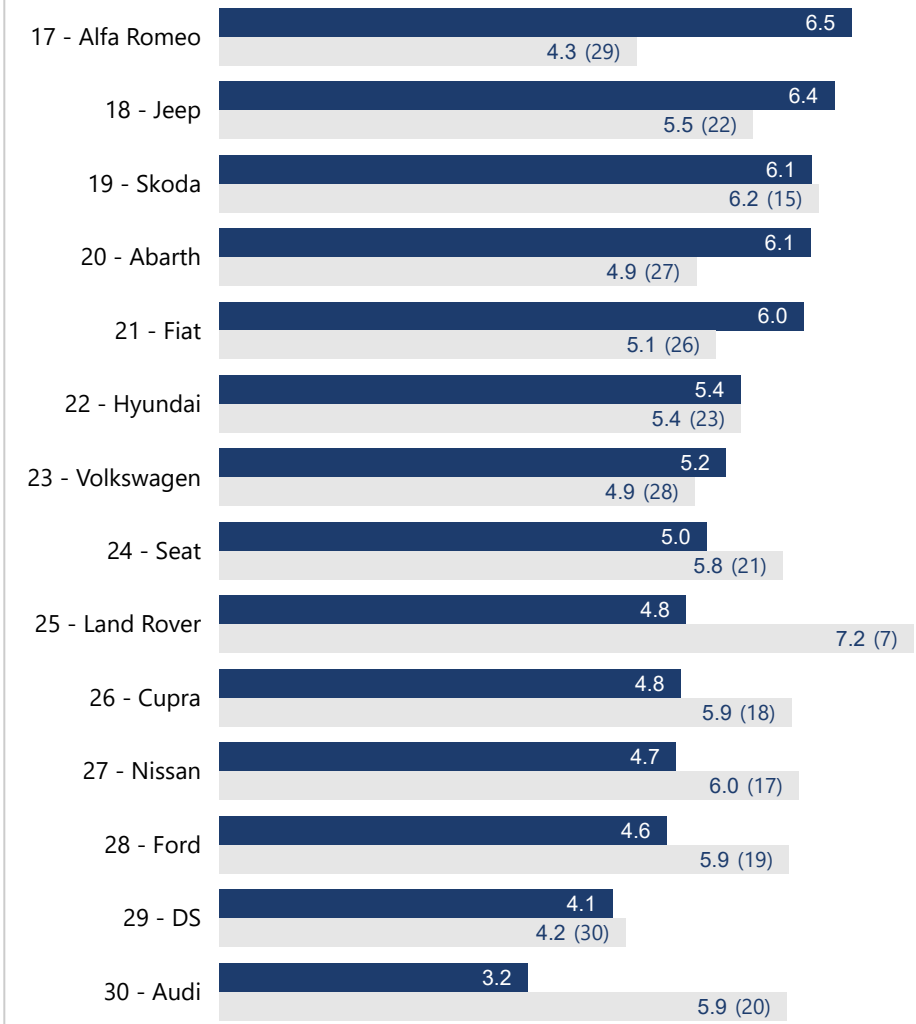
Response Spread



Top Ranking



Bottom Ranking



Mercedes-Benz have not responded, as the question is not applicable to the brand

Q5g: Manufacturer's new vehicle supply?

Summer 2024

6.4

Winter 2025

7.4

% Change
+15.6%

Score Change
+1.0

Mercedes
9.2

Kia
8.6

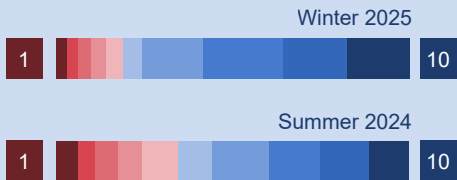
Mazda
8.4

Ford
5.2

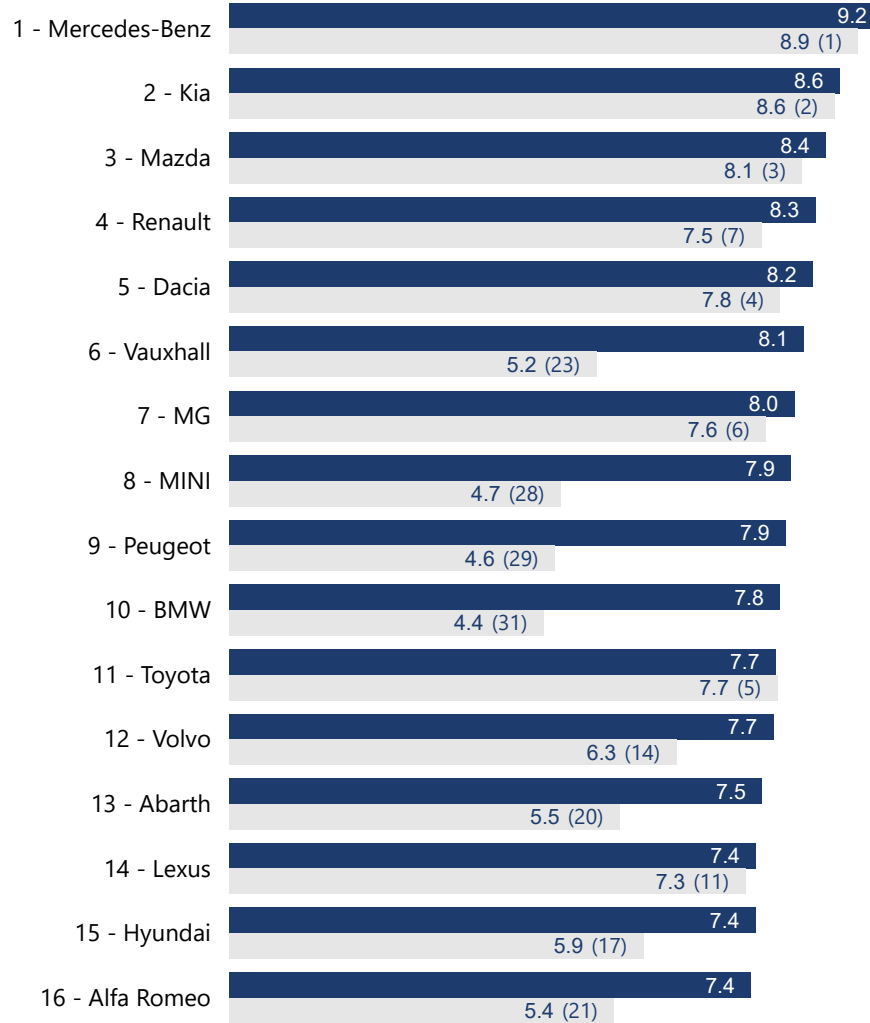
Nissan
5.1

DS
4.7

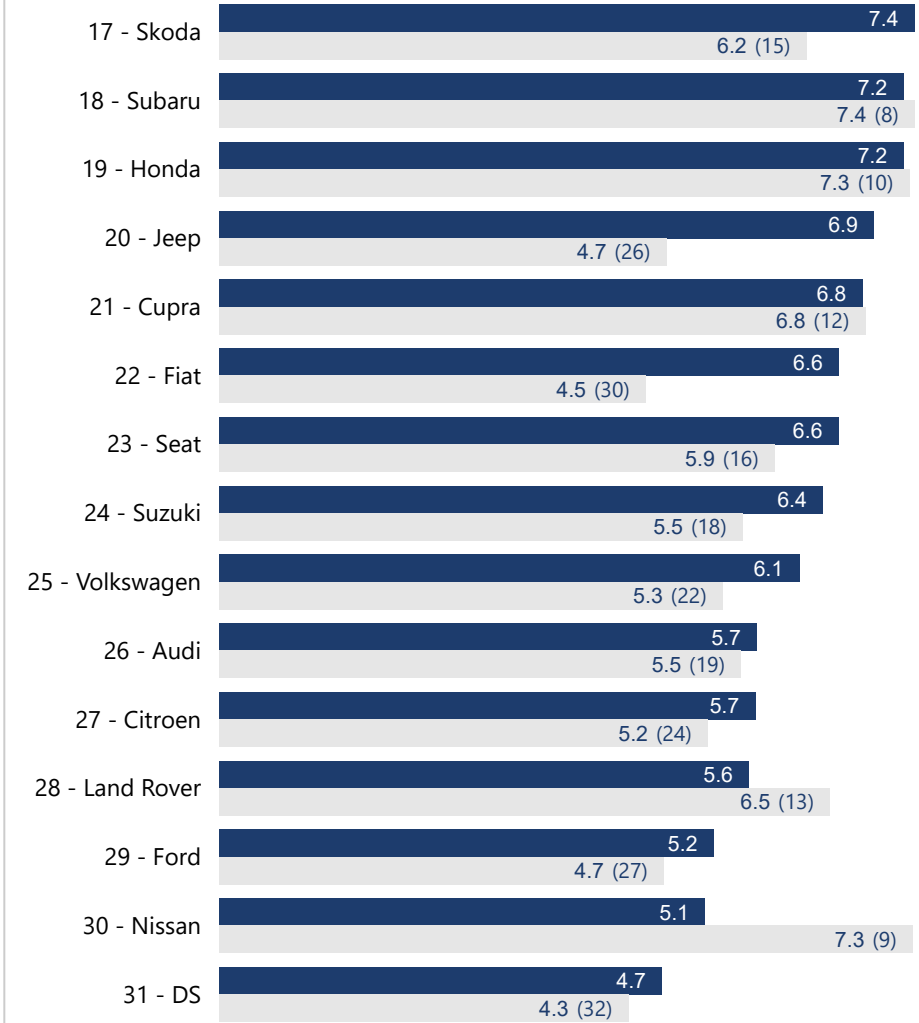
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

6.6

Winter 2025

7.1

% Change
+7.6%

Score Change
+0.5

Toyota

9.1

DS

5.5

Kia

8.9

Nissan

4.4

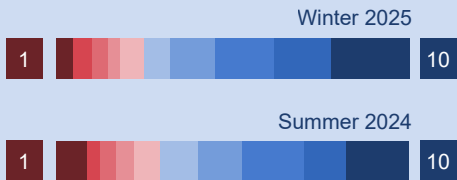
Lexus

8.9

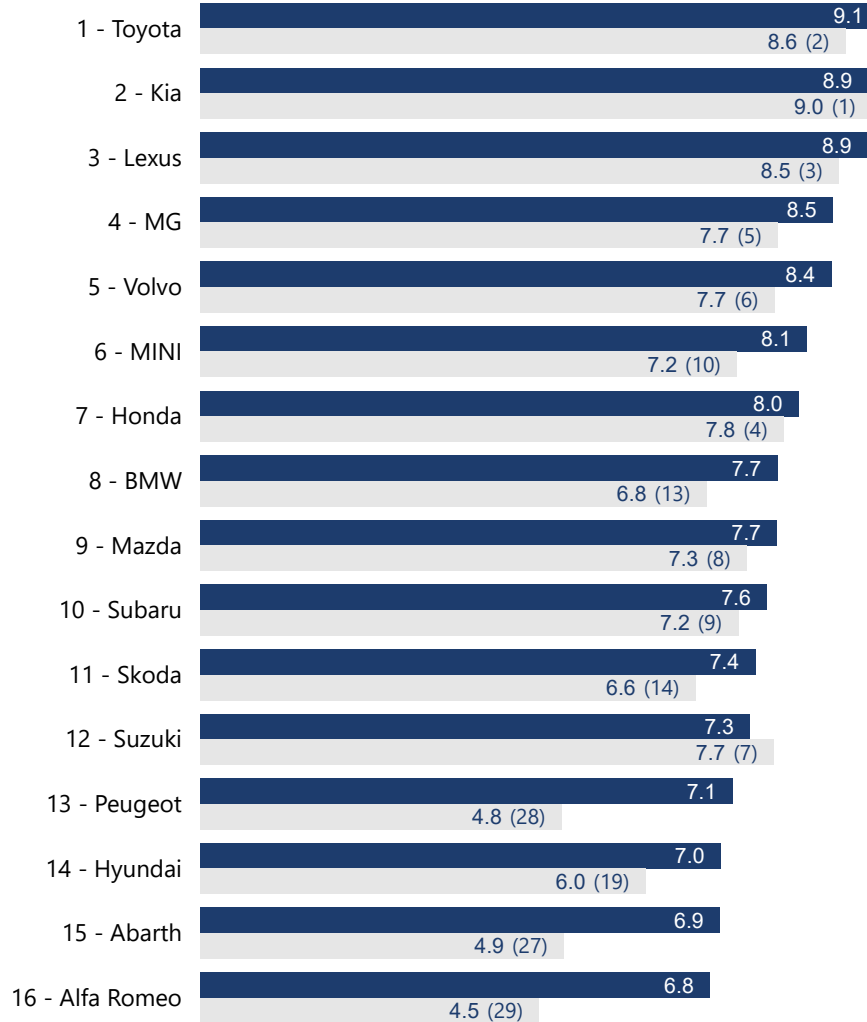
Ford

4.1

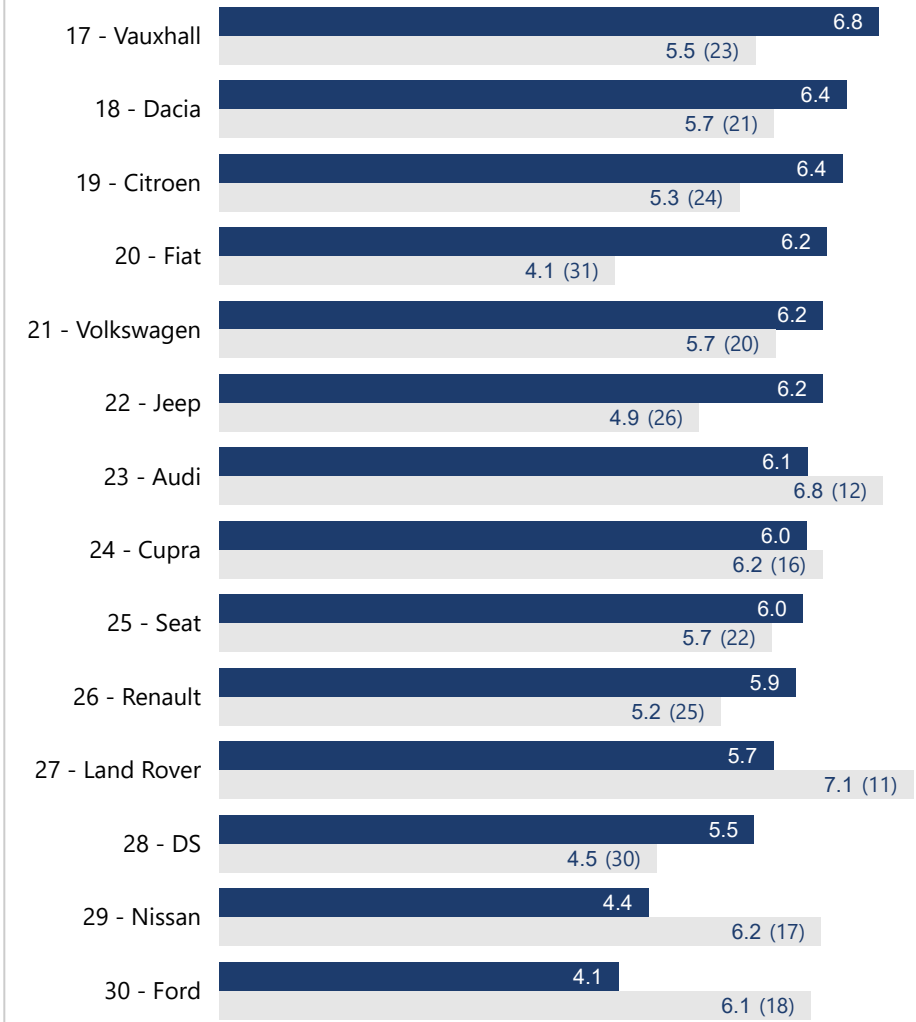
Response Spread



Top Ranking



Bottom Ranking



Mercedes-Benz have not responded, as the question is not applicable to the brand

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

Summer 2024

5.9

Winter 2025

6.7

% Change
+13.6%

Score Change
+0.8

Lexus

9.0

Nissan

4.6

Kia

8.9

Ford

4.6

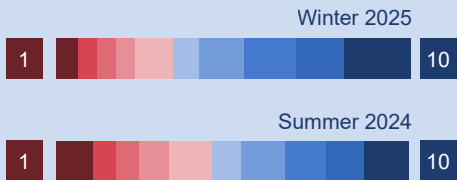
MG

7.8

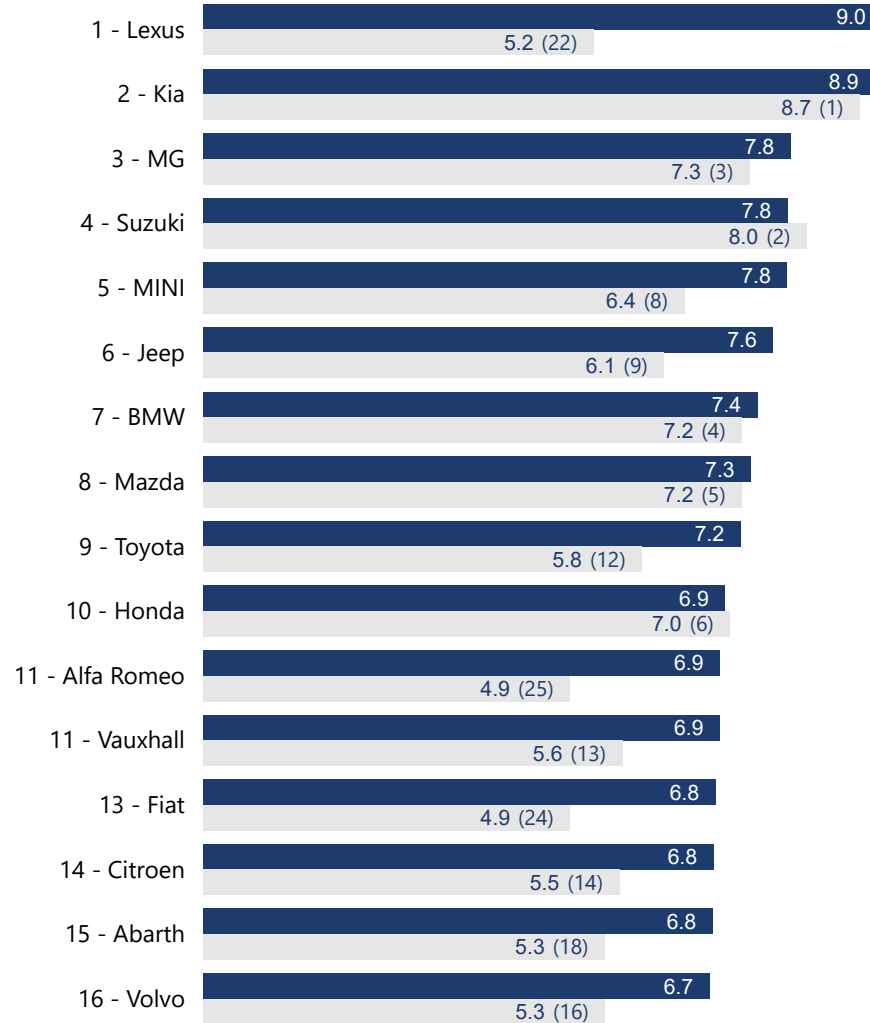
Audi

3.9

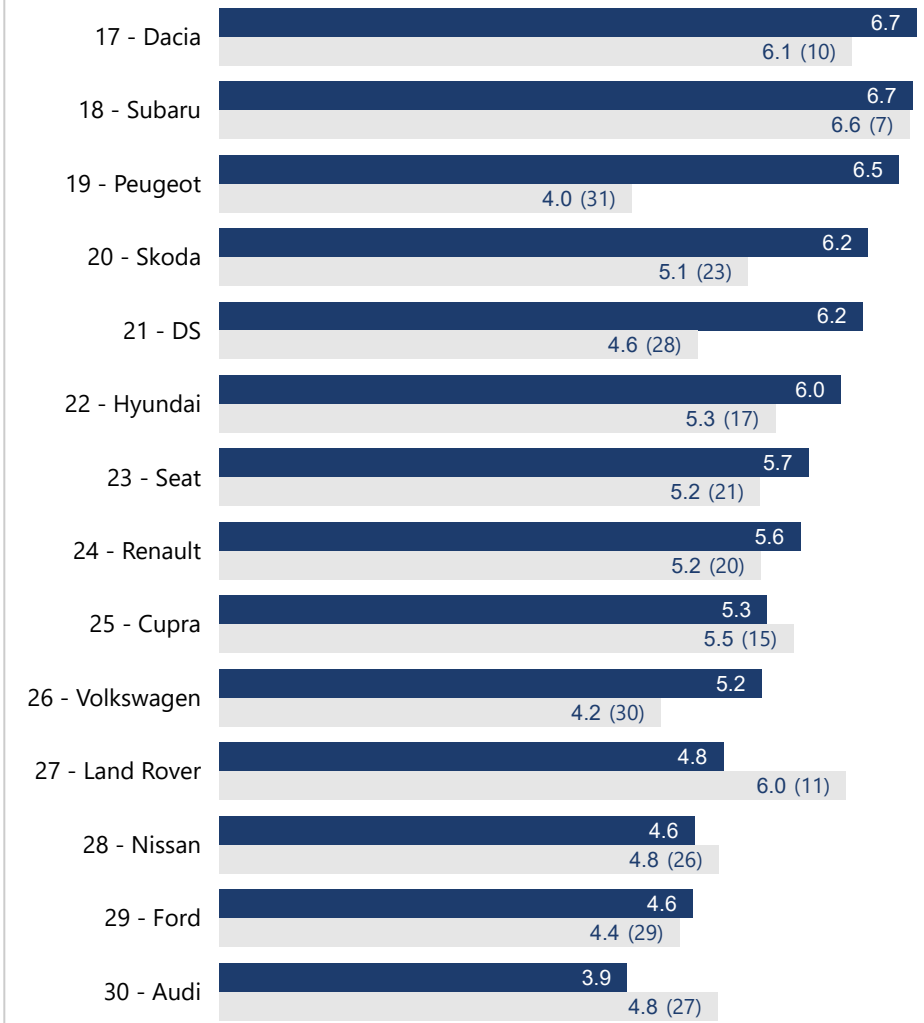
Response Spread



Top Ranking



Bottom Ranking



Mercedes-Benz have not responded, as the question is not applicable to the brand

Q5j: The effect of ZEV Mandate is having on obtaining new vehicles for customer orders?

Summer 2024

6.2

Winter 2025

7.0

% Change
+12.9%

Score Change
+0.8

Mazda

9.0

Seat

5.1

Mercedes

9.0

Volkswagen

5.0

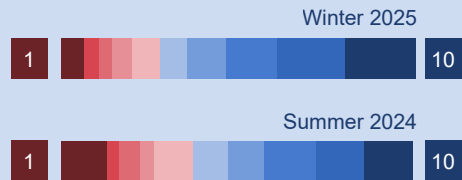
Kia

8.7

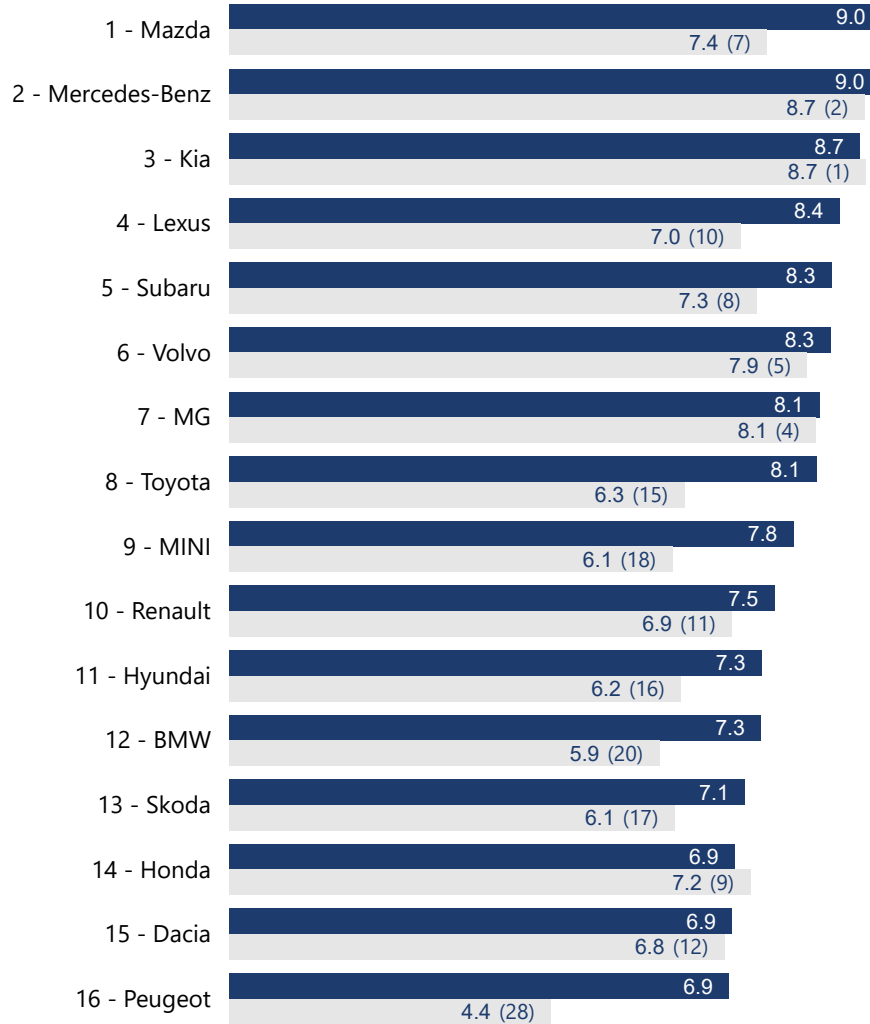
Ford

2.8

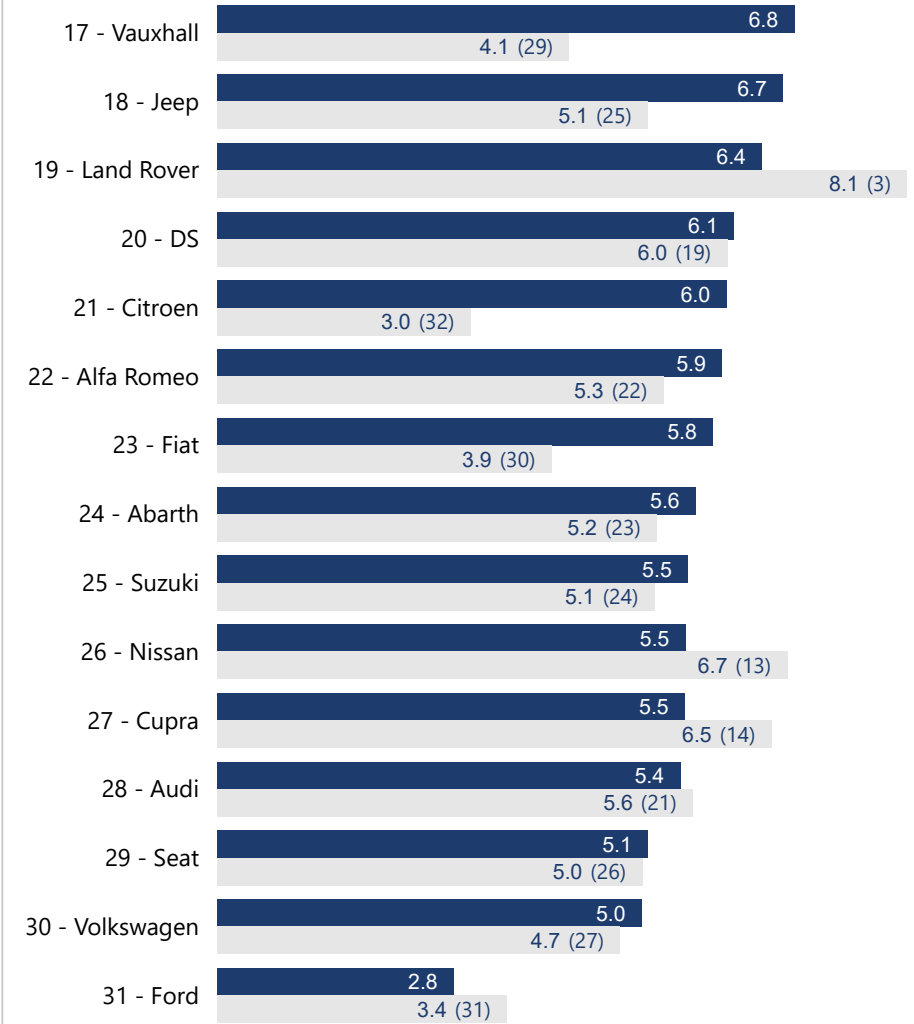
Response Spread



Top Ranking



Bottom Ranking



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

Q6a: Your manufacturer's used car standards?

Summer 2024

7.5

Winter 2025

8.1

% Change
+8.0%

Score Change
+0.6

Lexus

9.4

Cupra

6.6

MINI

9.2

Seat

6.6

Kia

9.1

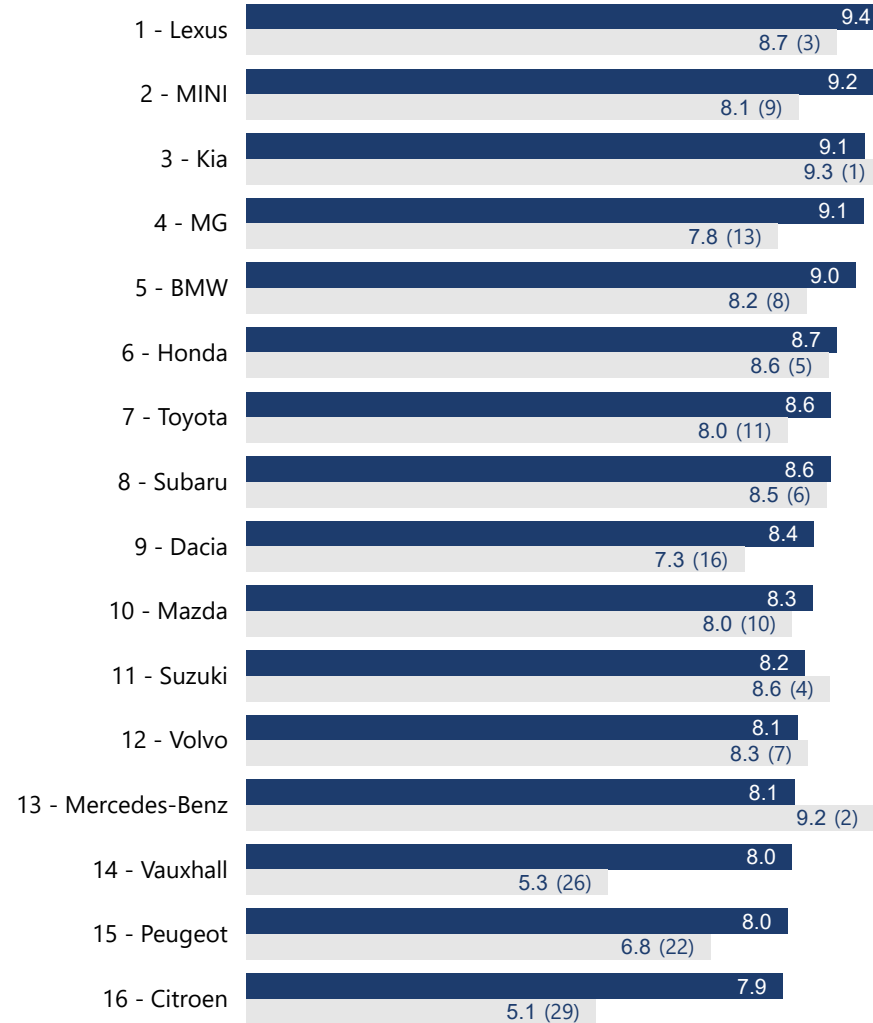
DS

5.5

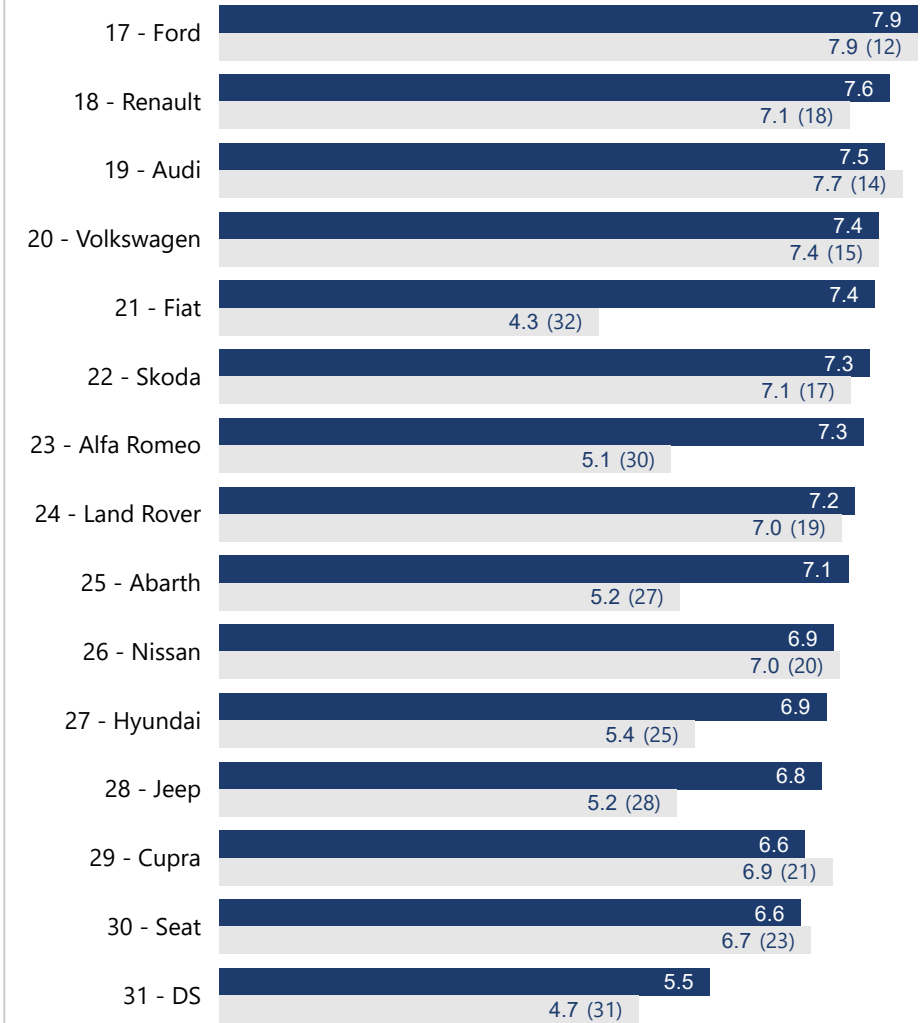
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.4

Winter 2025

7.7

% Change
+4.1%

Score Change
+0.3

Kia

9.4

Volkswagen

5.8

MINI

9.3

DS

5.7

Honda

9.3

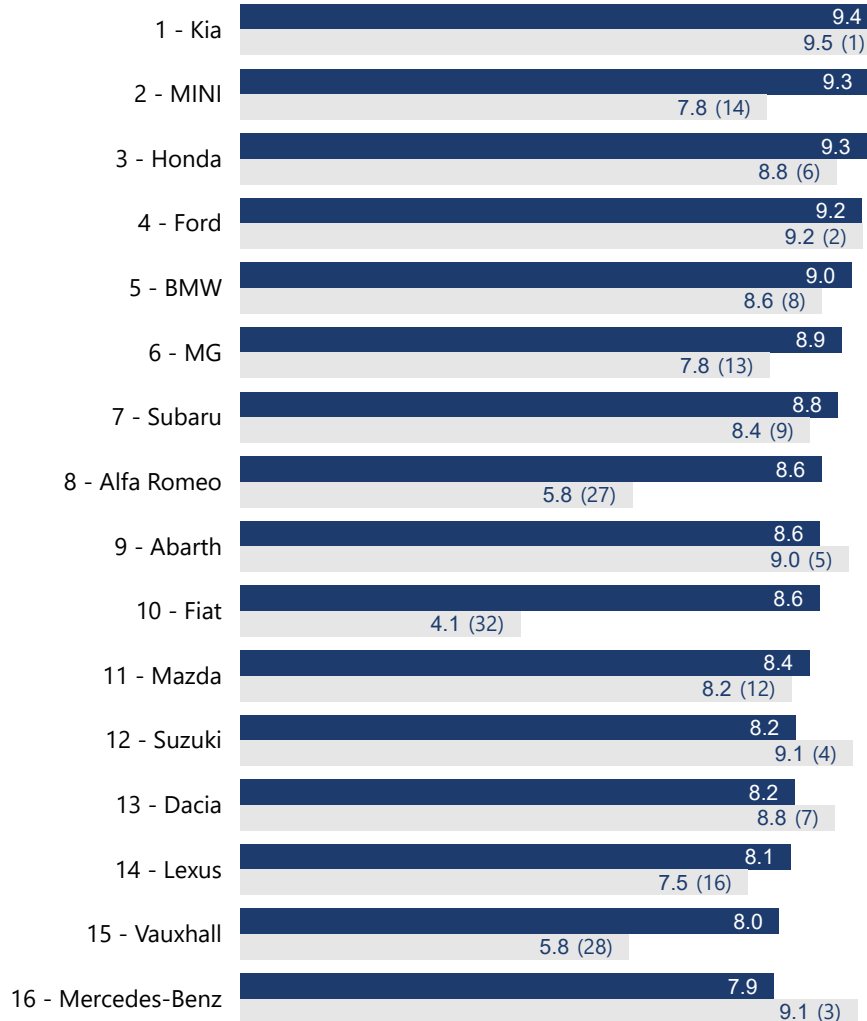
Audi

4.5

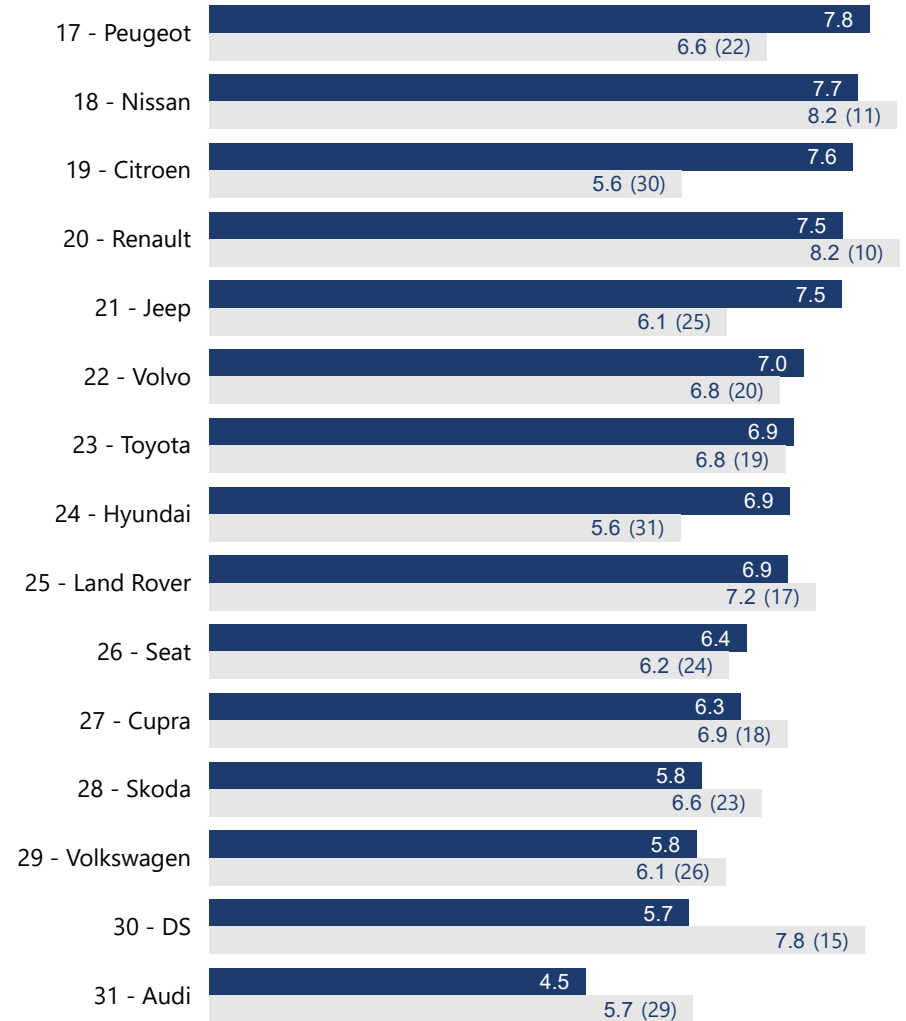
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

6.9

Winter 2025

7.2

% Change
+4.3%

Score Change
+0.3

Kia

9.0

DS

5.4

BMW

8.9

Volvo

4.7

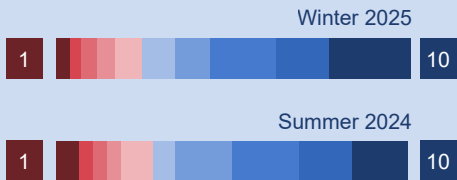
MINI

8.8

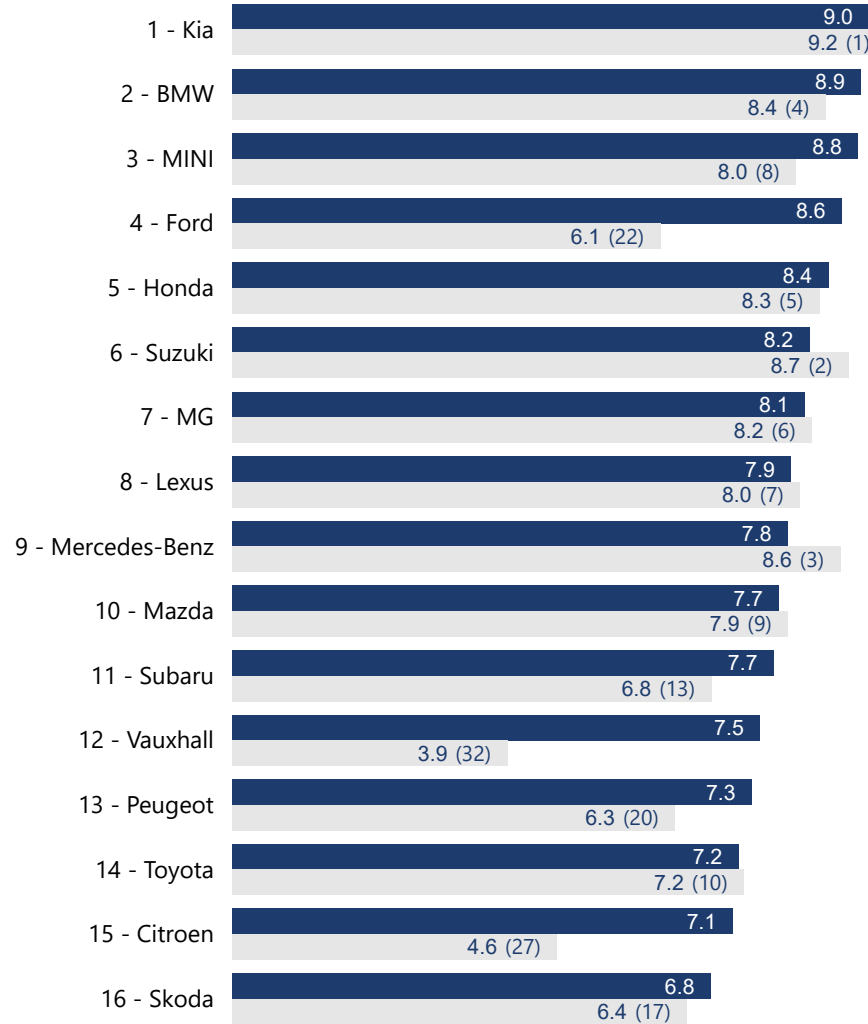
Audi

4.3

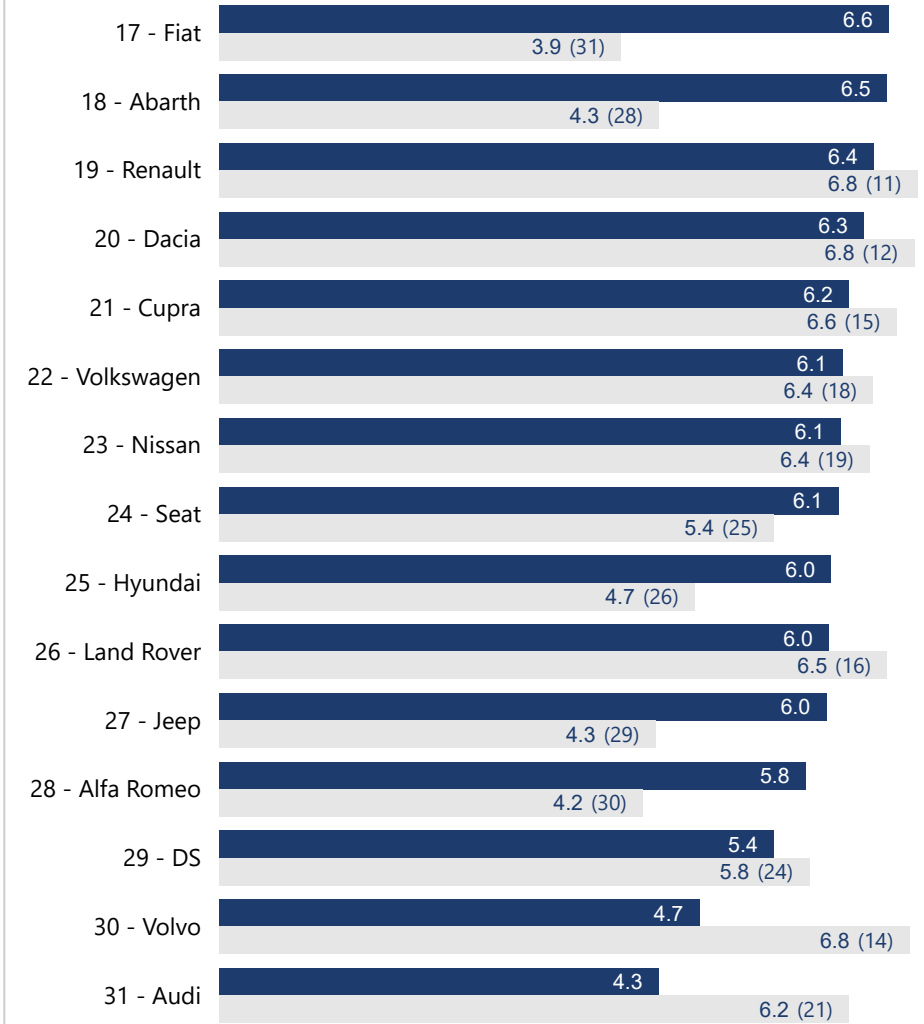
Response Spread



Top Ranking



Bottom Ranking



Q6d: Your total margin on used car sales?

Summer 2024

6.8

Winter 2025

7.3

% Change
+7.4%

Score Change
+0.5

Kia

9.2

Volvo

5.6

Toyota

8.4

Land Rover

5.2

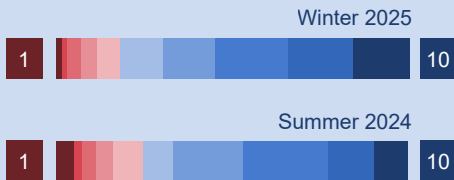
Subaru

8.4

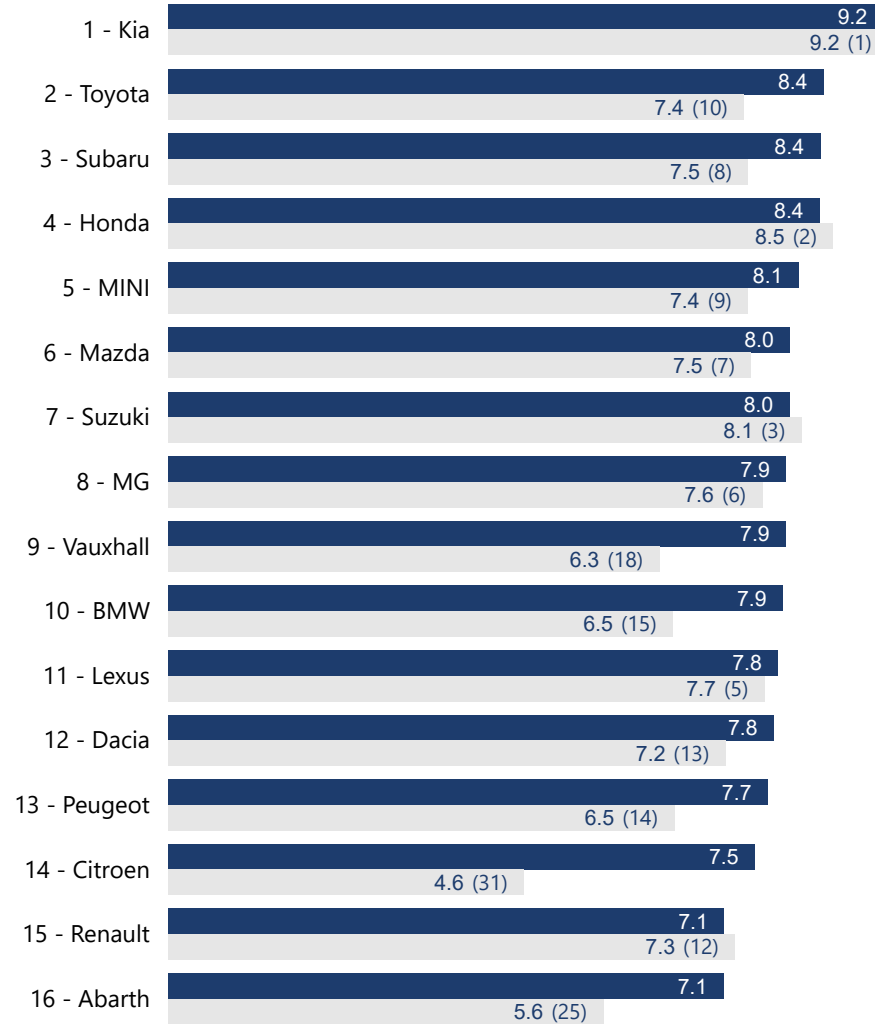
Audi

4.4

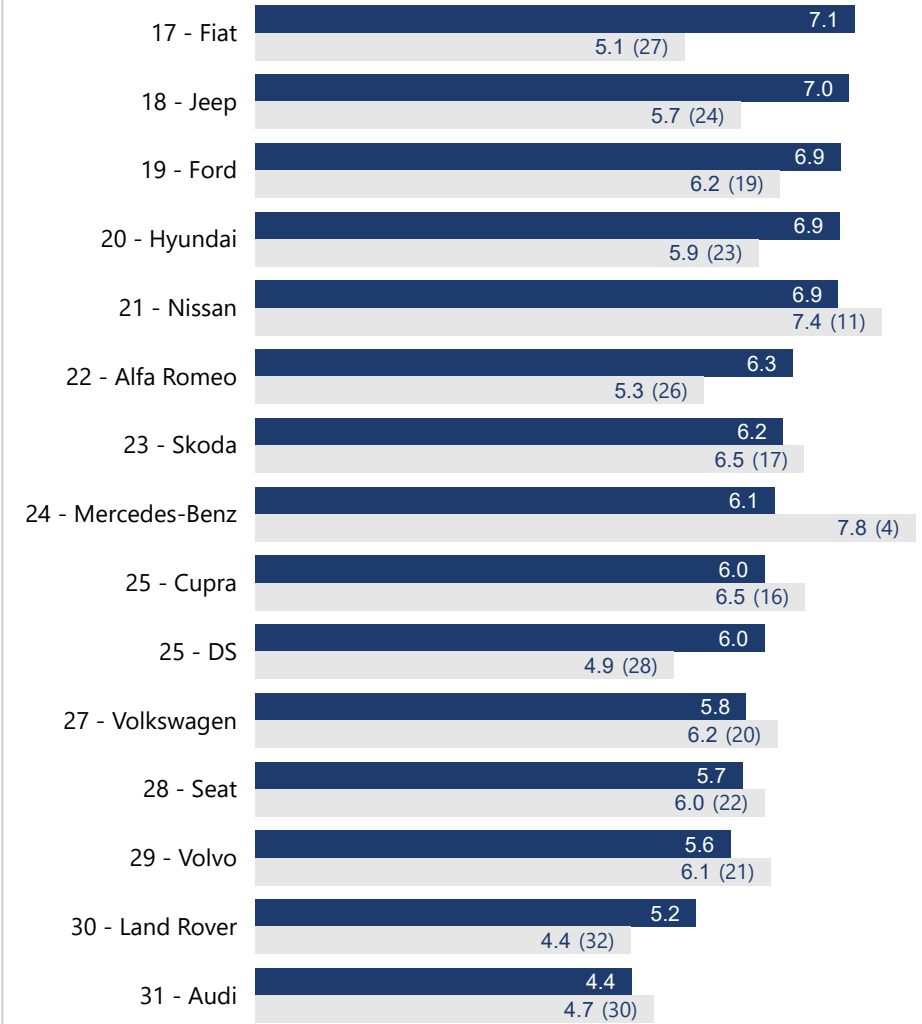
Response Spread



Top Ranking



Bottom Ranking



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

Q6e: Your manufacturer's used car programme?

Summer 2024

7.1

Winter 2025

7.6

% Change
+7.0%

Score Change
+0.5

Kia

9.1

Ford

6.1

BMW

8.9

DS

5.7

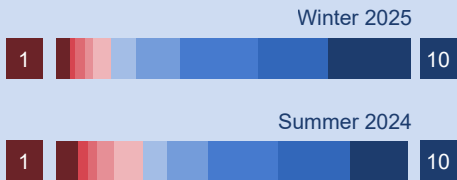
MINI

8.8

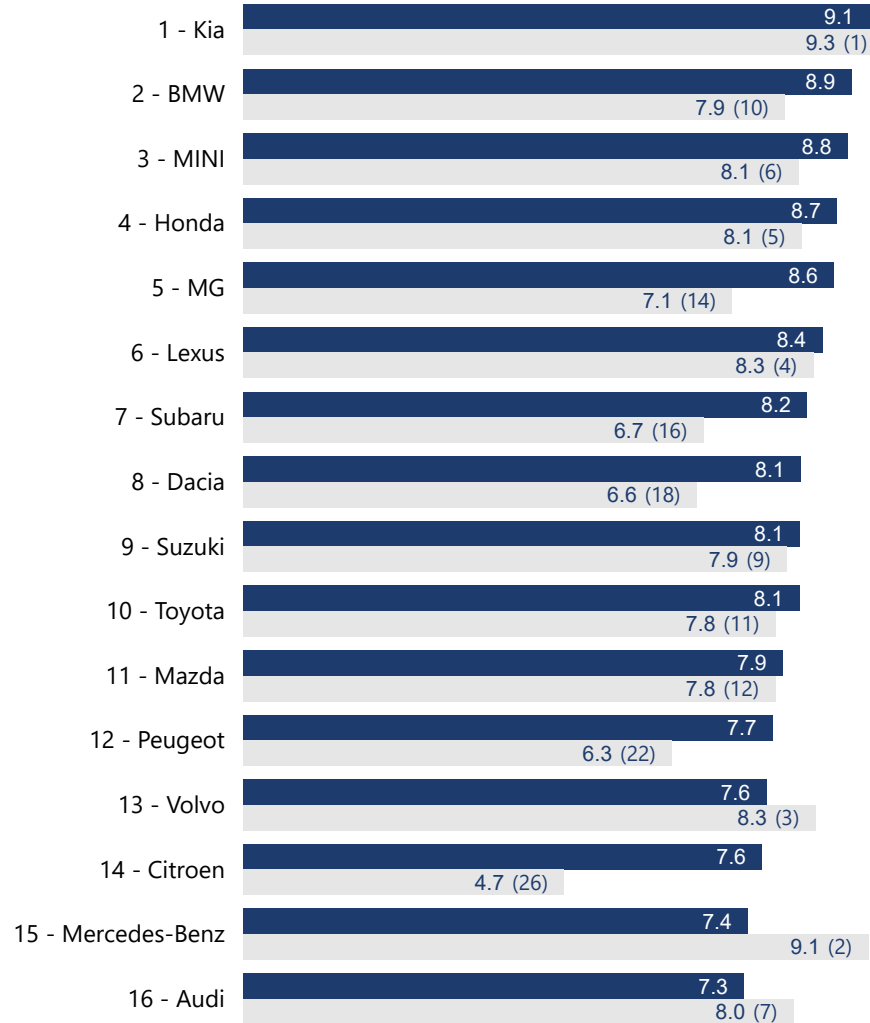
Seat

5.7

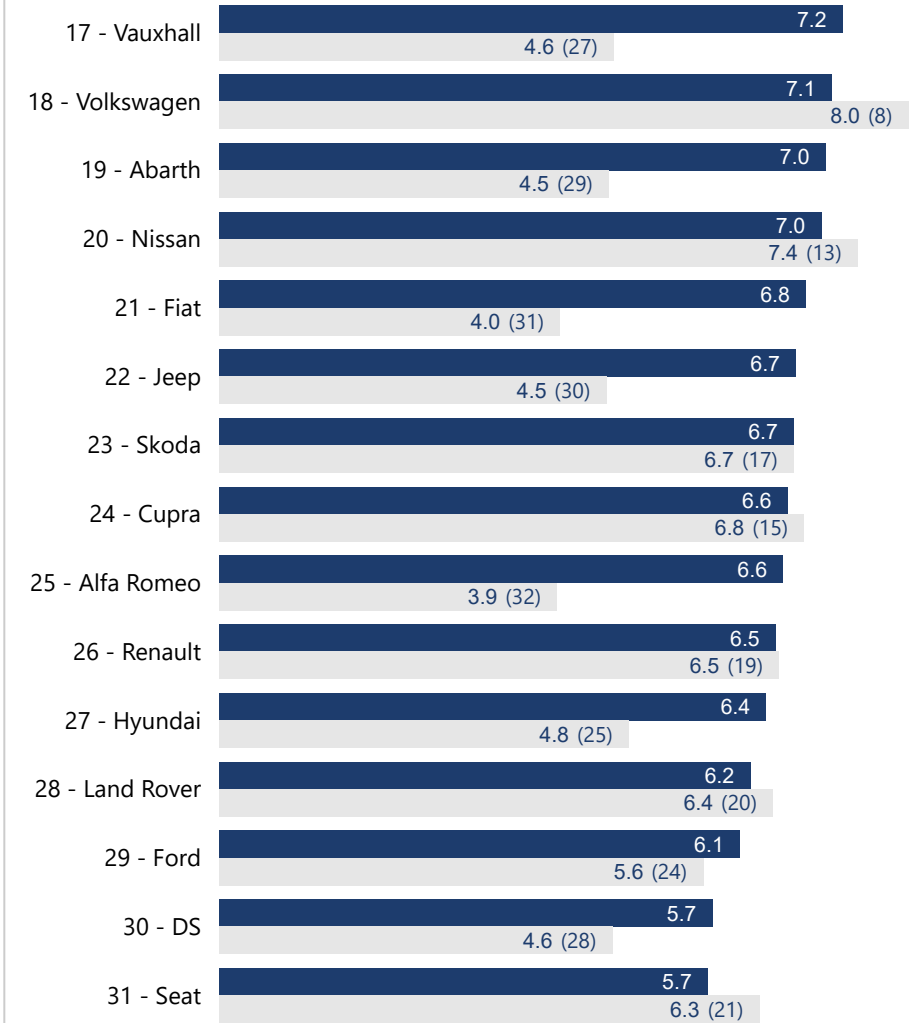
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.0

Winter 2025

7.4

% Change
+5.7%

Score Change
+0.4

Kia

9.2

Audi

5.6

Subaru

9.1

Skoda

5.5

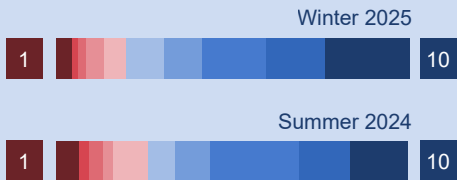
Honda

8.8

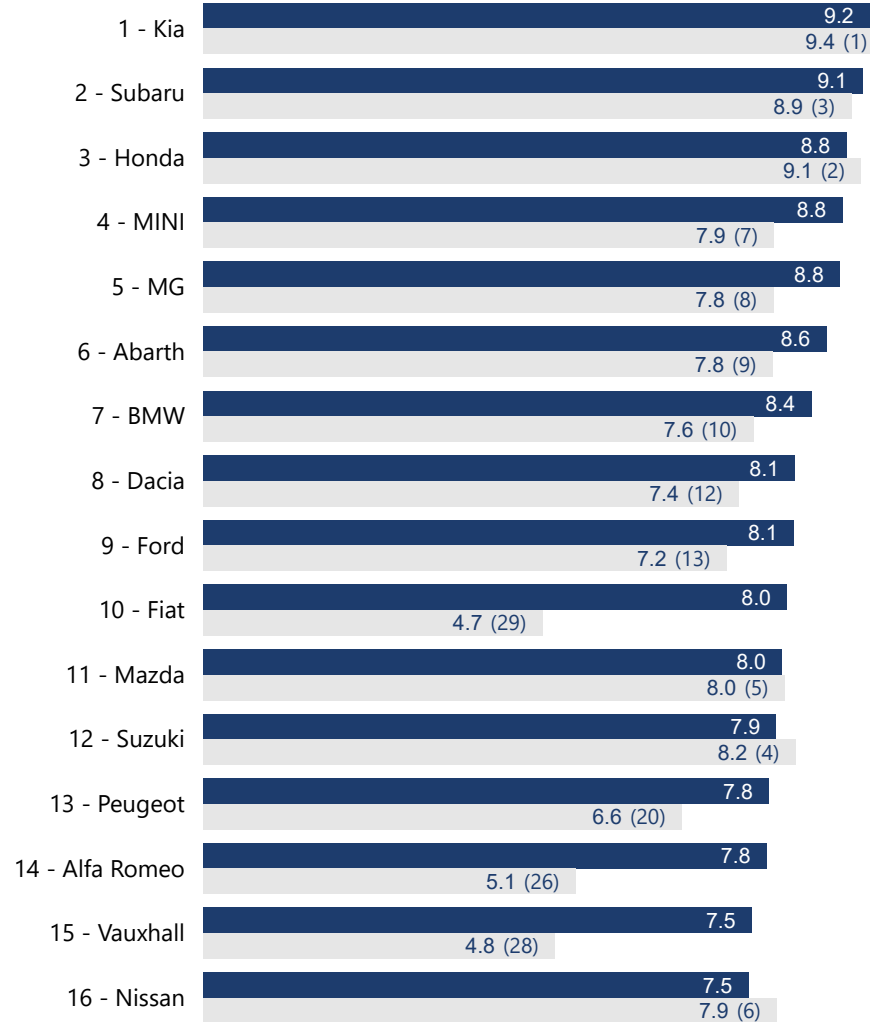
Volkswagen

5.2

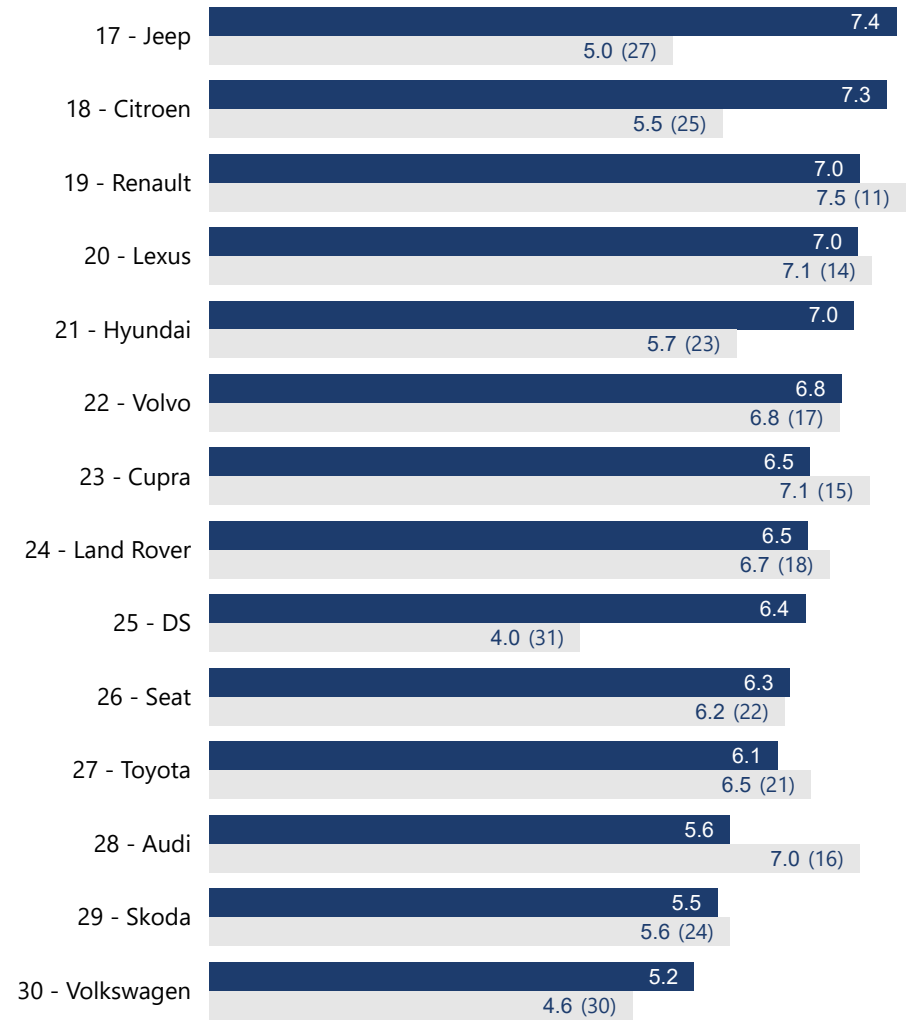
Response Spread



Top Ranking



Bottom Ranking



Mercedes-Benz have not responded, as the question is not applicable to the brand

Q7a: Your manufacturer's target setting for aftersales?

Summer 2024

6.6

Winter 2025

7.0

% Change
+6.1%

Score Change
+0.4

Kia

8.7

Audi

5.0

Honda

8.3

Nissan

5.0

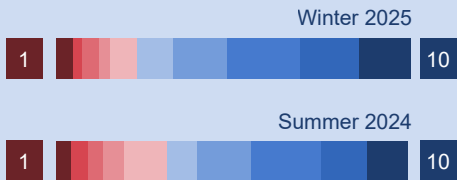
Lexus

8.3

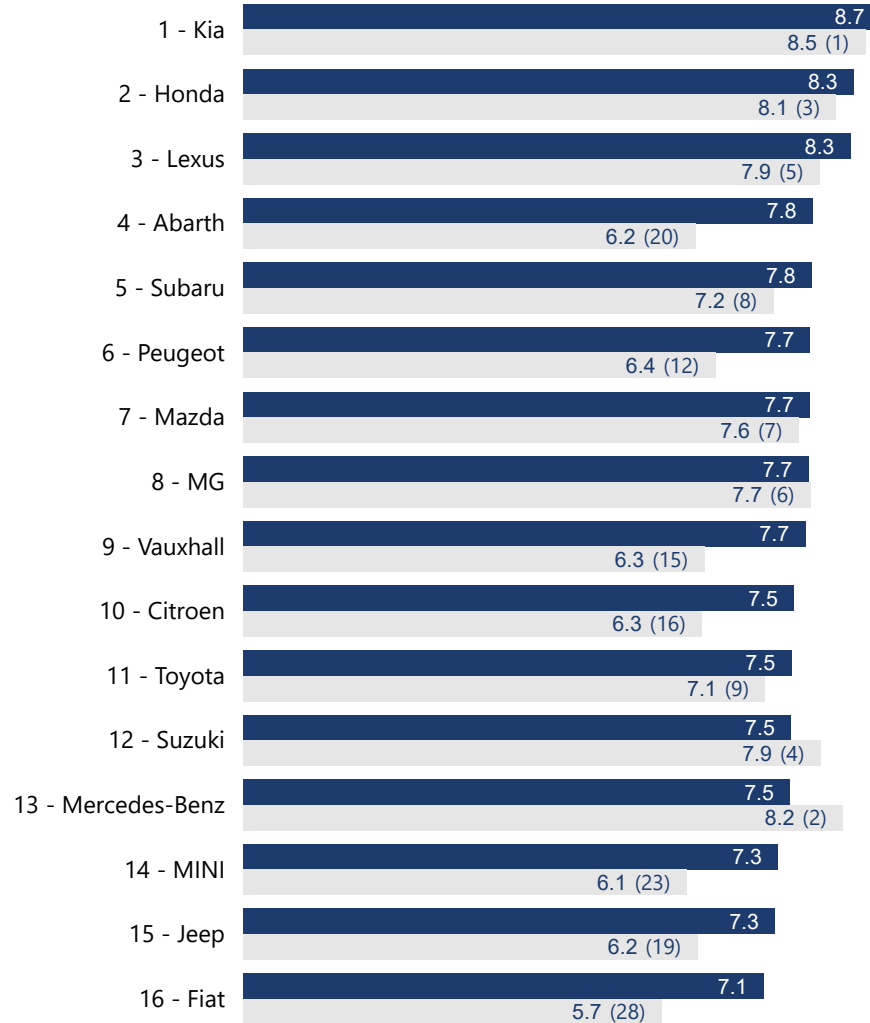
Land Rover

4.1

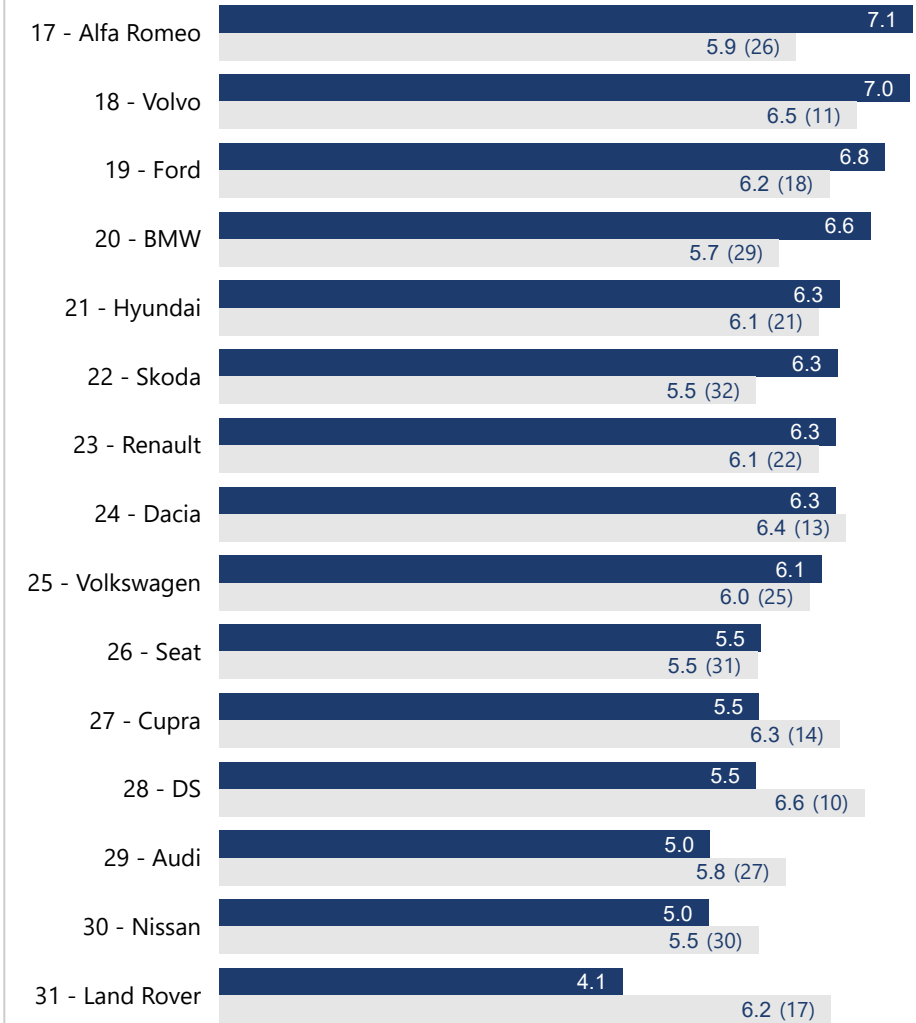
Response Spread



Top Ranking



Bottom Ranking



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

Q7b: Quality of technical support?

Summer 2024

6.7

Winter 2025

7.1

% Change
+6.0%

Score Change
+0.4

MINI

9.0

Alfa Romeo

5.4

BMW

9.0

Audi

4.7

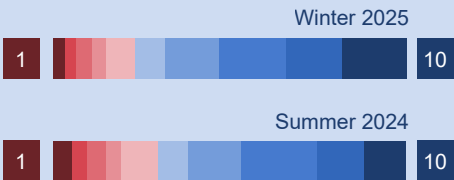
Lexus

8.8

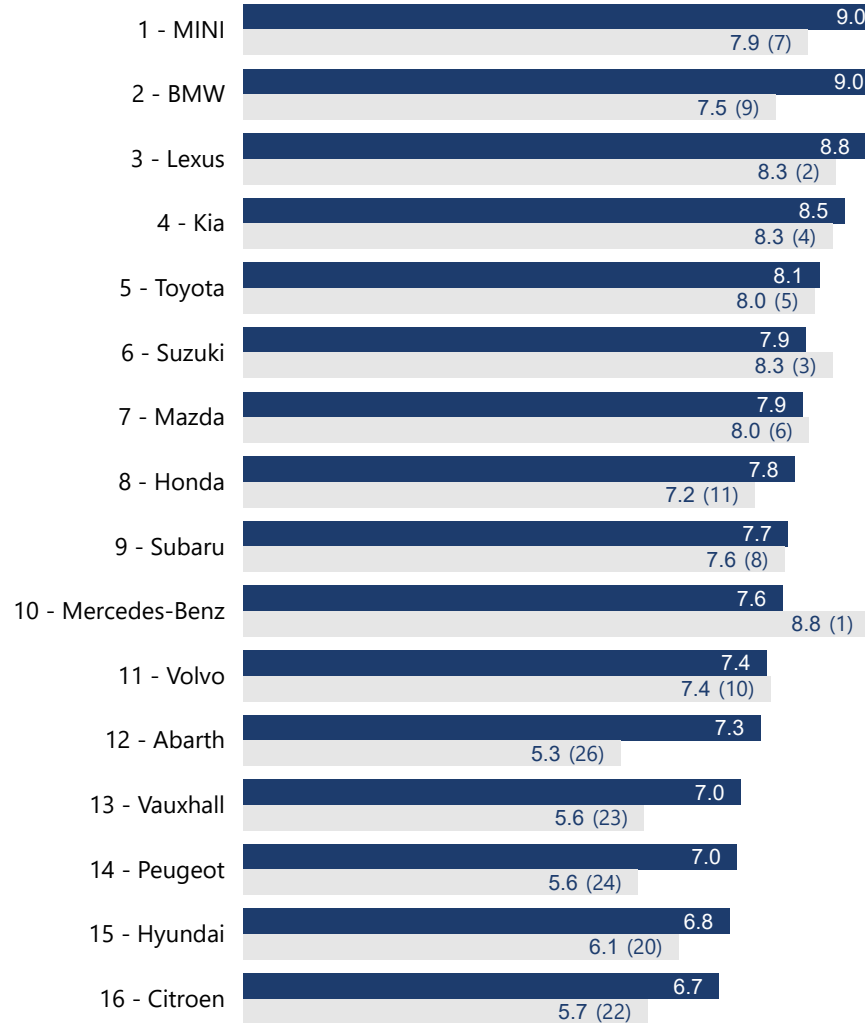
DS

4.4

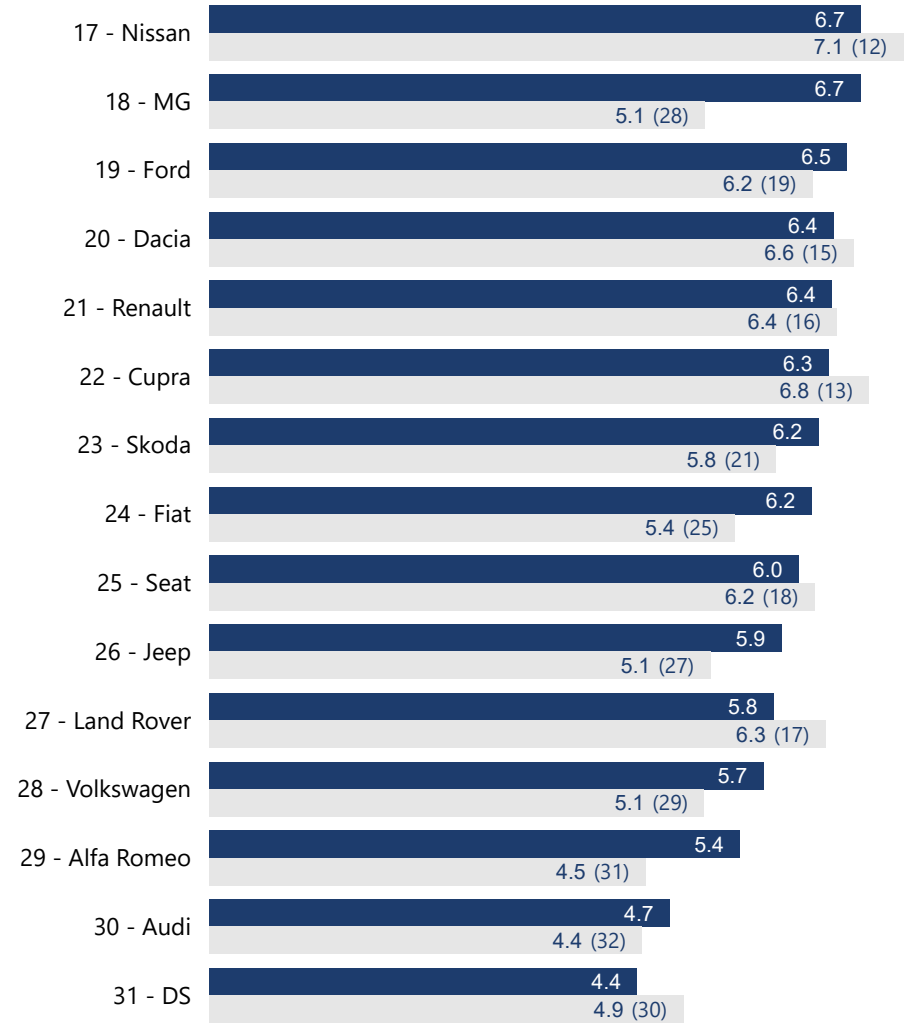
Response Spread



Top Ranking



Bottom Ranking



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

Q7c: Availability of parts?

Summer 2024

6.6

Winter 2025

7.4

% Change
+12.1%

Score Change
+0.8

Lexus

9.2

Ford

5.6

MINI

9.2

Alfa Romeo

5.5

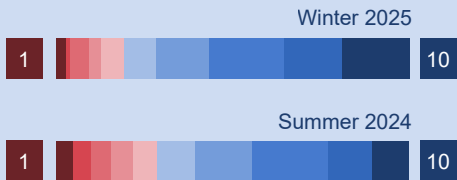
BMW

8.7

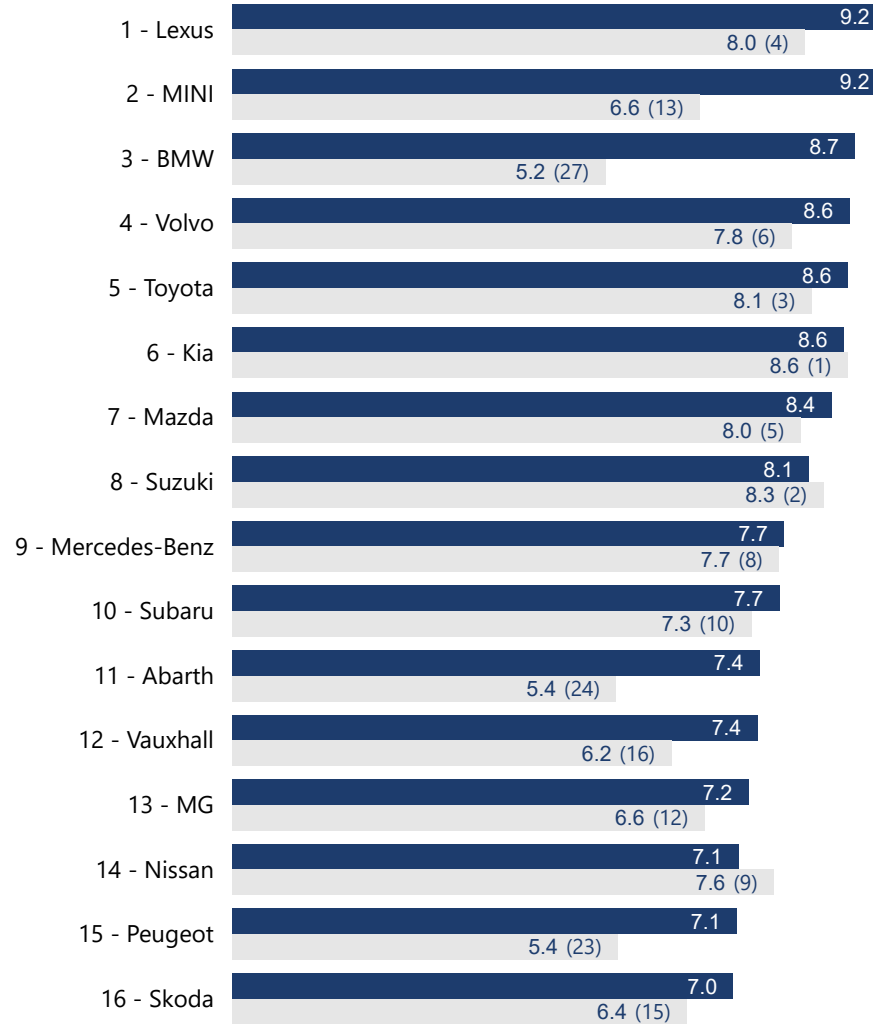
DS

4.8

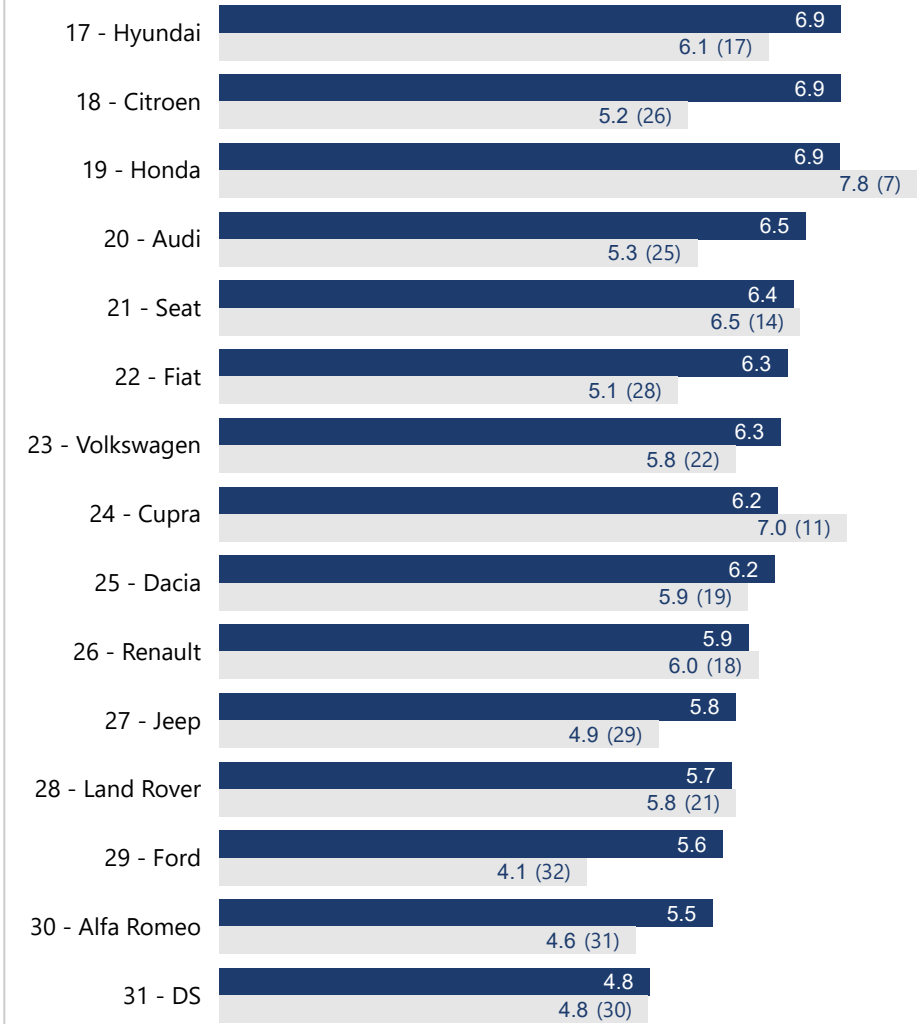
Response Spread



Top Ranking



Bottom Ranking



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

Q7d: Price of manufacturer parts compared with parts factors?

Summer 2024

6.0

Winter 2025

6.6

% Change

+10.0%

Score Change

+0.6

Kia

8.3

Land Rover

5.0

Lexus

8.2

Audi

4.2

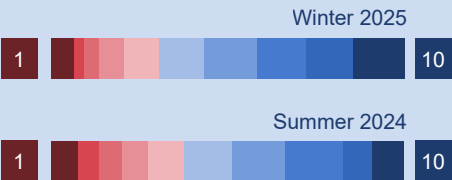
MINI

7.6

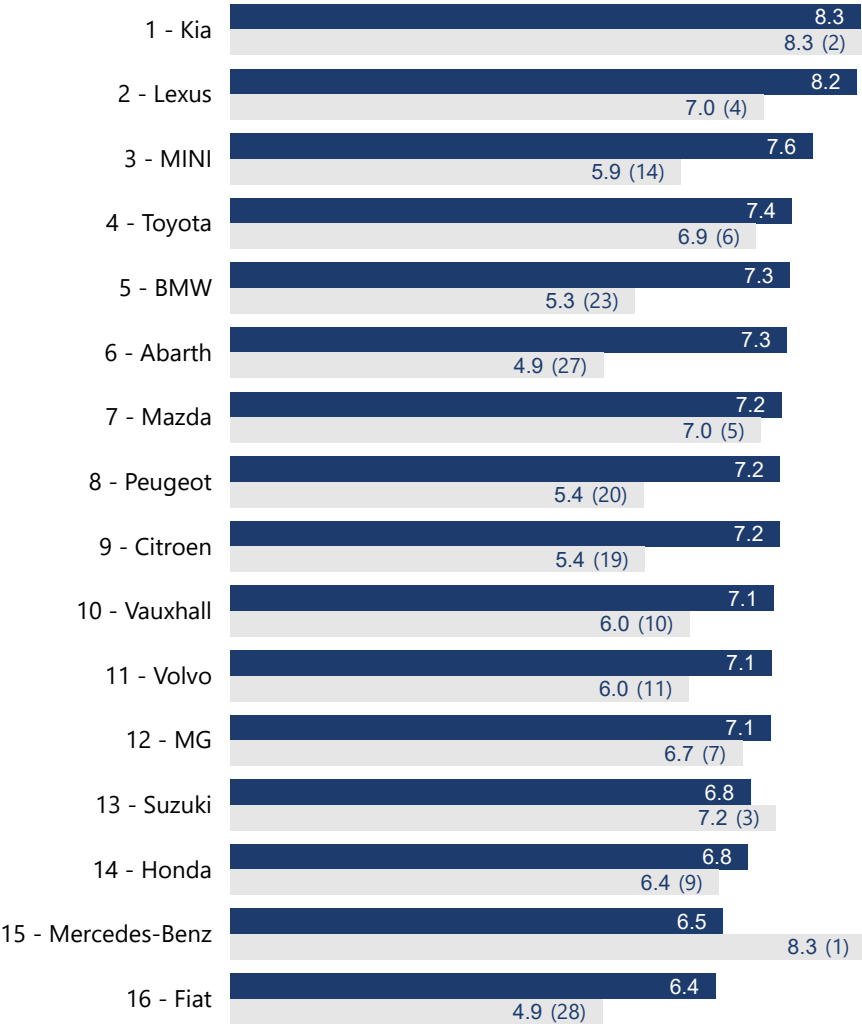
Ford

4.2

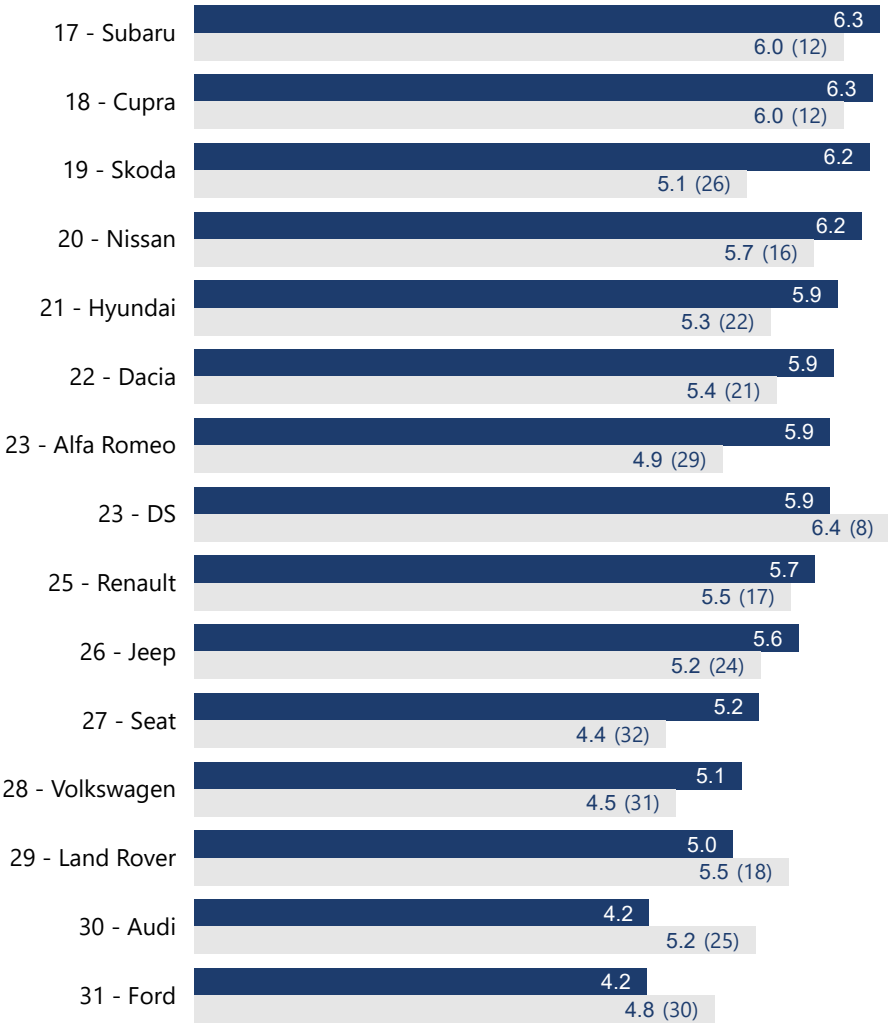
Response Spread



Top Ranking



Bottom Ranking



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

Q7e: Service profitability earnings?

Summer 2024

6.6

Winter 2025

7.2

% Change
+9.1%

Score Change
+0.6

MINI

9.0

Cupra

5.7

BMW

8.9

Seat

5.6

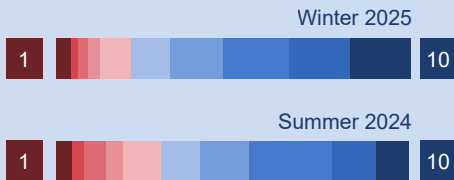
Lexus

8.8

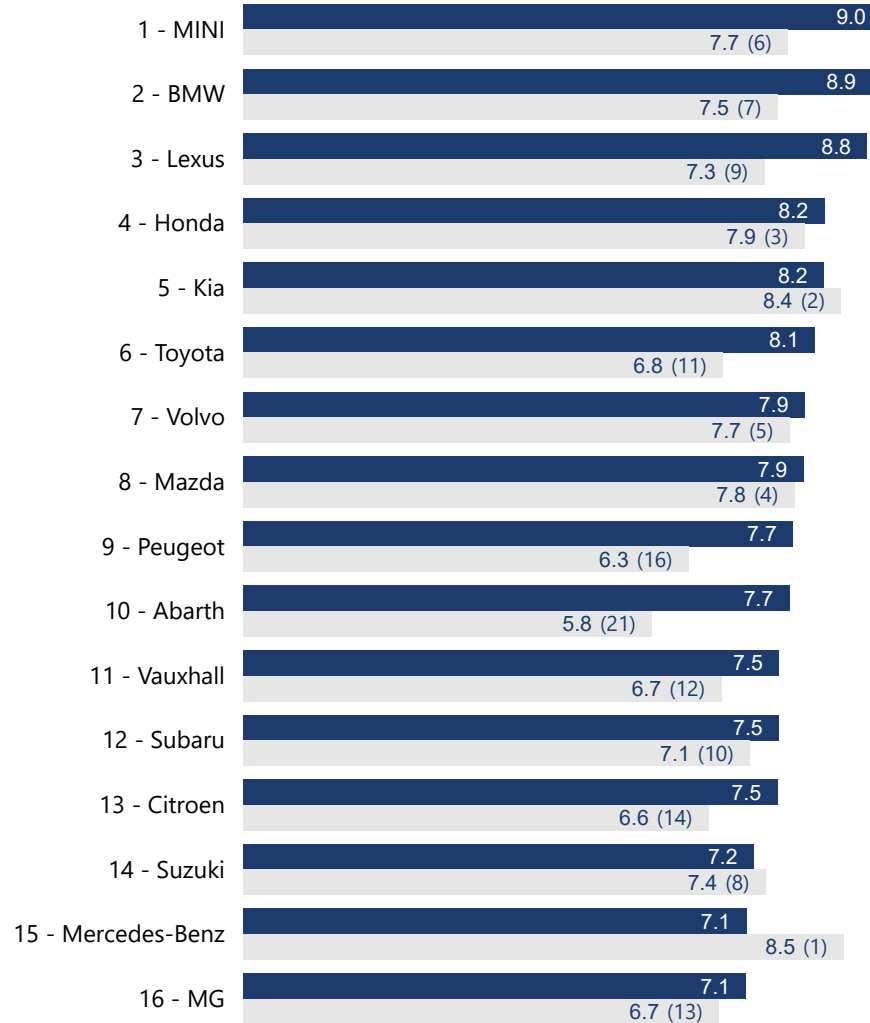
Land Rover

5.1

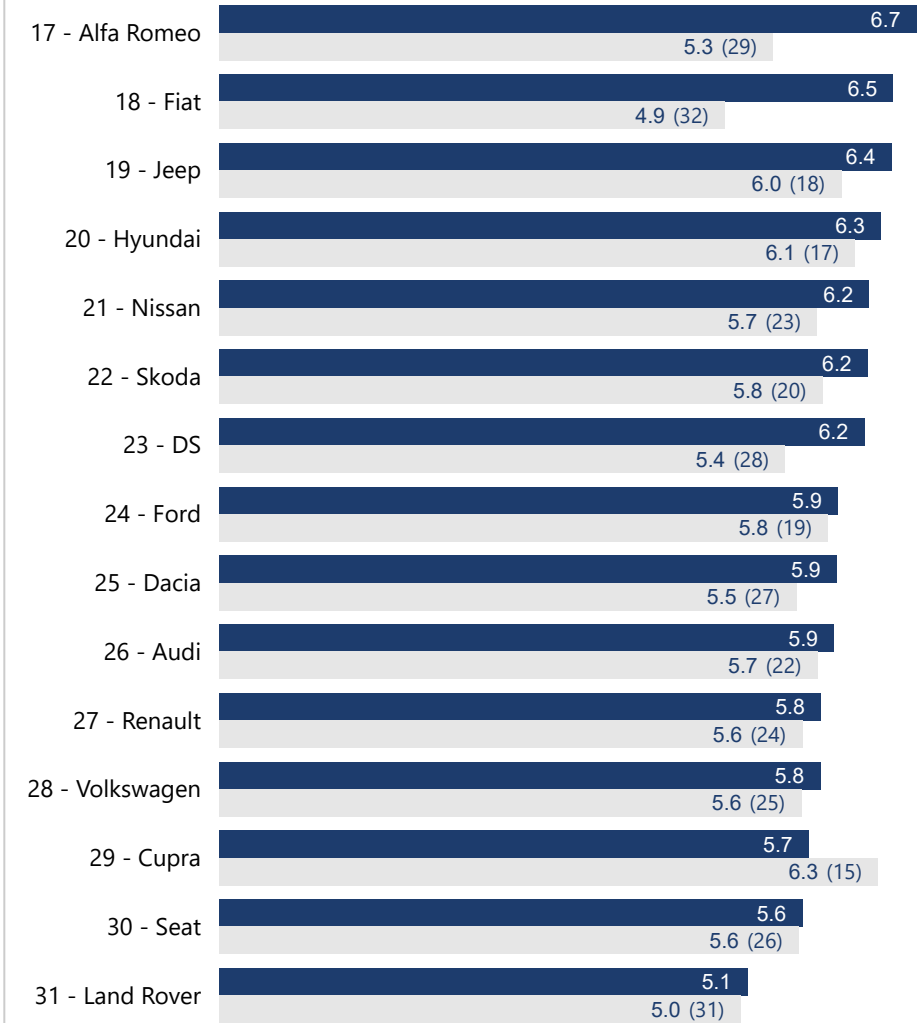
Response Spread



Top Ranking



Bottom Ranking



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

Q7f: Manufacturer service plan rates and recovery?

Summer 2024

6.4

Winter 2025

7.0

% Change
+9.4%

Score Change
+0.6

Lexus

8.3

Cupra

5.2

Kia

8.1

Ford

4.9

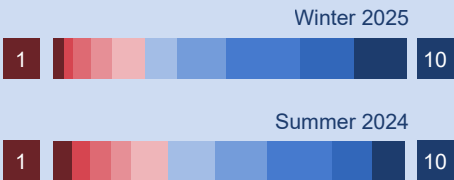
MINI

8.0

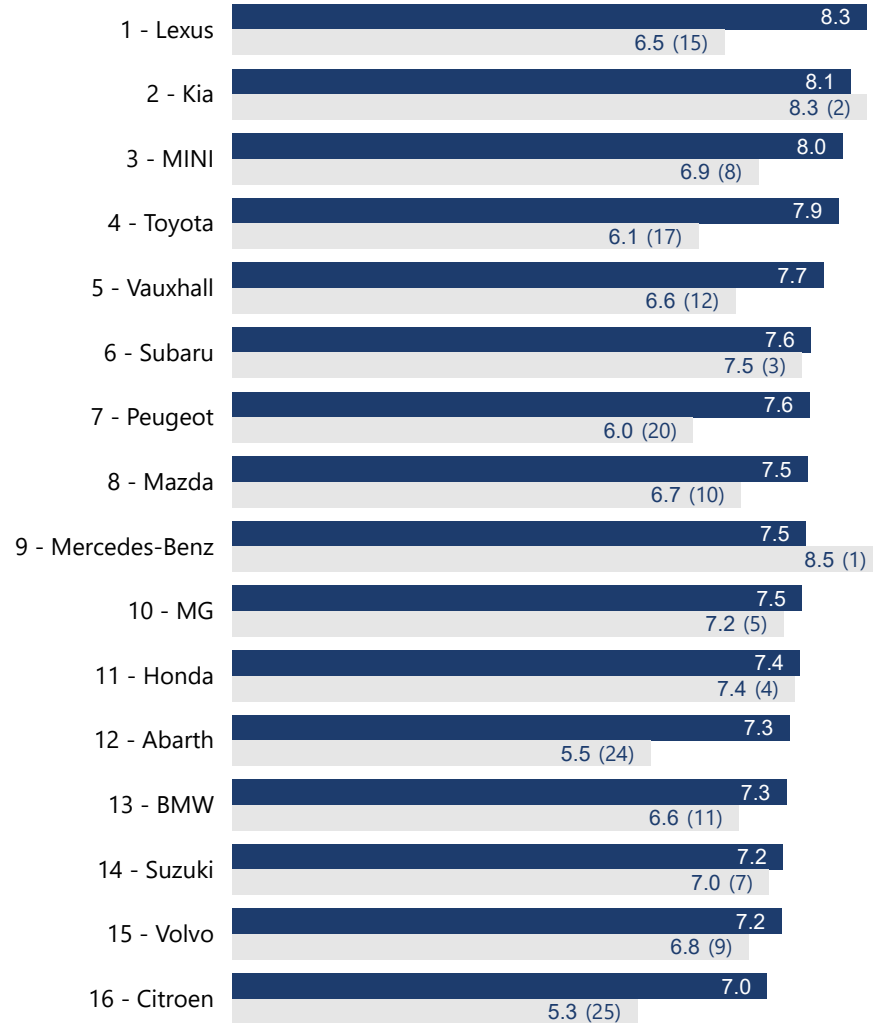
Audi

4.7

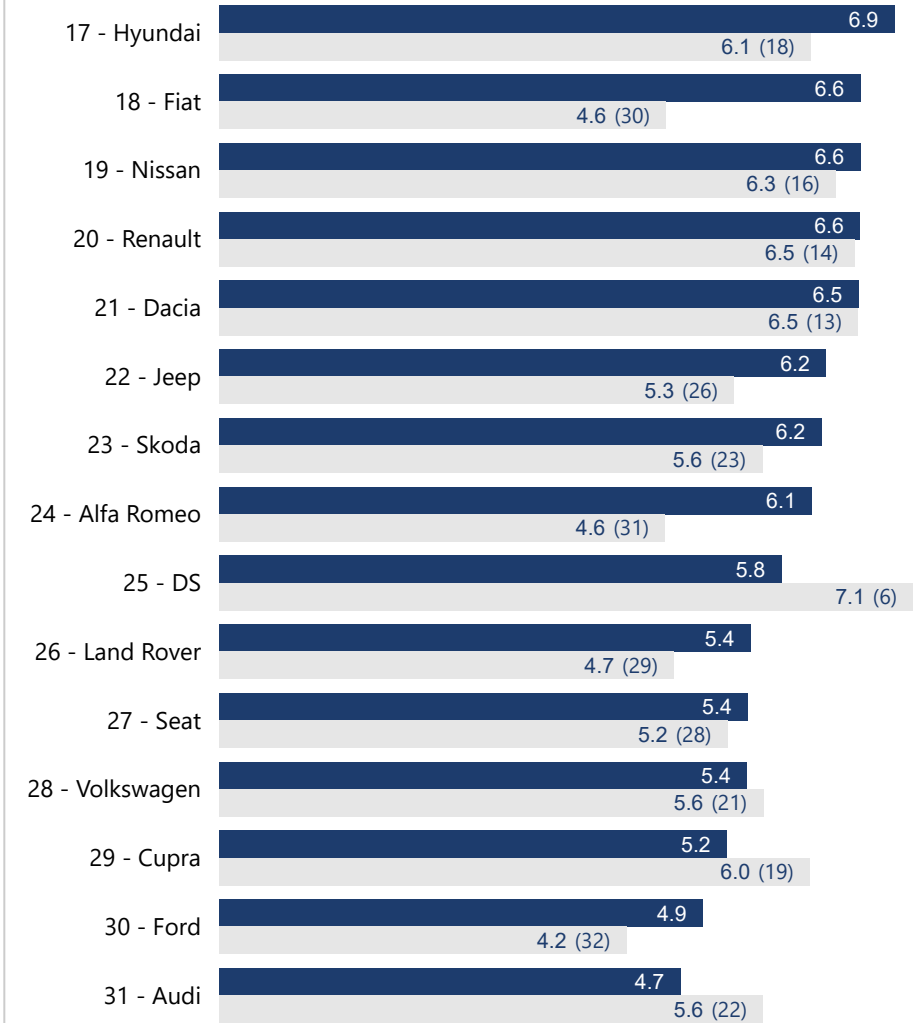
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.0

Winter 2025

7.3

% Change
+4.3%

Score Change
+0.3

Lexus

9.6

Seat

5.4

BMW

8.9

Cupra

5.3

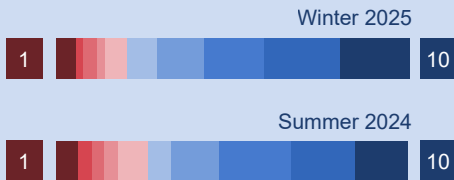
MINI

8.8

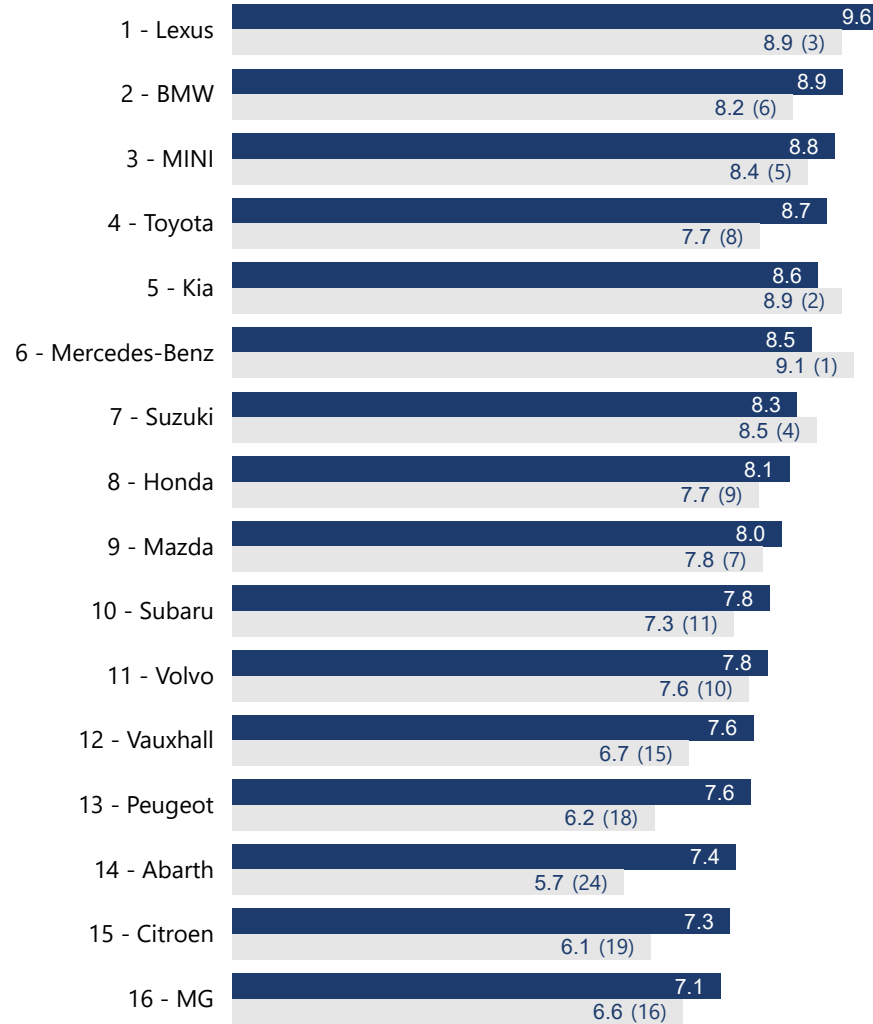
Audi

3.6

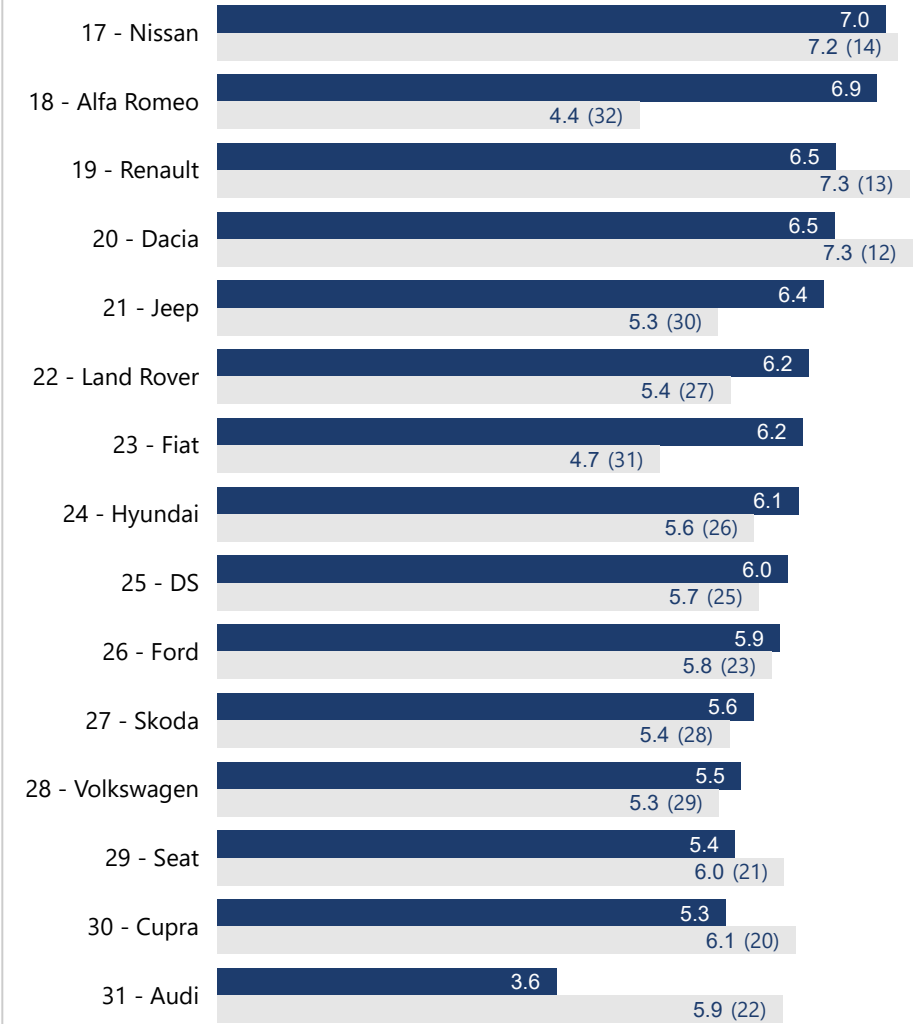
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.1

Winter 2025

7.6

% Change
+7.0%

Score Change
+0.5

Kia

8.9

Seat

6.2

Lexus

8.6

Audi

5.8

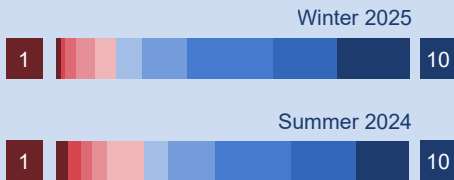
Toyota

8.5

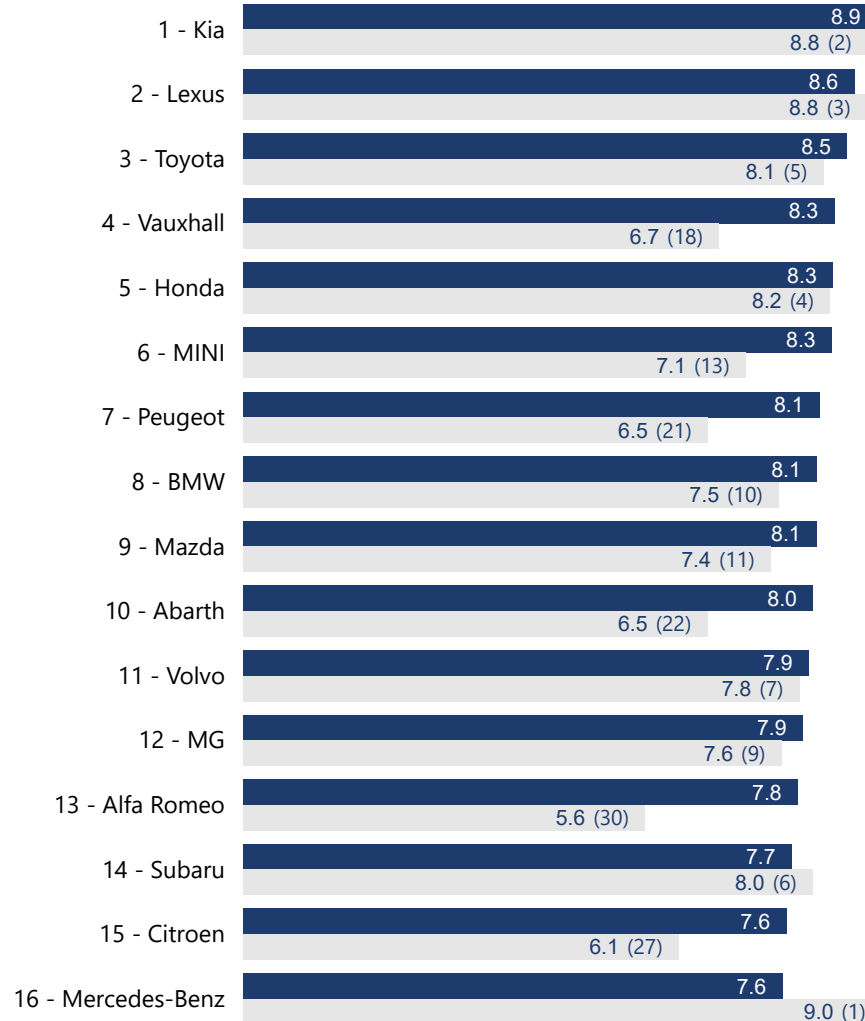
Nissan

5.7

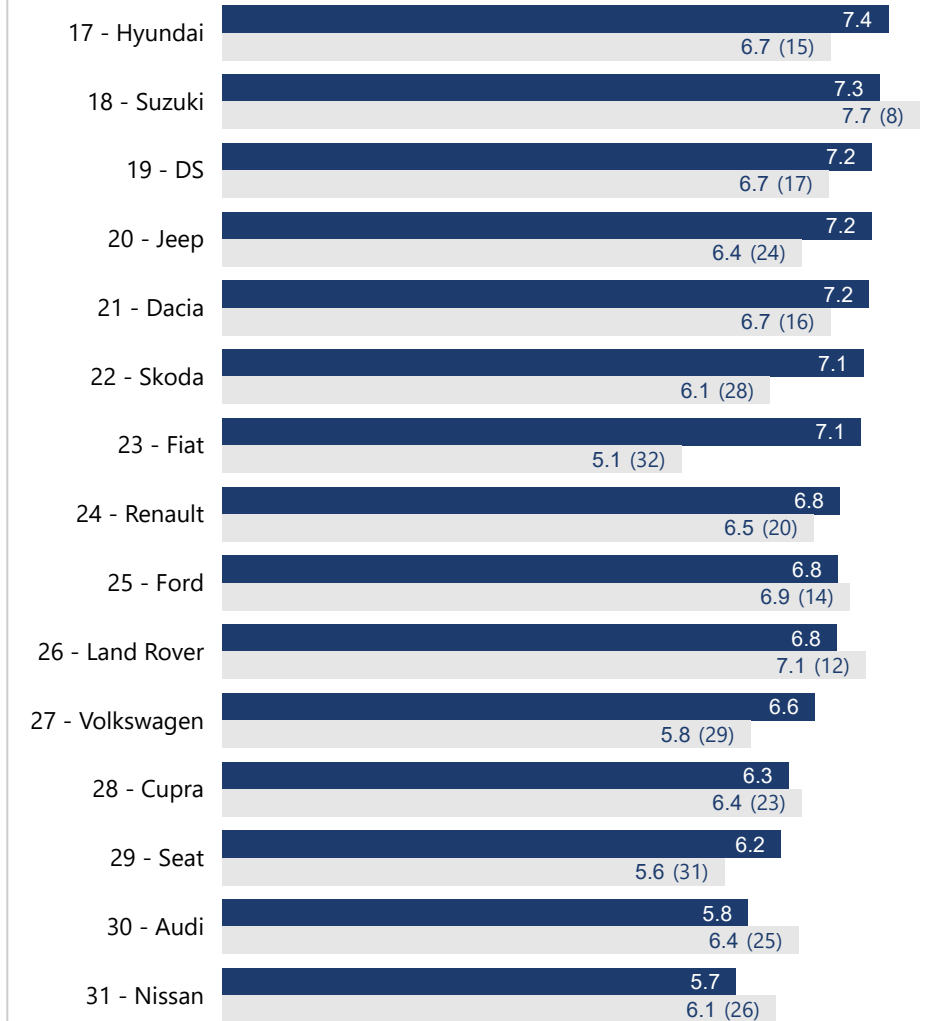
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

6.9

Winter 2025

7.4

% Change
+7.2%

Score Change
+0.5

Lexus

8.8

Nissan

6.4

Kia

8.6

Cupra

6.4

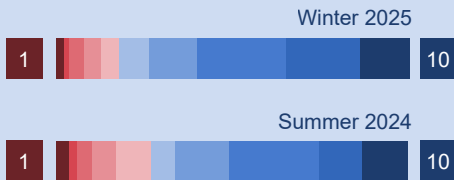
MINI

8.3

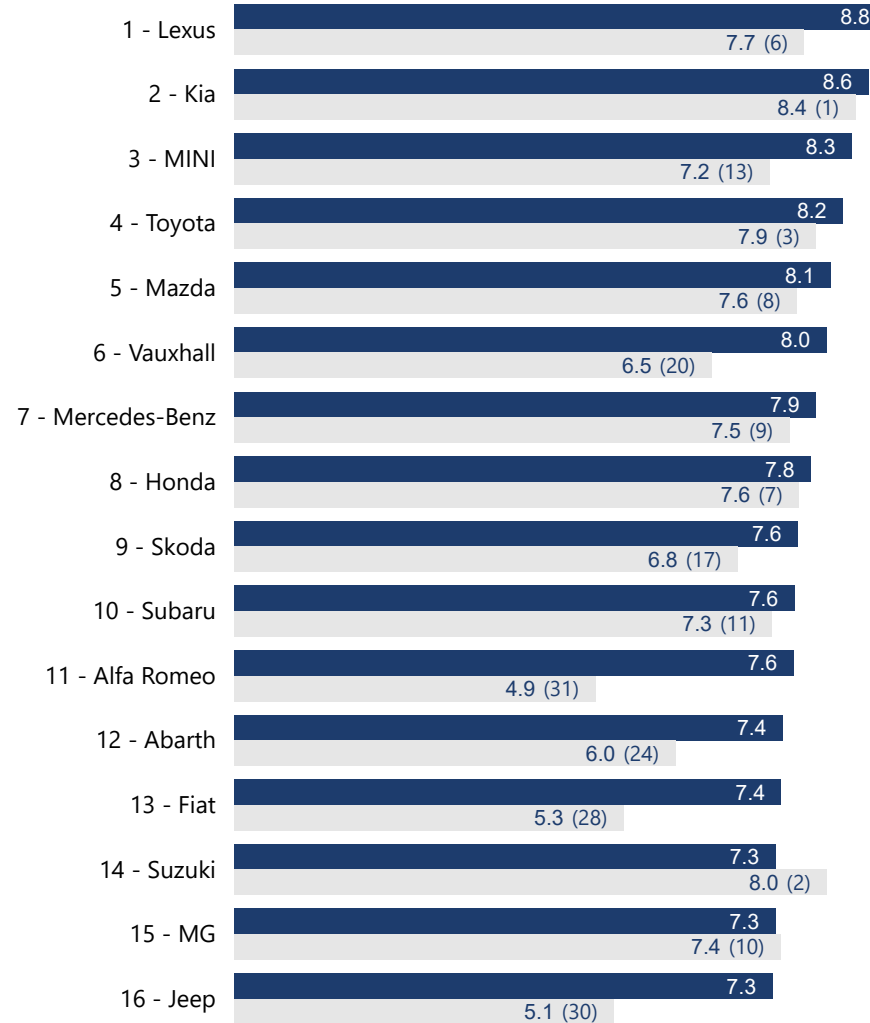
Volvo

5.4

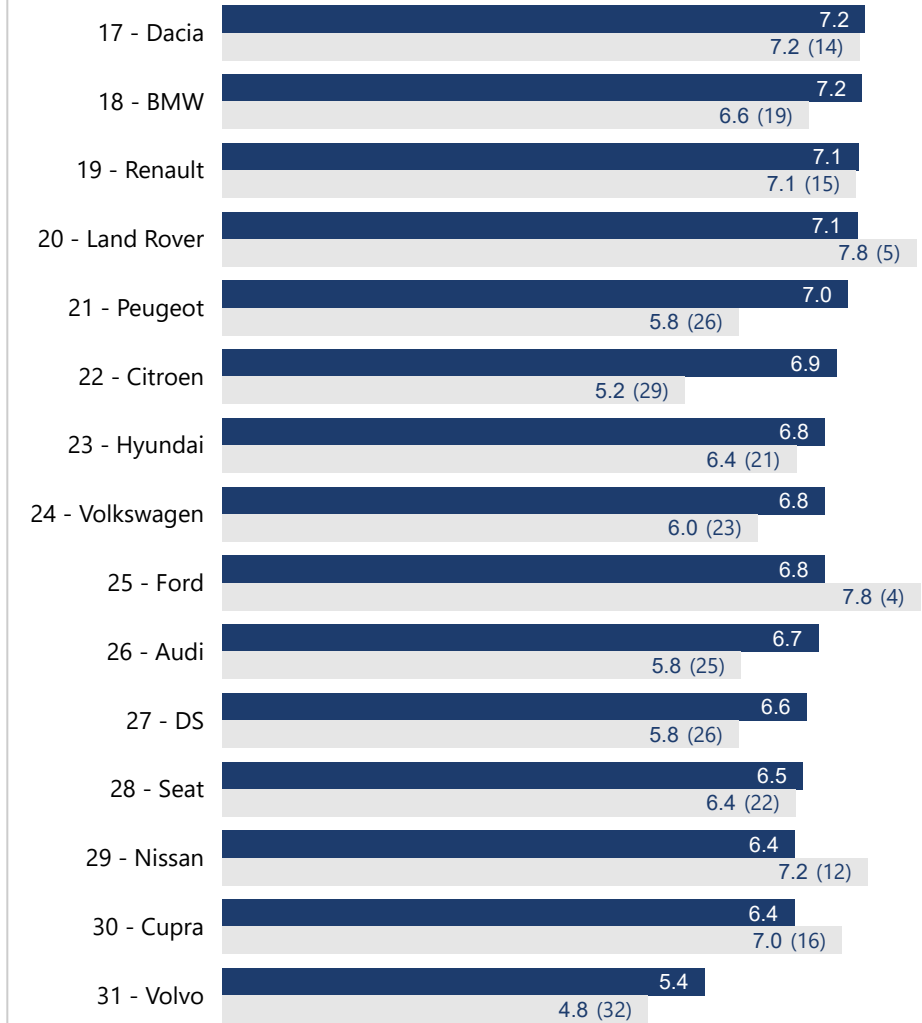
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.2

Winter 2025

7.7

% Change
+6.9%

Score Change
+0.5

Kia

9.1

Dacia

6.6

Lexus

8.9

Nissan

6.4

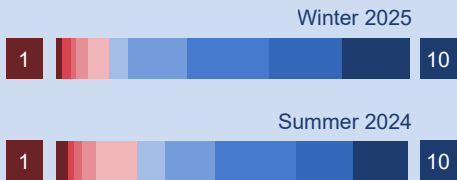
Toyota

8.5

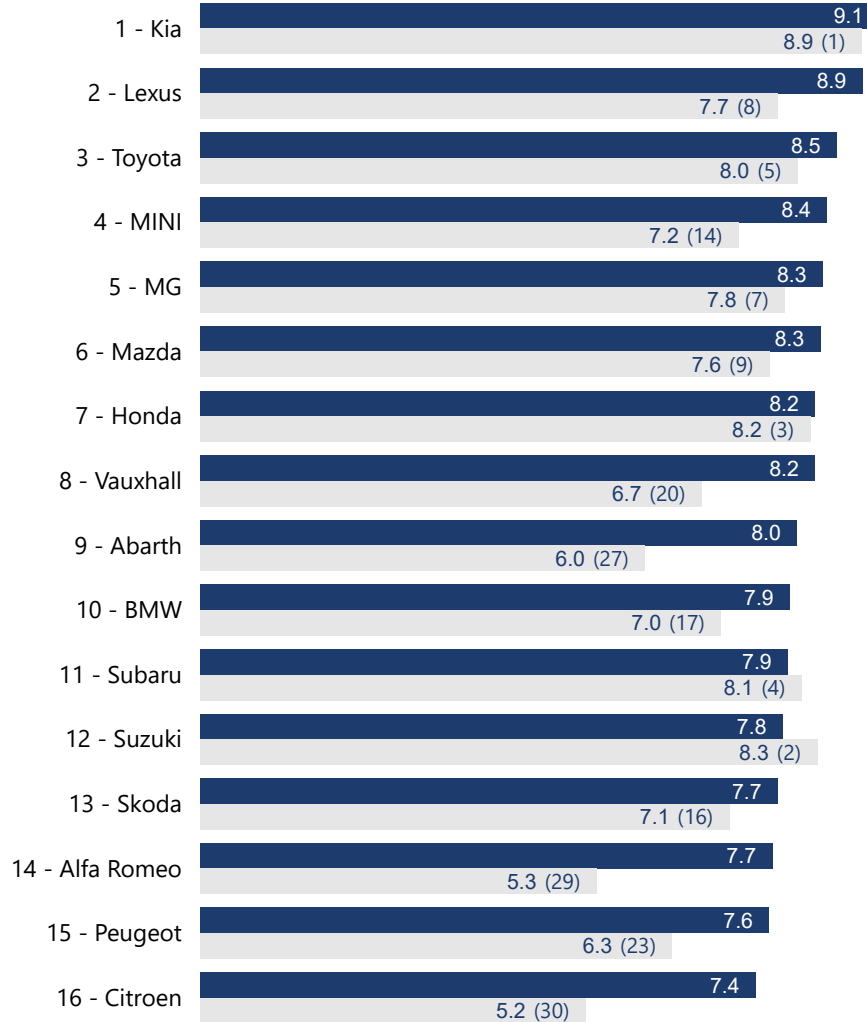
Seat

6.4

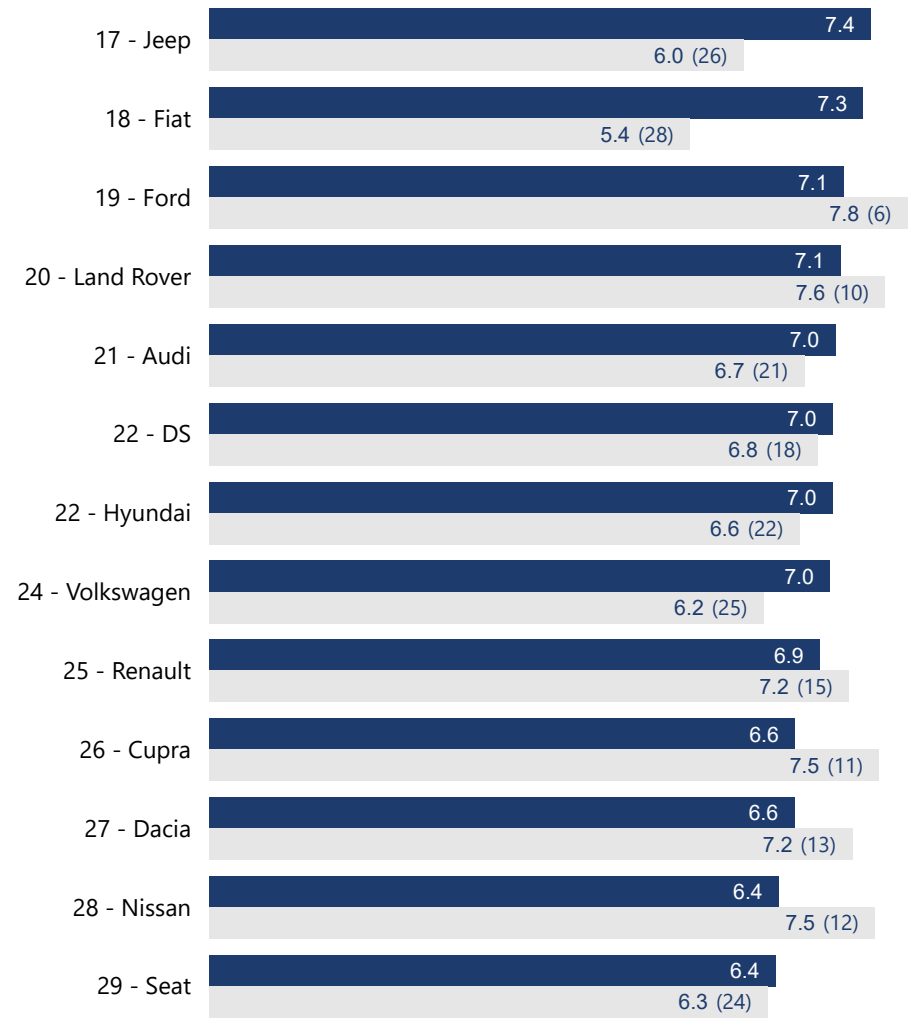
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2024

6.1

Winter 2025

6.7

% Change
+9.8%

Score Change
+0.6

Kia

8.3

Ford

5.5

Vauxhall

8.1

Renault

5.5

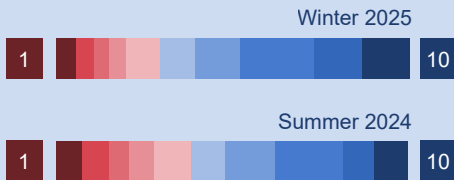
MINI

7.7

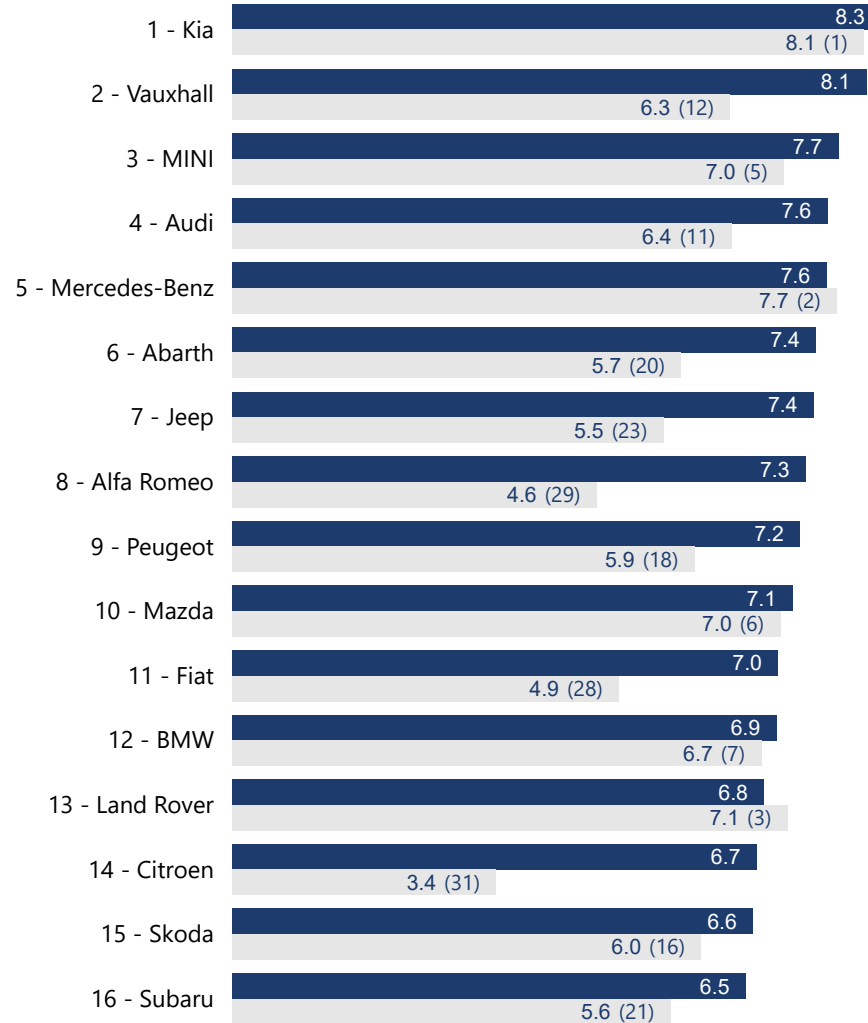
Volvo

3.7

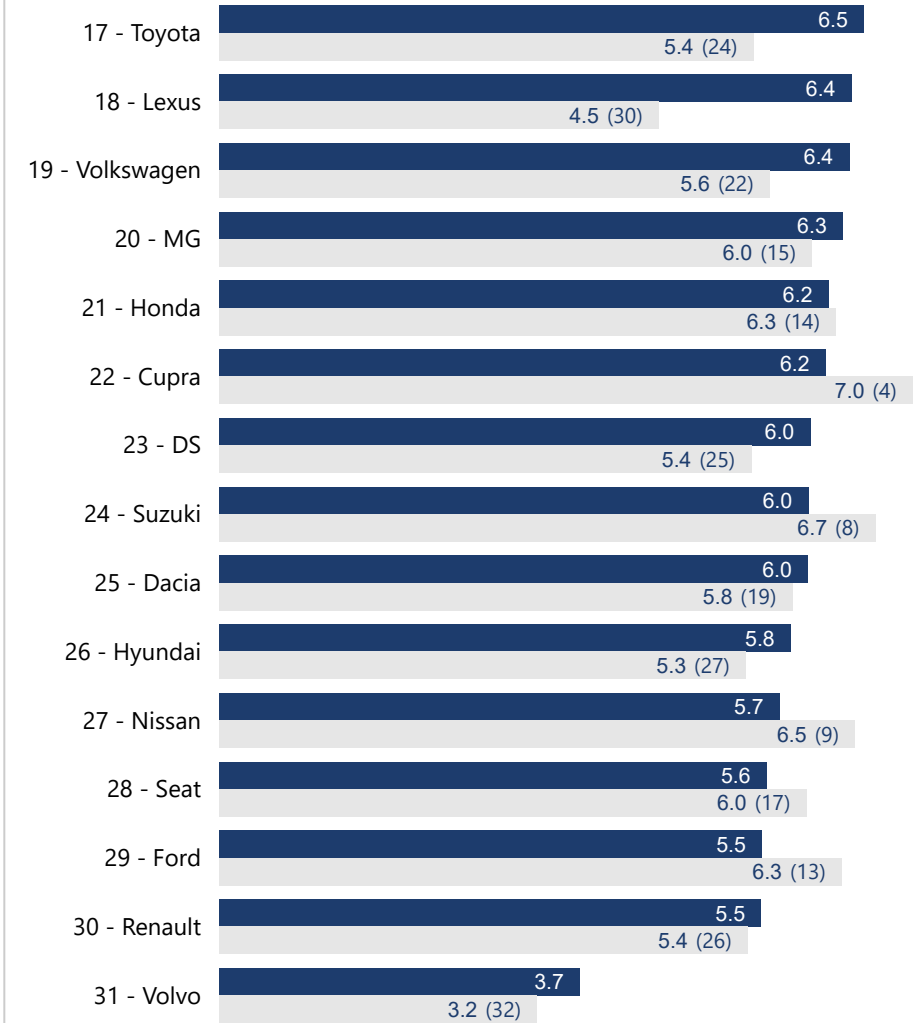
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.0

Winter 2025

7.4

% Change
+5.7%

Score Change
+0.4

Lexus

8.9

Renault

6.0

MINI

8.4

Volvo

6.0

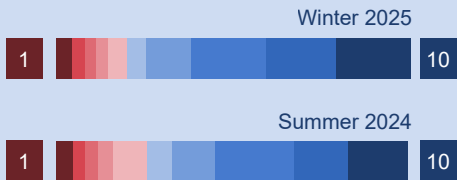
Vauxhall

8.4

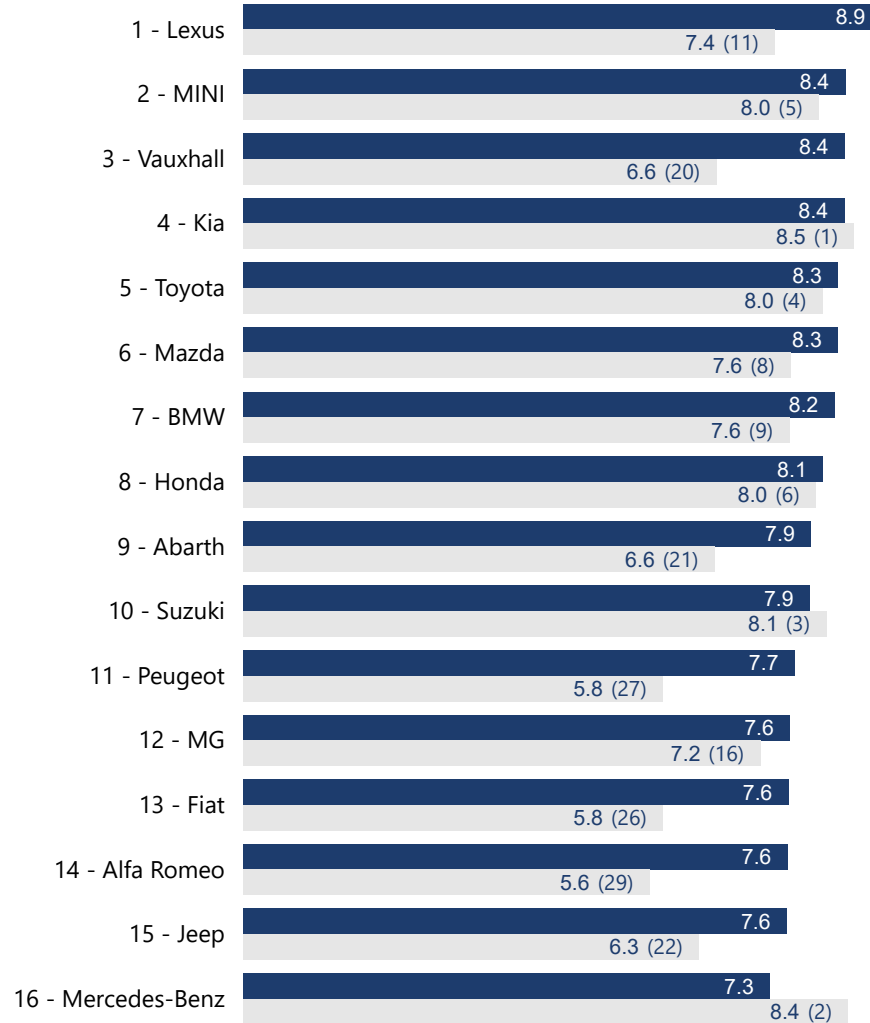
Cupra

5.9

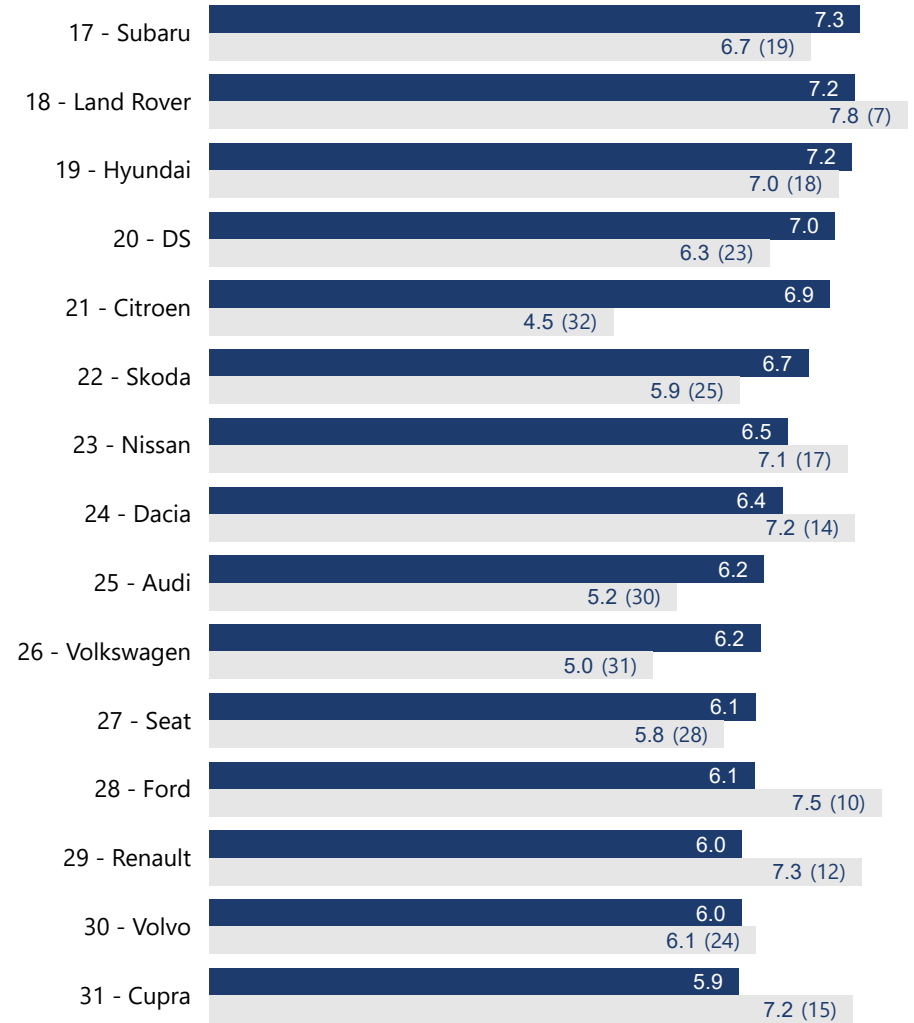
Response Spread



Top Ranking



Bottom Ranking



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



POWERED BY



Section D

Dealer/Manufacturer Relationships

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

Summer 2024

7.1

Winter 2025

7.7

% Change
+8.5%

Score Change
+0.6

Lexus

9.6

Ford

6.0

Kia

9.5

Volkswagen

5.9

Toyota

9.3

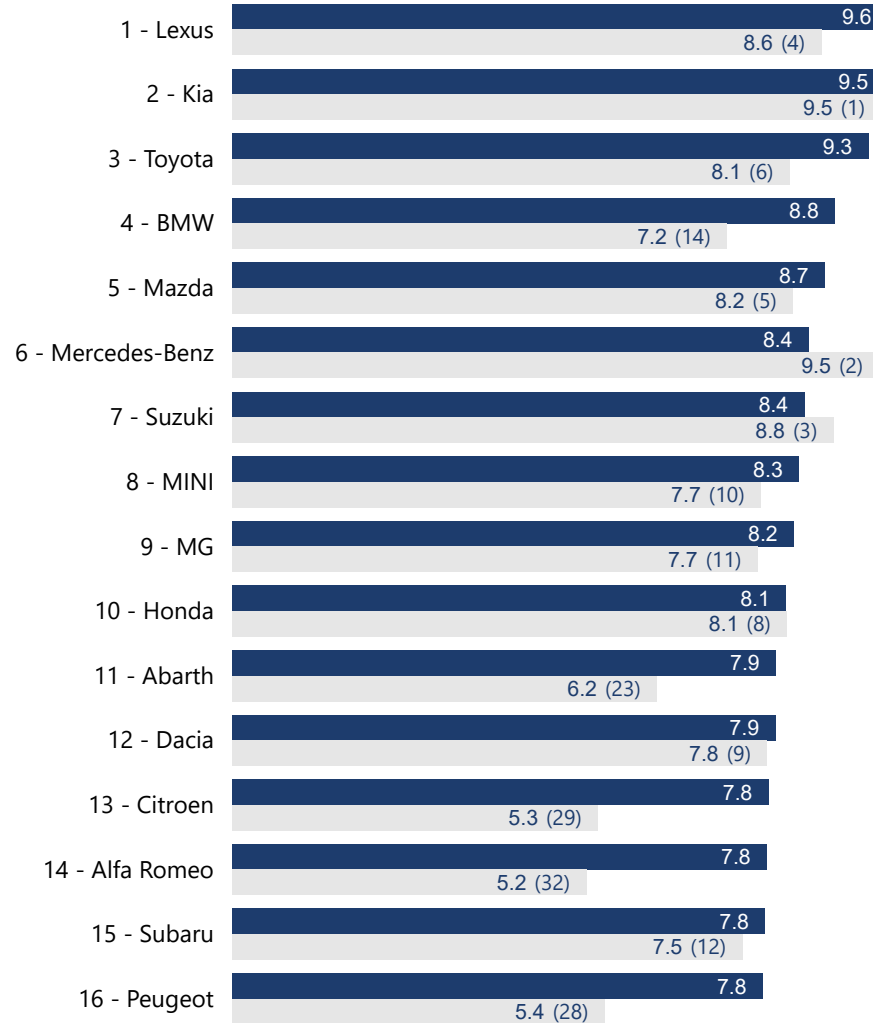
Seat

5.6

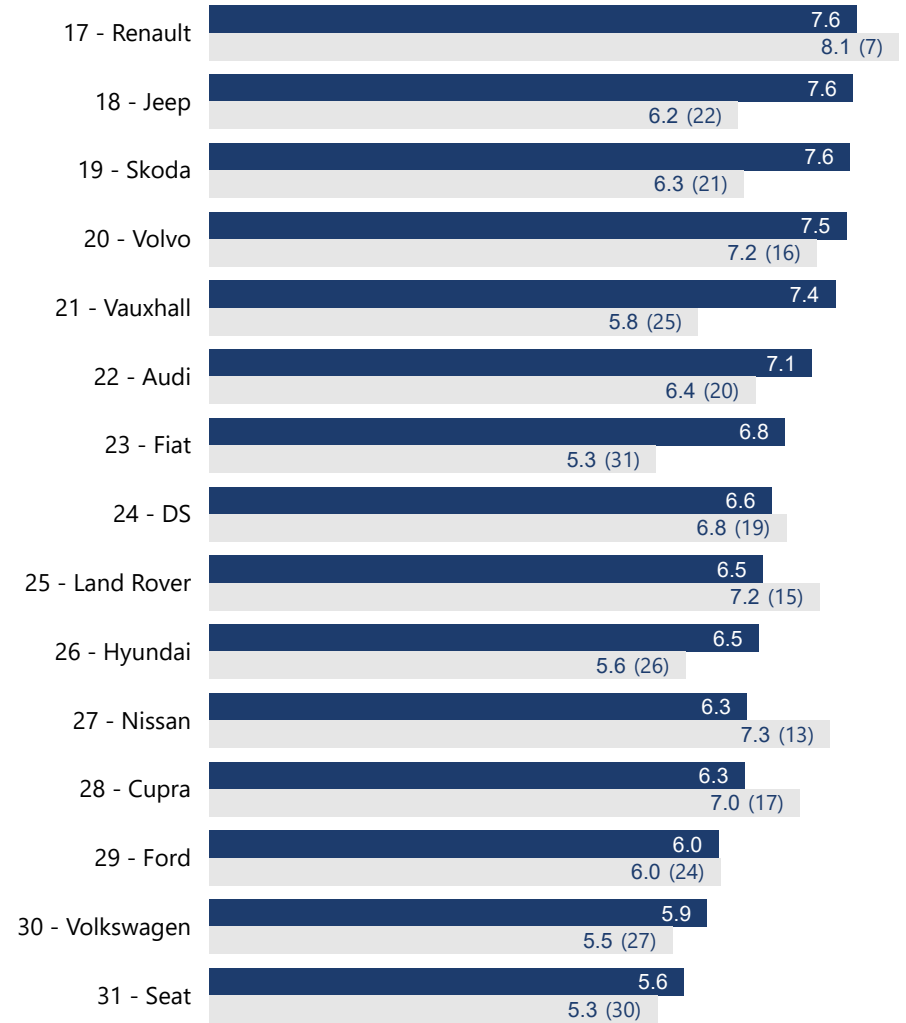
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2024

6.7

Winter 2025

7.3

% Change
+9.0%

Score Change
+0.6

Lexus

9.3

Volkswagen

5.7

Kia

9.1

Seat

4.8

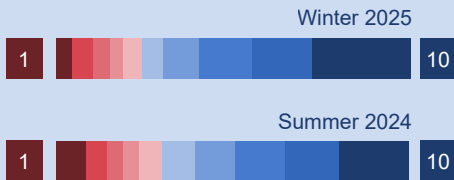
Toyota

8.7

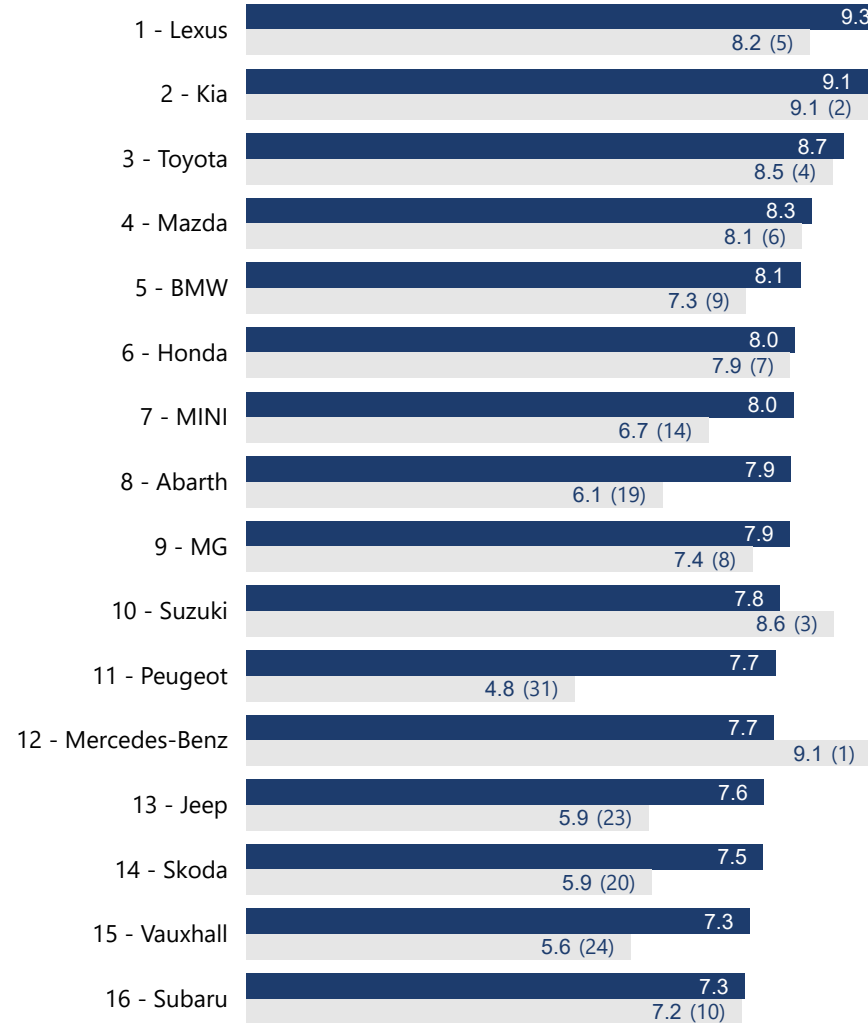
Ford

4.3

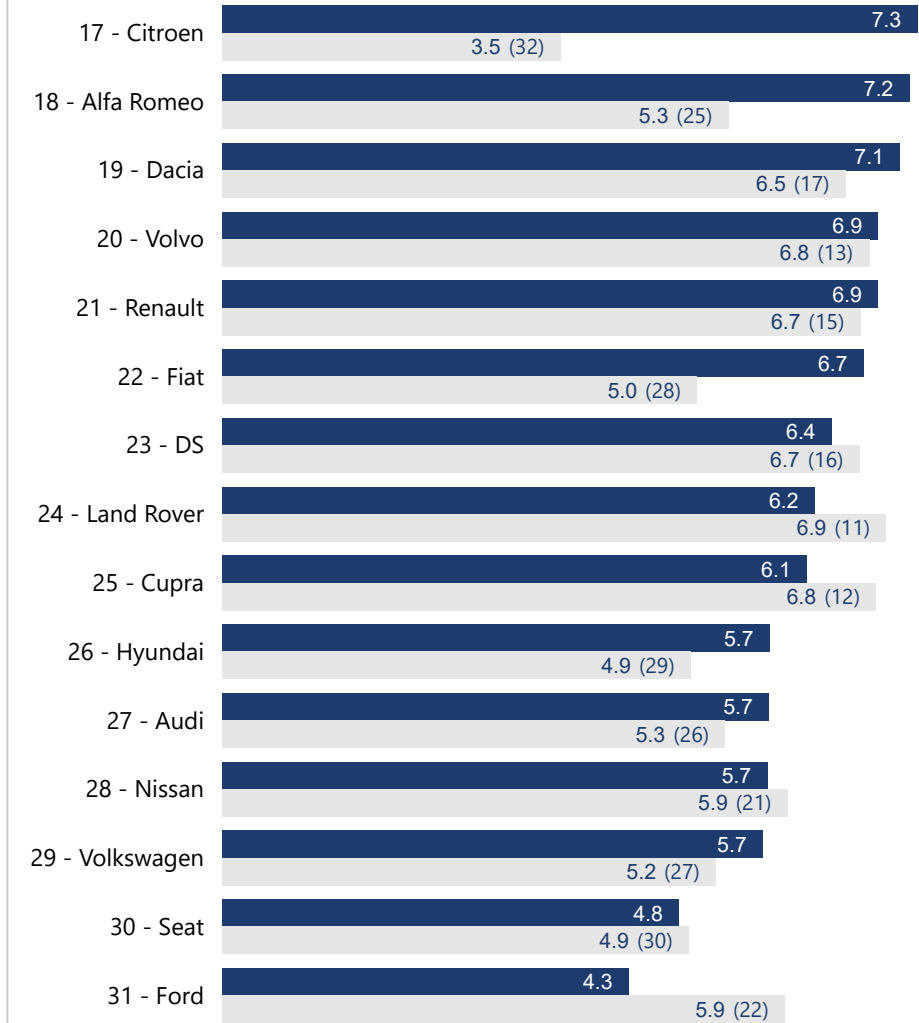
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.1

Winter 2025

7.5

% Change
+5.6%

Score Change
+0.4

Mercedes
9.9

Lexus
9.7

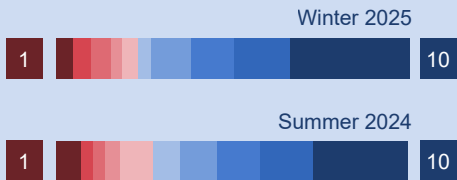
MINI
8.6

Cupra
5.4

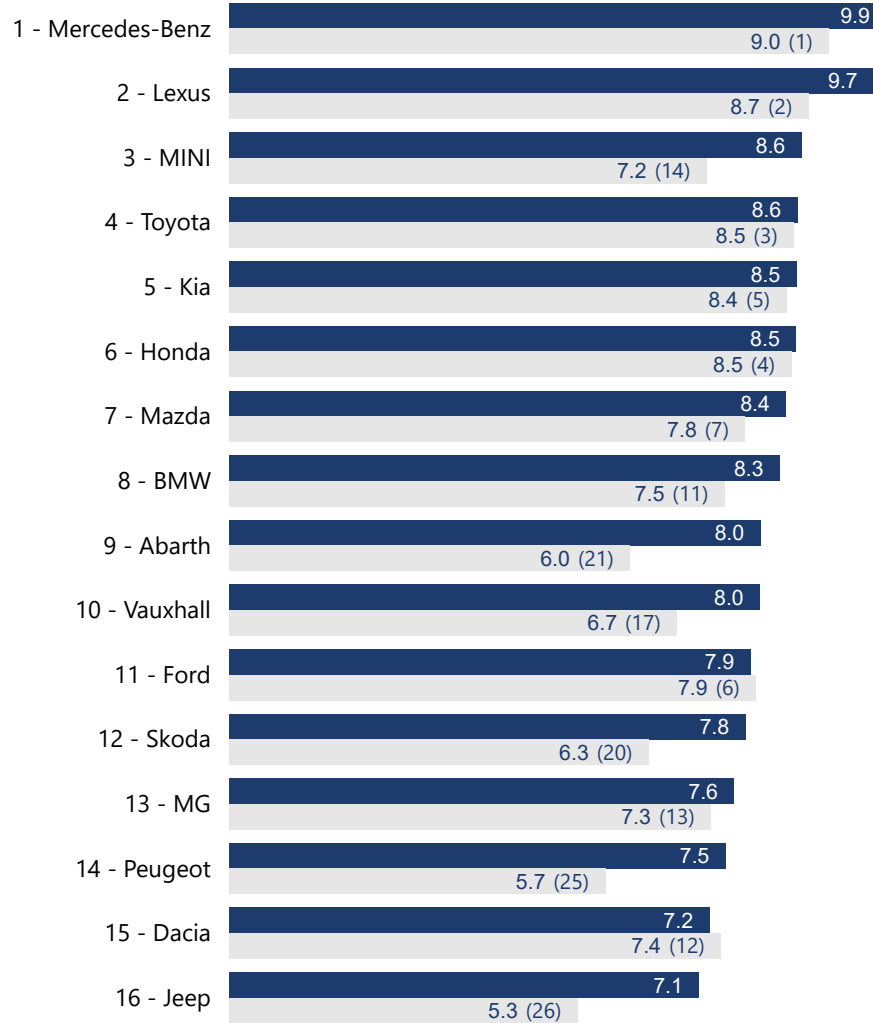
Seat
5.1

DS
4.9

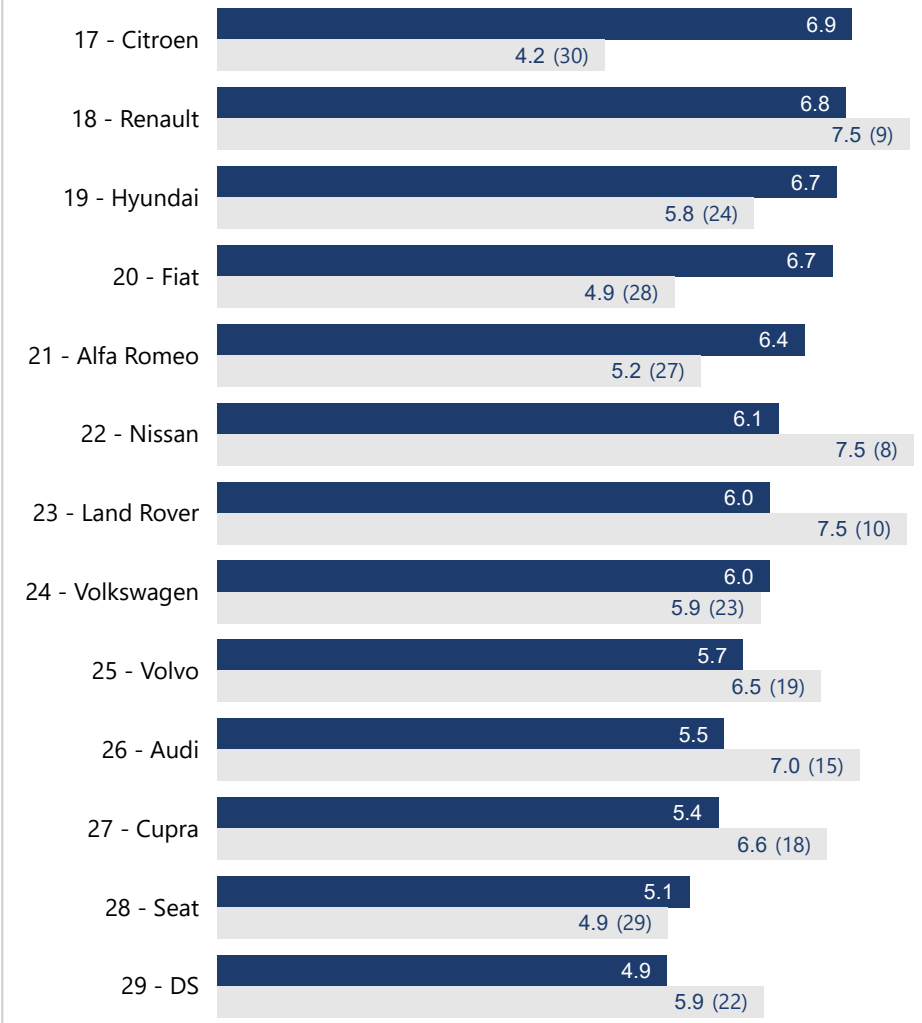
Response Spread



Top Ranking



Bottom Ranking



Subaru and Suzuki have not responded, as the question is not applicable to the brand

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

Summer 2024

6.9

Winter 2025

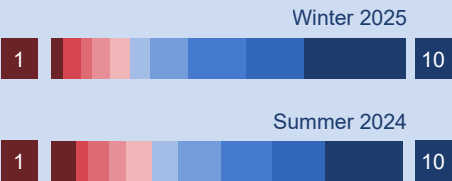
7.4

% Change
+7.2%

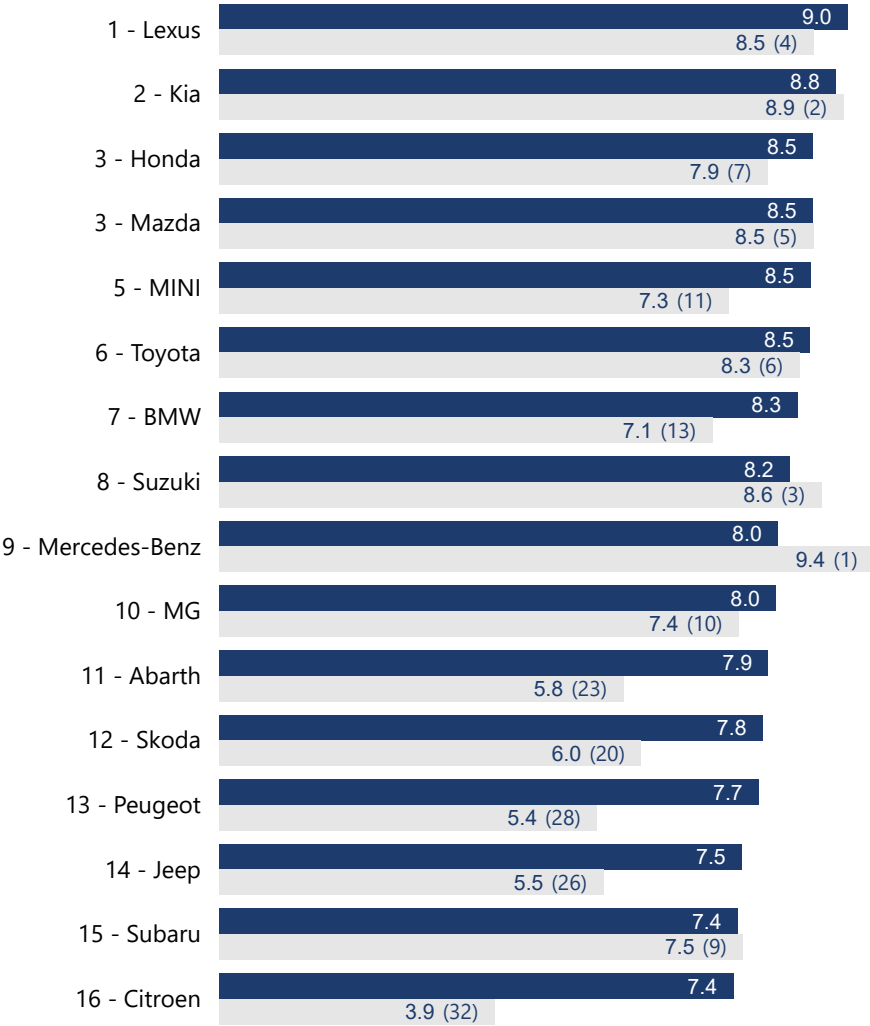
Score Change
+0.5

Lexus	Audi
9.0	5.9
Kia	Cupra
8.8	5.8
Honda	Seat
8.5	4.9

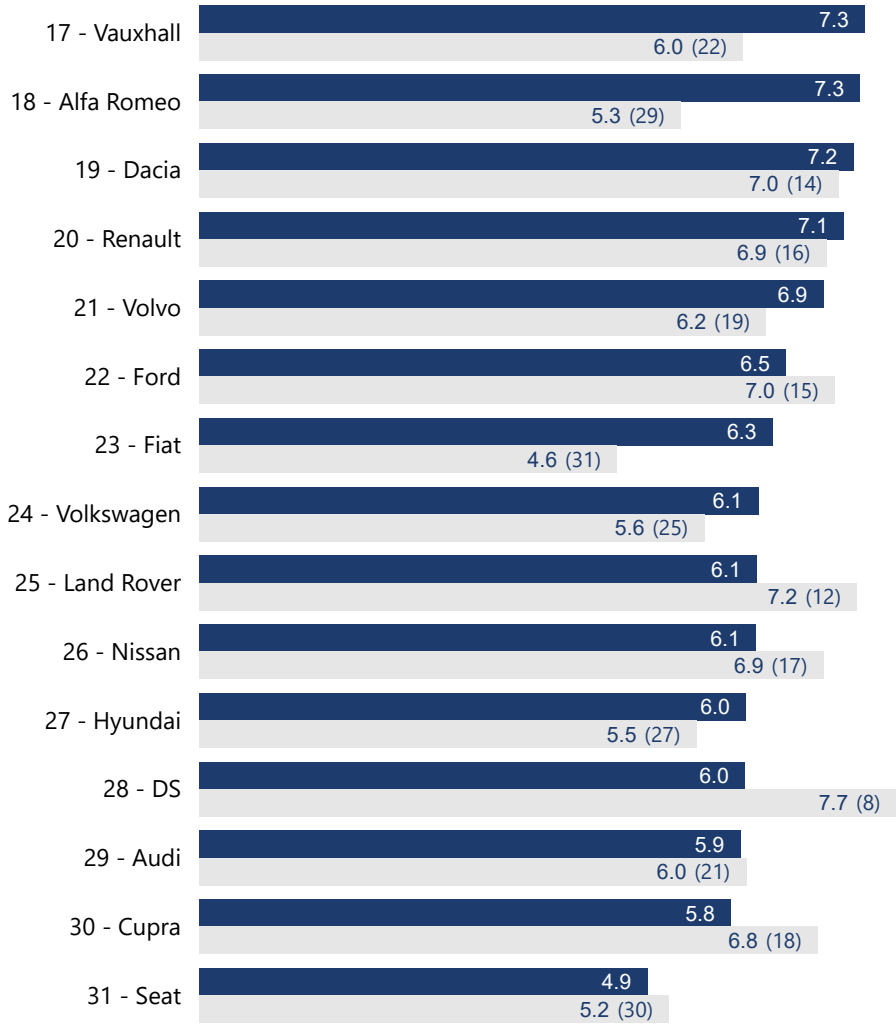
Response Spread



Top Ranking



Bottom Ranking



Q9e: Your manufacturer dealer standards are fair and reasonable?

Summer 2024

7.1

Winter 2025

7.5

% Change
+5.6%

Score Change
+0.4

Kia

9.3

Volkswagen

5.9

Lexus

8.8

DS

5.4

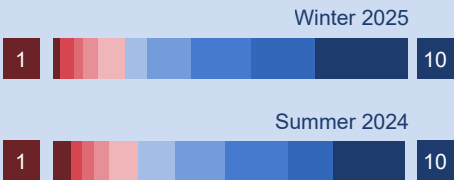
Toyota

8.5

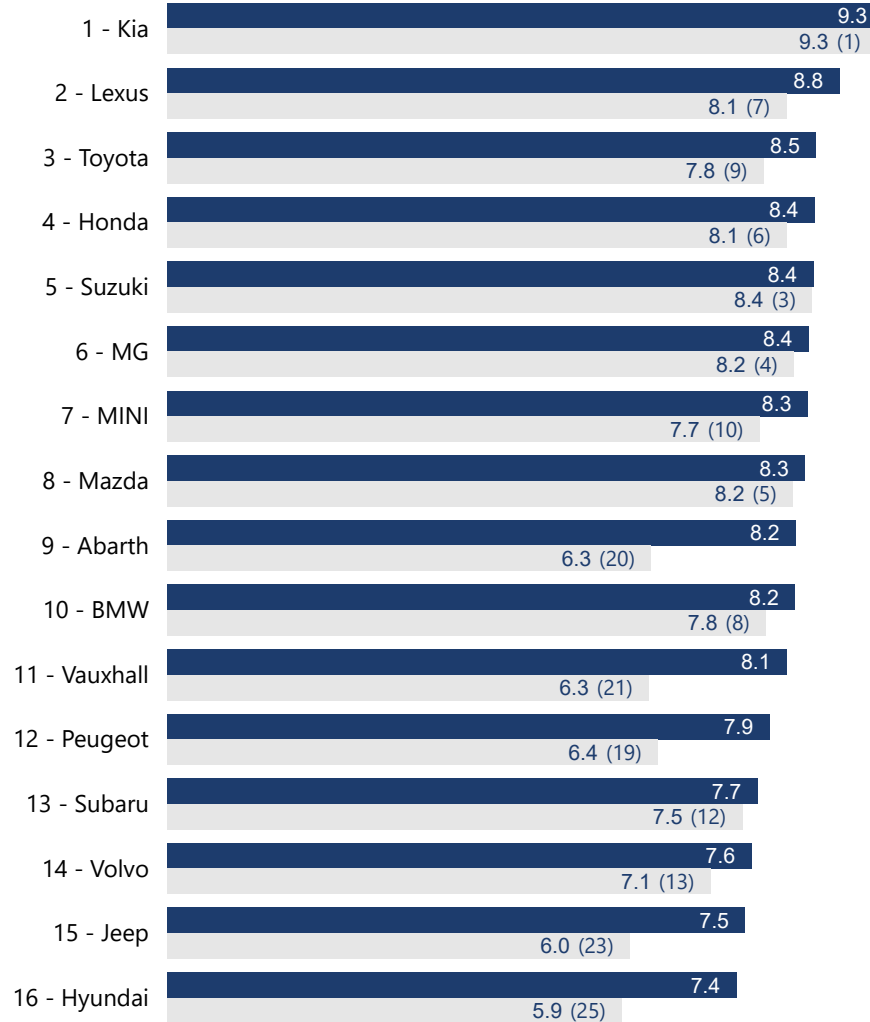
Audi

5.3

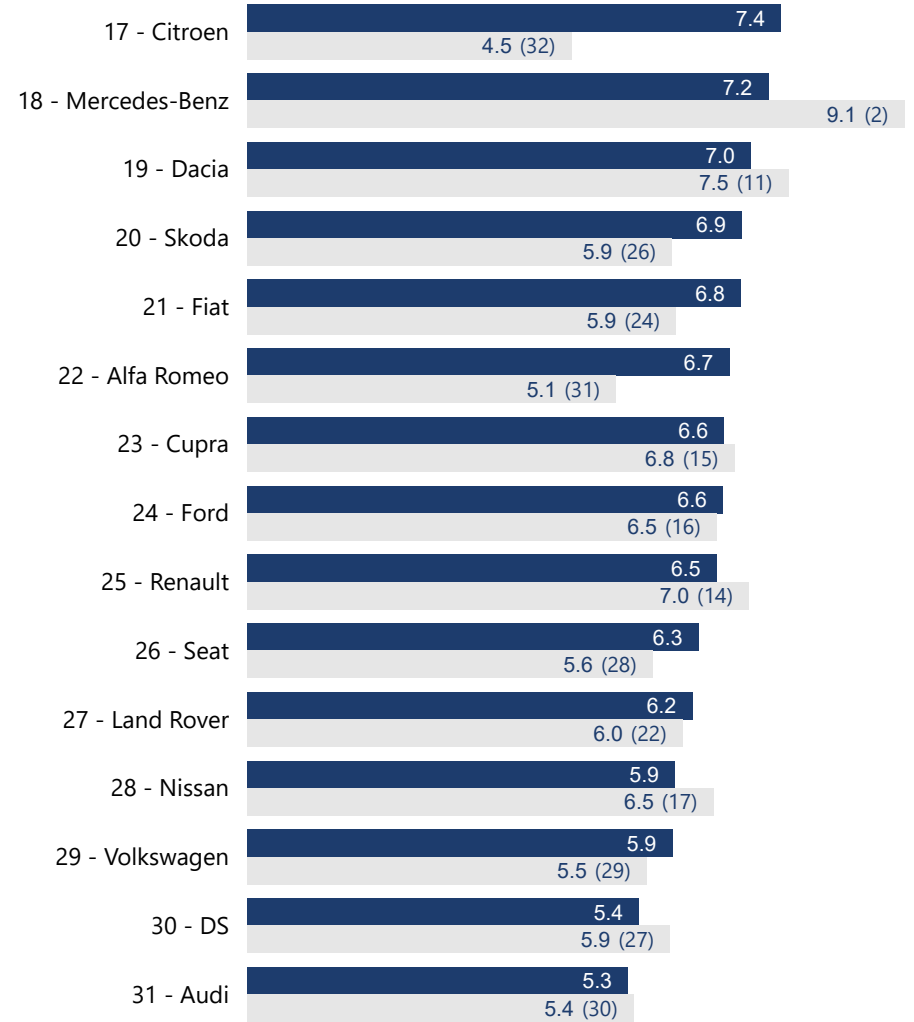
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

6.5

Winter 2025

7.1

% Change
+9.2%

Score Change
+0.6

Kia

9.4

DS

5.2

Lexus

8.7

Volkswagen

5.0

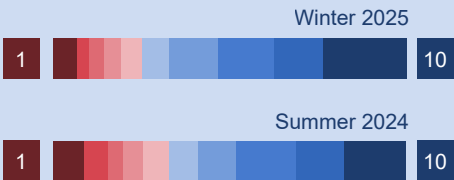
Subaru

8.4

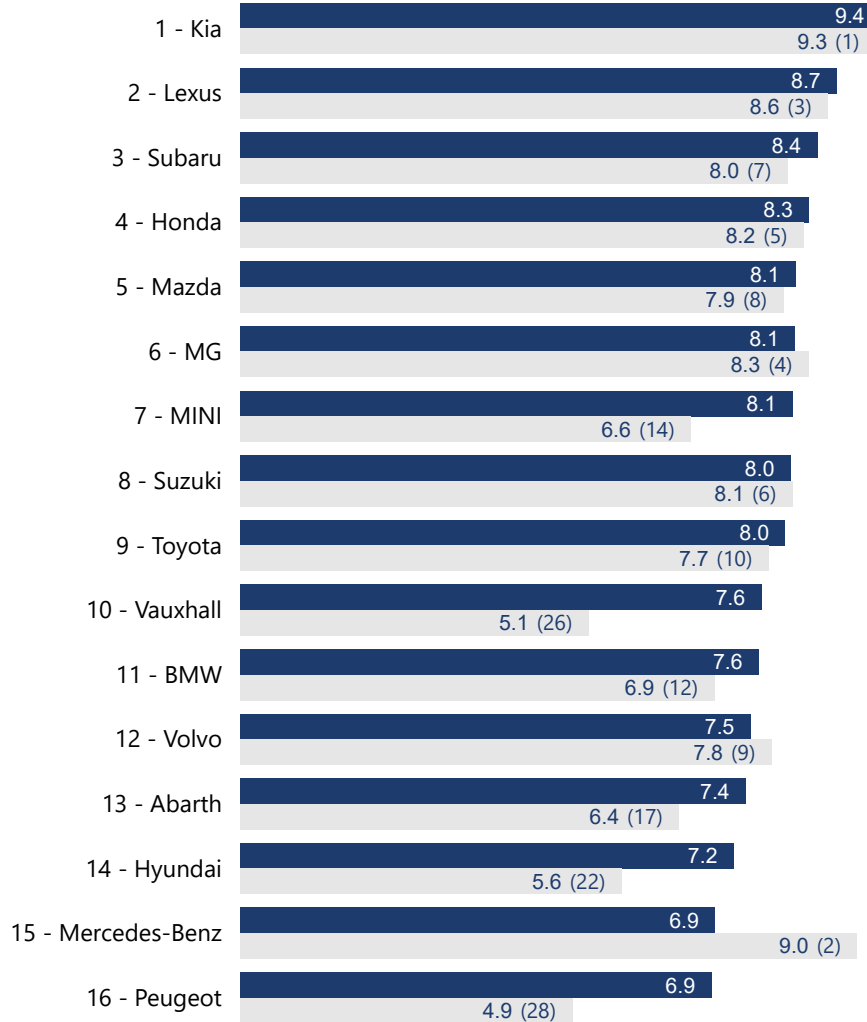
Nissan

4.5

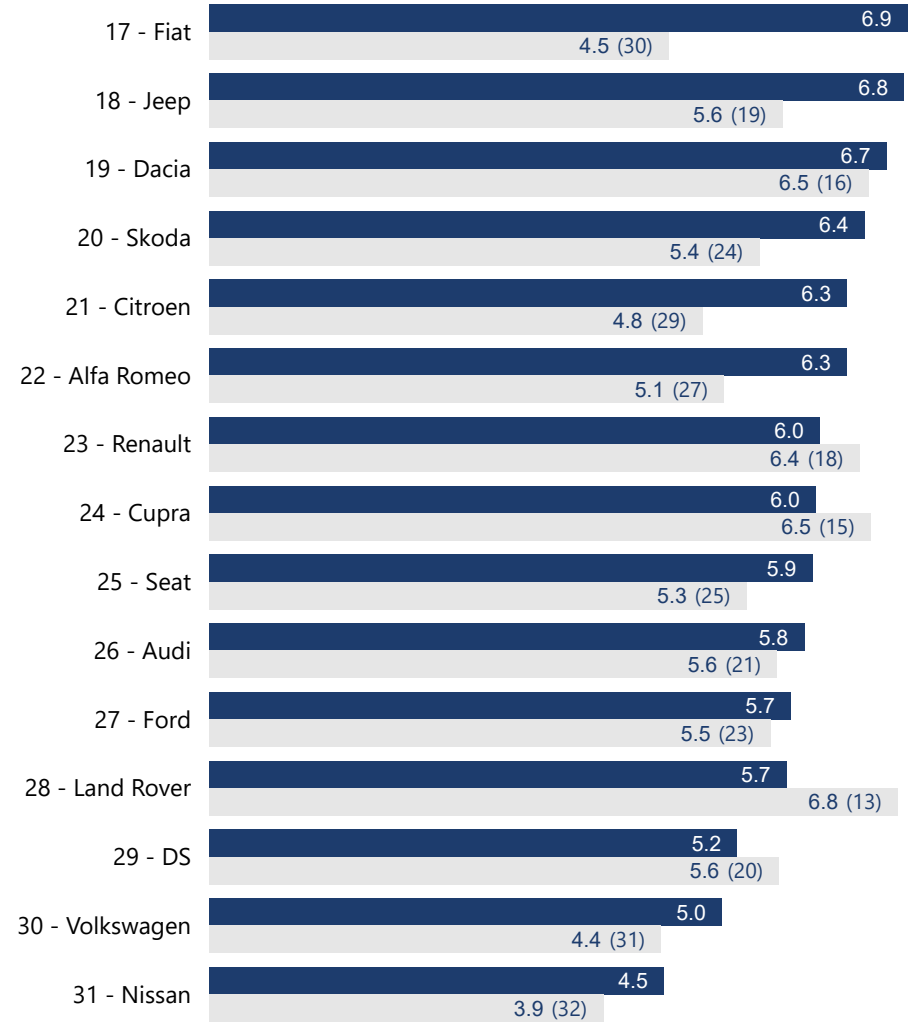
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2024

6.9

Winter 2025

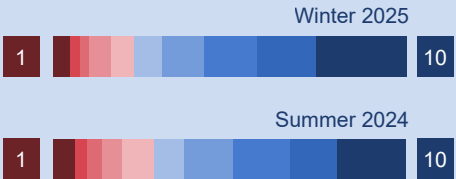
7.3

% Change
+5.8%

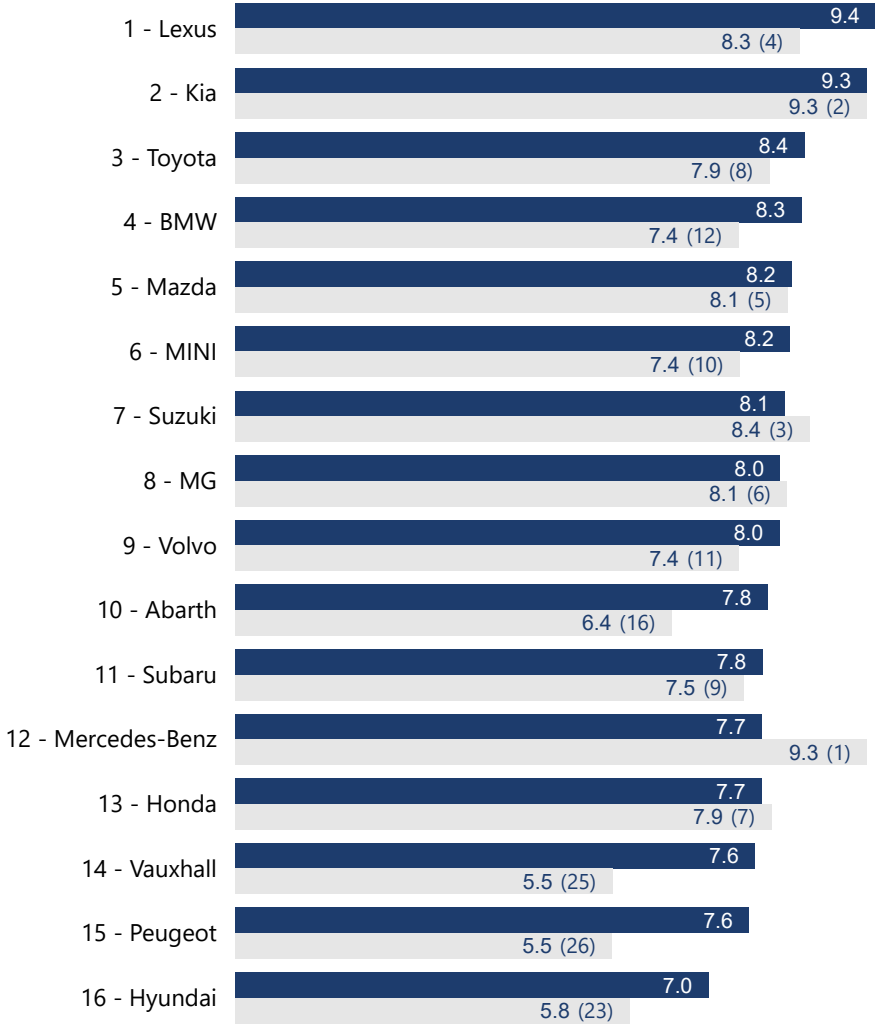
Score Change
+0.4

Lexus	Nissan
9.4	5.7
Kia	Volkswagen
9.3	5.5
Toyota	Audi
8.4	5.2

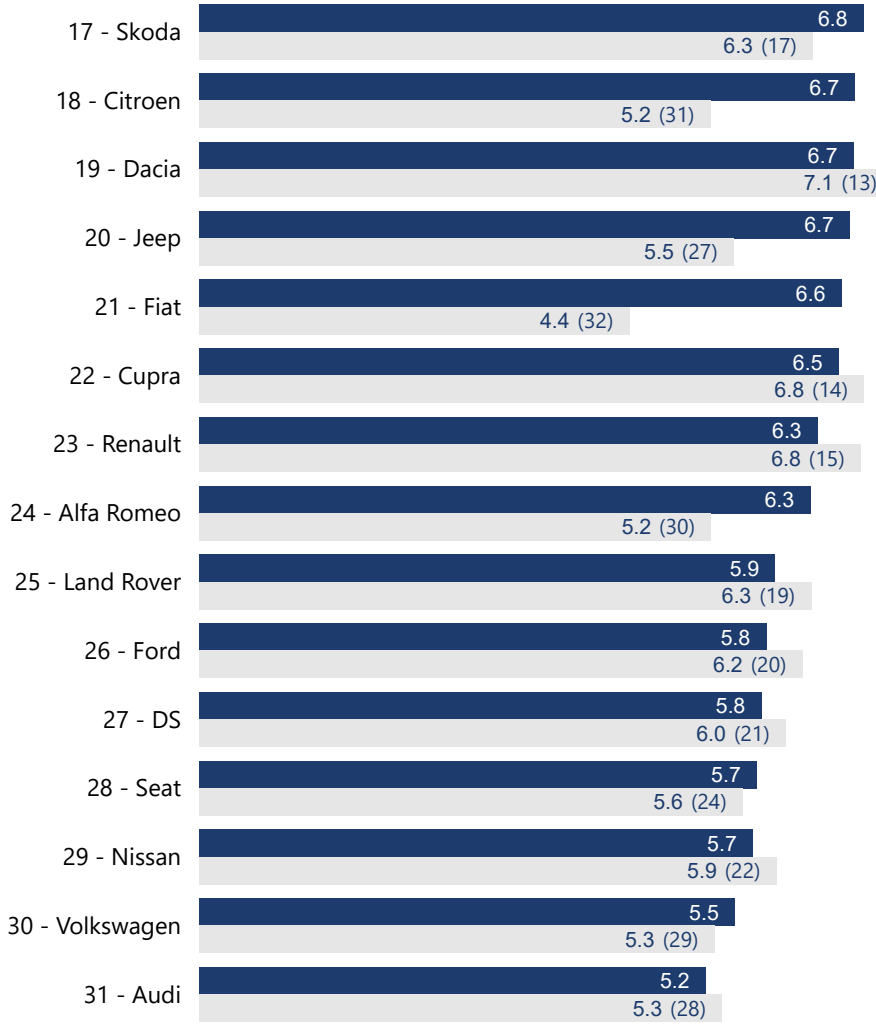
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2024

6.9

Winter 2025

7.5

% Change
+8.7%

Score Change
+0.6

Lexus

9.1

Seat

5.4

Mercedes

9.0

Audi

5.1

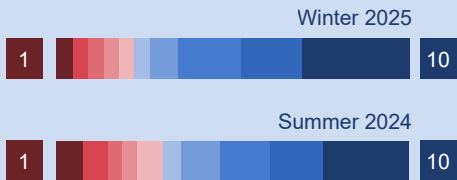
Kia

9.0

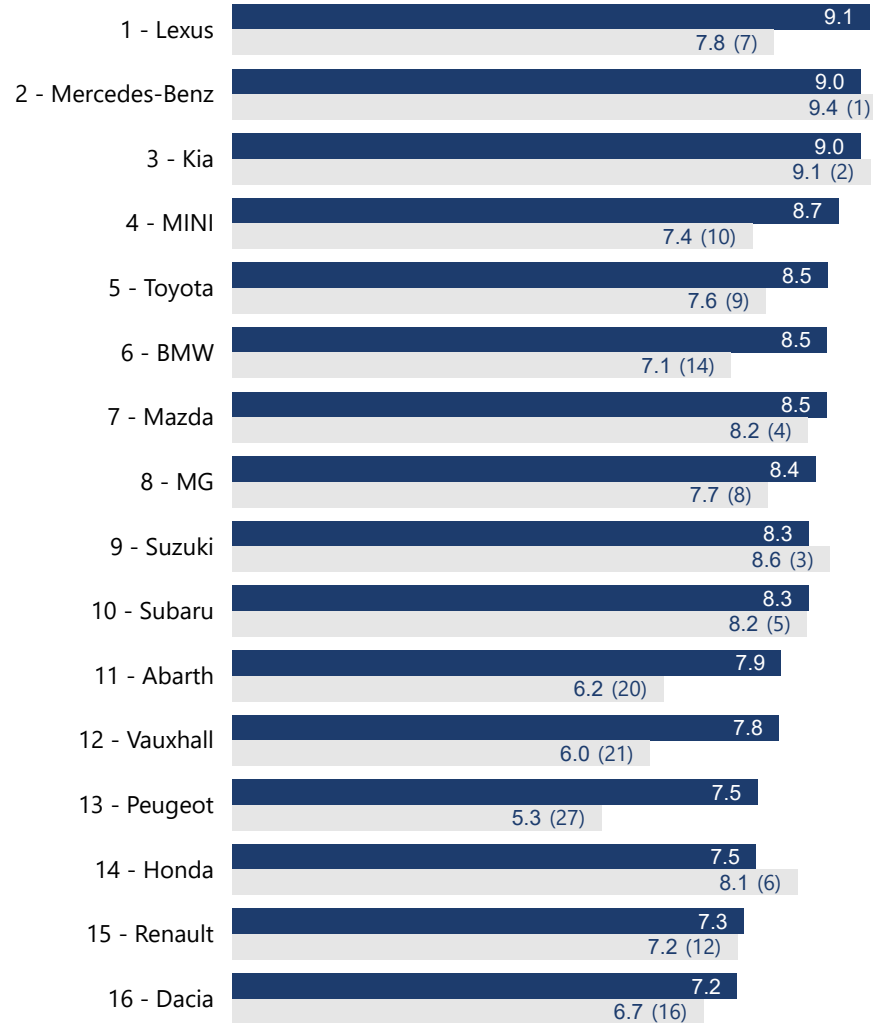
Ford

3.8

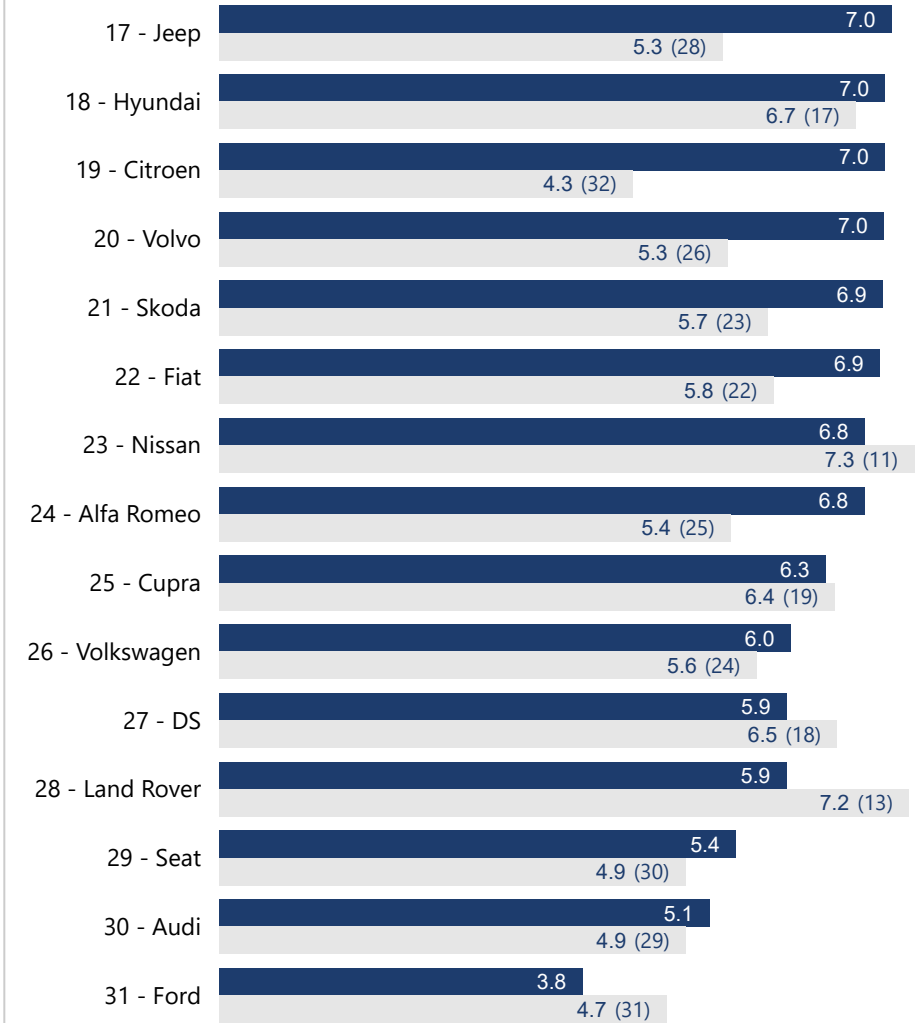
Response Spread



Top Ranking



Bottom Ranking



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

Q9i: The quality of your manufacturer's training?

Summer 2024

7.3

Winter 2025

7.8

% Change
+6.8%

Score Change
+0.5

MINI

9.4

Fiat

6.3

Lexus

9.2

Cupra

6.2

BMW

9.2

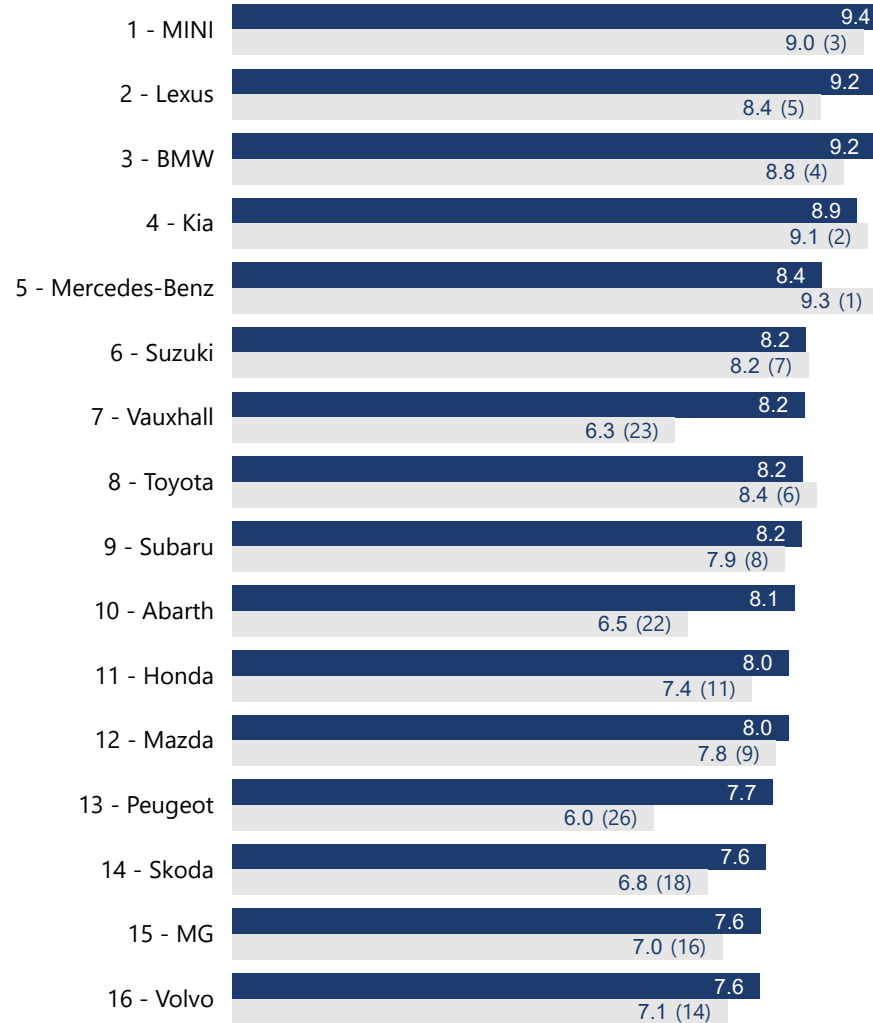
Seat

6.0

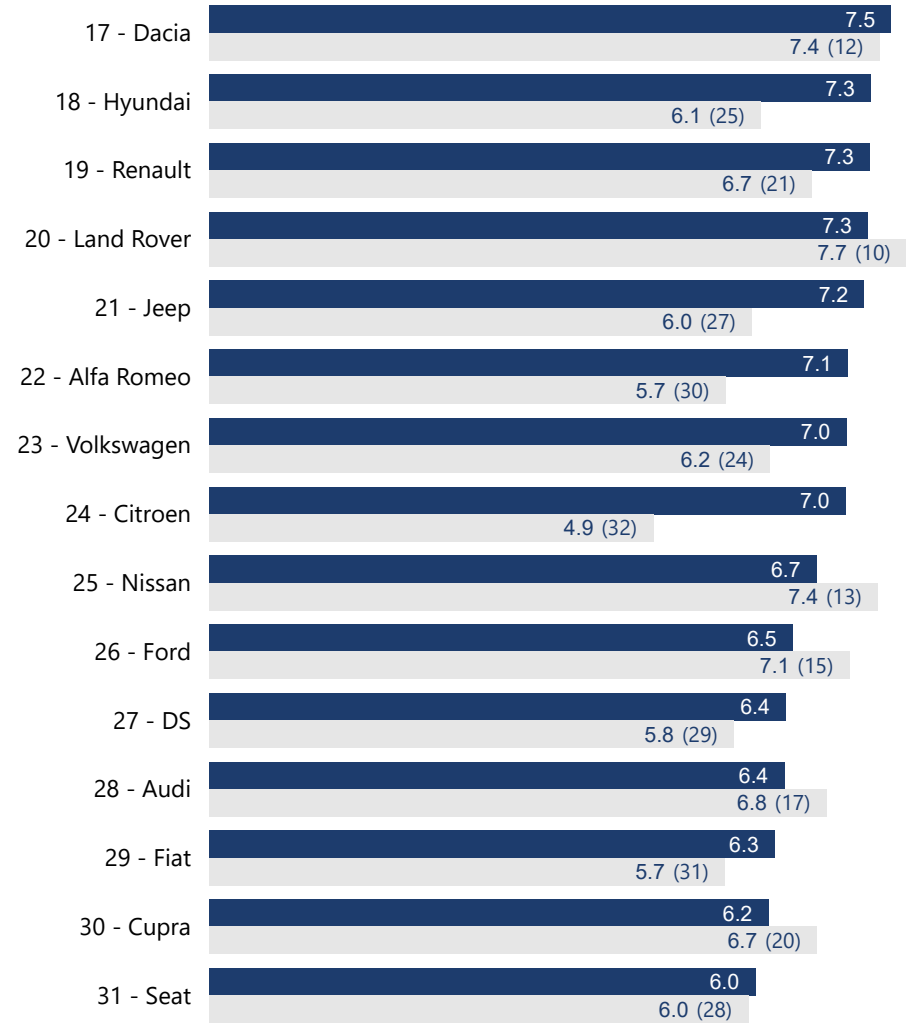
Response Spread



Top Ranking



Bottom Ranking



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

Q9j: The cost of manufacturer's training?

Summer 2024

6.5

Winter 2025

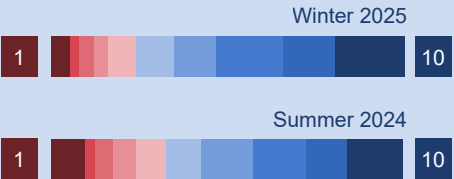
7.1

% Change
+9.2%

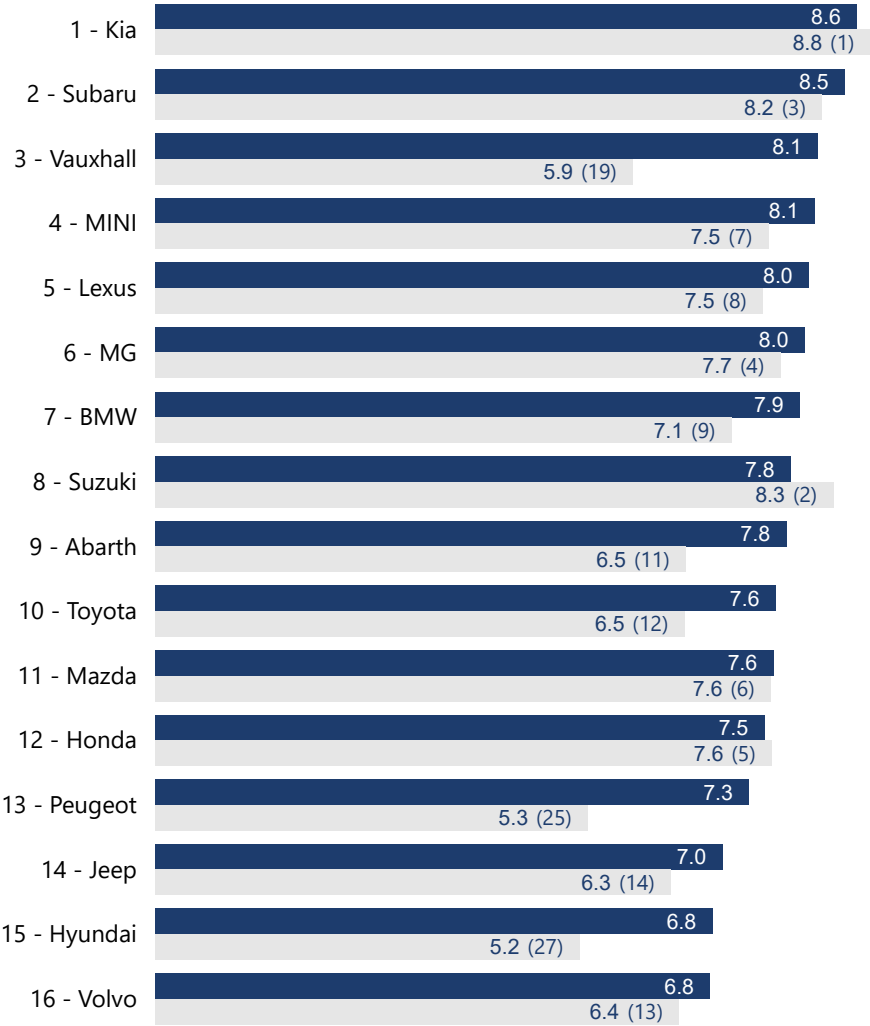
Score Change
+0.6

Kia	Cupra
8.6	5.3
Subaru	Audi
8.5	5.0
Vauxhall	Seat
8.1	4.6

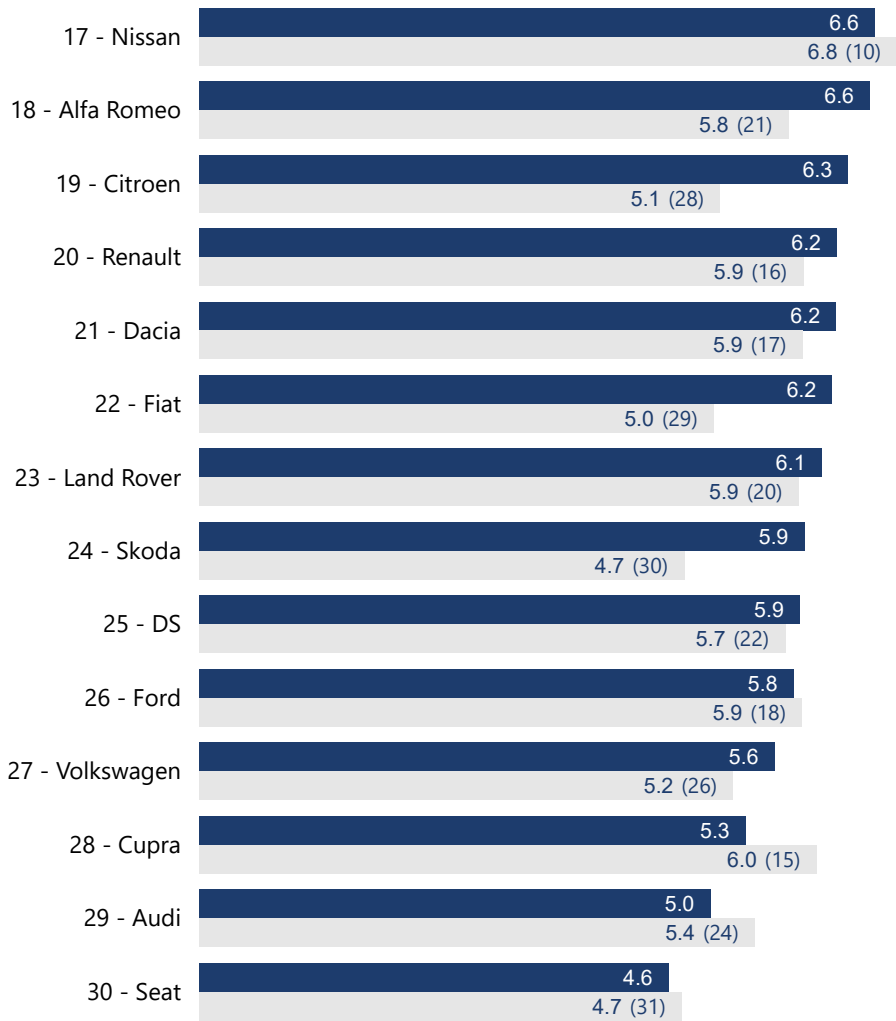
Response Spread



Top Ranking



Bottom Ranking



Q9k: Your manufacturer's apprenticeship programme?

Summer 2024

7.6

Winter 2025

7.9

% Change
+3.9%

Score Change
+0.3

MINI

9.3

Volkswagen

6.6

Kia

9.3

Seat

6.1

BMW

9.2

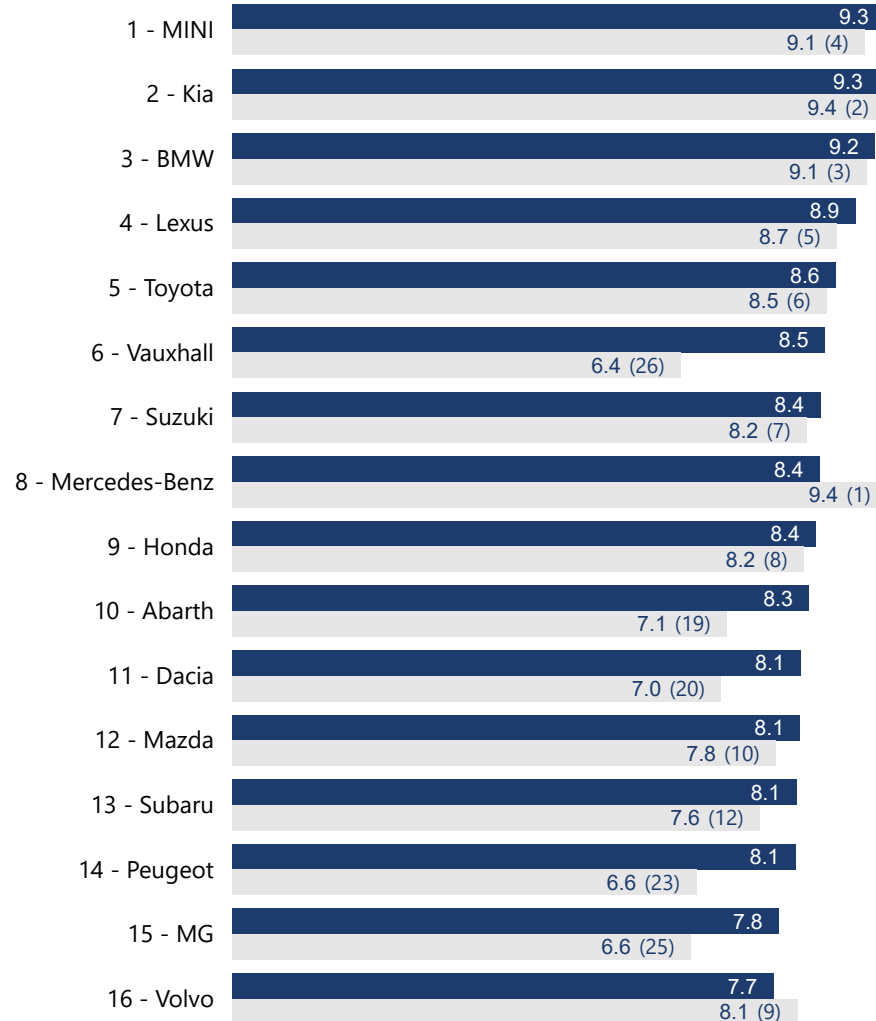
Ford

5.9

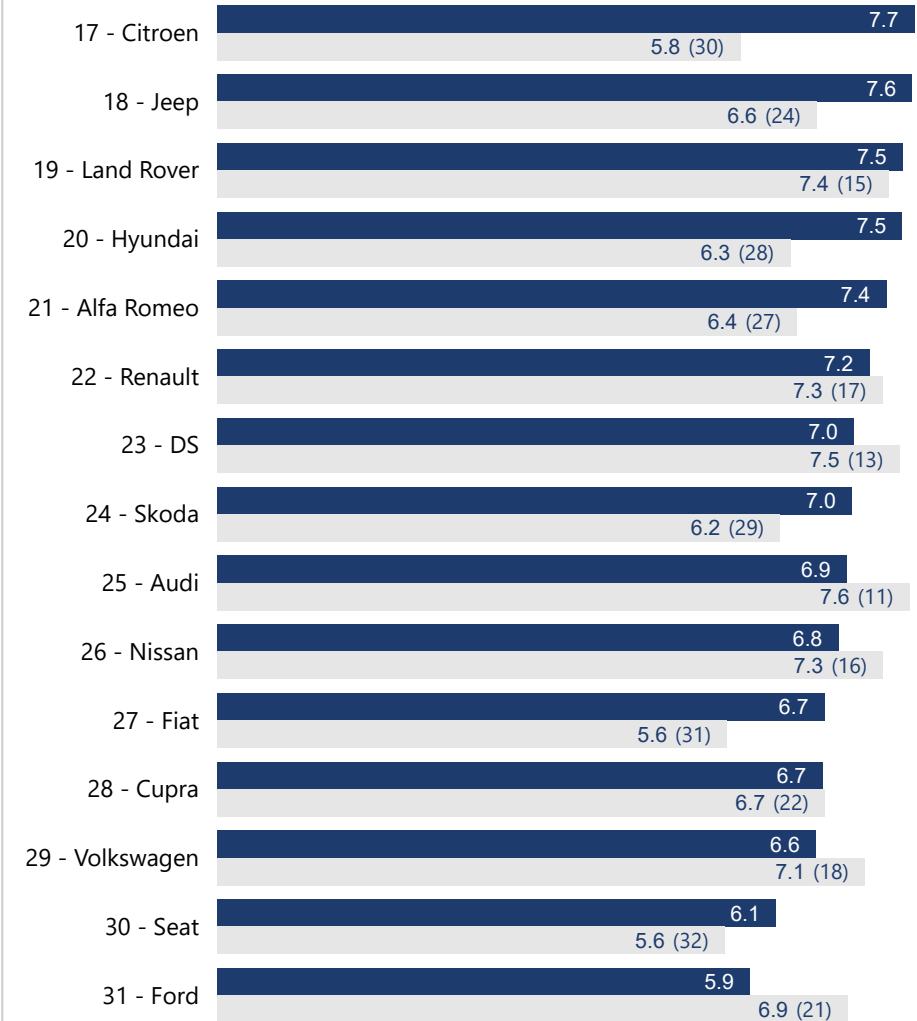
Response Spread



Top Ranking



Bottom Ranking



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

Q9I: Your manufacturer's approach to future retailing agreements and contracts?

Summer 2024

6.8

Winter 2025

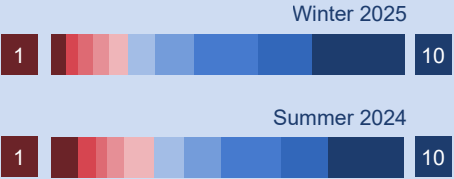
7.4

% Change
+8.8%

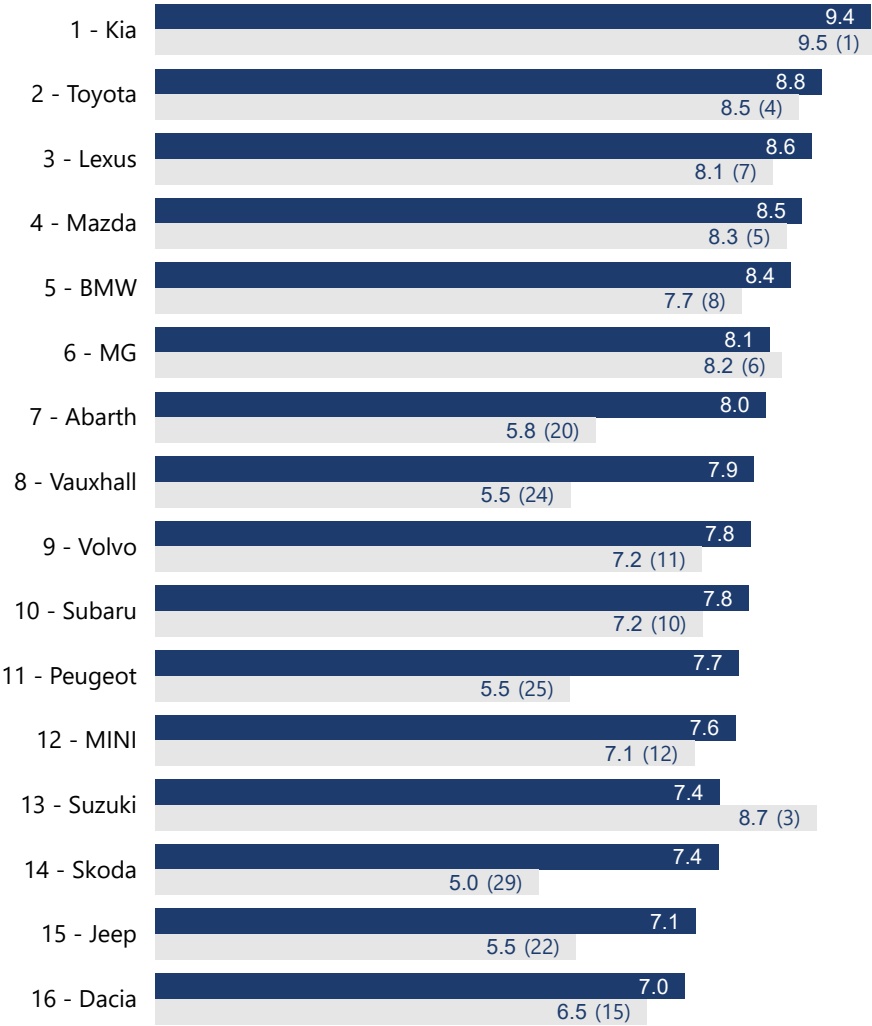
Score Change
+0.6

Kia	DS
9.4	5.1
Toyota	Seat
8.8	4.9
Lexus	Audi
8.6	4.7

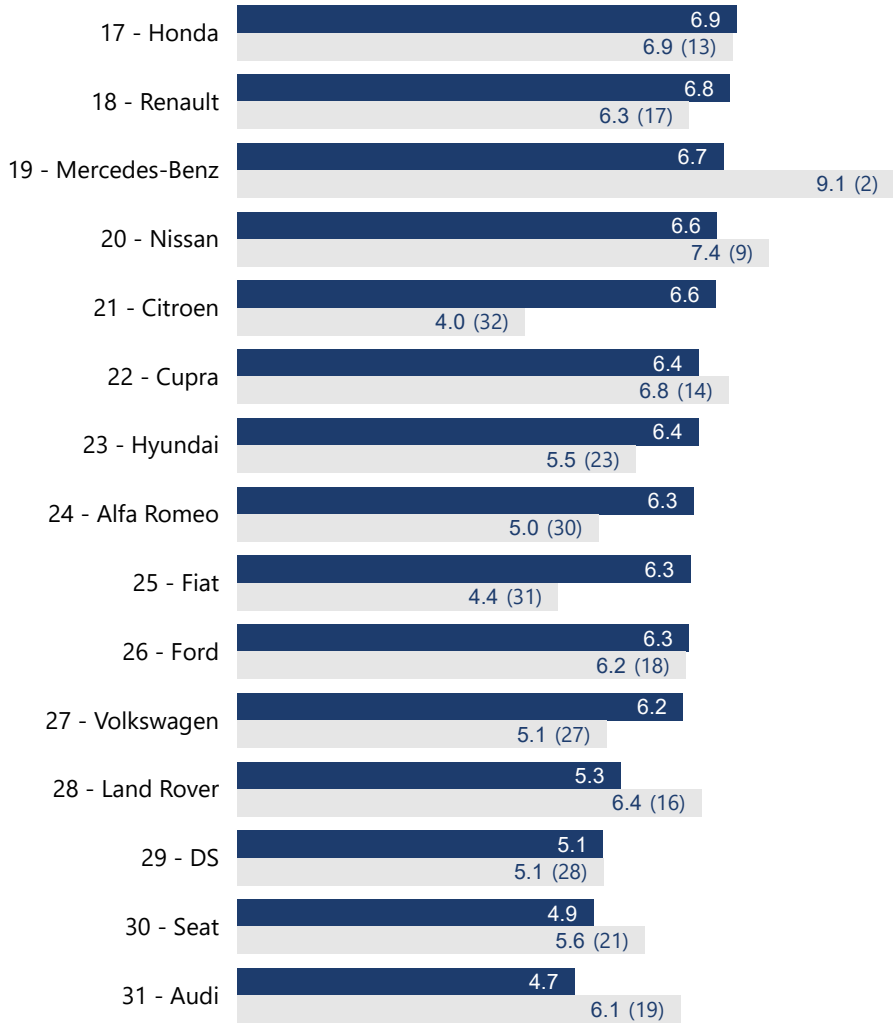
Response Spread



Top Ranking



Bottom Ranking



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



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Section E

Product and Marketing

Q10a: Frequency of introduction of new models?

Summer 2024

7.0

Winter 2025

7.5

% Change
+7.1%

Score Change
+0.5

Kia

9.7

Nissan

3.8

Renault

9.4

DS

3.8

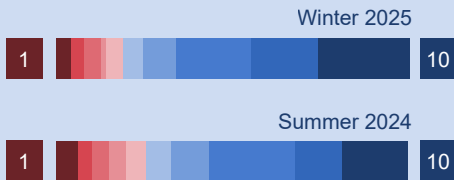
BMW

9.1

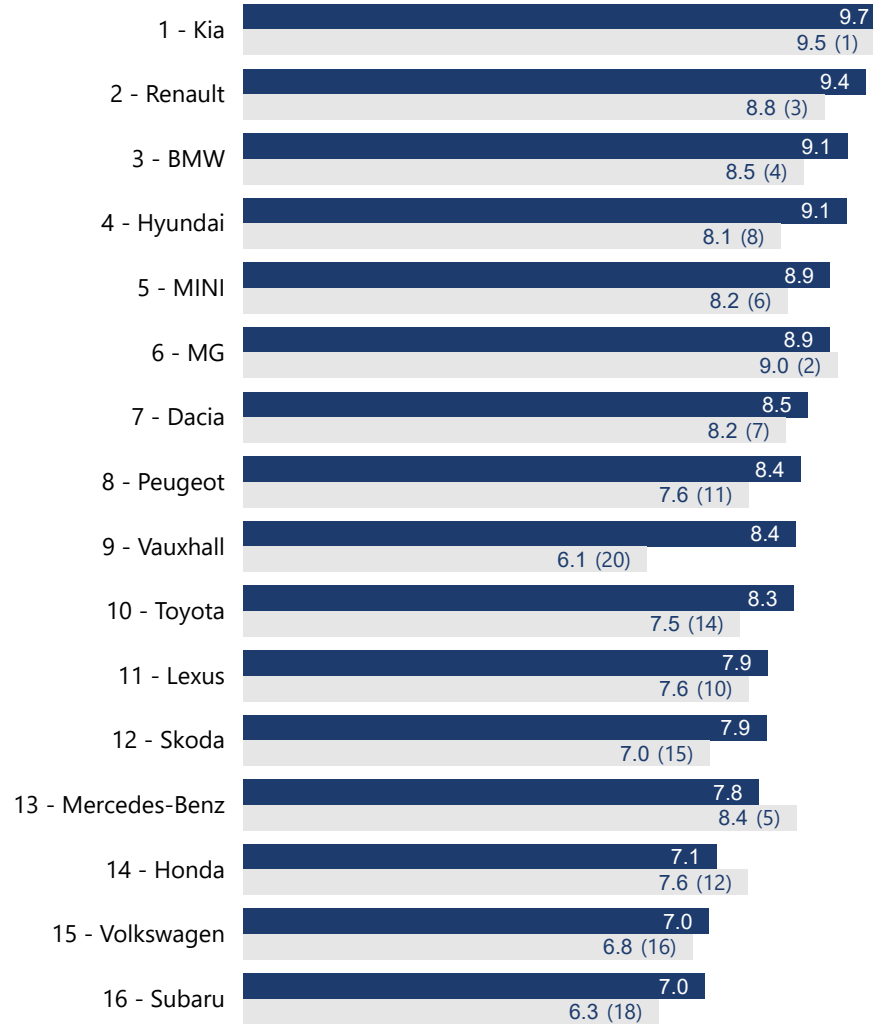
Ford

3.6

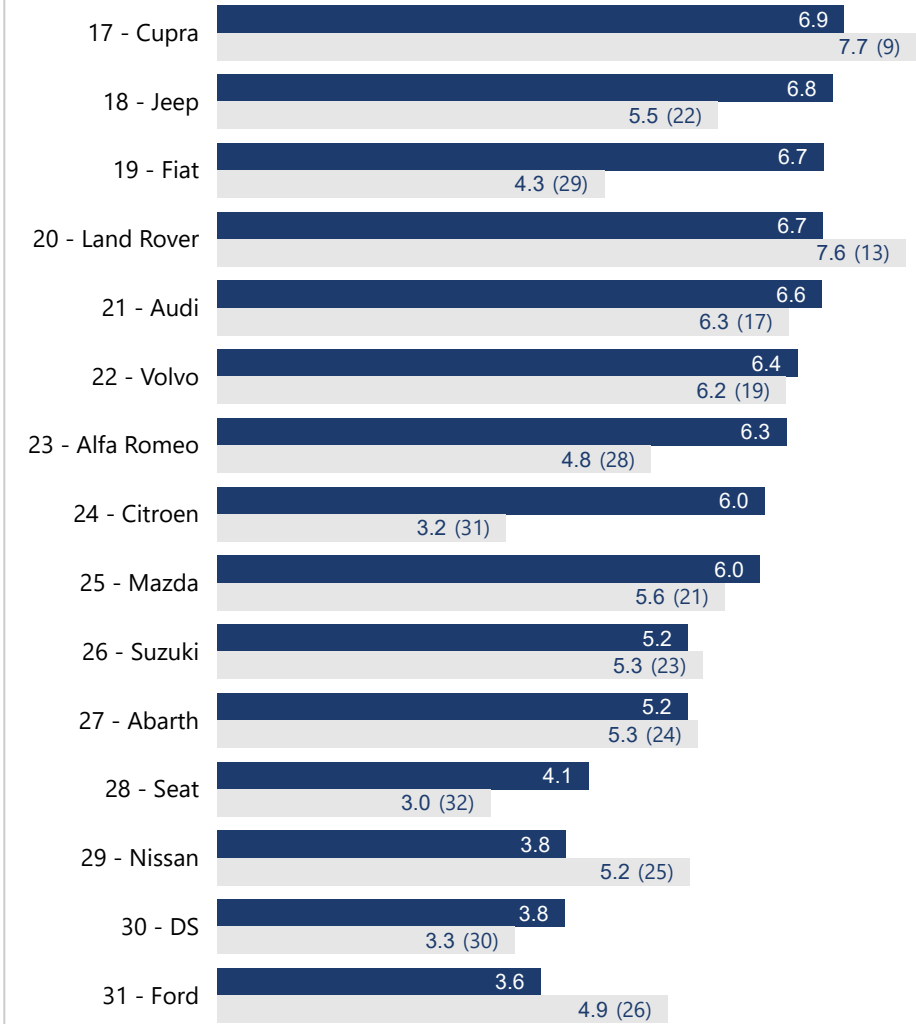
Response Spread



Top Ranking



Bottom Ranking



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

Q10b: Product value and pricing?

Summer 2024

6.8

Winter 2025

7.3

% Change
+7.4%

Score Change
+0.5

Dacia

9.2

Seat

5.2

Kia

9.2

DS

3.9

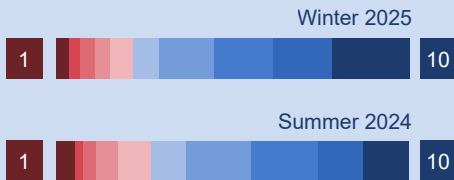
MG

8.6

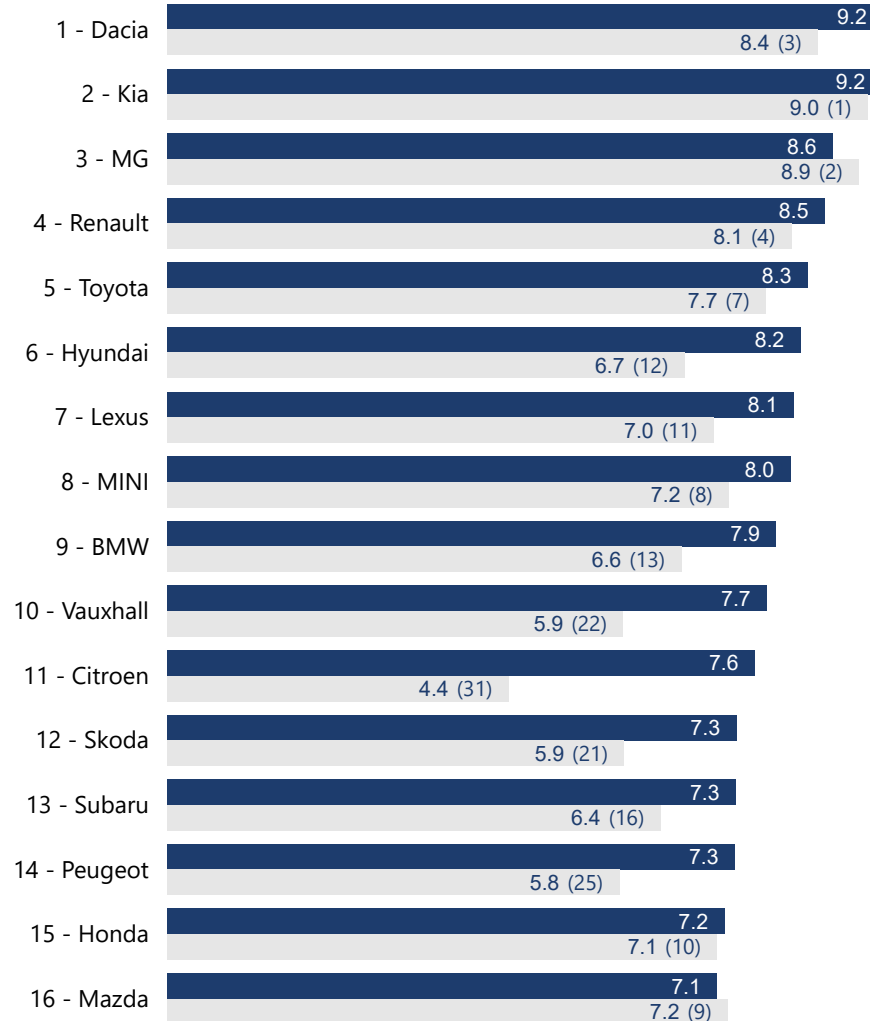
Ford

3.1

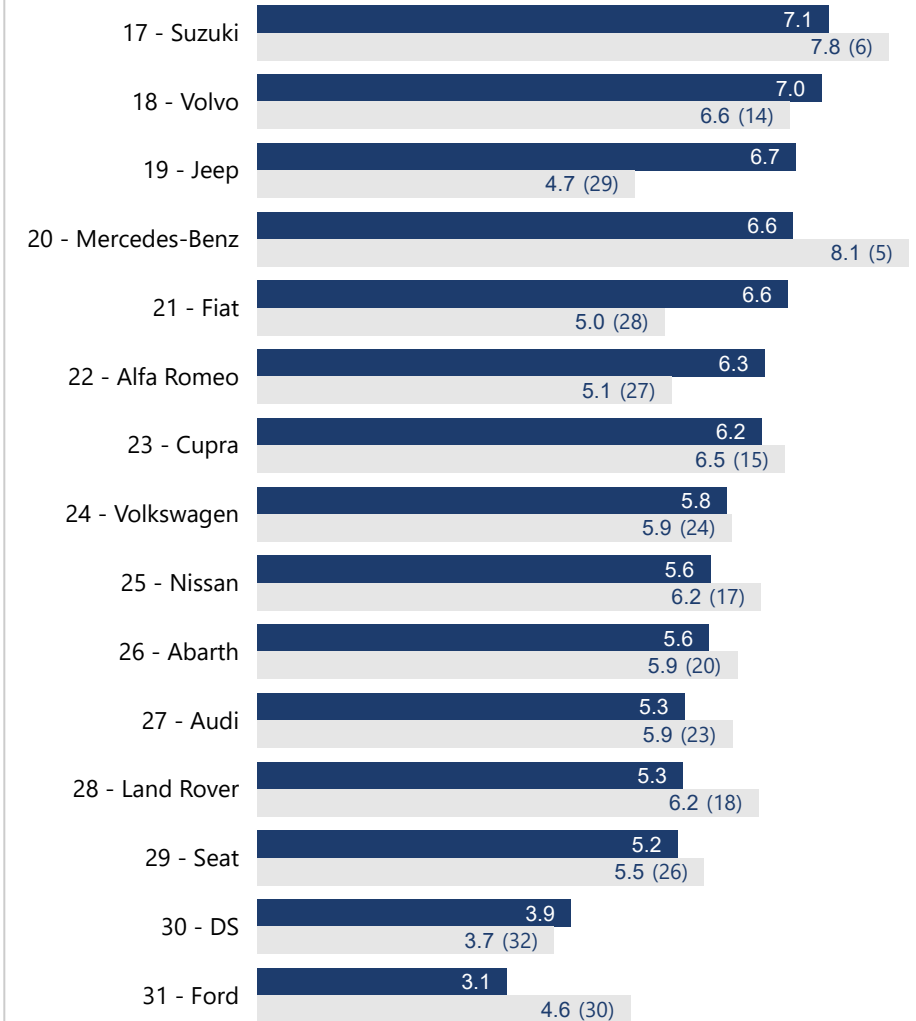
Response Spread



Top Ranking



Bottom Ranking



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

Q10c: Product advertising?

Summer 2024

6.7

Winter 2025

7.3

% Change
+9.0%

Score Change
+0.6

Kia

9.3

Abarth

5.0

Dacia

9.1

Ford

3.9

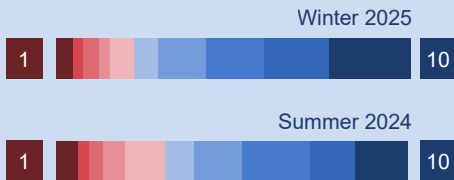
Lexus

8.6

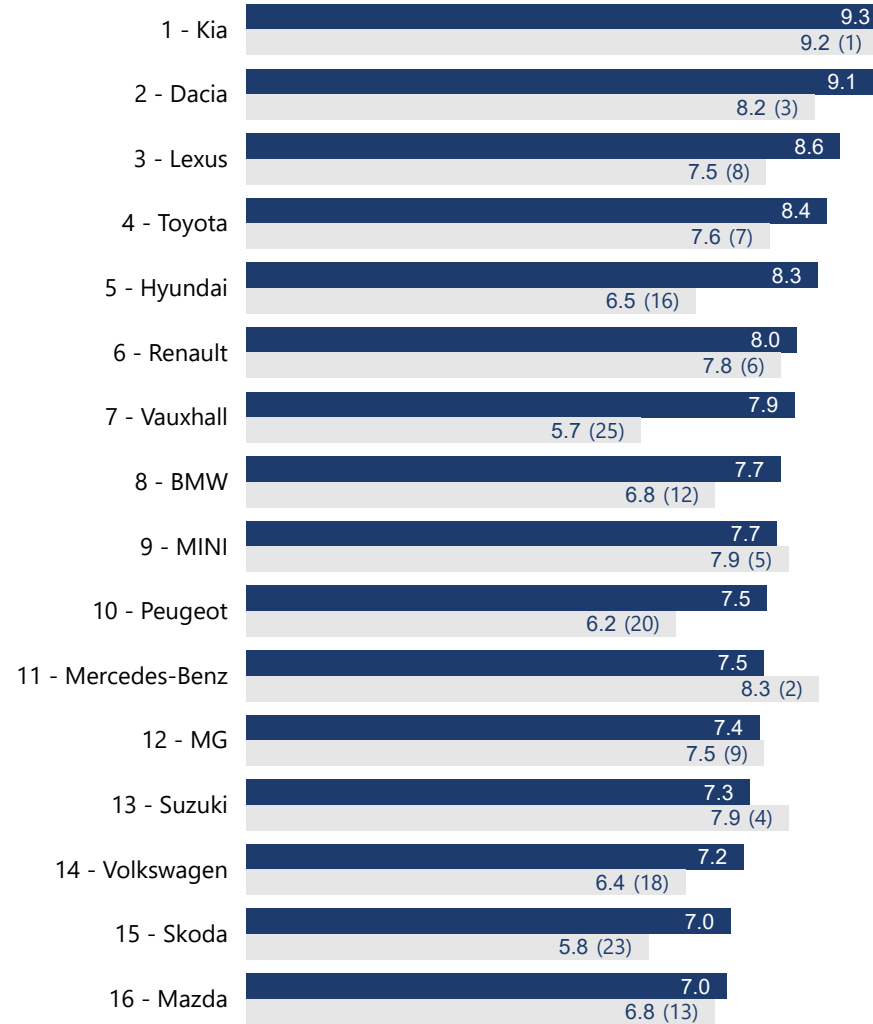
DS

3.6

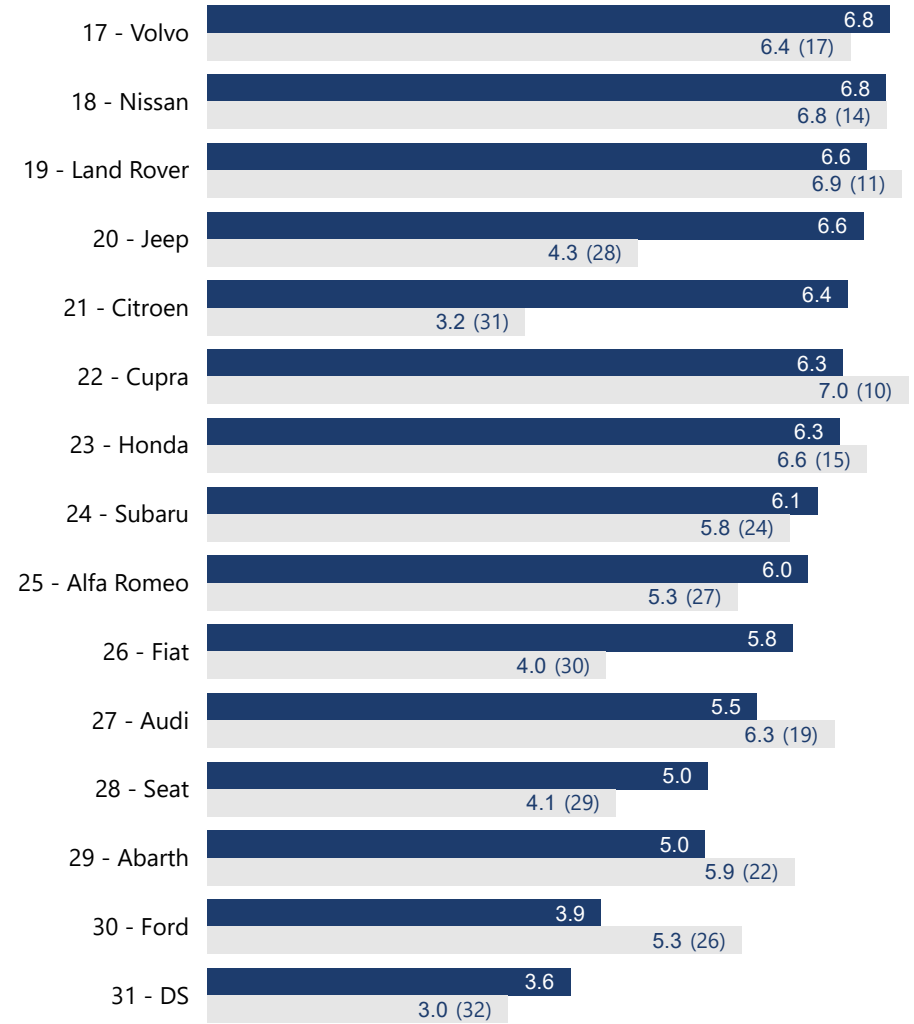
Response Spread



Top Ranking



Bottom Ranking



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

Section F

Electric/Plug-In Vehicles

Q11a: Battery Electric Vehicle products your manufacturer currently offers?

Summer 2024

6.4

Winter 2025

7.0

% Change
+9.4%

Score Change
+0.6

Kia

9.5

Nissan

3.6

Vauxhall

8.6

Suzuki

3.5

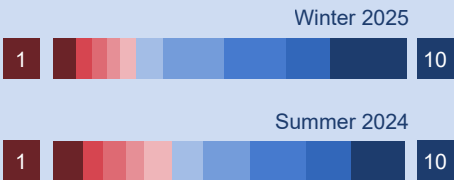
Peugeot

8.6

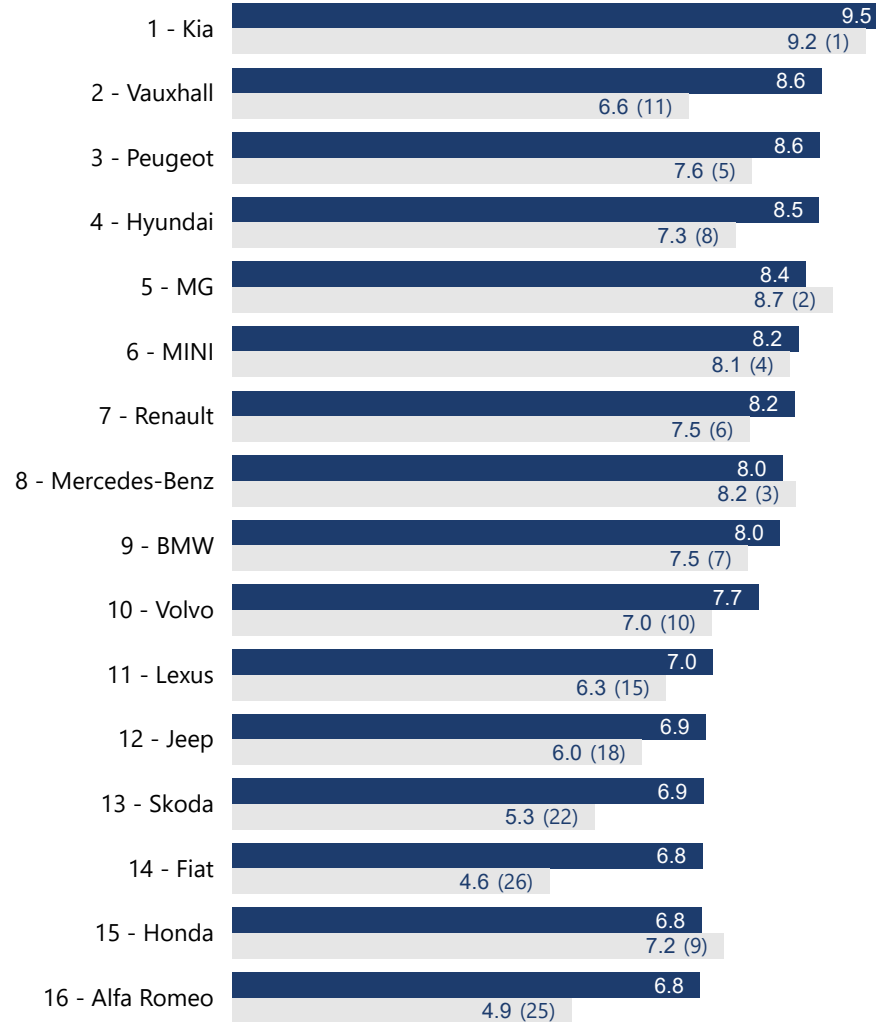
Seat

3.3

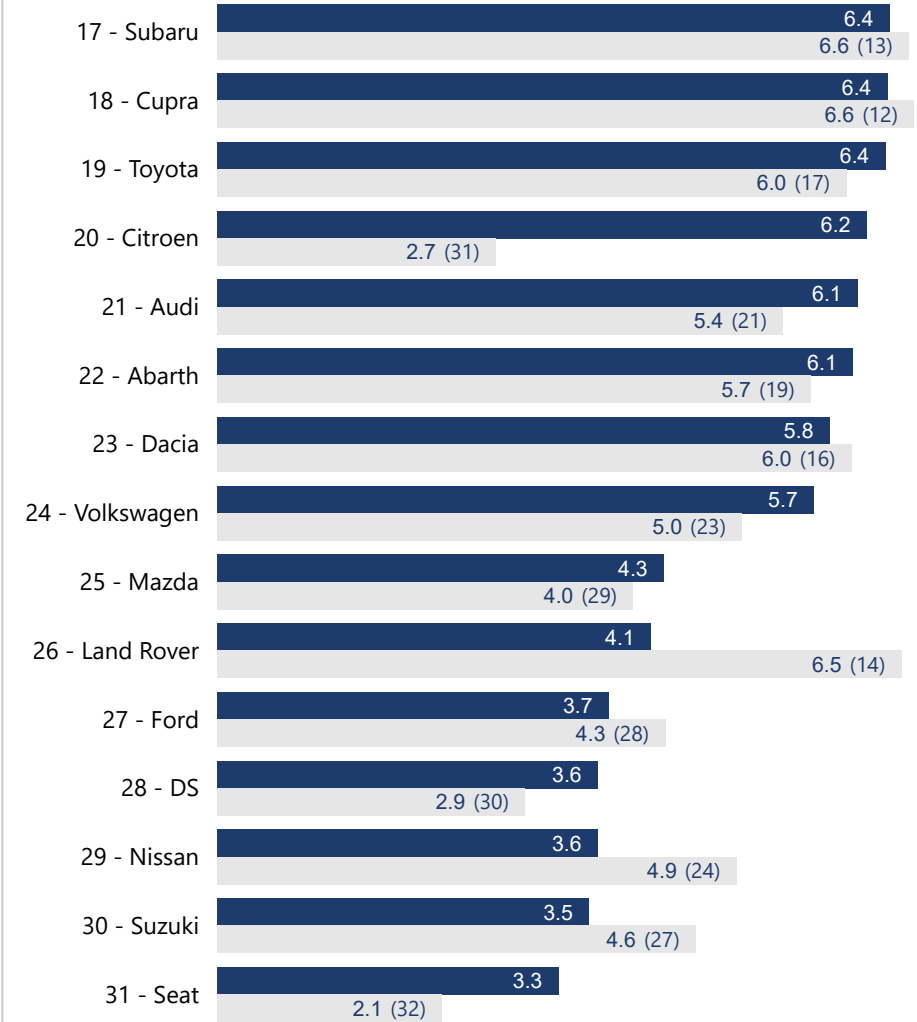
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.1

Winter 2025

7.7

% Change
+8.5%

Score Change
+0.6

Kia

9.6

Suzuki

5.4

Vauxhall

9.0

Ford

3.8

Lexus

8.9

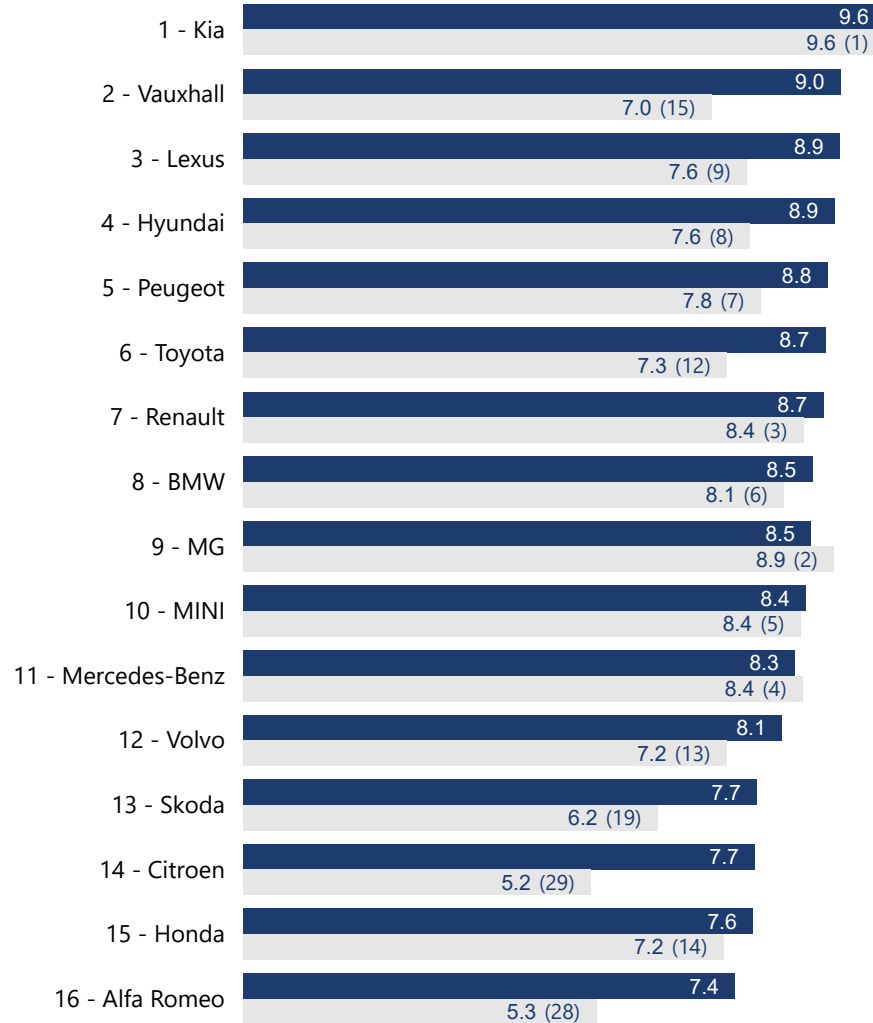
Seat

3.1

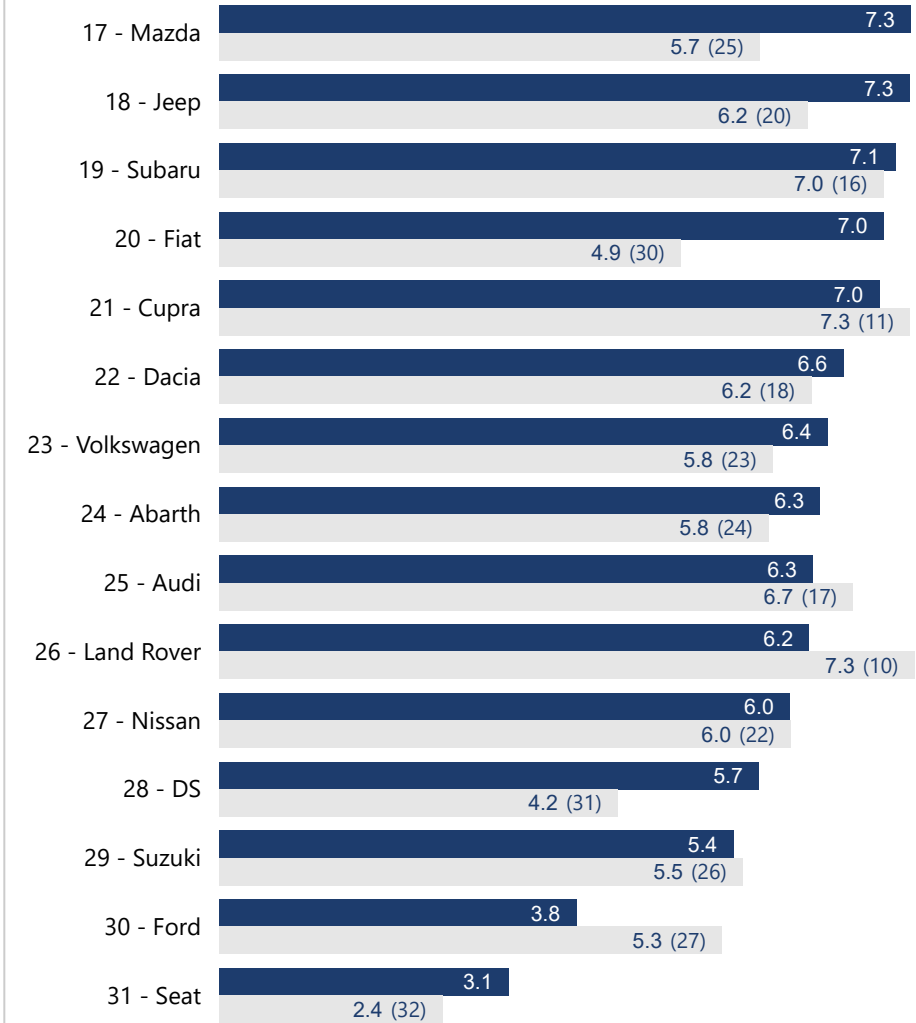
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2024

7.0

Winter 2025

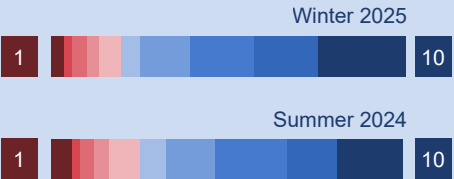
7.5

% Change
+7.1%

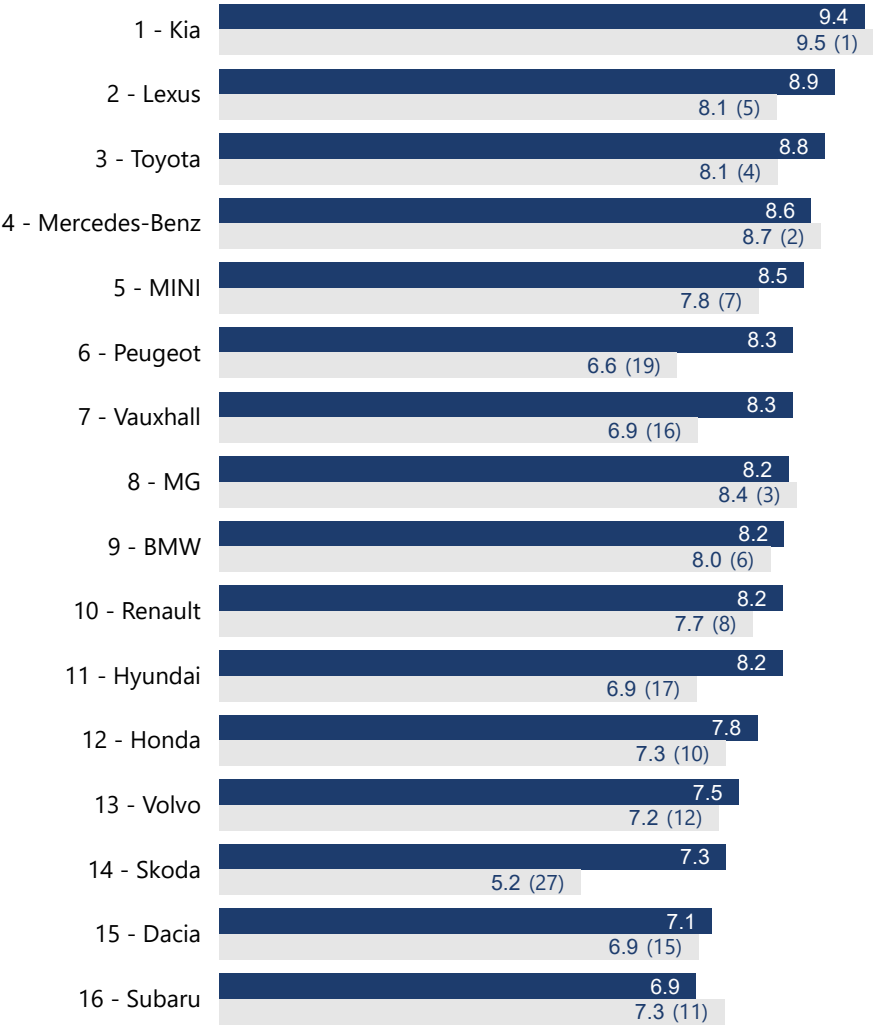
Score Change
+0.5

Kia	DS
9.4	5.3
Lexus	Ford
8.9	4.5
Toyota	Seat
8.8	3.2

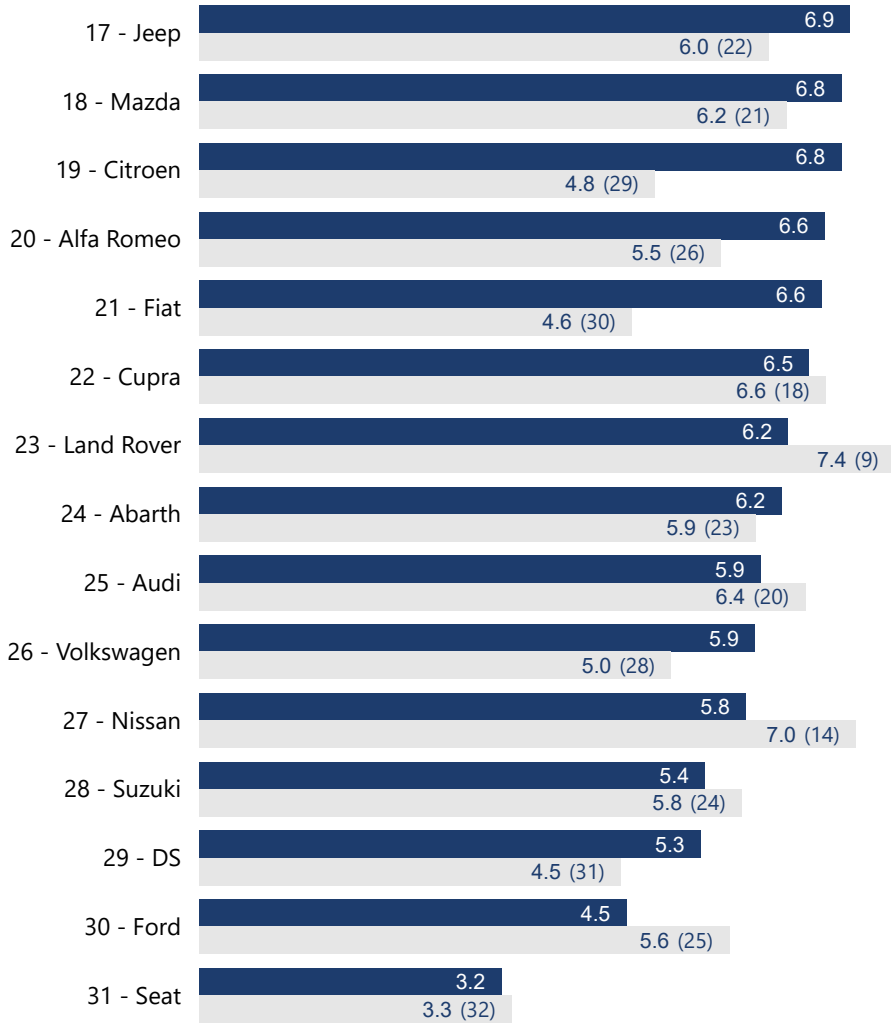
Response Spread



Top Ranking



Bottom Ranking



Summer 2024

5.5

Winter 2025

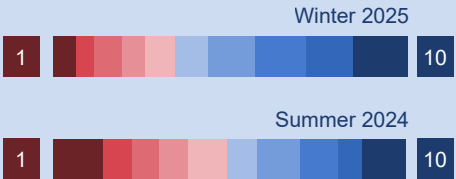
6.5

% Change
+18.2%

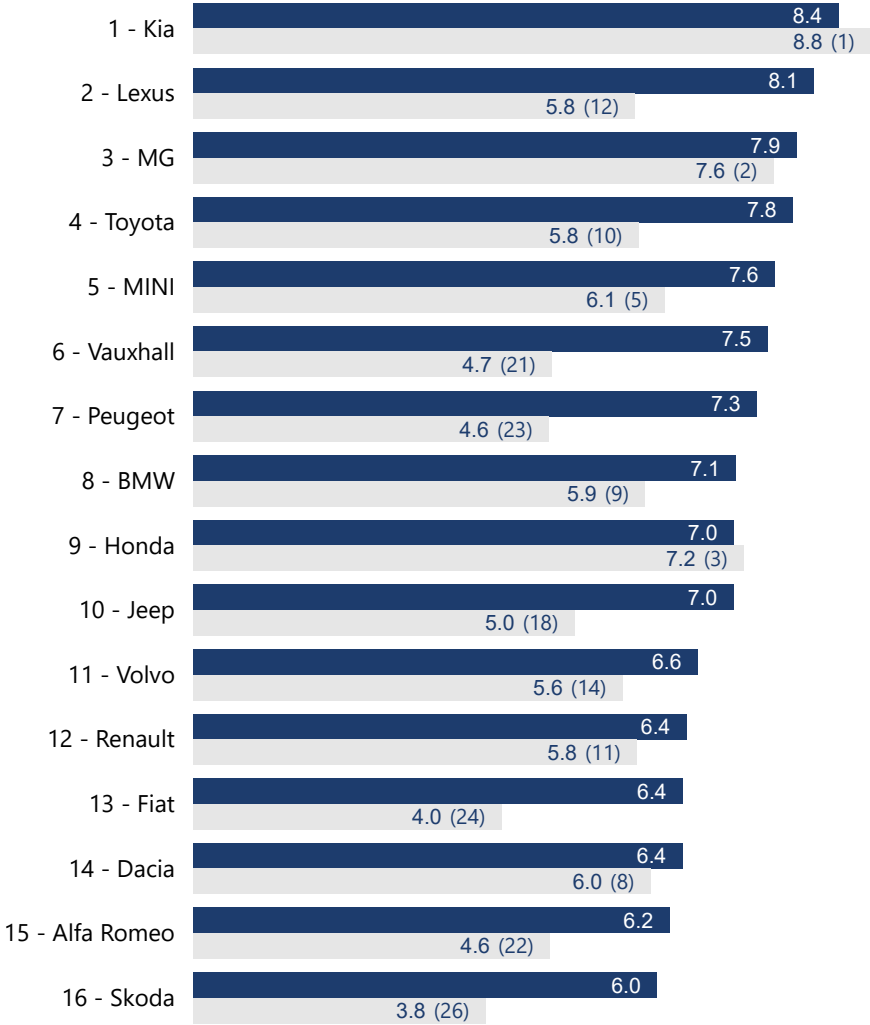
Score Change
+1.0

Kia	Ford
8.4	3.5
Lexus	Audi
8.1	3.3
MG	Seat
7.9	3.2

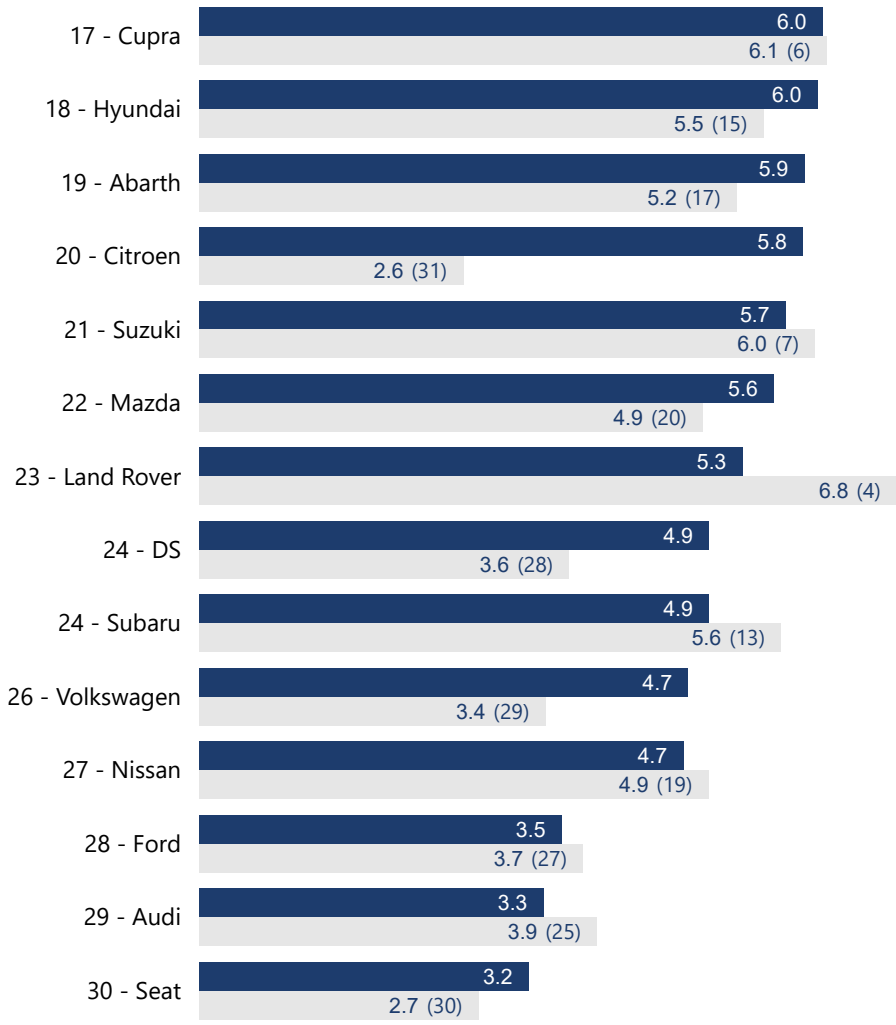
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2024

5.2

Winter 2025

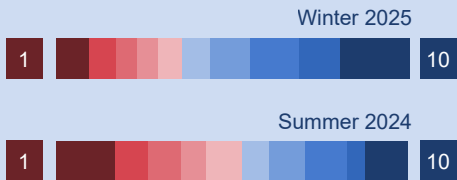
6.4

% Change
+23.1%

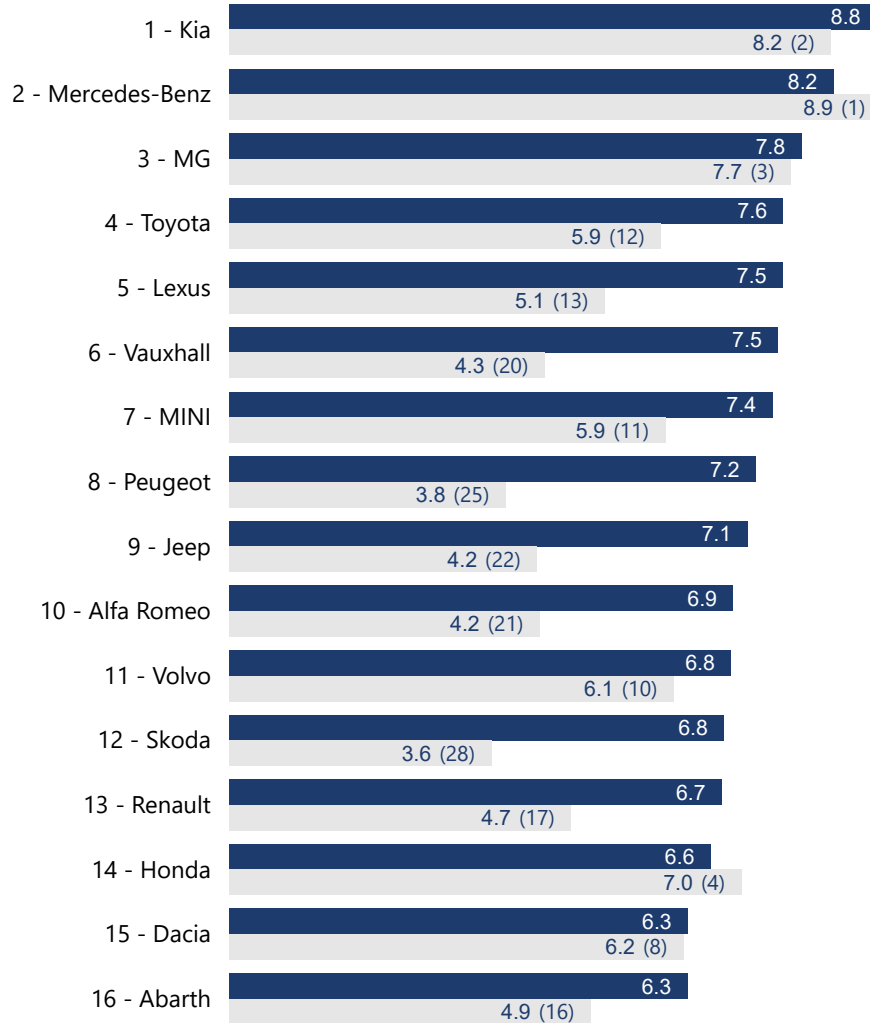
Score Change
+1.2

Kia	Volkswagen
8.8	4.1
Mercedes	Nissan
8.2	3.6
MG	Ford
7.8	2.7

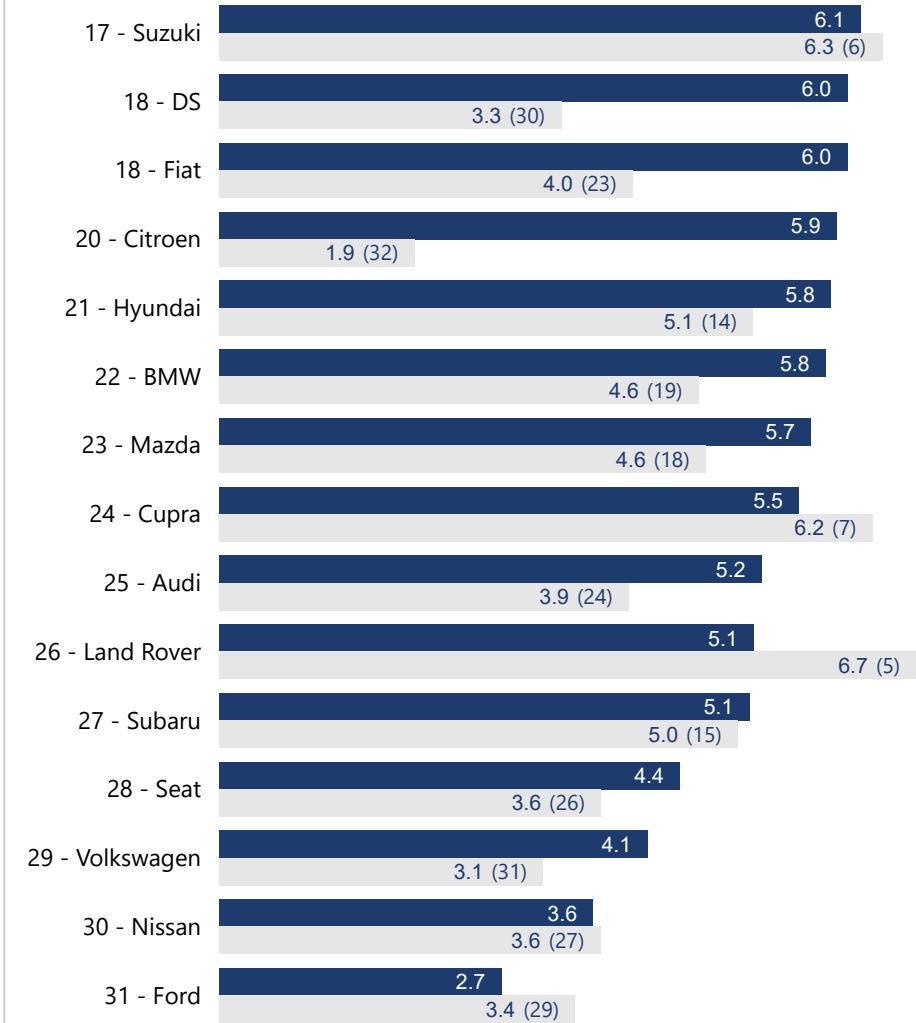
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2024

6.8

Winter 2025

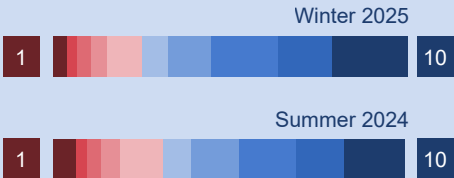
7.2

% Change
+5.9%

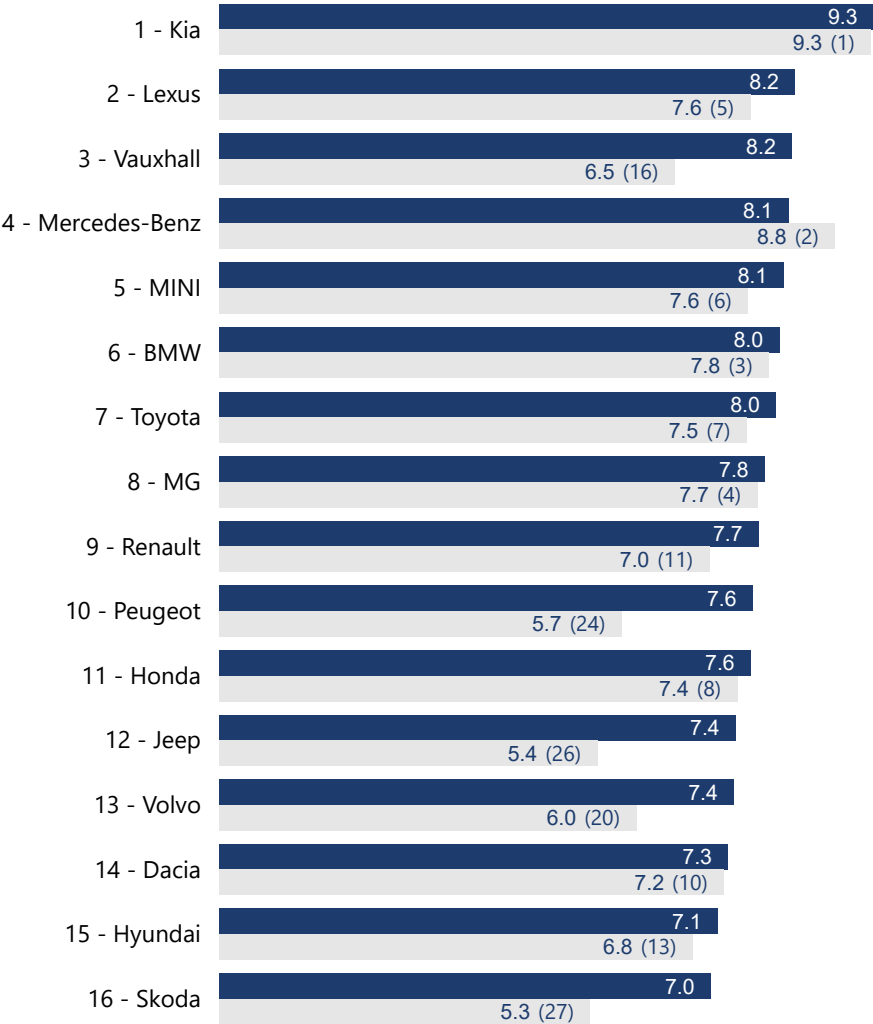
Score Change
+0.4

Kia	Land Rover
9.3	5.2
Lexus	Ford
8.2	4.9
Vauxhall	Seat
8.2	4.2

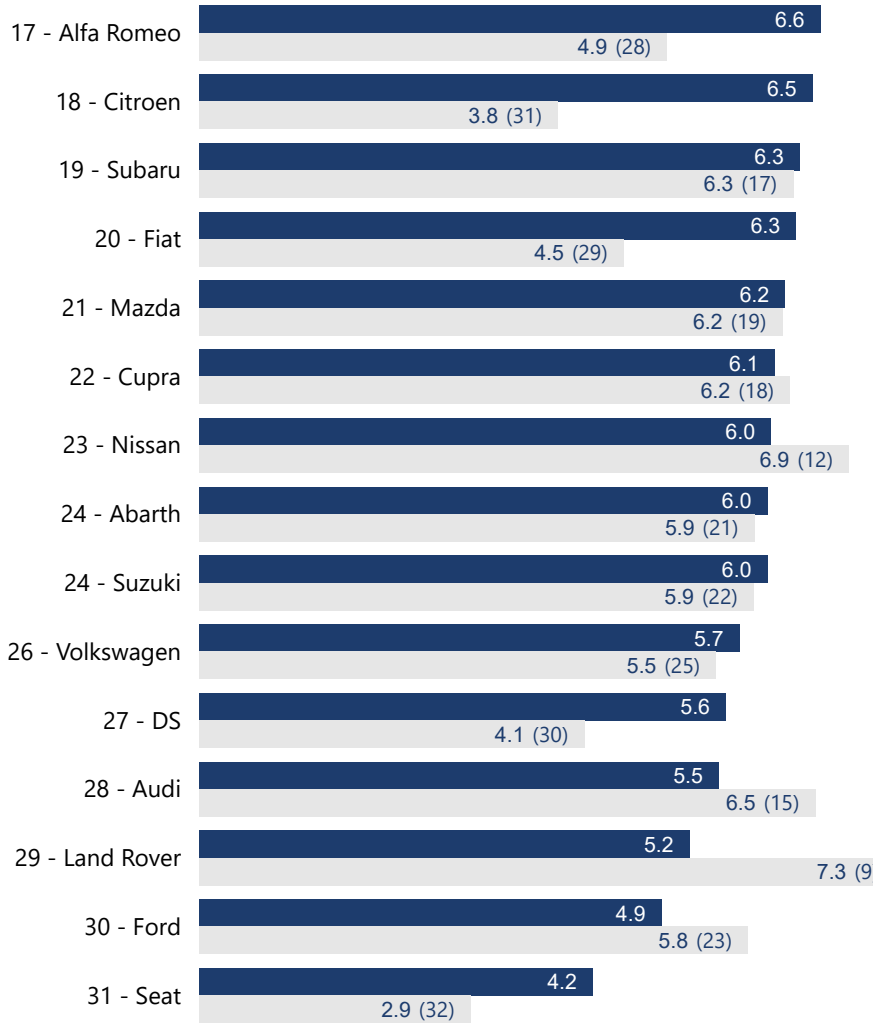
Response Spread



Top Ranking



Bottom Ranking



Section G

Overall Rating

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

Summer 2024

6.7

Winter 2025

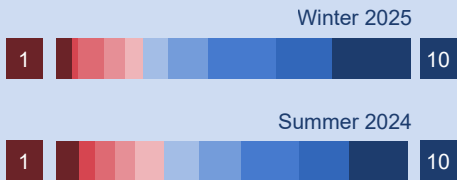
7.2

% Change
+7.5%

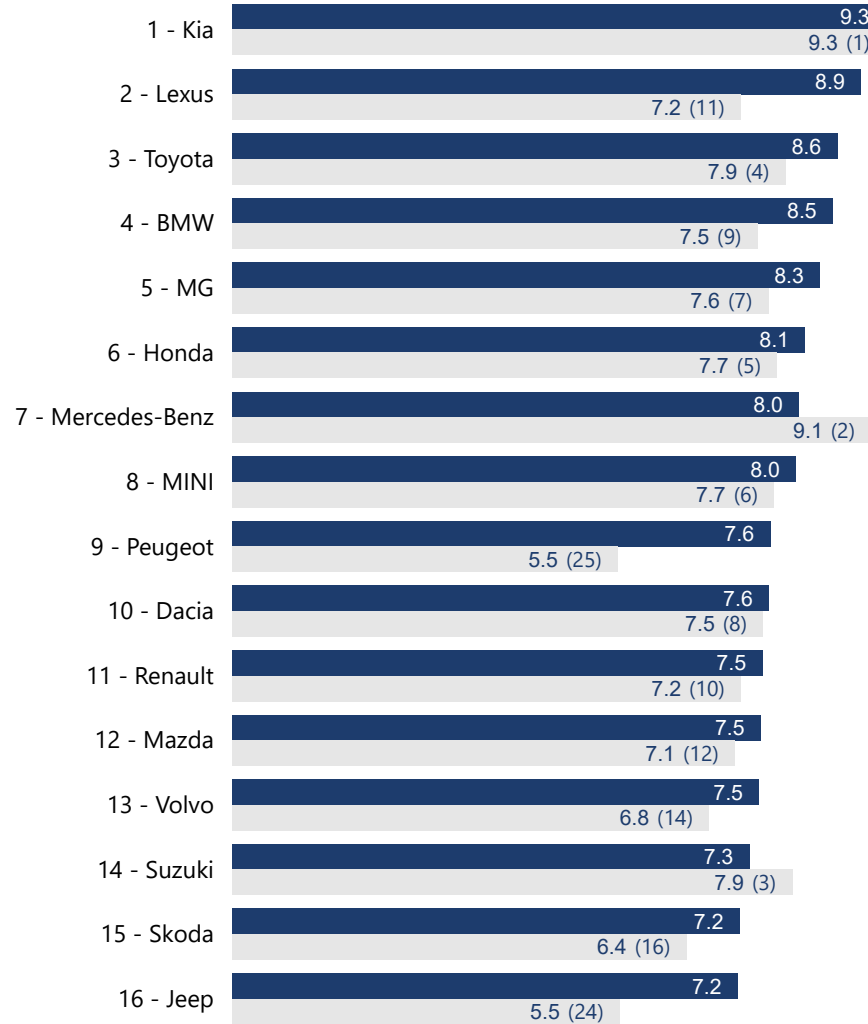
Score Change
+0.5

Kia	Seat
9.3	4.8
Lexus	DS
8.9	4.4
Toyota	Ford
8.6	4.0

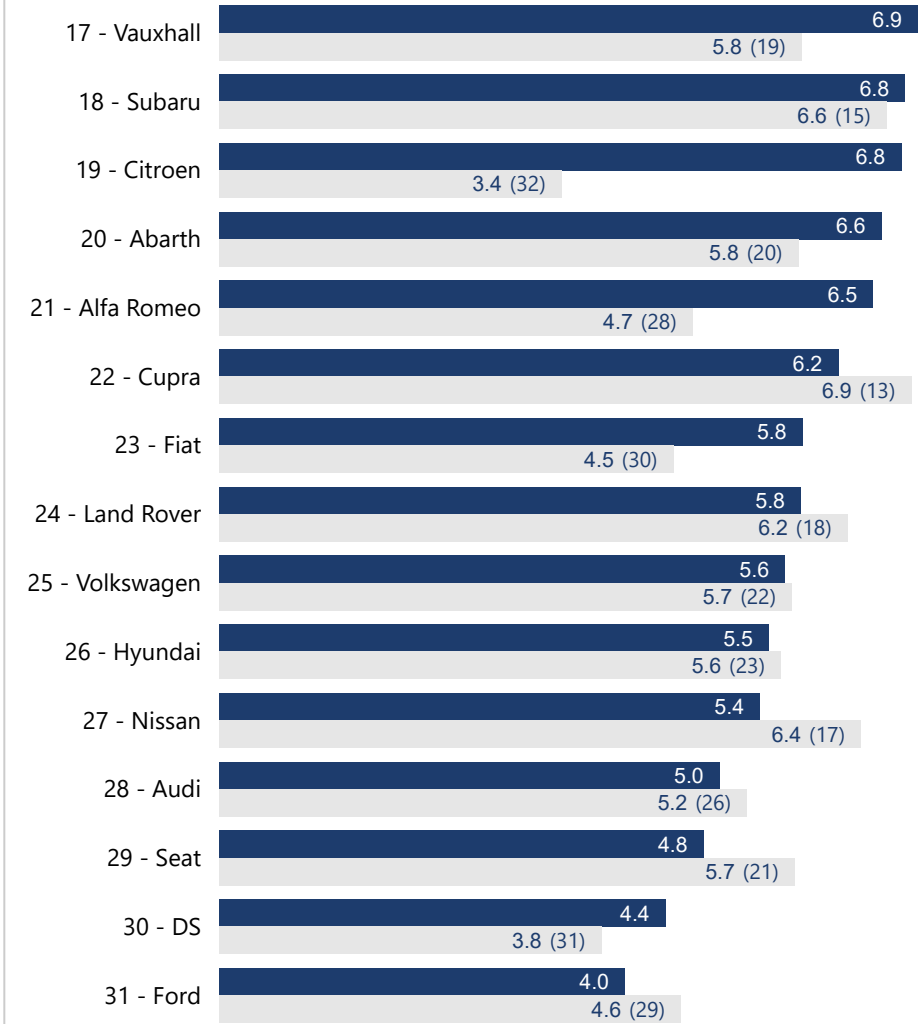
Response Spread



Top Ranking



Bottom Ranking



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

National Franchised Dealers Association Dealer Attitude Survey Winter 2025 Edition



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