



National Franchised Dealers Association



National Franchised Dealers Association

Dealer Attitude Survey

Winter 2026

Main Report

NFDA Dealer Attitude Survey

Winter 2026 Edition

We are pleased to reveal the findings of the latest Dealer Attitude Survey conducted in Winter 2026 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 2026 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/Plug-in vehicles	59 - 64
Section G - Overall Rating	65 - 66

Manufacturer notes:

1. *Leapmotor is a new entrant in 2026*
2. *Some brands may not show a response to a particular question where this is not applicable to their business model*

Section A

About your business

Responses Breakdown

Summer 2025

64%

Winter 2026

65%

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.

BMW

95%

Honda

40%

Mercedes

94%

Seat

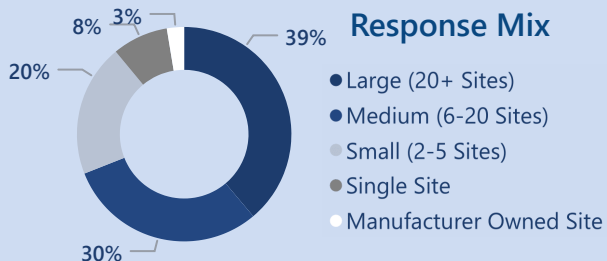
35%

BYD

87%

Abarth

31%



Brand	Responses	Response Rate %	% Change
BMW	124	95%	+13.6%
Mercedes-Benz	106	94%	+128.8%
BYD	111	87%	+297.3%
Ford	178	87%	-8.6%
Toyota	148	83%	-10.1%
Skoda	118	81%	+178.7%
Lexus	39	78%	-20.4%
Volkswagen	137	78%	-7.3%
MINI	90	74%	+7.8%
Land Rover	66	72%	-4.3%
Audi	85	71%	+31.2%
Renault	78	68%	+2.1%
Mazda	76	66%	+10.1%
Volvo	61	66%	-21.0%
Leapmotor	41	62%	
Citroen	70	61%	-24.2%
DS	11	61%	+11.1%

Brand	Responses	Response Rate %	% Change
Dacia	68	60%	-2.2%
Suzuki	63	58%	+62.0%
Kia	108	57%	-6.3%
Vauxhall	115	57%	-22.0%
Nissan	73	56%	+9.3%
Alfa Romeo	16	55%	-33.5%
Omoda	53	55%	+173.2%
MG	78	55%	+24.0%
Subaru	31	54%	+6.6%
Peugeot	84	50%	-37.5%
Fiat	67	49%	-41.5%
Cupra	33	46%	+32.8%
Hyundai	63	46%	-36.1%
Jeep	24	45%	-40.4%
Honda	42	40%	-22.3%
Seat	30	35%	+93.8%
Abarth	24	31%	-8.3%

Section B

Value of the franchise

Q4a: The current profit return from representing your franchise?

Summer 2025

5.7

Winter 2026

5.9

% Change
+4.0%

Score Change
+0.2

Omoda

8.8

Seat

3.6

Lexus

8.6

Nissan

3.0

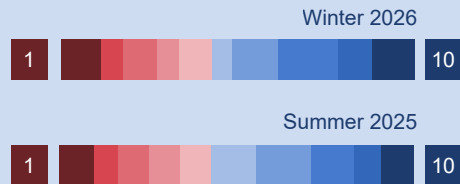
Leapmotor

8.5

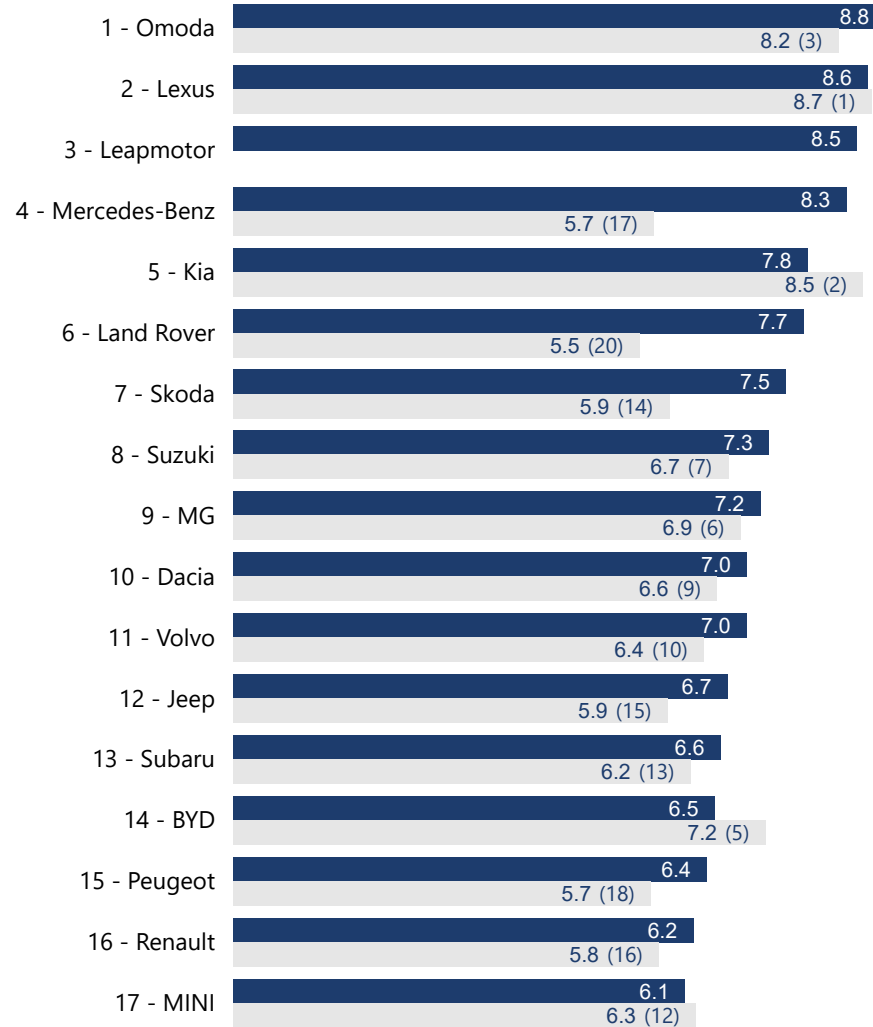
Audi

2.6

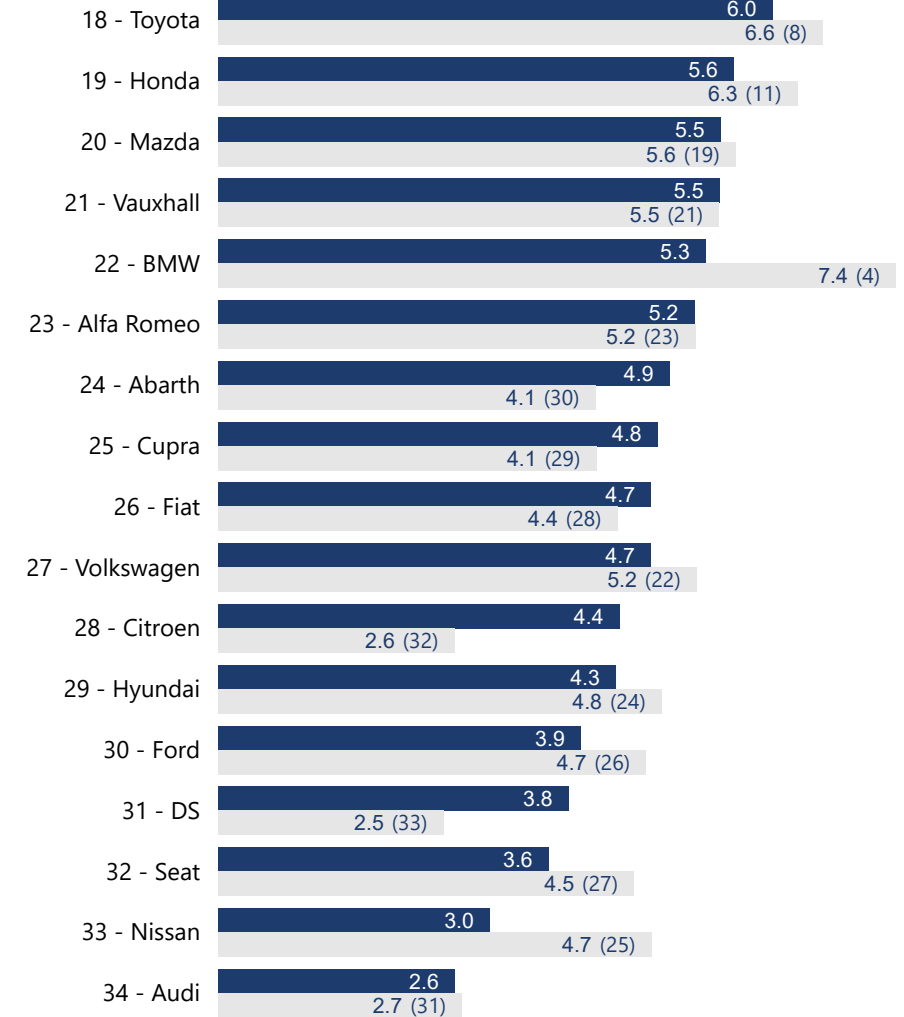
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q4b: The future profit return from representing your franchise?

Summer 2025

6.0

Winter 2026

6.2

% Change
+4.4%

Score Change
+0.2

Omoda
8.7

Ford
3.6

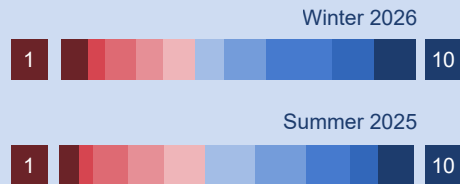
Leapmotor
8.5

Nissan
3.4

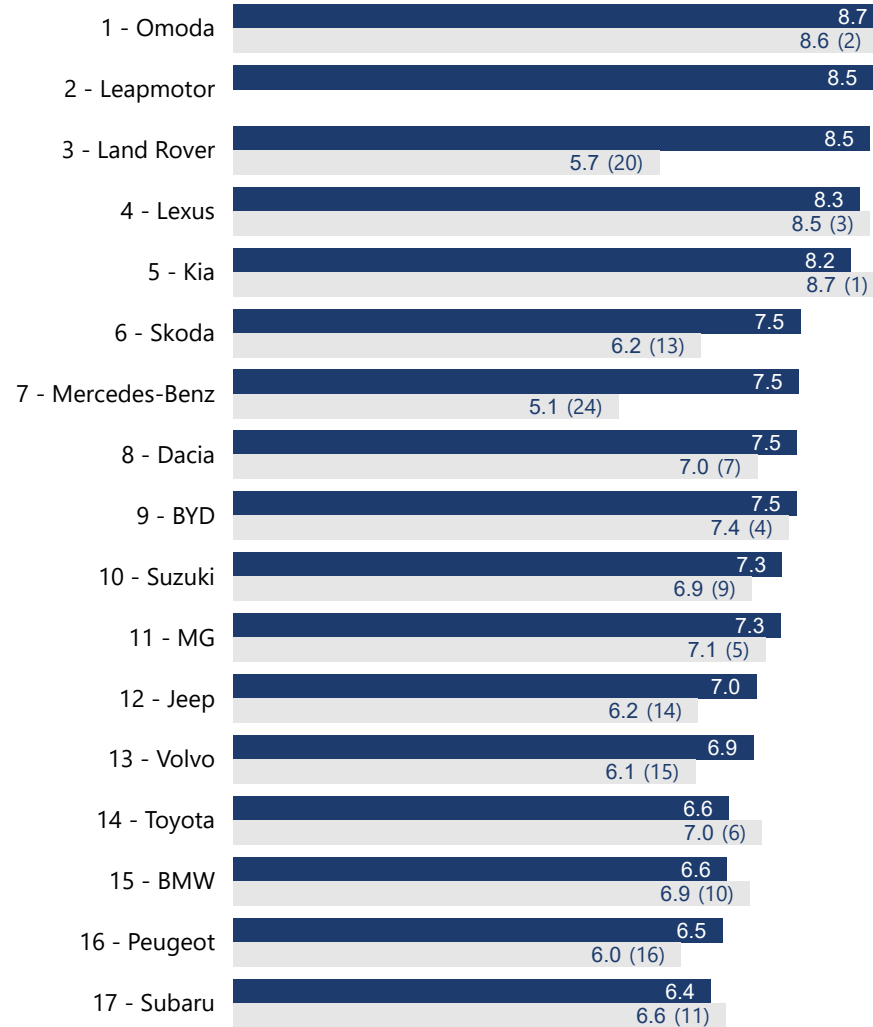
Land Rover
8.5

Seat
3.2

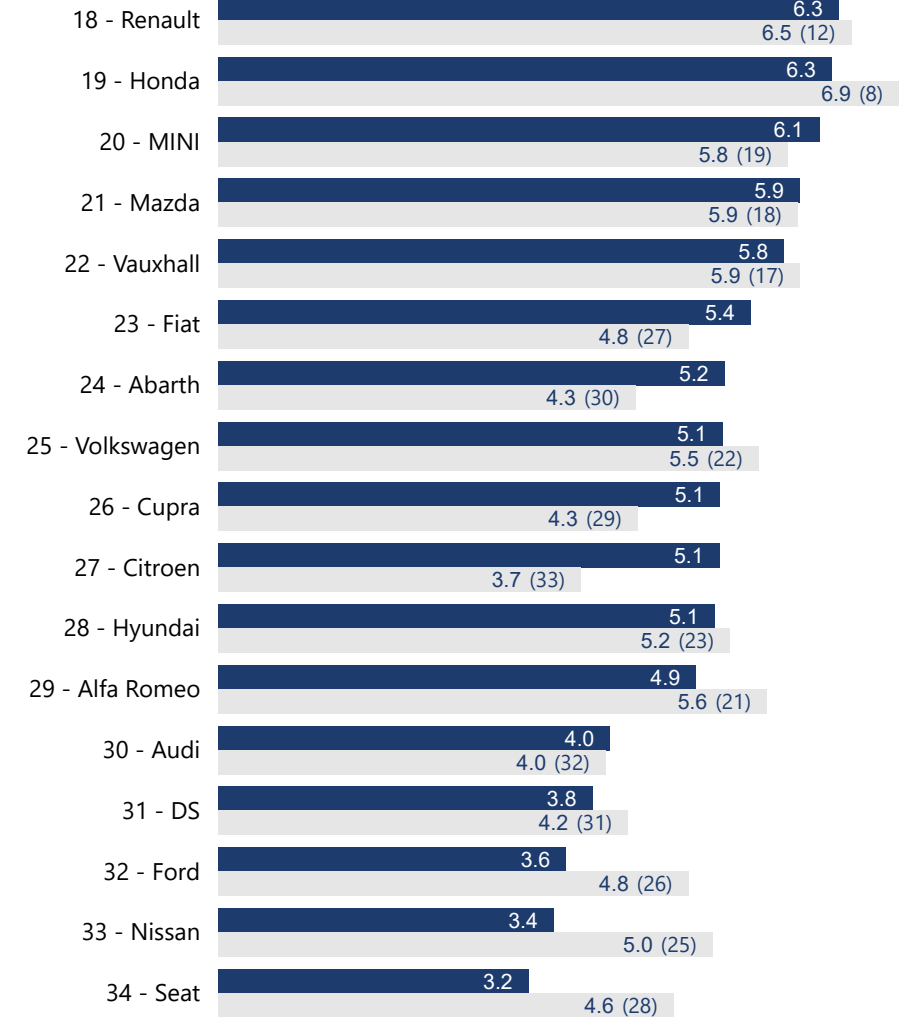
Response Spread



Top Ranking



Bottom Ranking



Q4c: The required level of capital investment?

Summer 2025

6.2

Winter 2026

6.4

% Change

+2.6%

Score Change

+0.2

Lexus

9.1

Seat

4.7

Leapmotor

8.8

Nissan

4.7

Suzuki

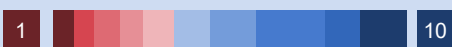
8.5

Audi

3.3

Response Spread

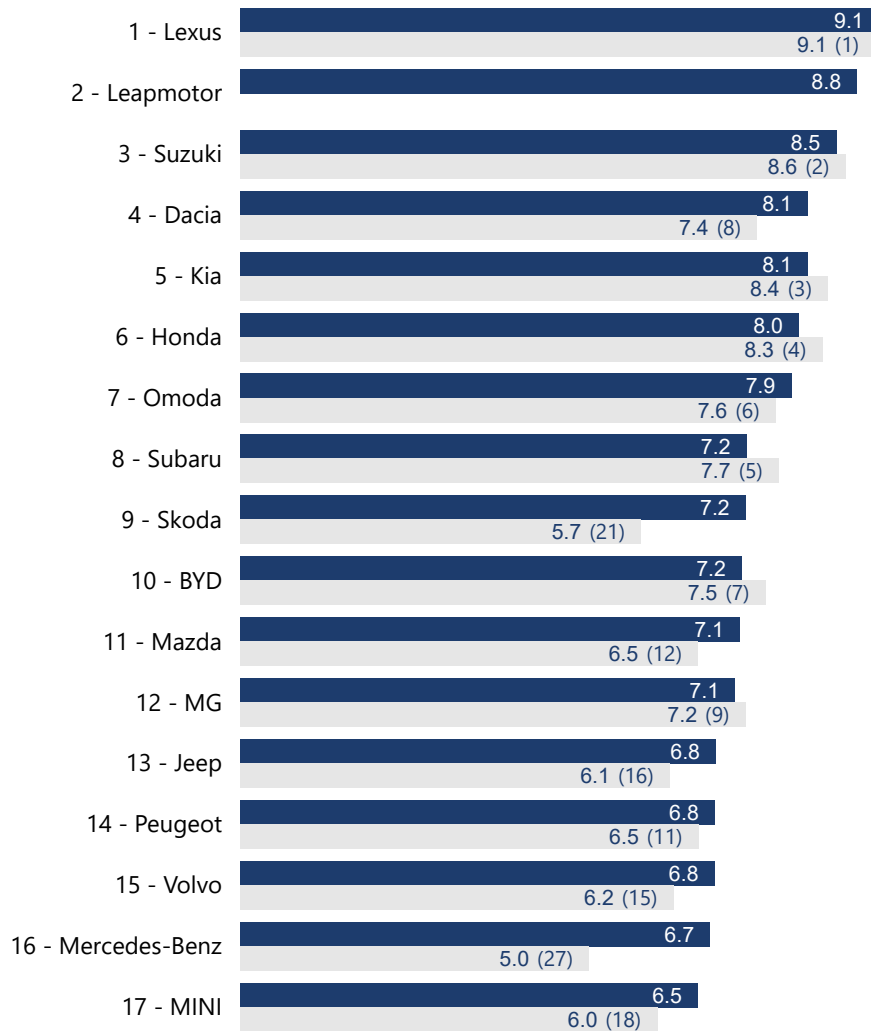
Winter 2026



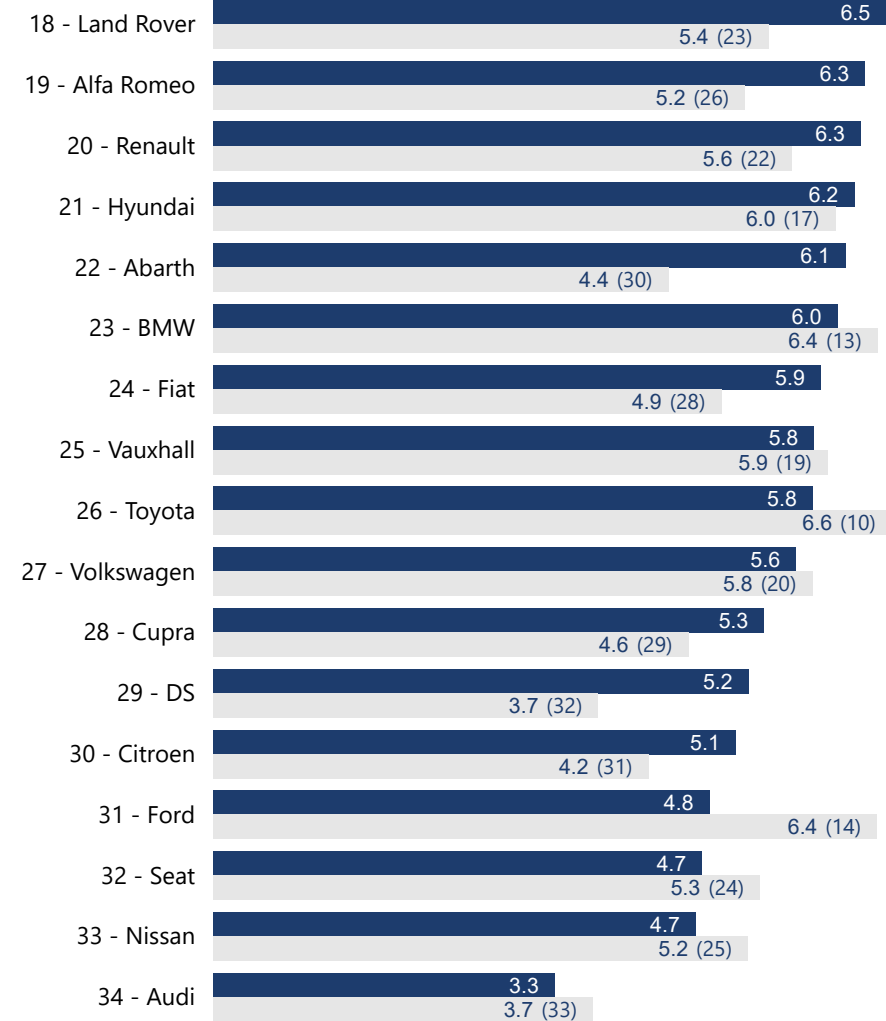
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

6.3

Winter 2026

6.5

% Change
+3.0%

Score Change
+0.2

Lexus

9.1

Nissan

4.8

Leapmotor

8.8

Seat

4.0

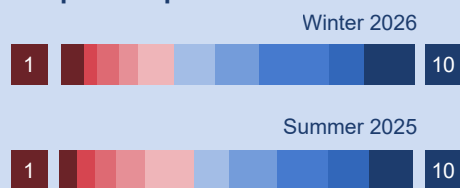
Suzuki

8.7

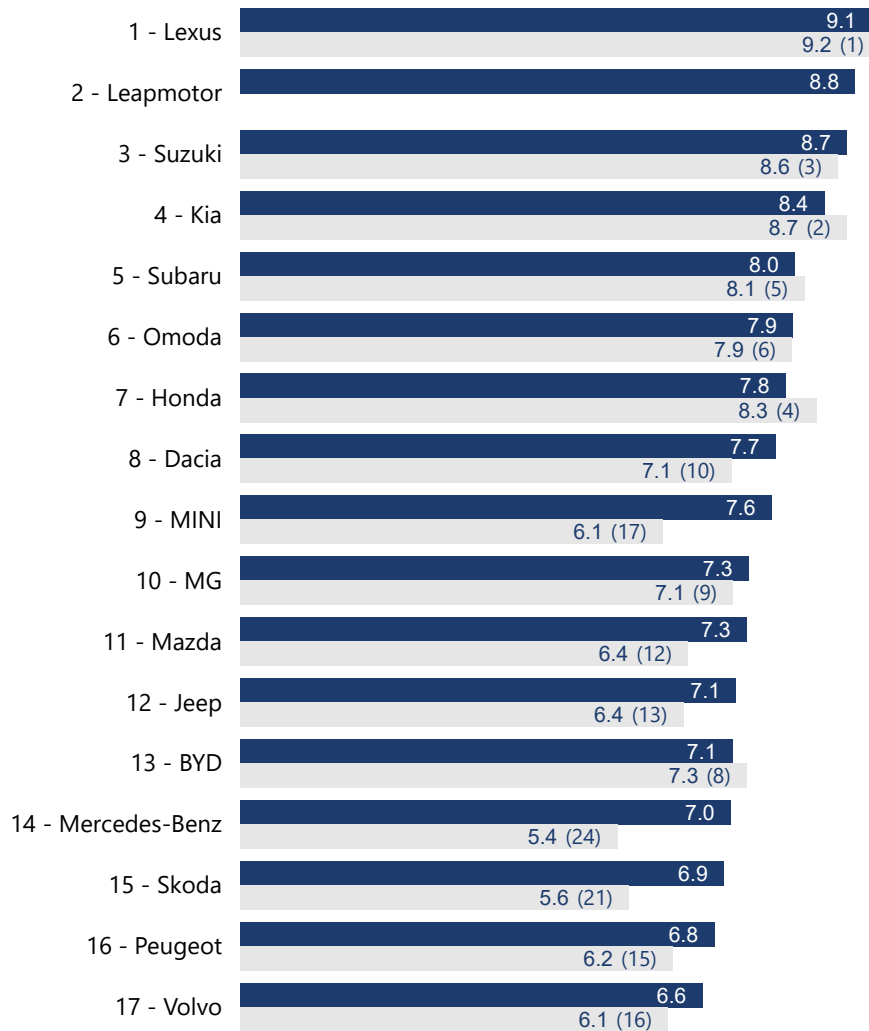
Audi

4.0

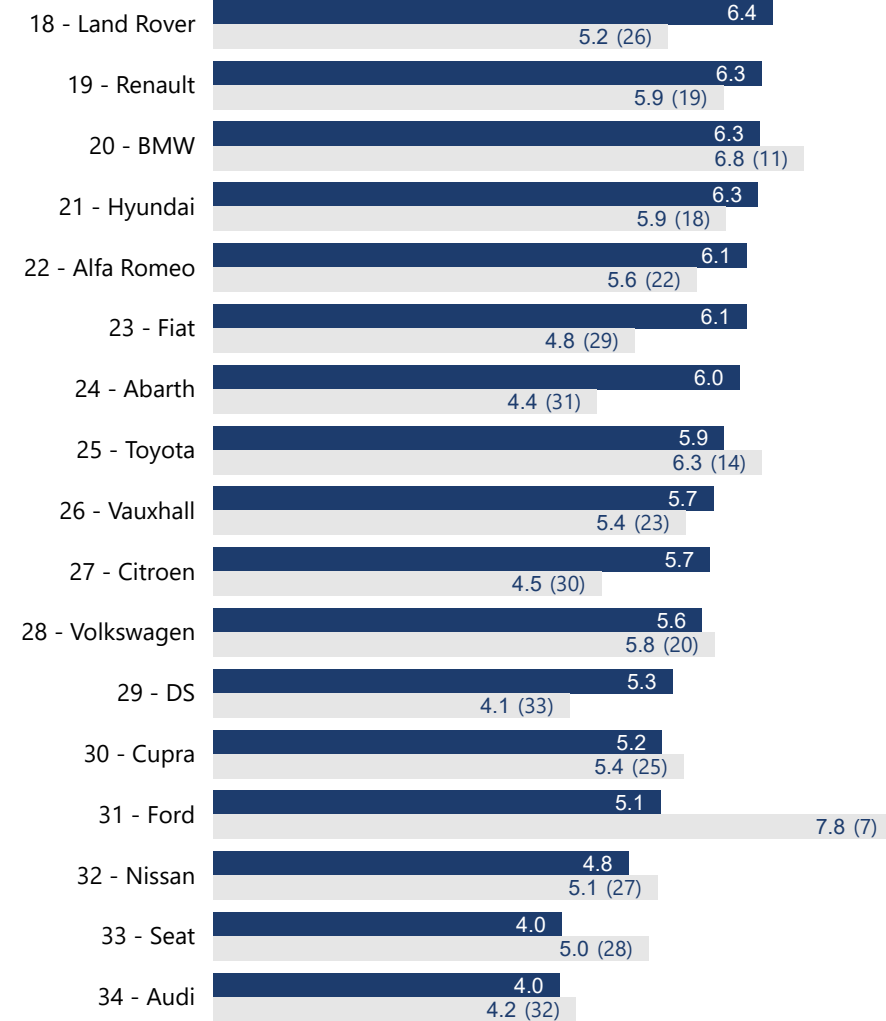
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q4e: The return on capital for your dealership?

Summer 2025

5.7

Winter 2026

5.9

% Change
+2.2%

Score Change
+0.2

Leapmotor

8.9

Seat

3.5

Lexus

8.5

Nissan

3.3

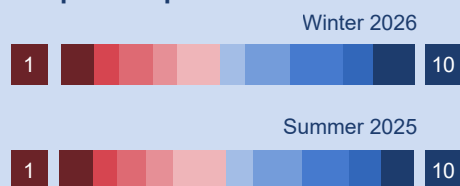
Omoda

8.5

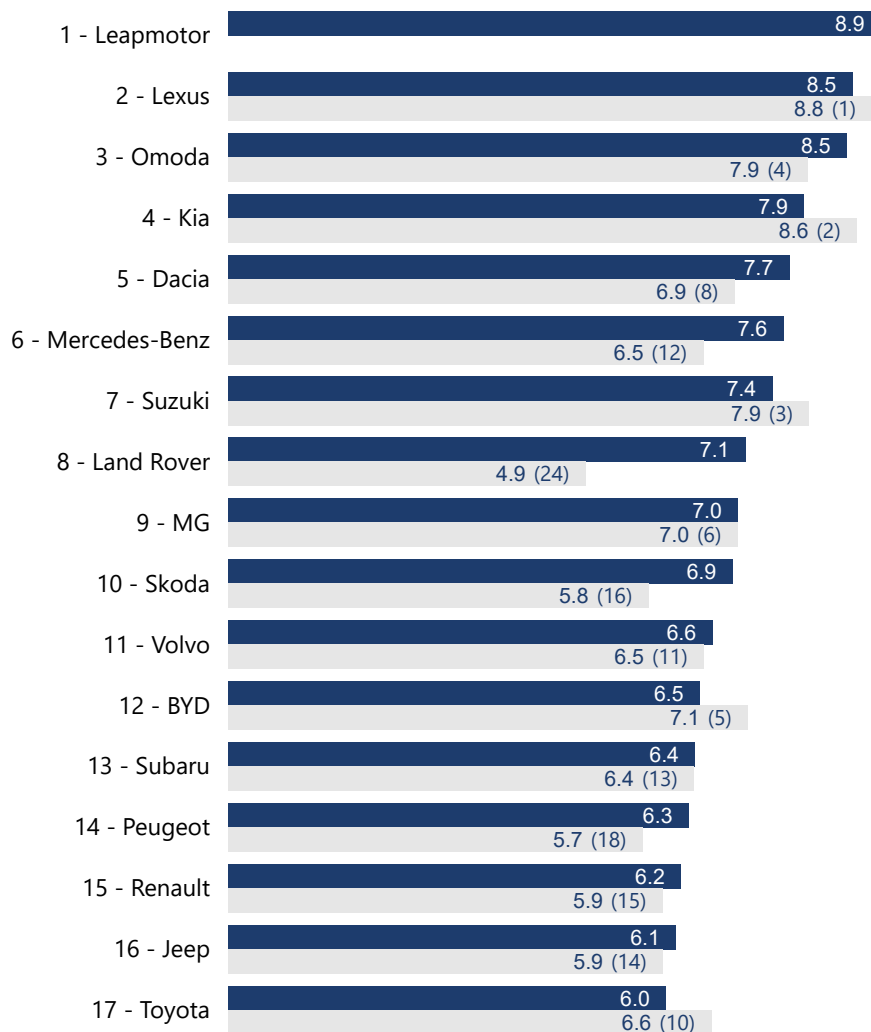
Audi

2.9

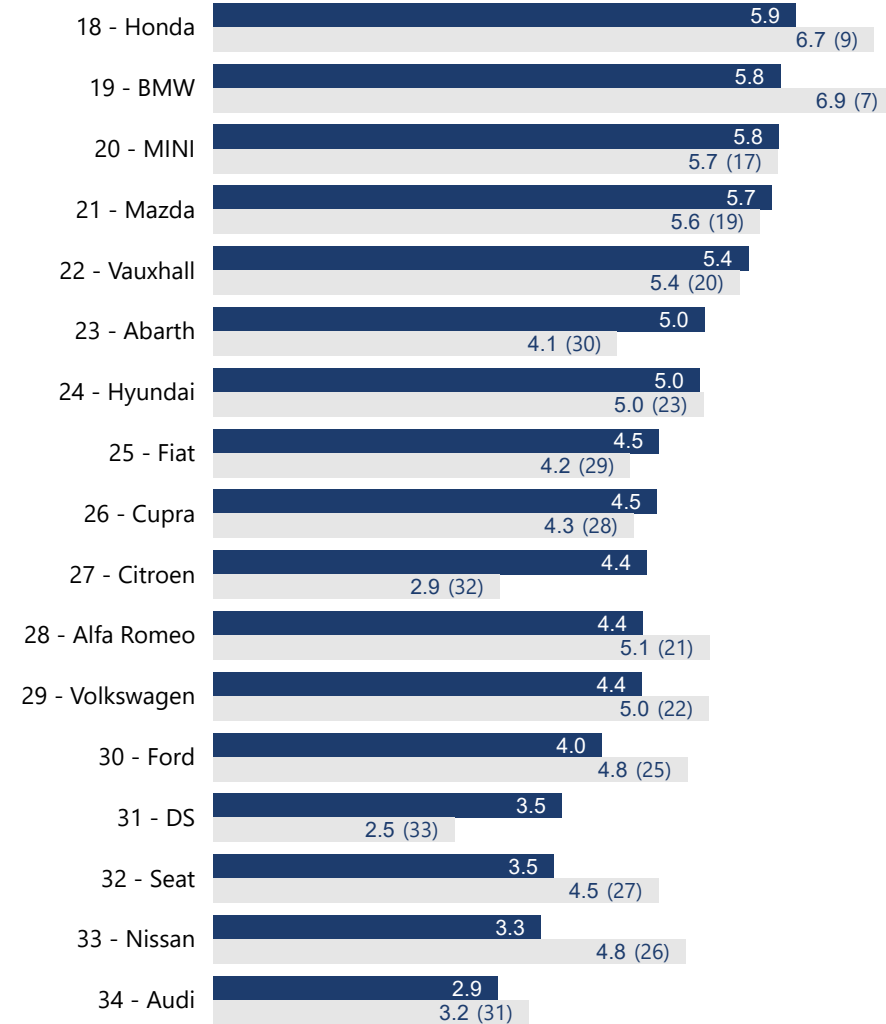
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2025

6.7

Winter 2026

7.0

% Change

+4.2%

Score Change

+0.3

Lexus

9.5

Abarth

5.0

Kia

9.1

Seat

4.1

Suzuki

9.0

Audi

4.1

Response Spread

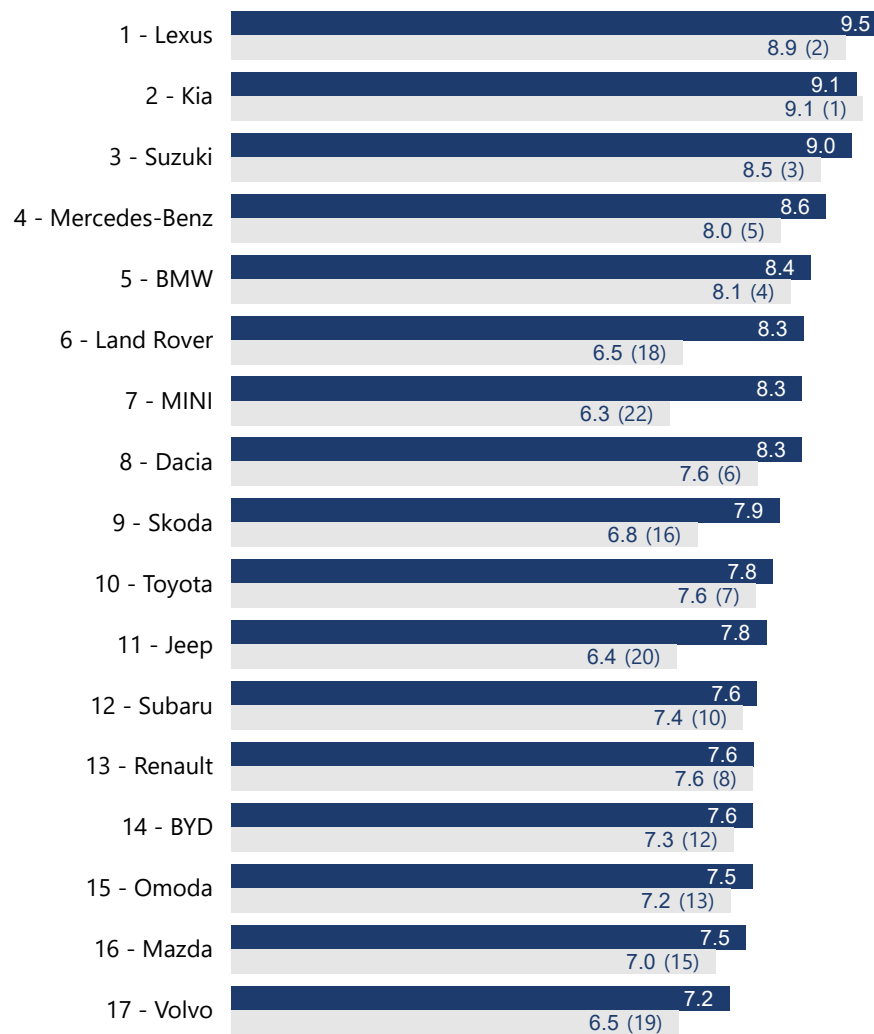
Winter 2026



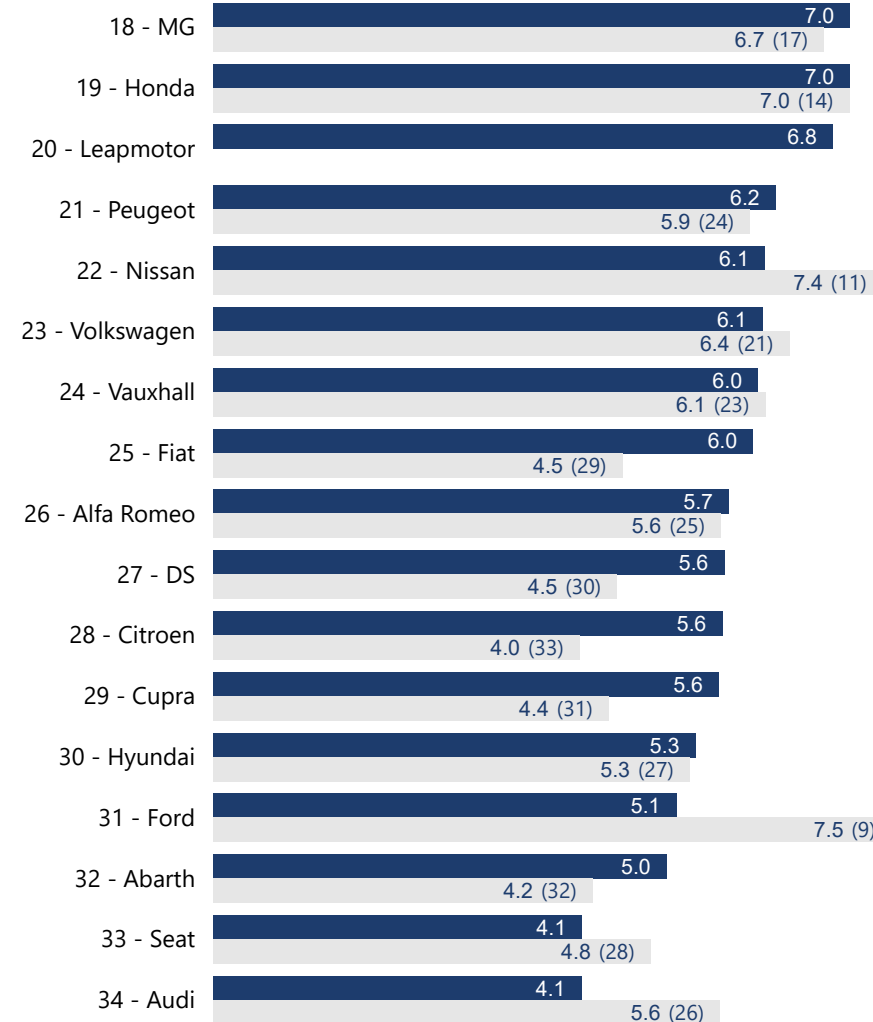
Summer 2025



Top Ranking



Bottom Ranking



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

Q4g: The financial support available to your dealership from your manufacturer?

Summer 2025

6.1

Winter 2026

6.2

% Change
+2.2%

Score Change
+0.1

Lexus

8.7

Audi

3.9

Suzuki

8.4

Ford

3.7

Kia

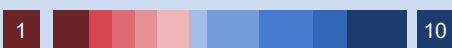
8.3

Seat

3.7

Response Spread

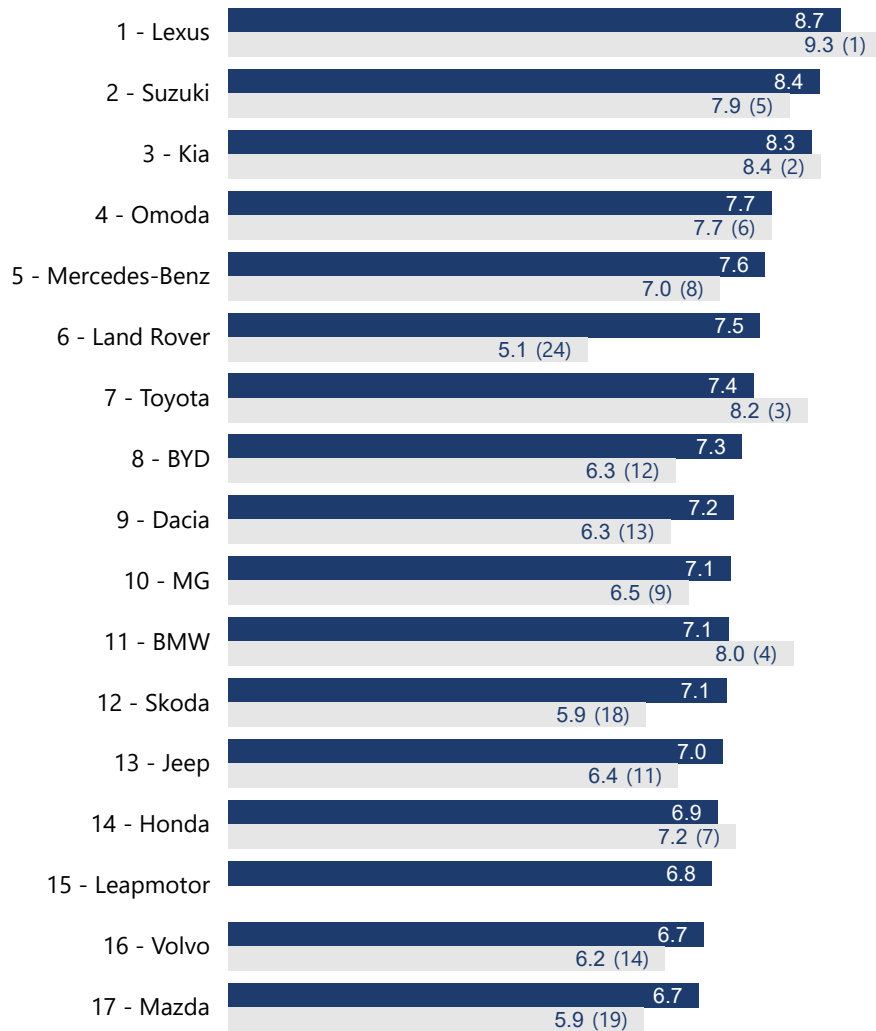
Winter 2026



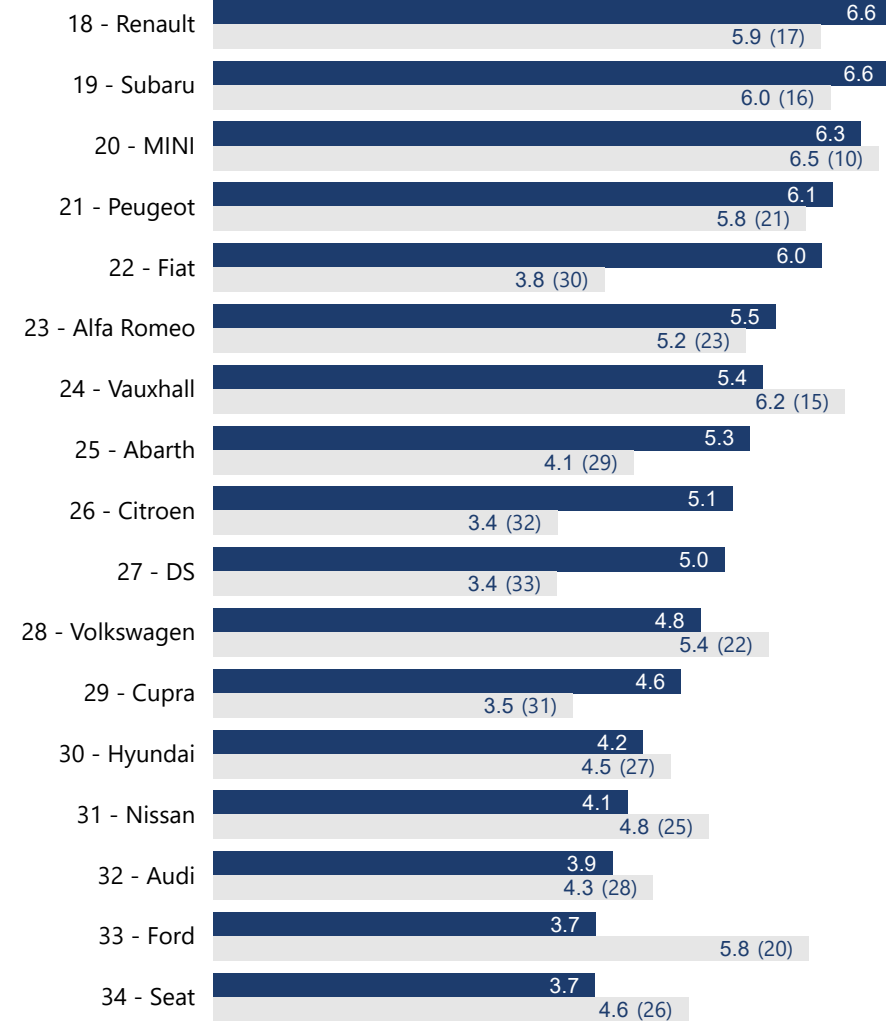
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Section C

Operations

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

Summer 2025

6.2

Winter 2026

6.7

% Change
+7.5%

Score Change
+0.5

Mercedes

9.6

Audi

4.5

Lexus

8.9

Seat

3.8

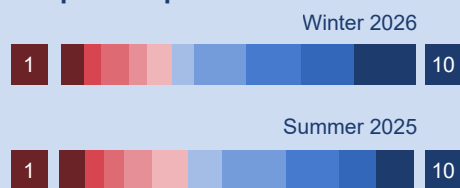
Omoda

8.8

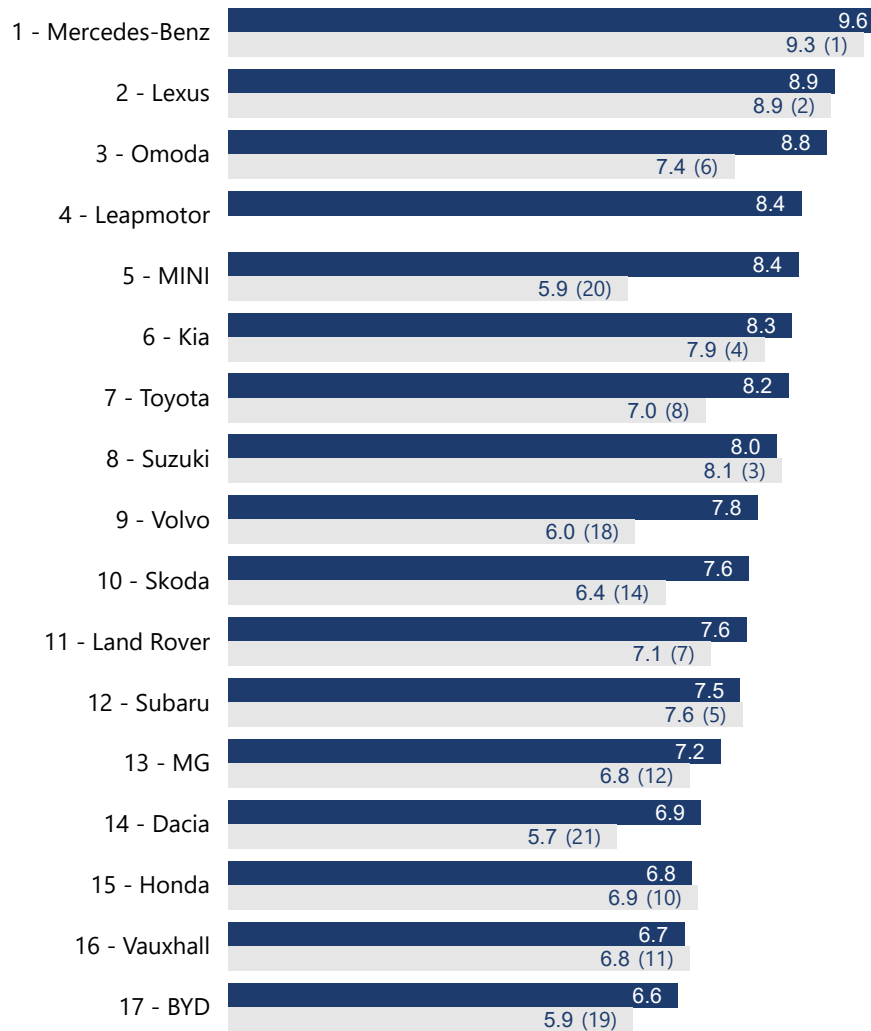
Nissan

3.5

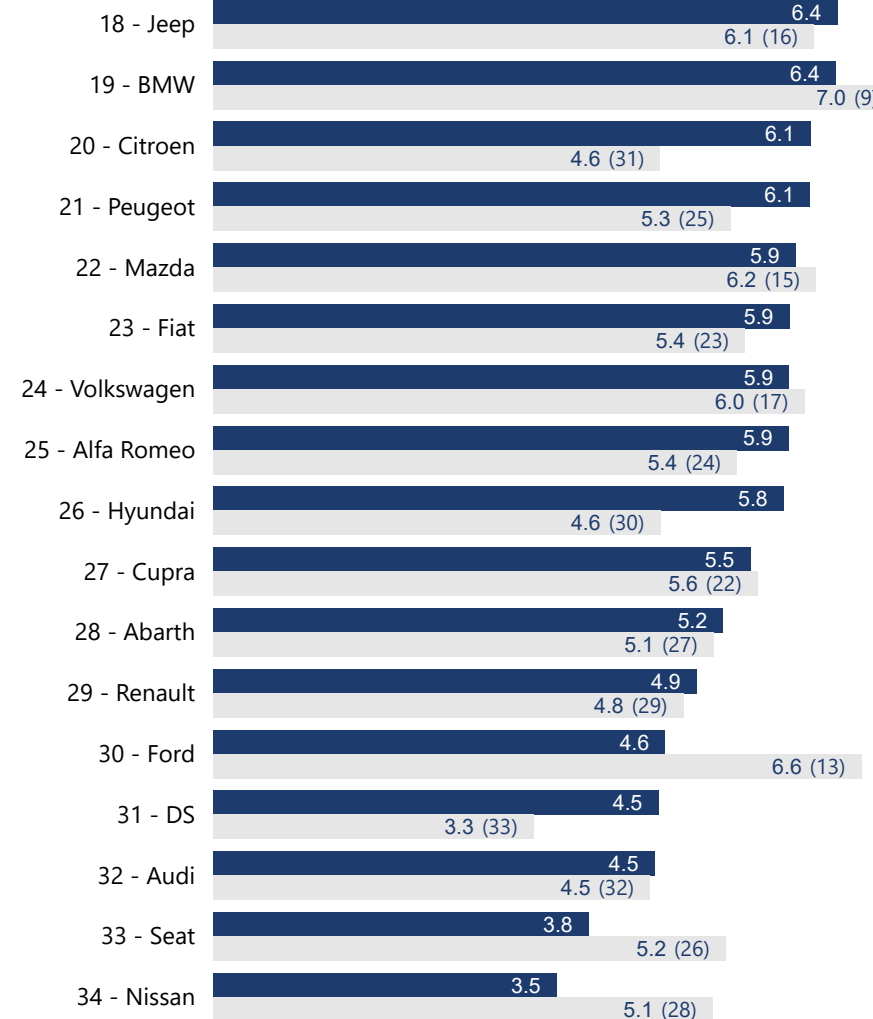
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q5b: Your new car targeting process?

Summer 2025

6.0

Winter 2026

6.5

% Change

+7.2%

Score Change

+0.5

Lexus

8.7

Hyundai

4.5

MINI

8.3

Seat

3.7

Omoda

8.3

Nissan

3.4

Response Spread

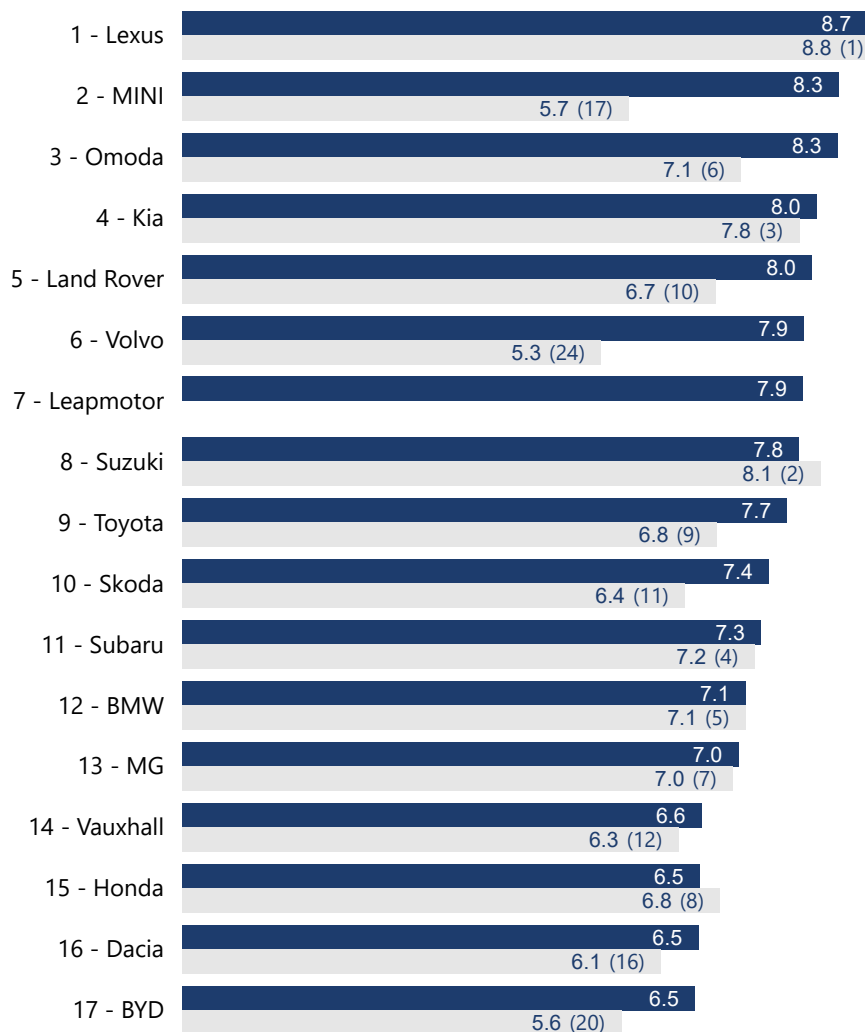
Winter 2026



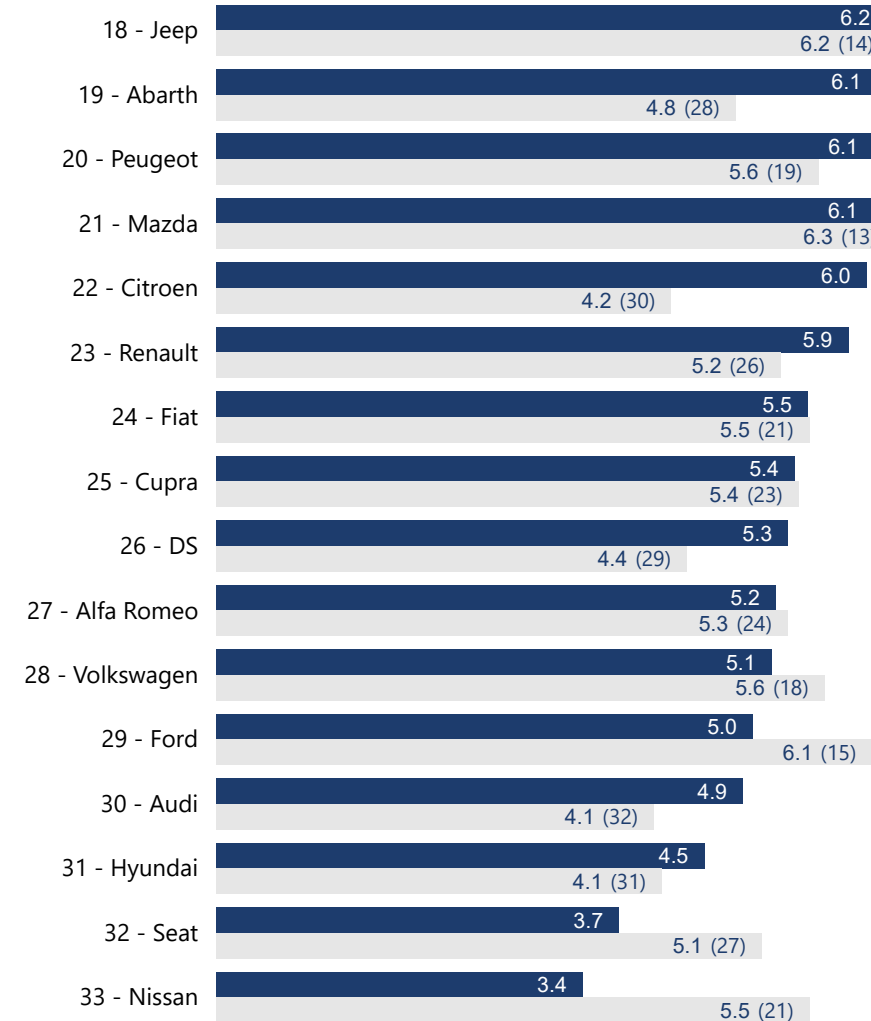
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

5.9

Winter 2026

6.5

% Change
+10.8%

Score Change
+0.6

Mercedes

9.5

Ford

4.3

Omoda

8.9

Seat

3.7

Leapmotor

8.8

Nissan

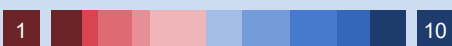
3.5

Response Spread

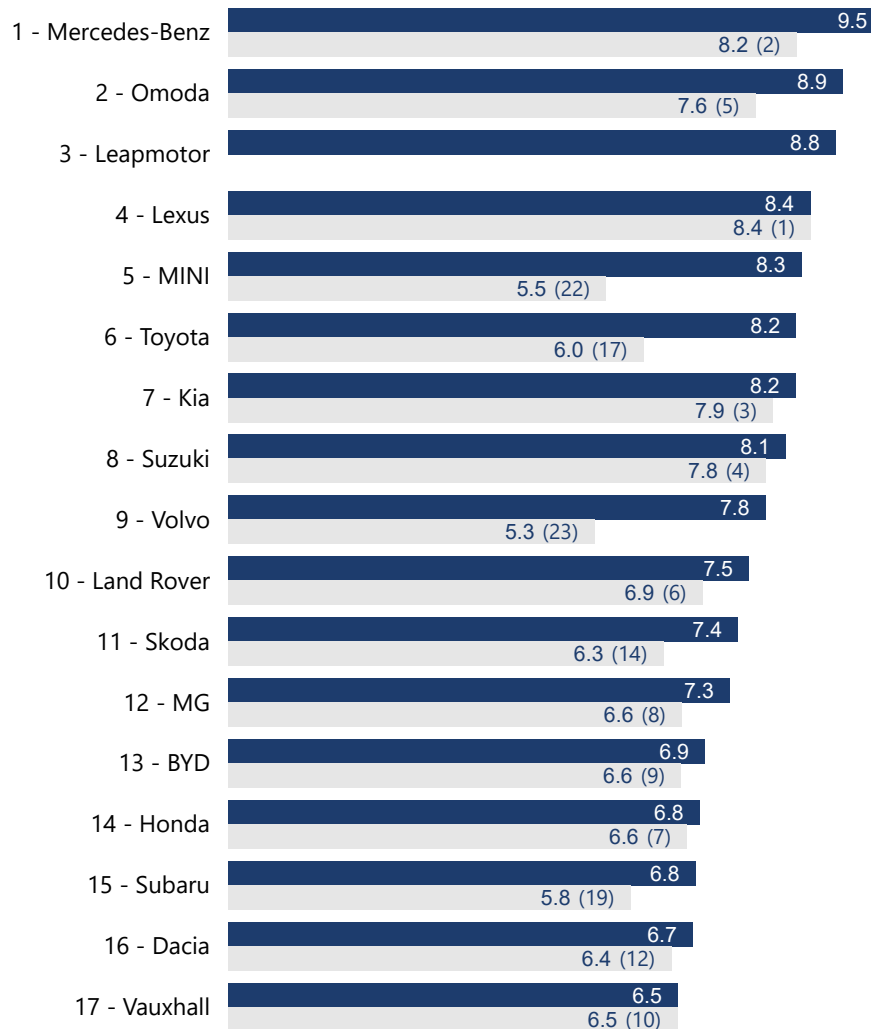
Winter 2026



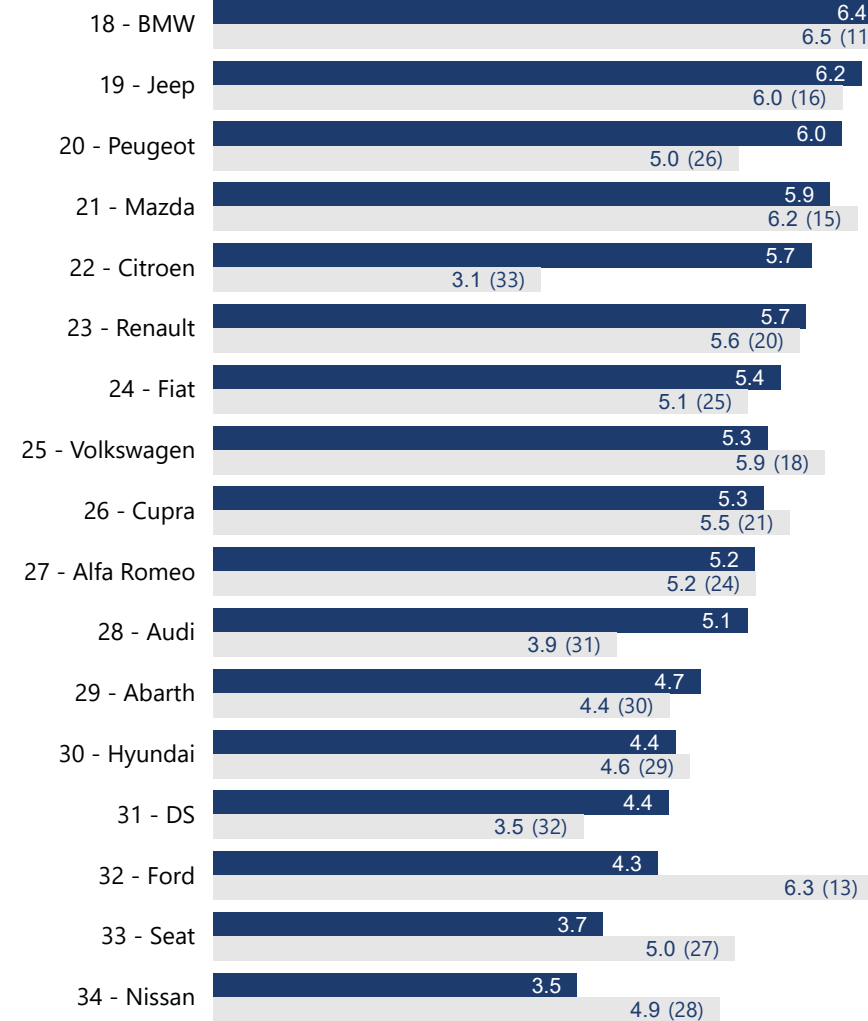
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q5d: Your ability to meet your manufacturers new EV car targets in the current market conditions?

Summer 2025

—

Winter 2026

6.3

% Change

—

Score Change

—

Leapmotor

9.7

Seat

4.3

Mercedes

8.8

Audi

4.1

Omoda

8.7

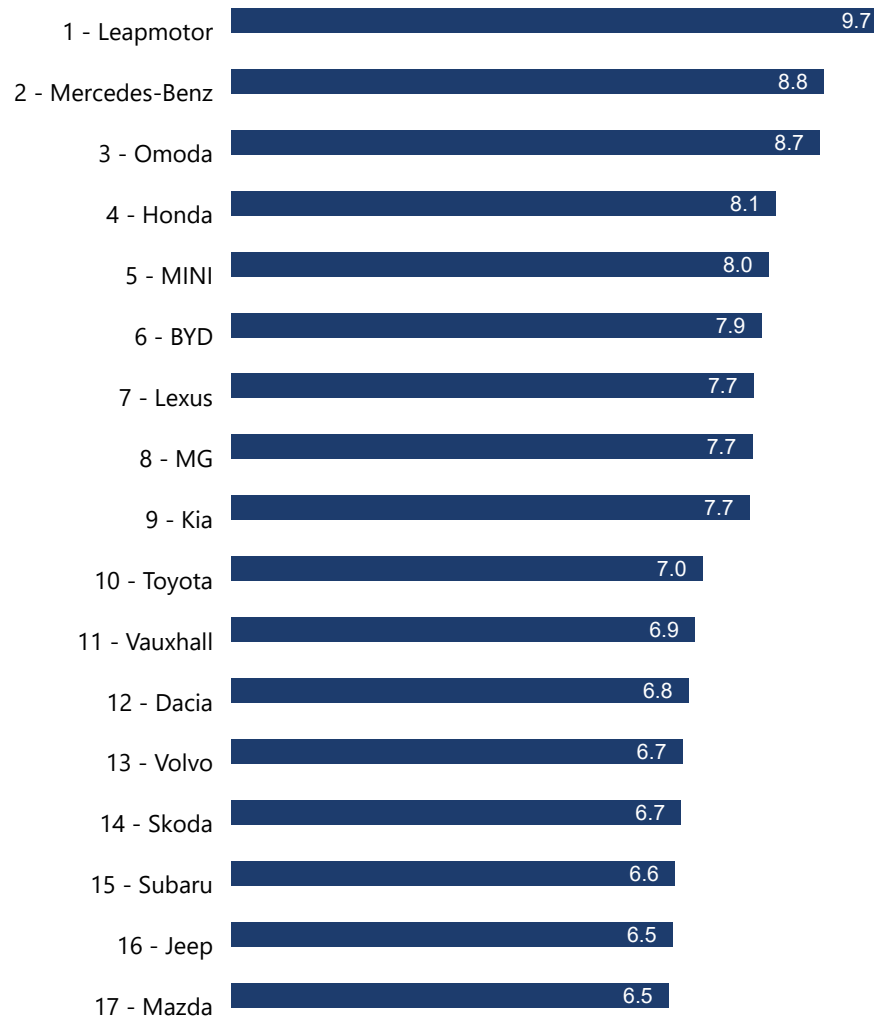
Ford

4.0

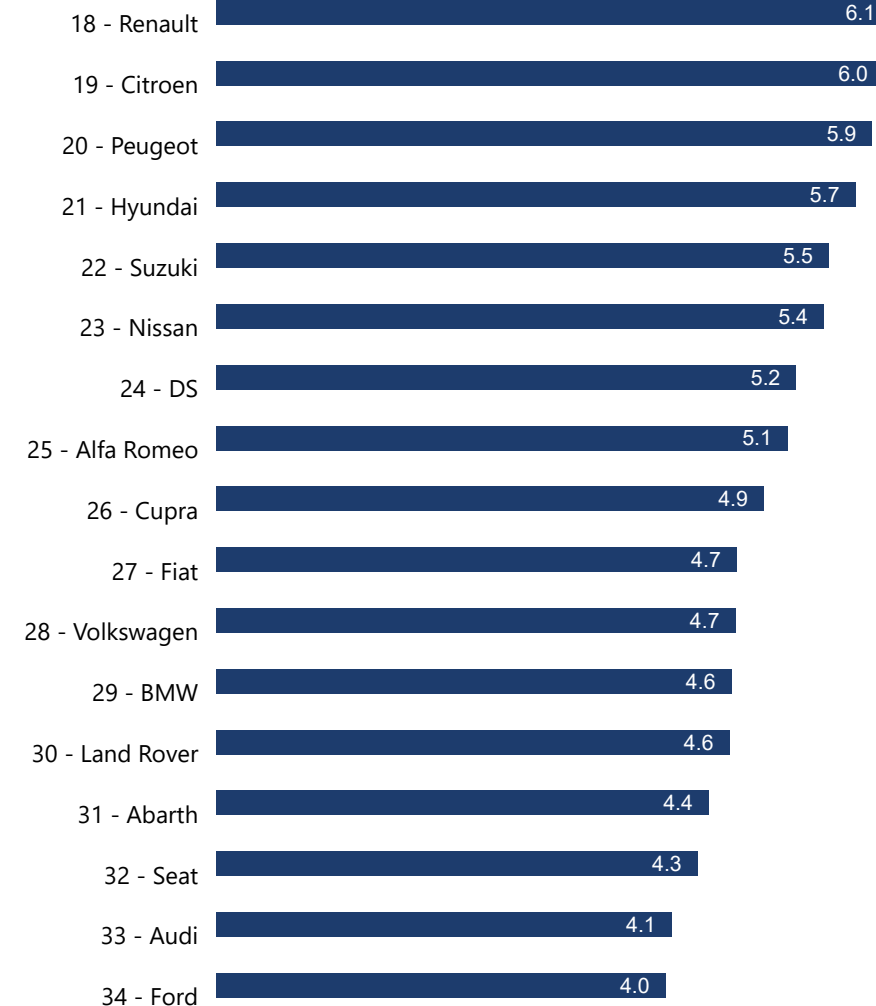
Response Spread



Top Ranking



Bottom Ranking



Q5e: Your total margin on new vehicles?

Summer 2025

6.1

Winter 2026

6.3

% Change

+4.1%

Score Change

+0.2

Mercedes

9.2

Nissan

4.4

Omoda

8.8

BMW

4.1

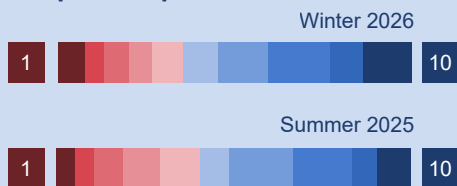
Land Rover

8.6

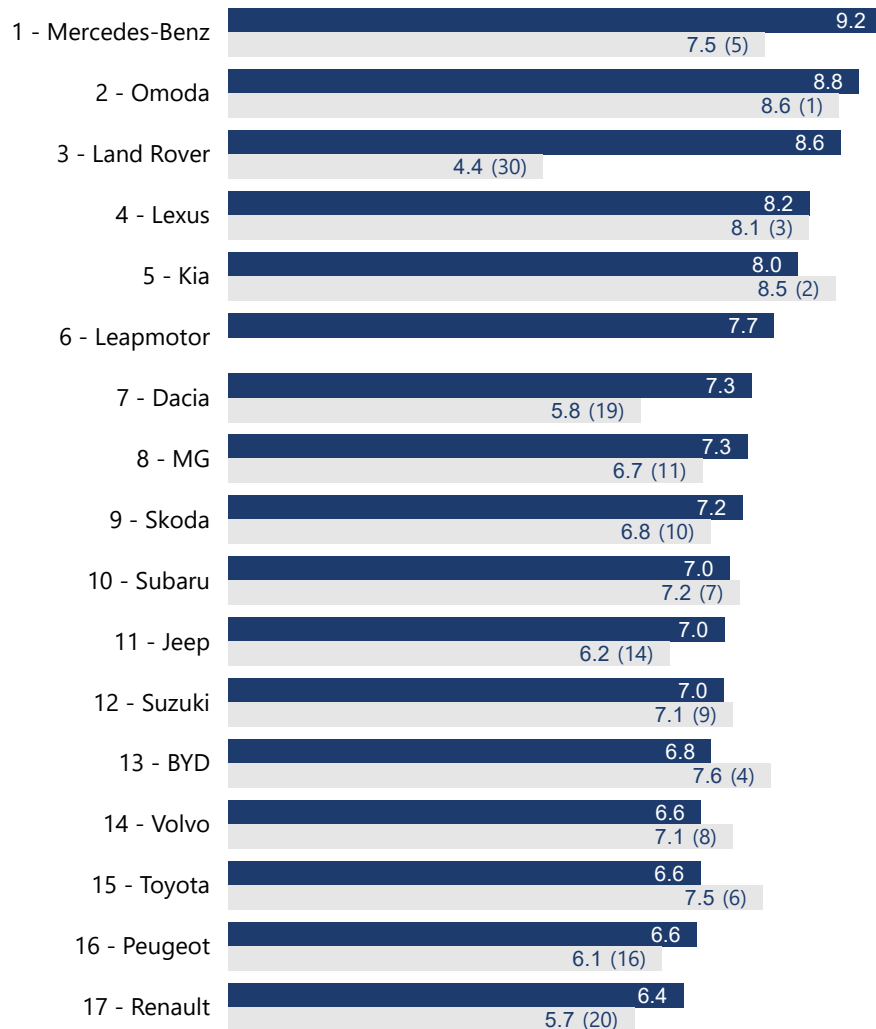
Audi

3.8

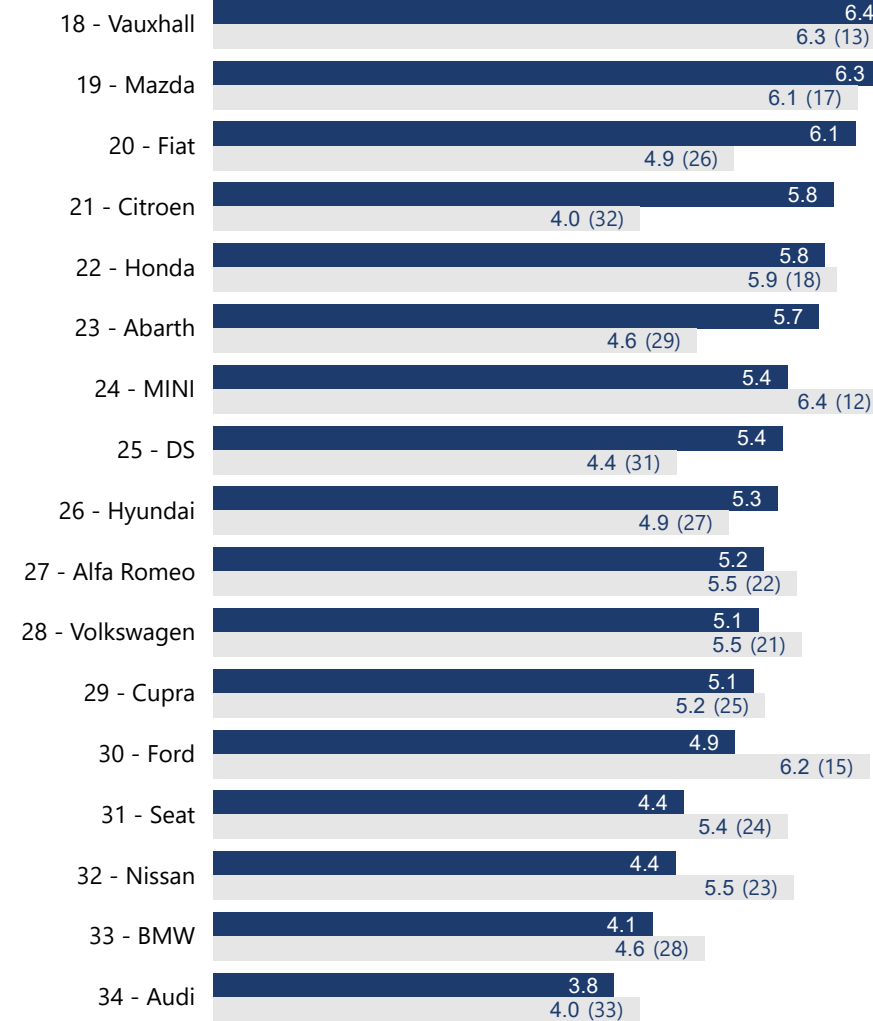
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q5f: Your current bonus and rebate rates on new car sales?

Summer 2025

6.1

Winter 2026

6.3

% Change
+4.1%

Score Change
+0.2

Omoda
8.8

Audi
4.4

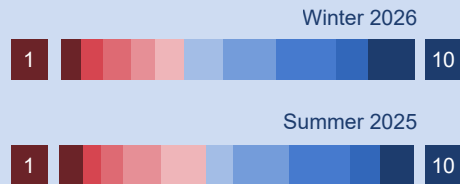
Land Rover
8.4

Nissan
4.2

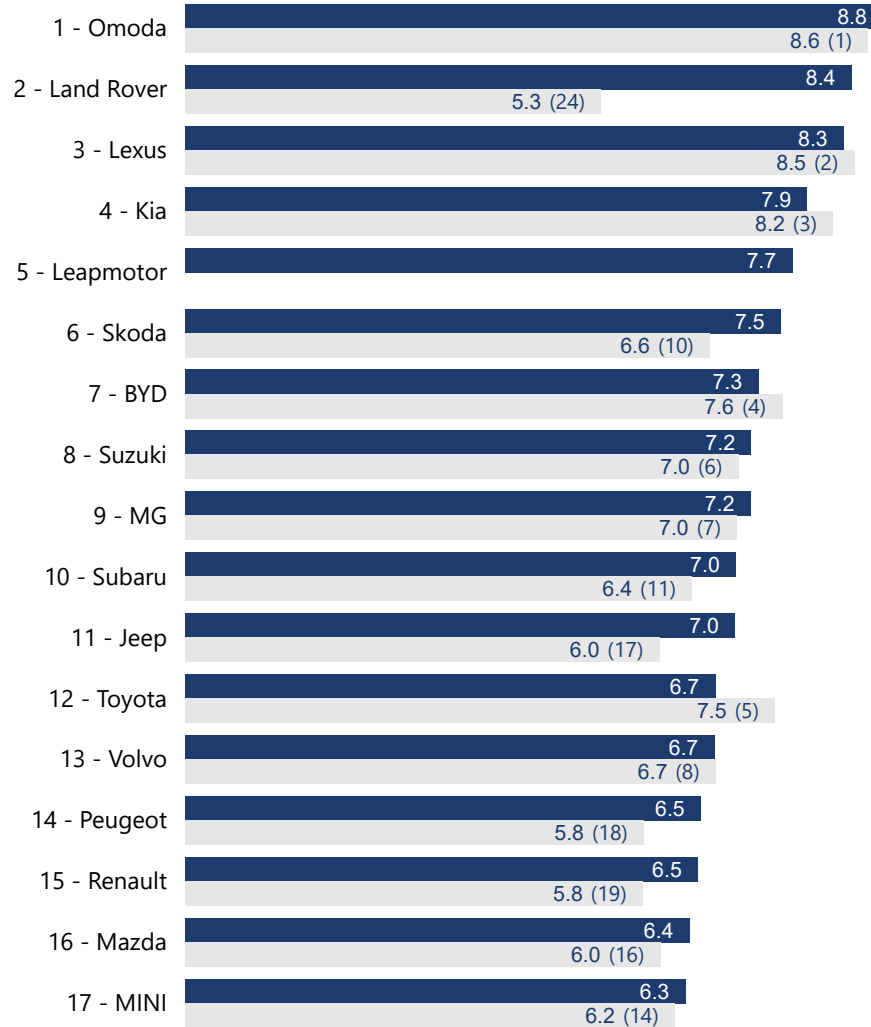
Lexus
8.3

Seat
4.2

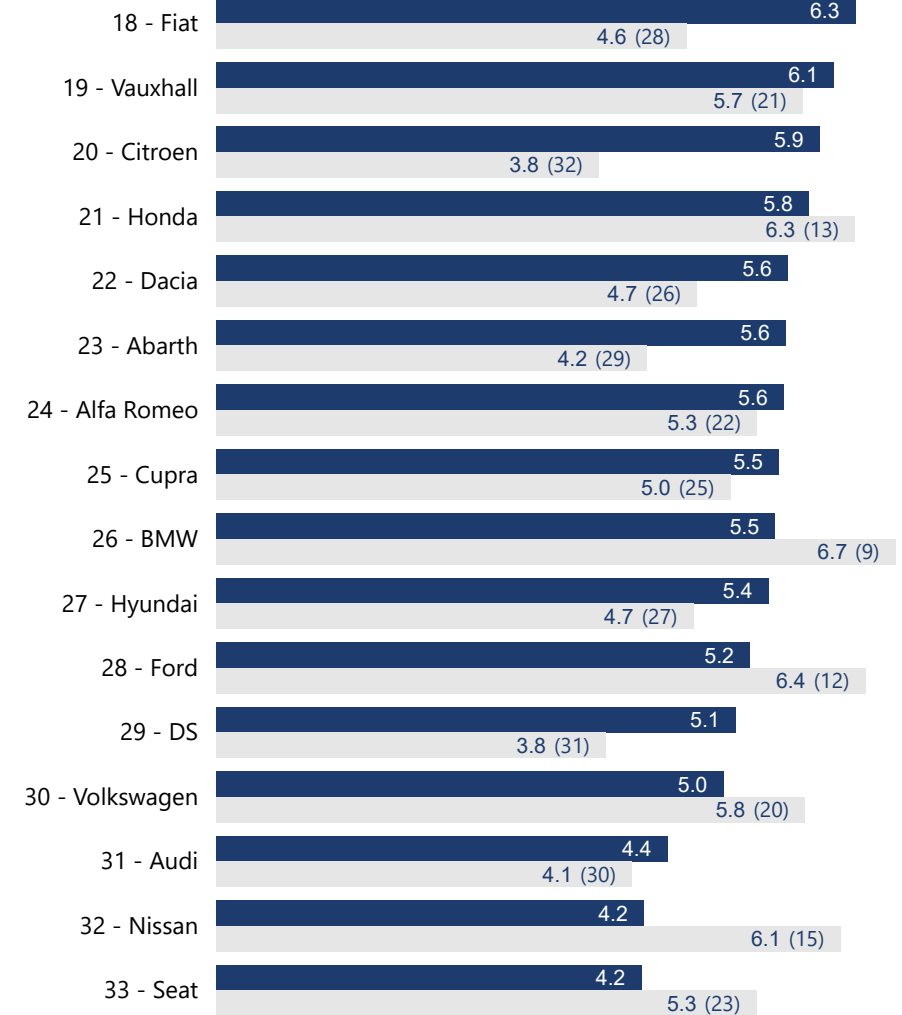
Response Spread



Top Ranking



Bottom Ranking



Q5g: Manufacturer inducement to self register vehicles?

Summer 2025

6.4

% Change
+2.1%

Winter 2026

6.5

Score Change
+0.1

Leapmotor

9.5

Volkswagen

4.3

Suzuki

8.6

Nissan

3.1

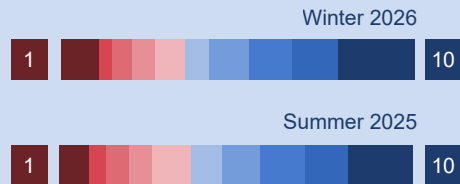
Kia

8.5

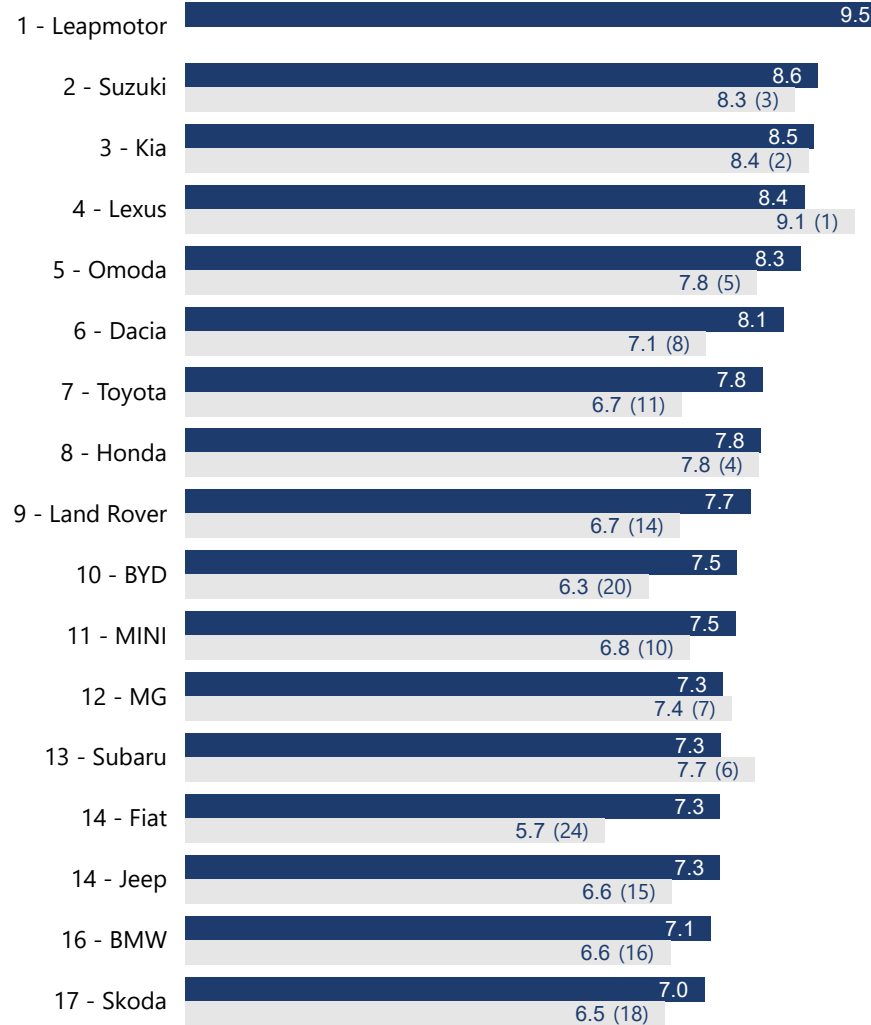
Audi

2.1

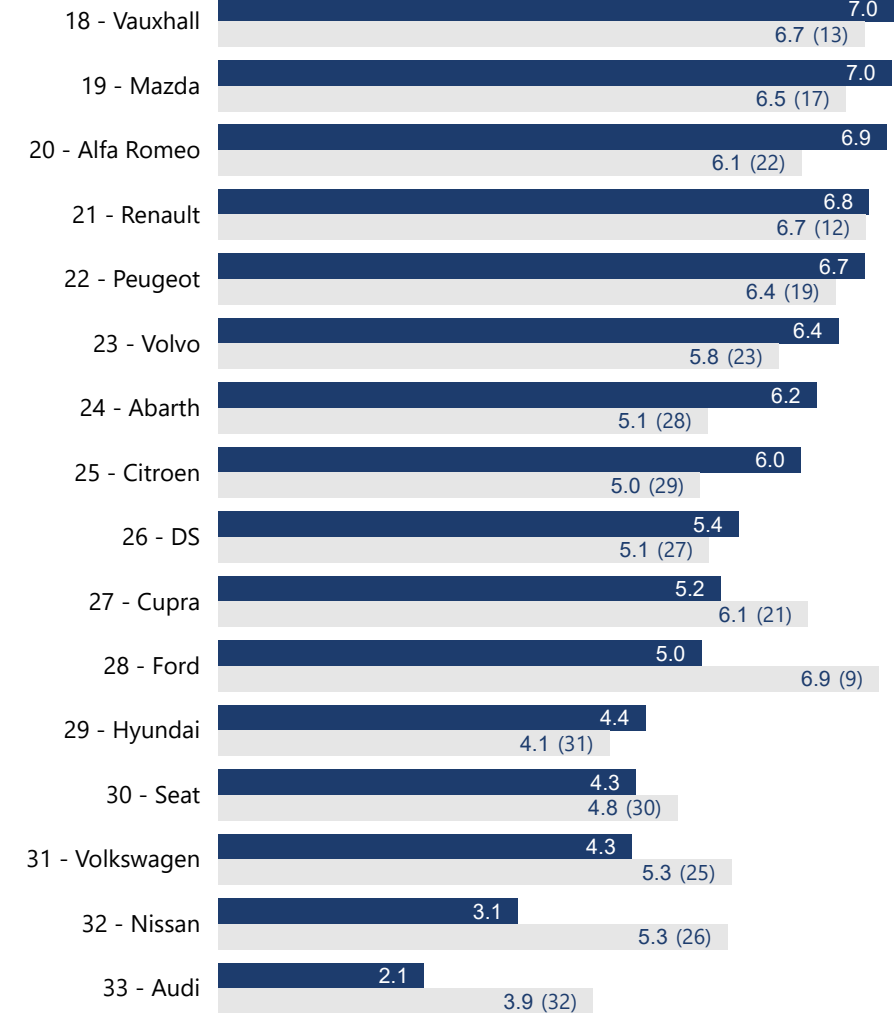
Response Spread



Top Ranking



Bottom Ranking



Q5h: Manufacturer's new vehicle supply?

Summer 2025

6.7

Winter 2026

7.2

% Change
+8.3%

Score Change
+0.5

Kia

9.0

Ford

4.9

Mercedes

9.0

DS

4.5

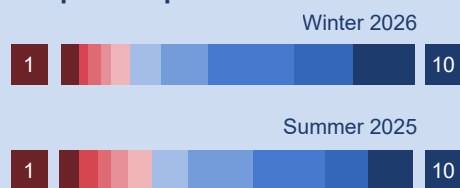
Dacia

8.7

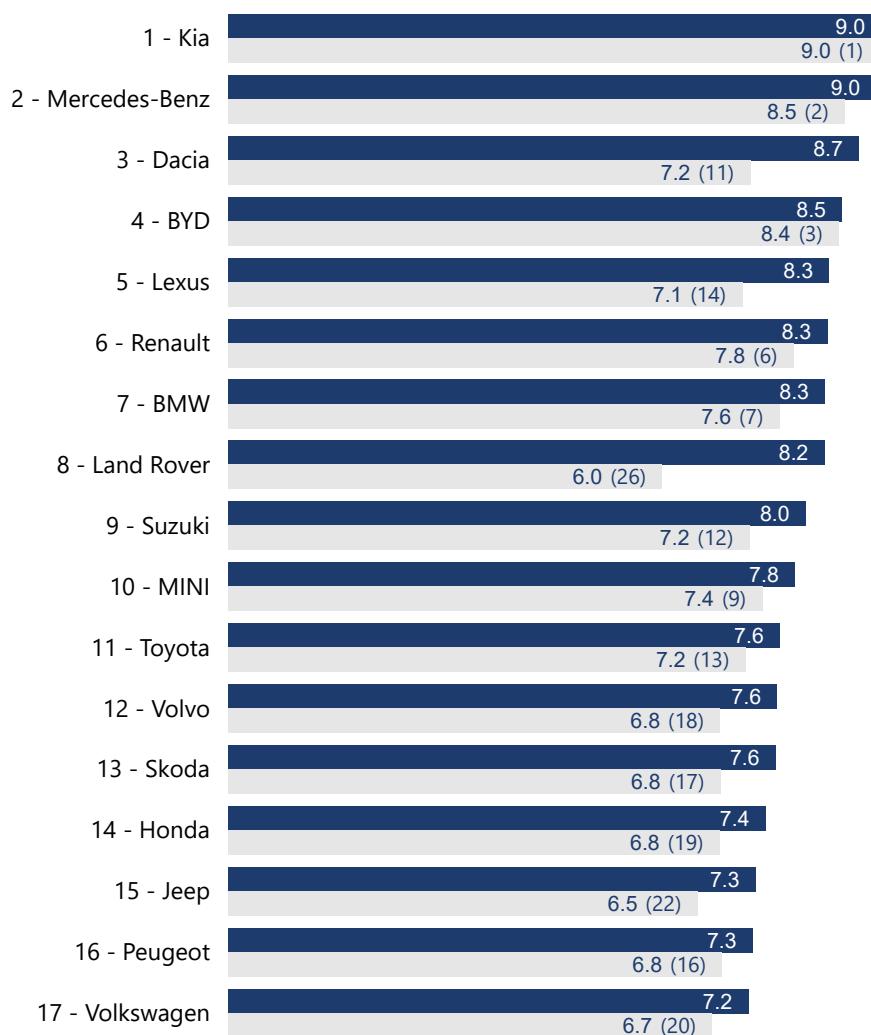
Seat

4.5

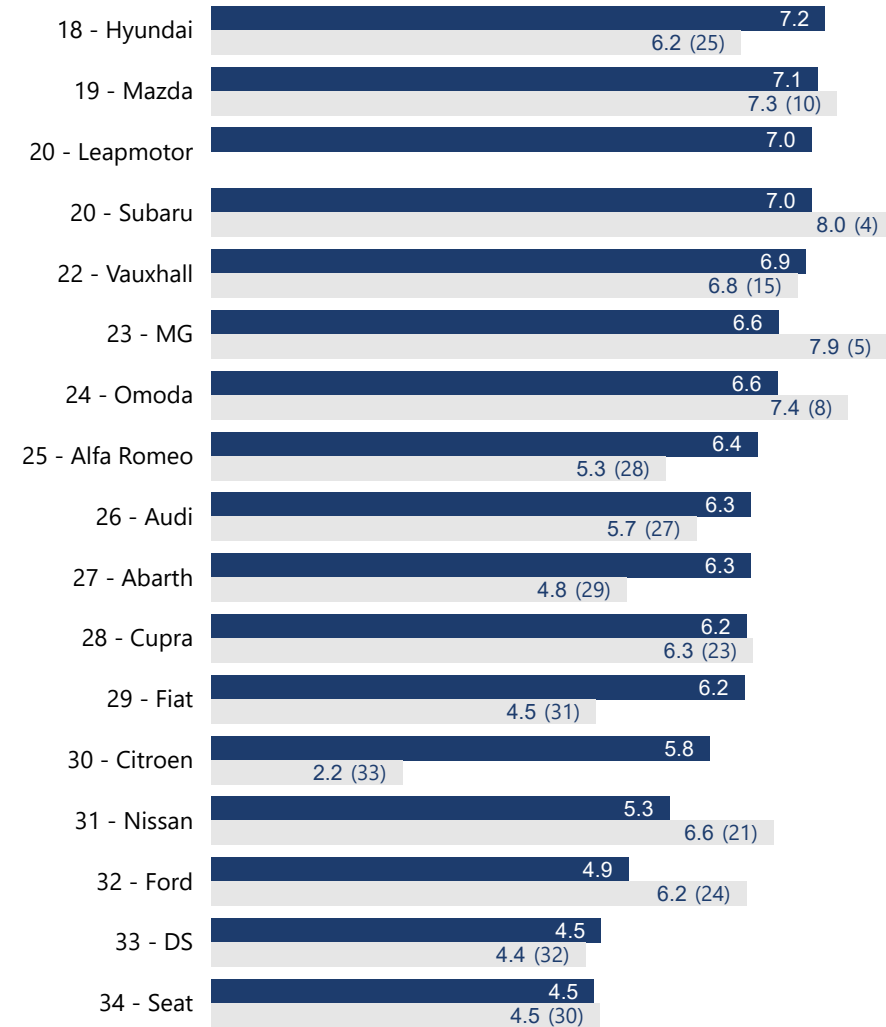
Response Spread



Top Ranking



Bottom Ranking



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

Q5i: The fairness of your manufacturer's new car ordering and stocking policies?

Summer 2025

6.8

Winter 2026

6.9

% Change
+1.2%

Score Change
+0.1

Lexus

9.1

Fiat

4.8

Kia

9.1

DS

4.5

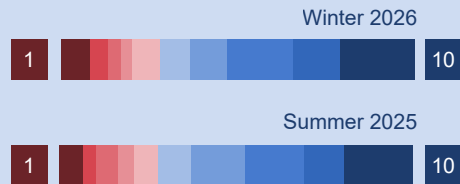
MINI

9.0

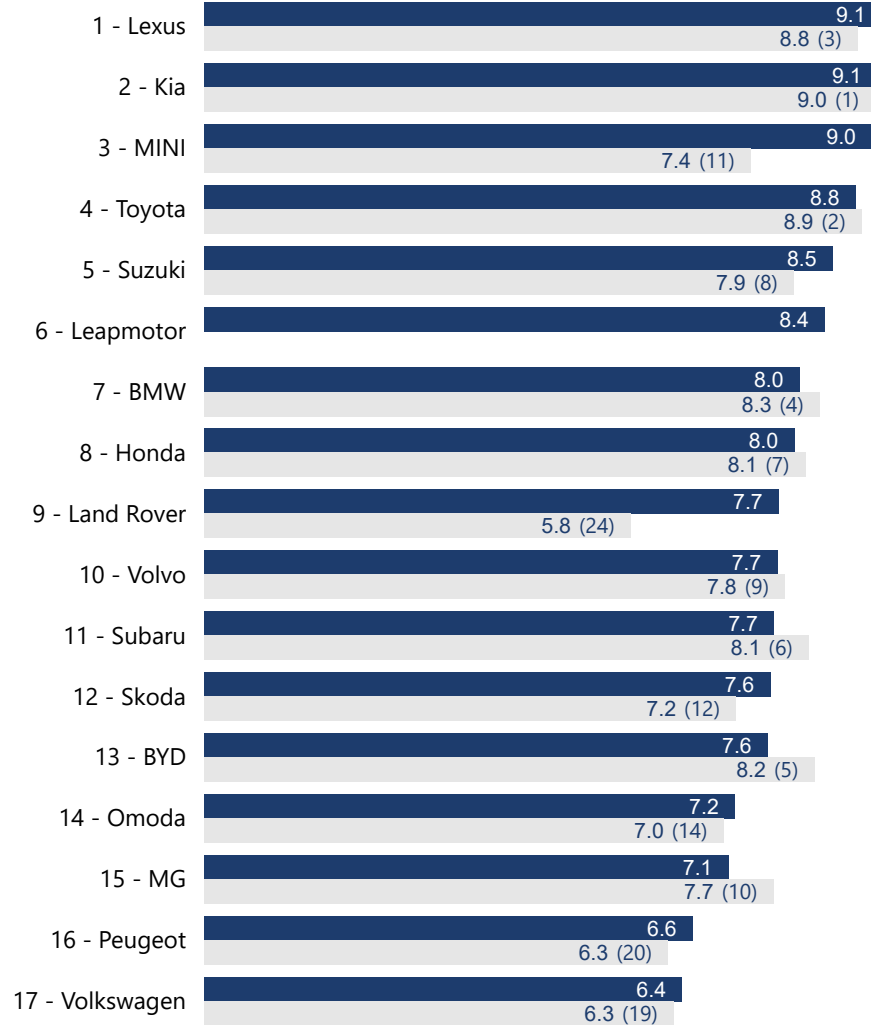
Nissan

3.0

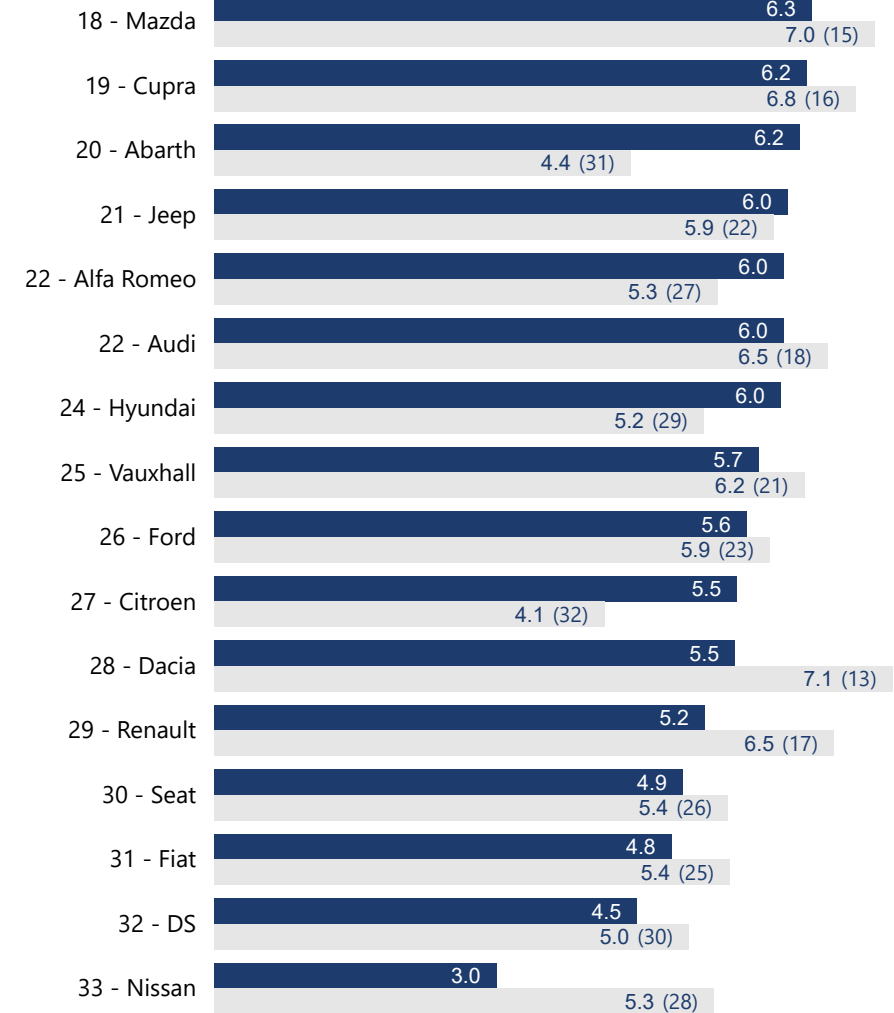
Response Spread



Top Ranking



Bottom Ranking



Q5j: The fairness of your manufacturer's demonstrator programme?

Summer 2025

6.8

Winter 2026

6.8

% Change

+0.3%

Score Change

0.0

Lexus

8.7

DS

4.8

MINI

8.5

Nissan

4.8

Leapmotor

8.2

Audi

3.3

Response Spread

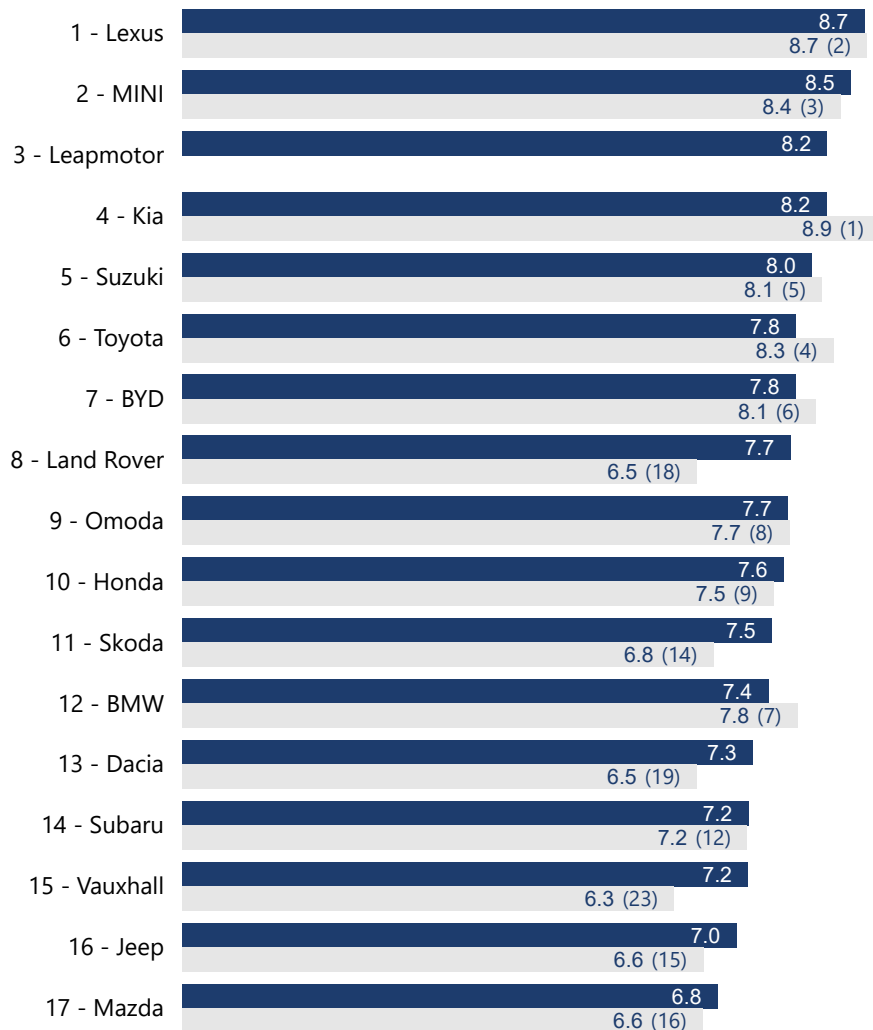
Winter 2026



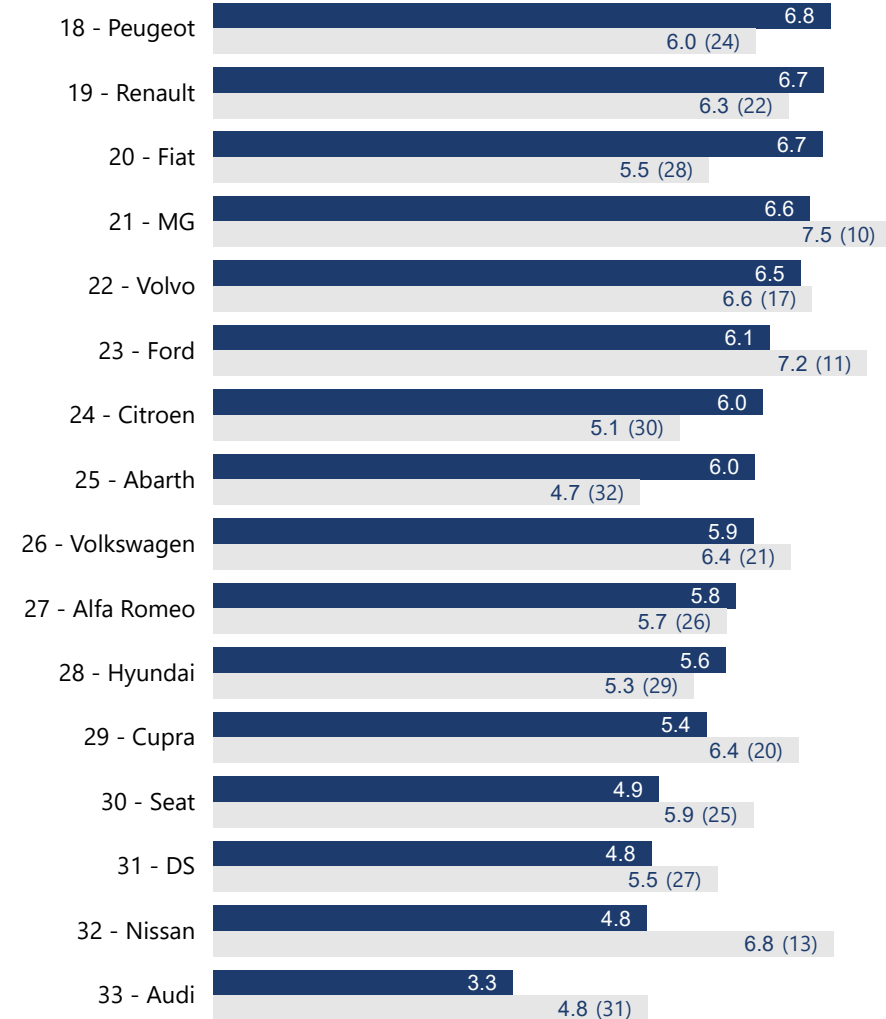
Summer 2025



Top Ranking



Bottom Ranking



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

Q6a: Your manufacturer's used car standards?

Summer 2025

7.7

Winter 2026

7.7

% Change
+0.2%

Score Change
0.0

Leapmotor

10.0

Seat

5.8

Lexus

9.3

Audi

5.8

BMW

8.9

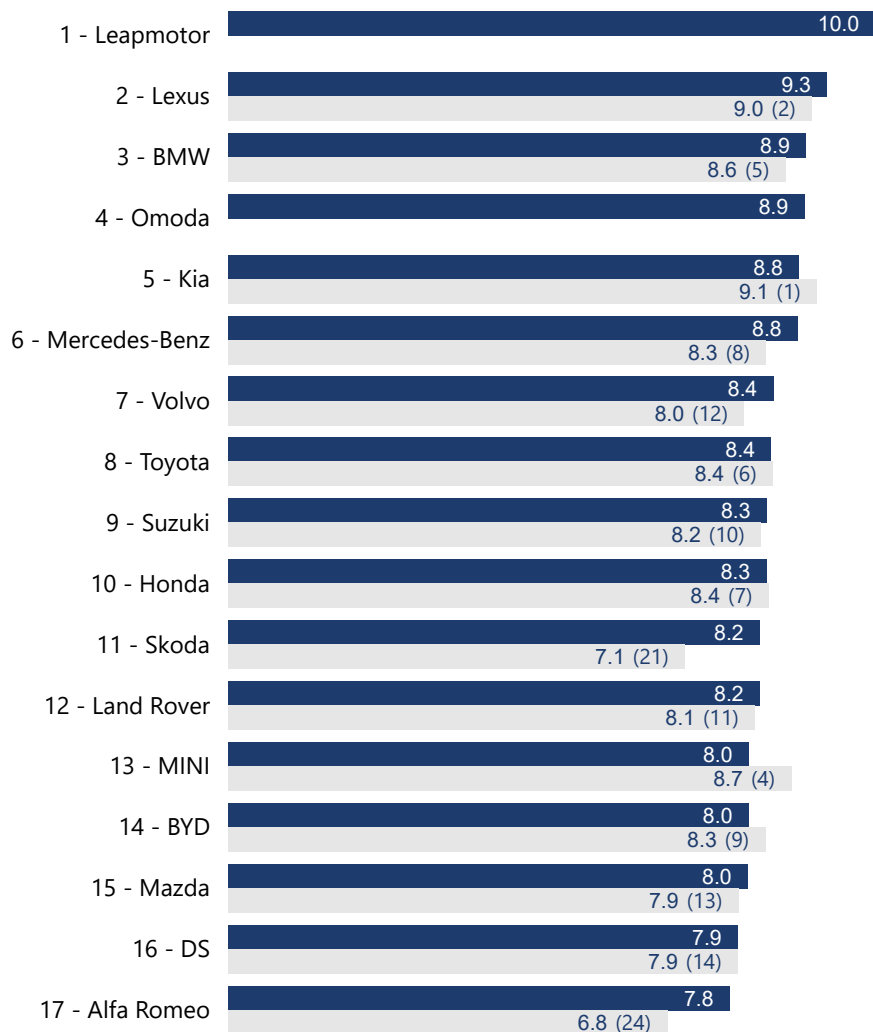
Abarth

5.3

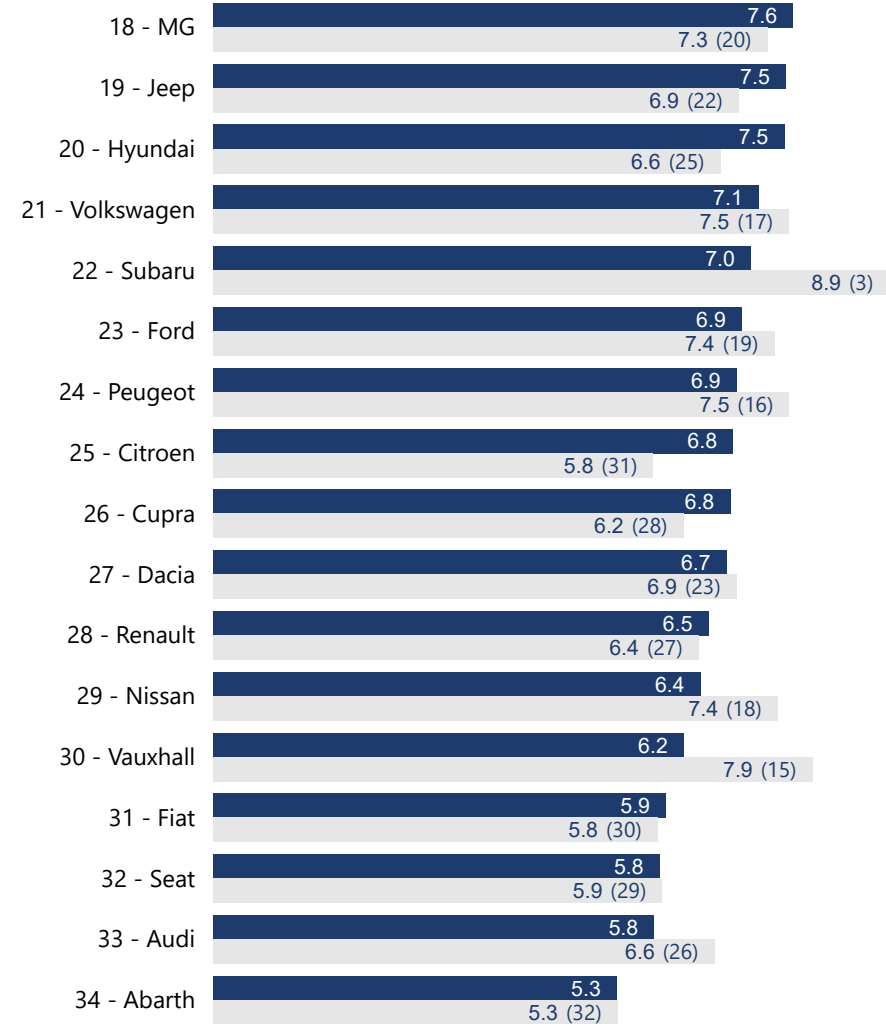
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2025

7.4

Winter 2026

7.6

% Change
+3.0%

Score Change
+0.2

Omoda

9.3

Nissan

6.0

Subaru

9.1

Audi

5.6

Kia

9.0

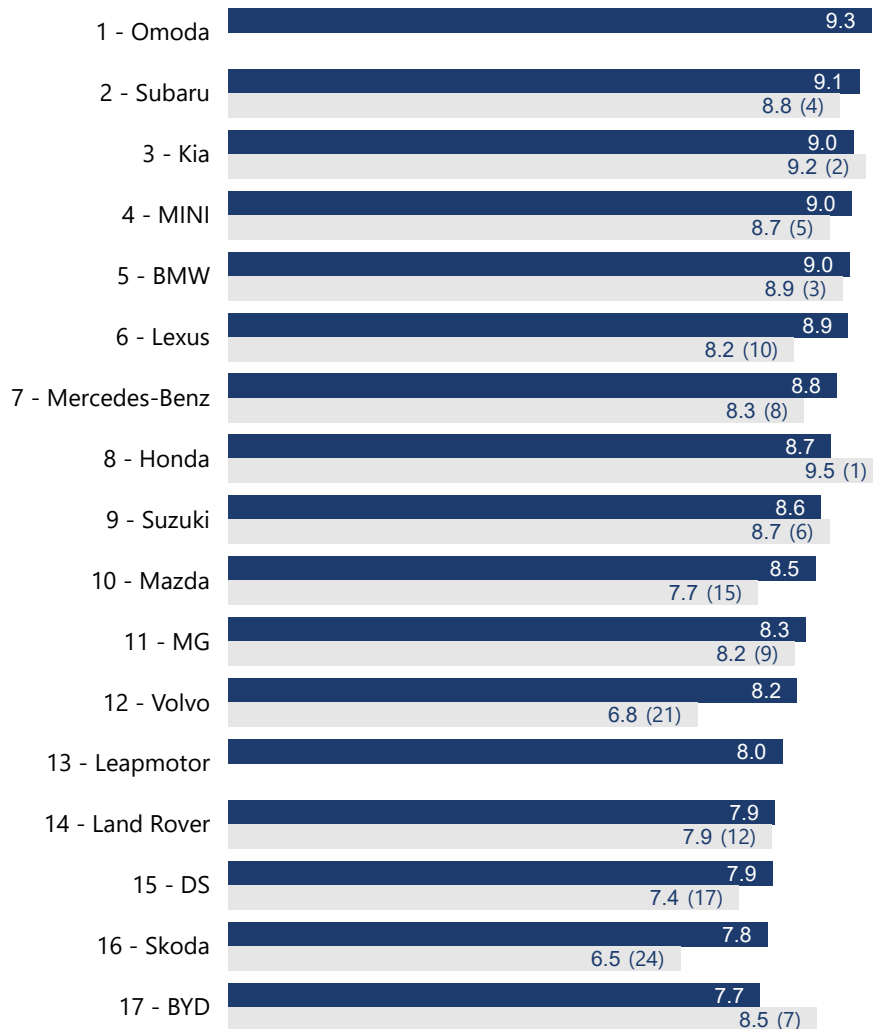
Abarth

2.5

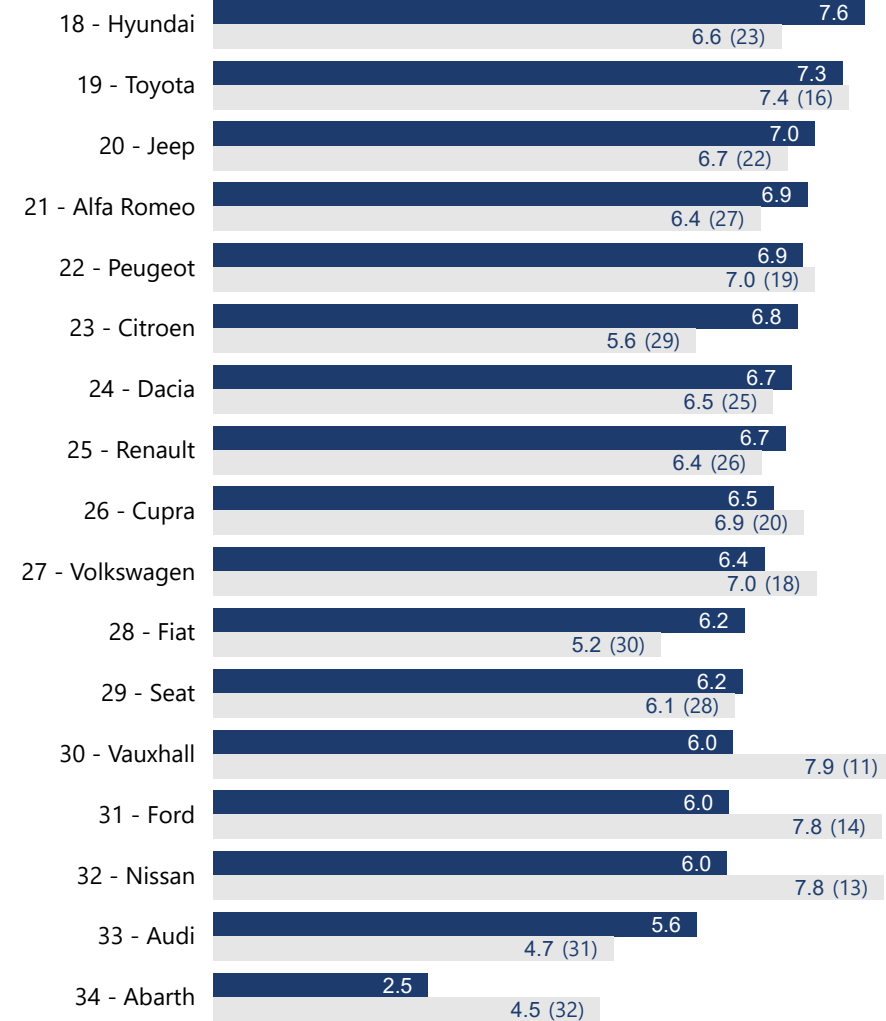
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2025

7.0

Winter 2026

7.1

% Change
+1.5%

Score Change
+0.1

Leapmotor
10.0

Seat
5.3

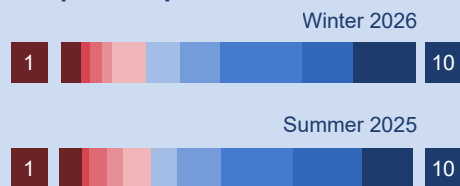
Suzuki
8.8

Abarth
4.6

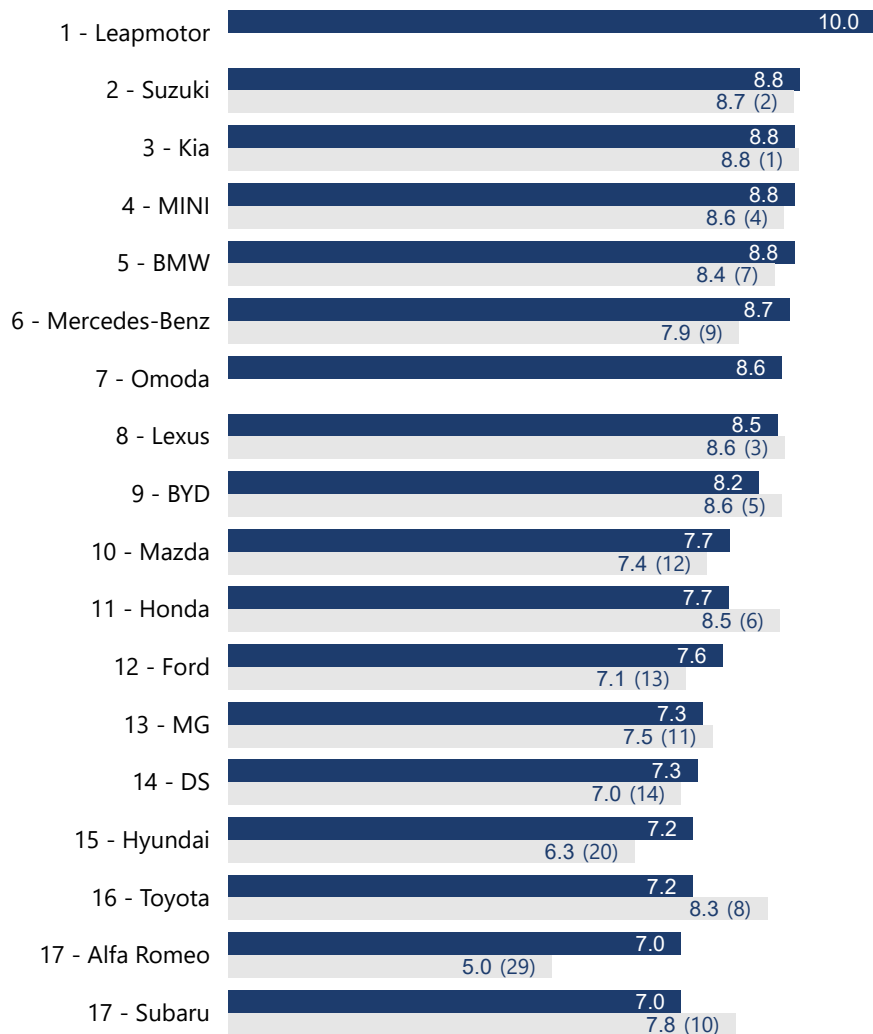
Kia
8.8

Audi
4.0

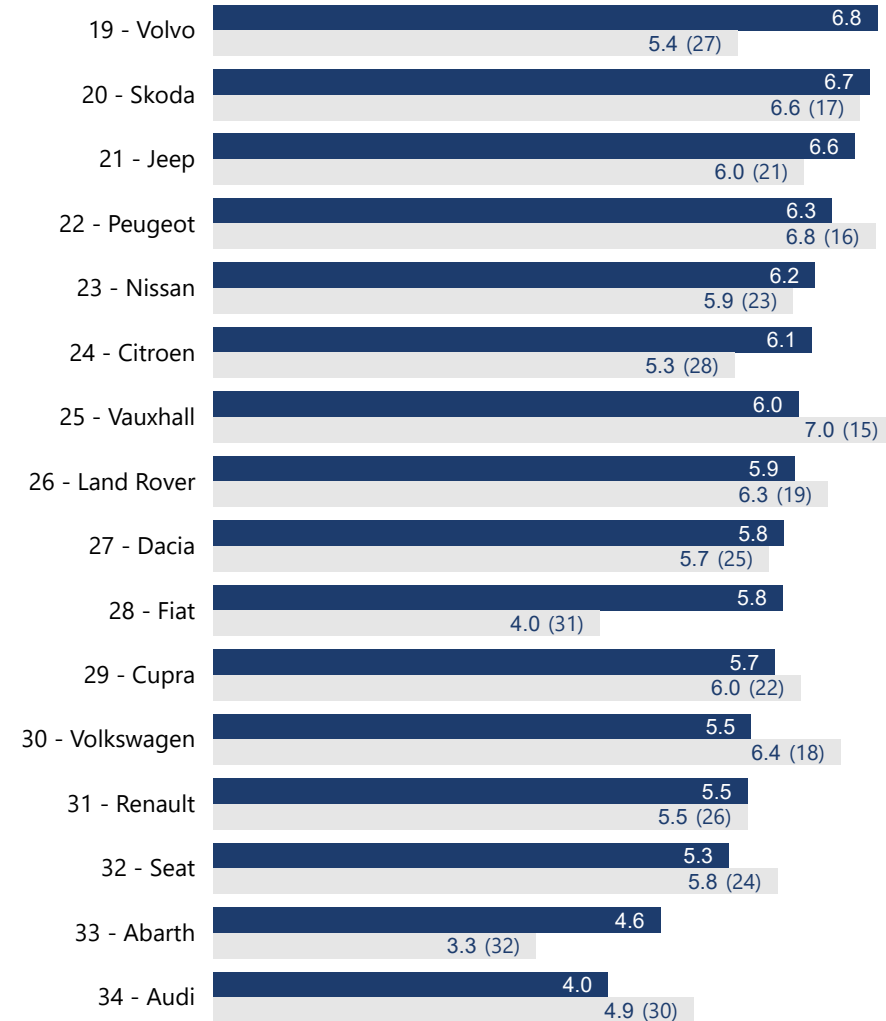
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q6d: Your total margin on used car sales?

Summer 2025

7.2

Winter 2026

7.3

% Change
+2.1%

Score Change
+0.1

Leapmotor

9.3

Fiat

5.5

Lexus

9.0

Abarth

5.1

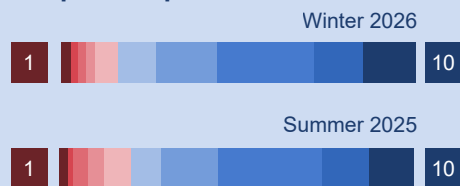
Kia

8.9

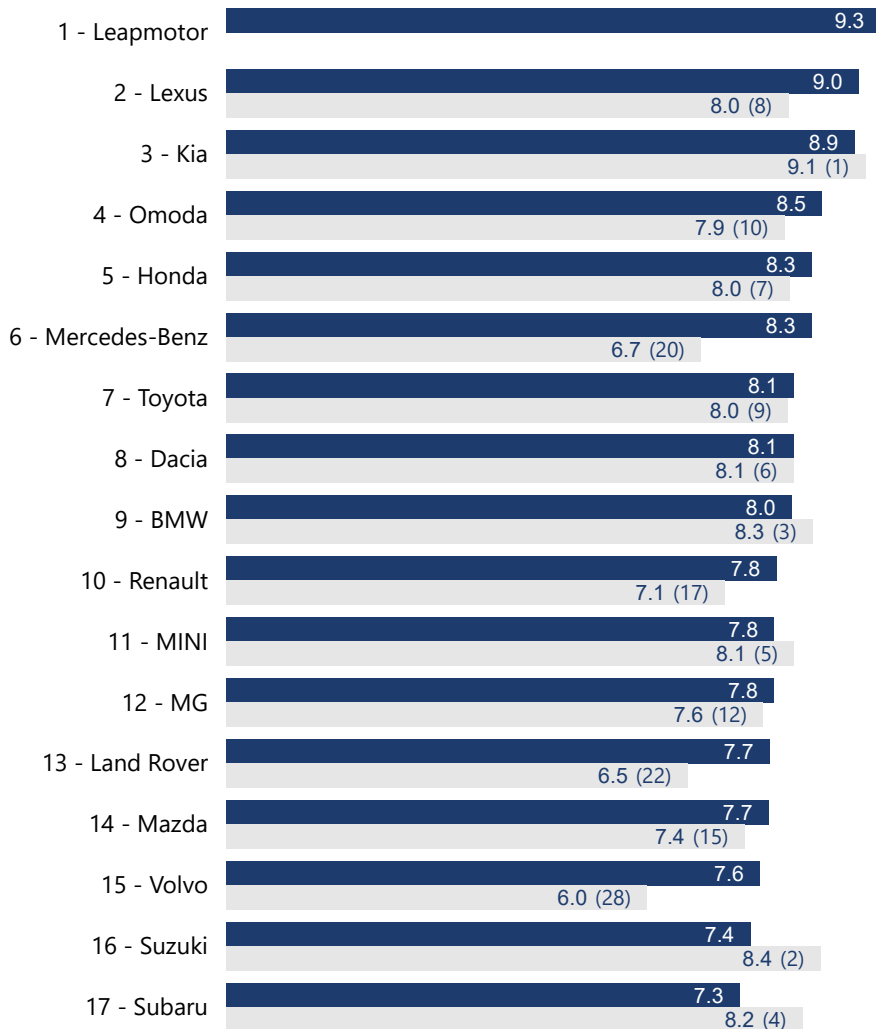
Audi

4.7

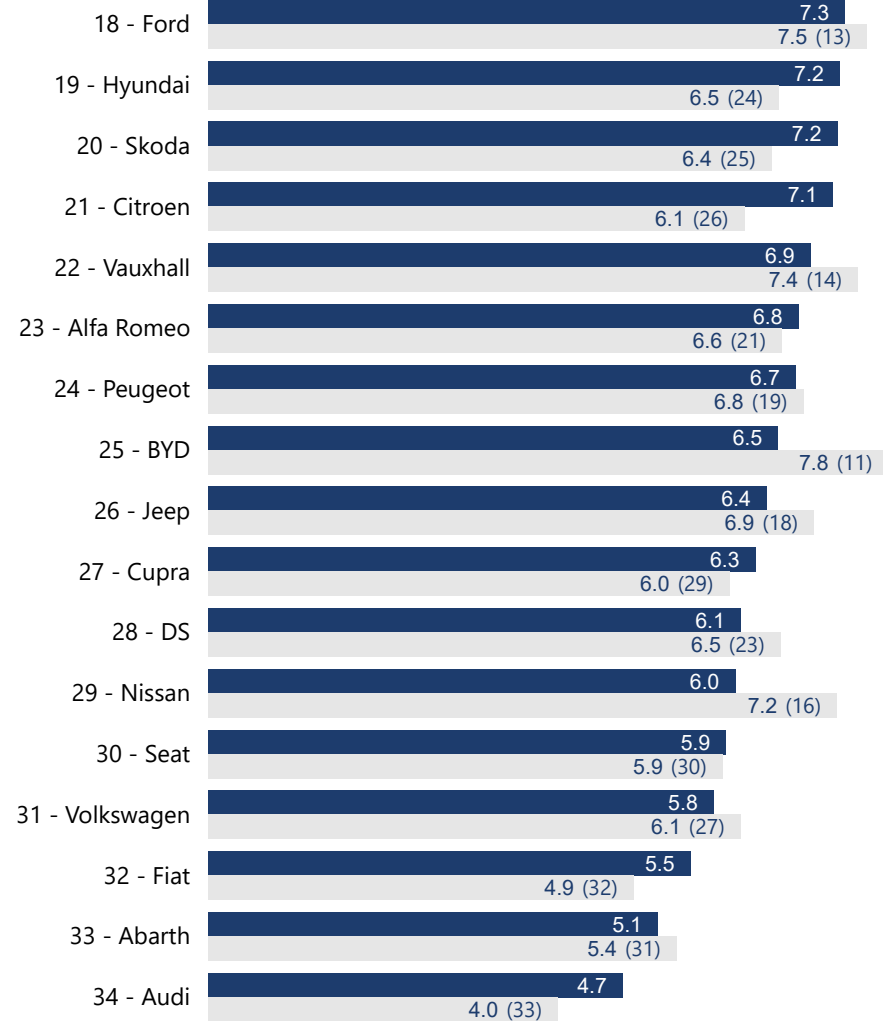
Response Spread



Top Ranking



Bottom Ranking



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

Q6e: Your manufacturer's used car programme?

Summer 2025

7.3

Winter 2026

7.6

% Change
+4.3%

Score Change
+0.3

Lexus

9.2

Jeep

5.9

BMW

9.0

Fiat

5.8

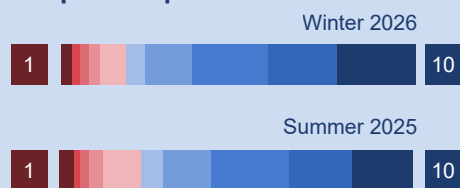
MINI

9.0

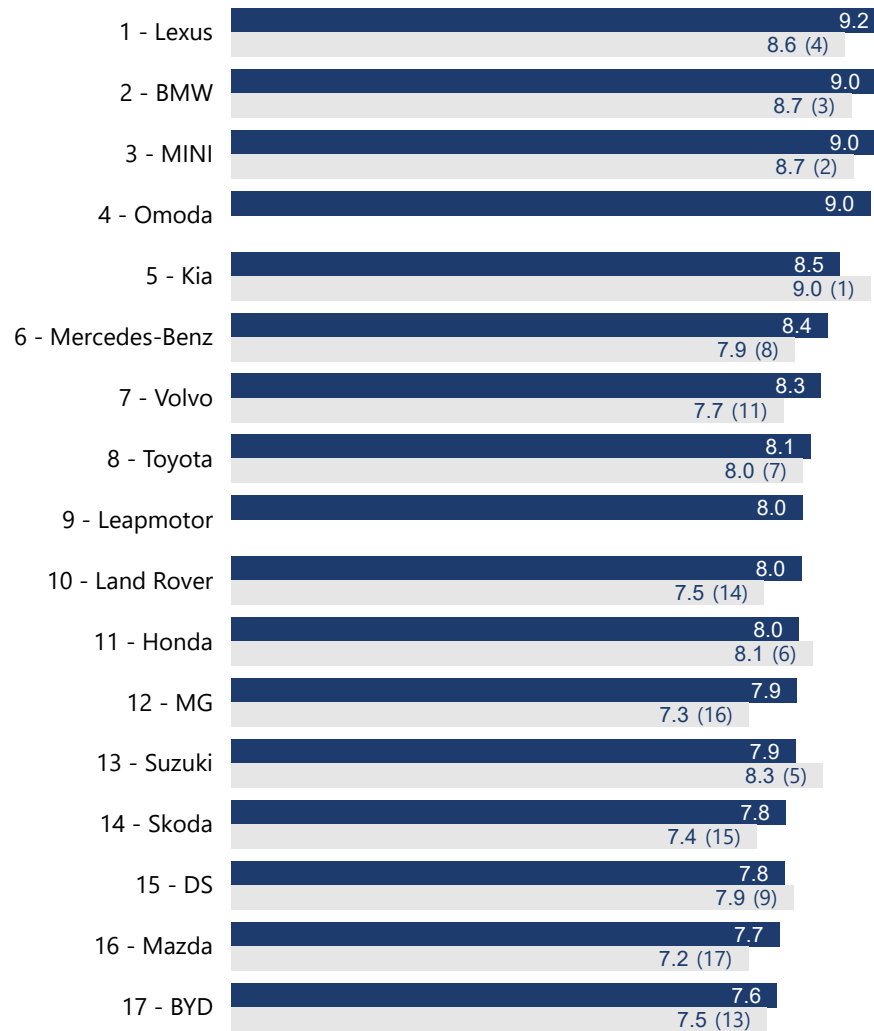
Seat

5.5

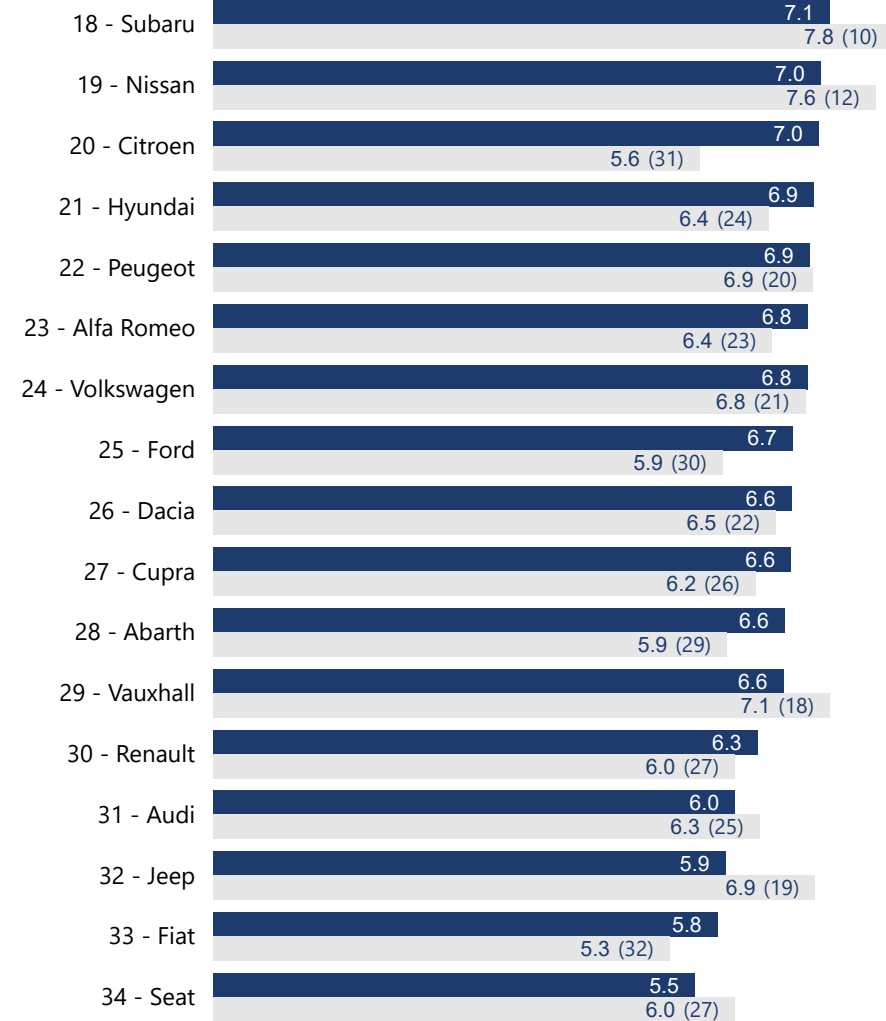
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2025

7.0

Winter 2026

7.0

% Change

+0.3%

Score Change

0.0

Leapmotor

10.0

Volkswagen

5.8

Omoda

9.2

Fiat

5.1

Kia

8.9

Ford

4.1

Response Spread

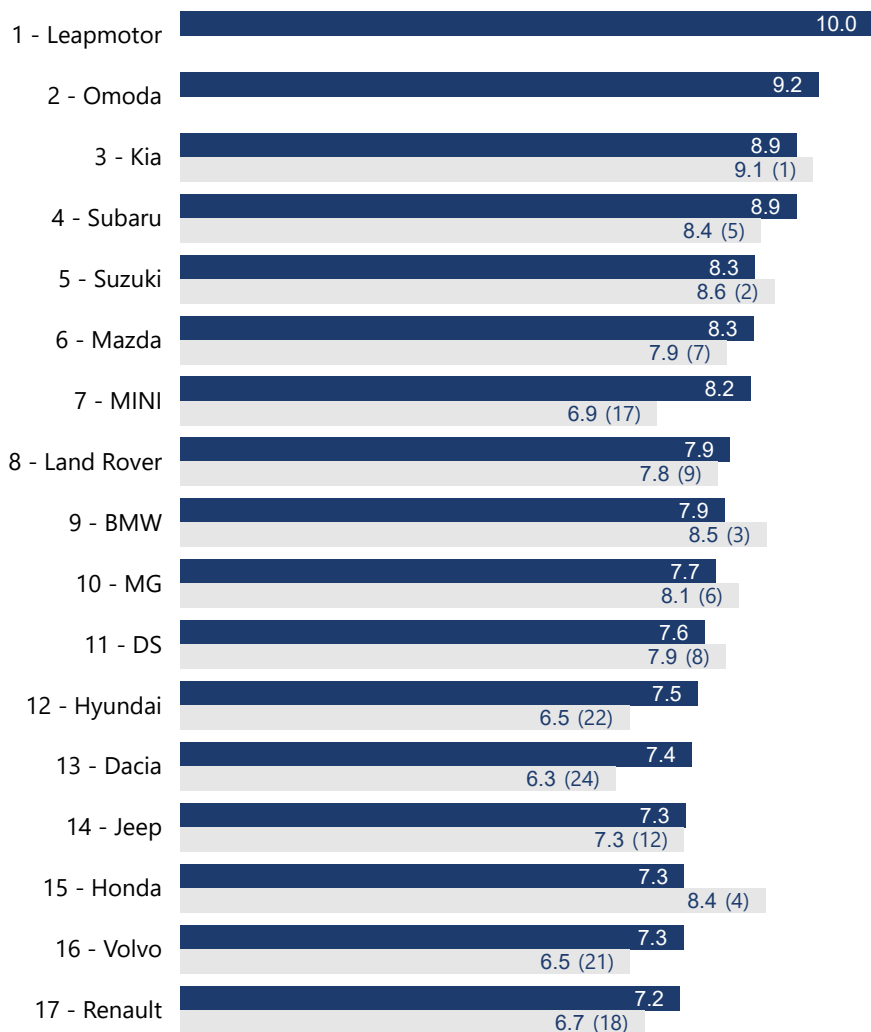
Winter 2026



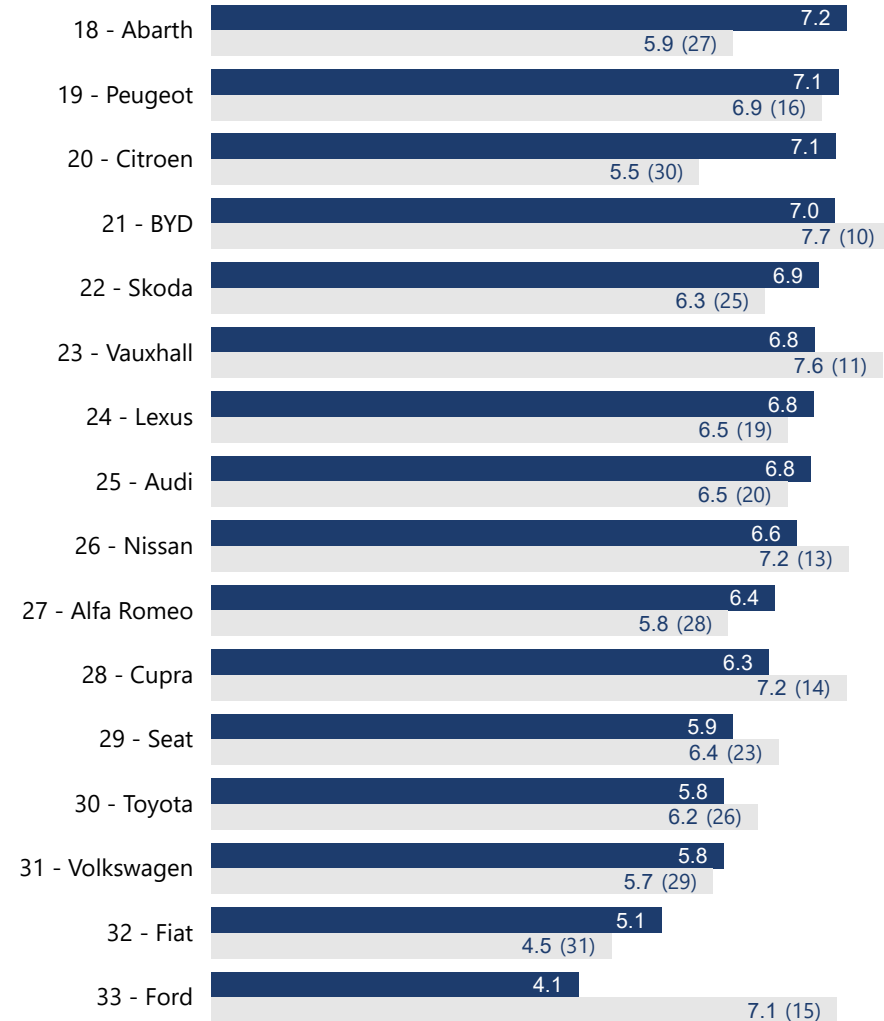
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q7a: Your manufacturer's target setting for aftersales?

Summer 2025

6.6

Winter 2026

7.0

% Change

+5.7%

Score Change

+0.4

Leapmotor

9.5

Nissan

5.2

Lexus

9.0

Seat

4.8

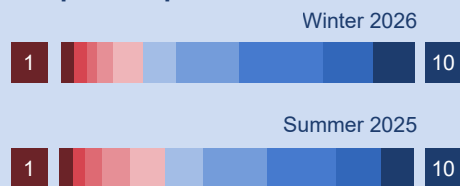
Mercedes

8.6

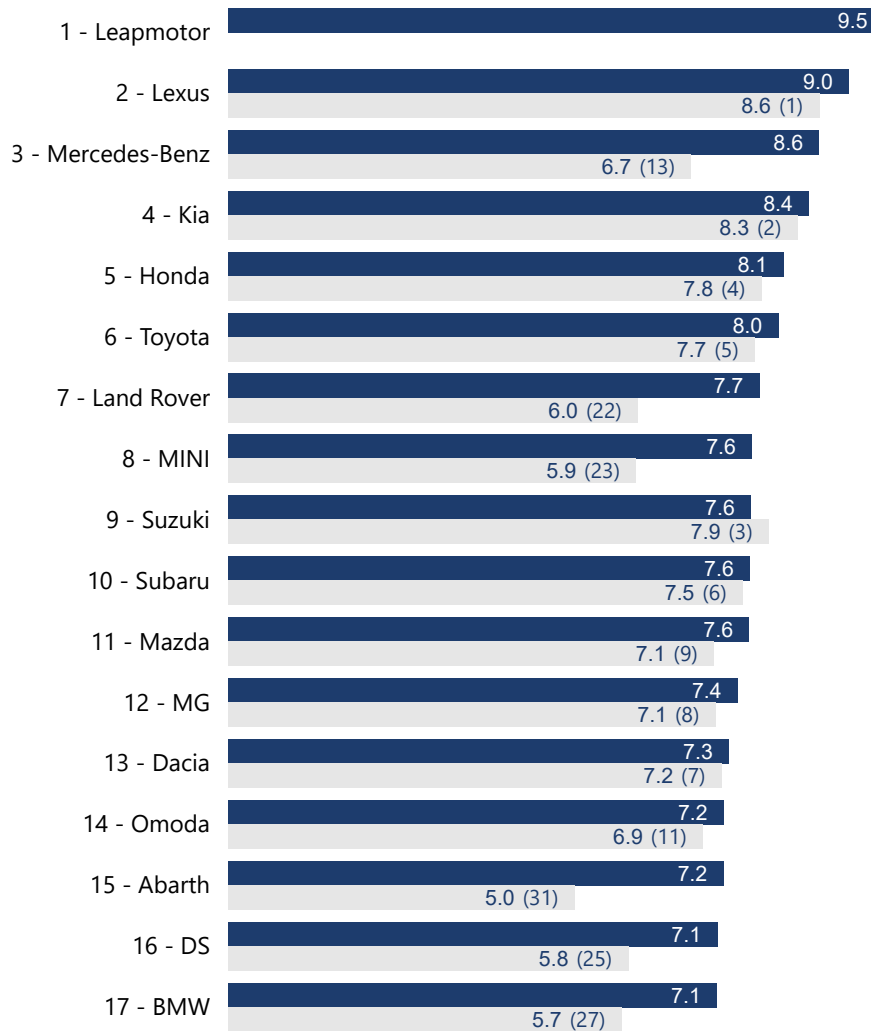
Audi

4.5

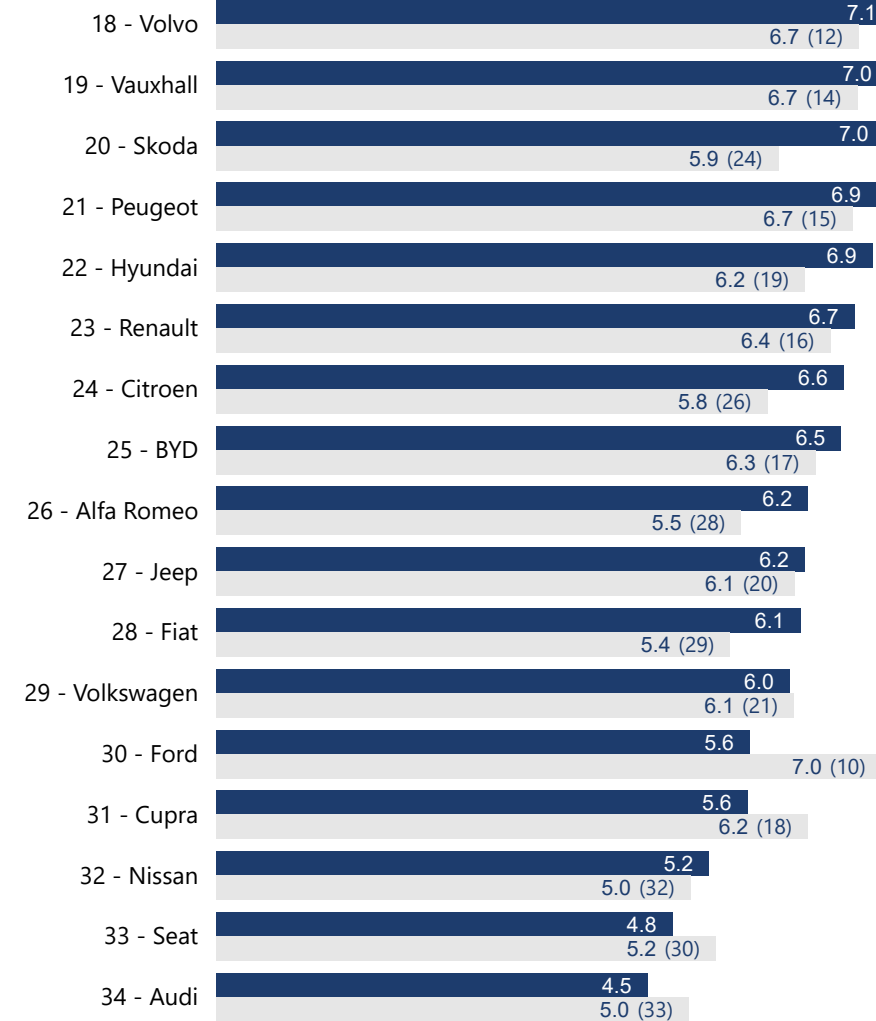
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q7b: Quality of technical support?

Summer 2025

6.6

Winter 2026

6.8

% Change
+2.8%

Score Change
+0.2

Lexus

8.9

Citroen

5.0

Mercedes

8.8

Peugeot

4.8

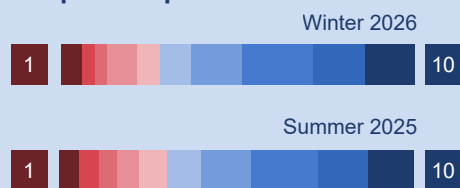
MINI

8.7

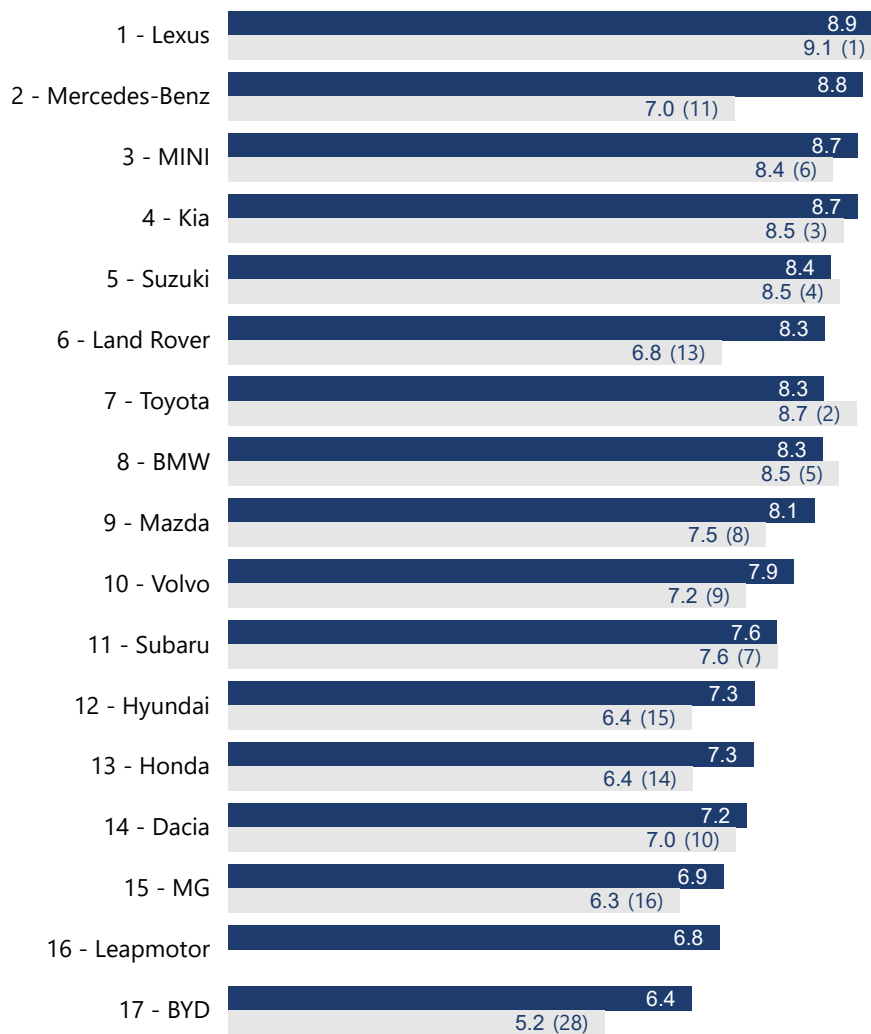
Audi

3.9

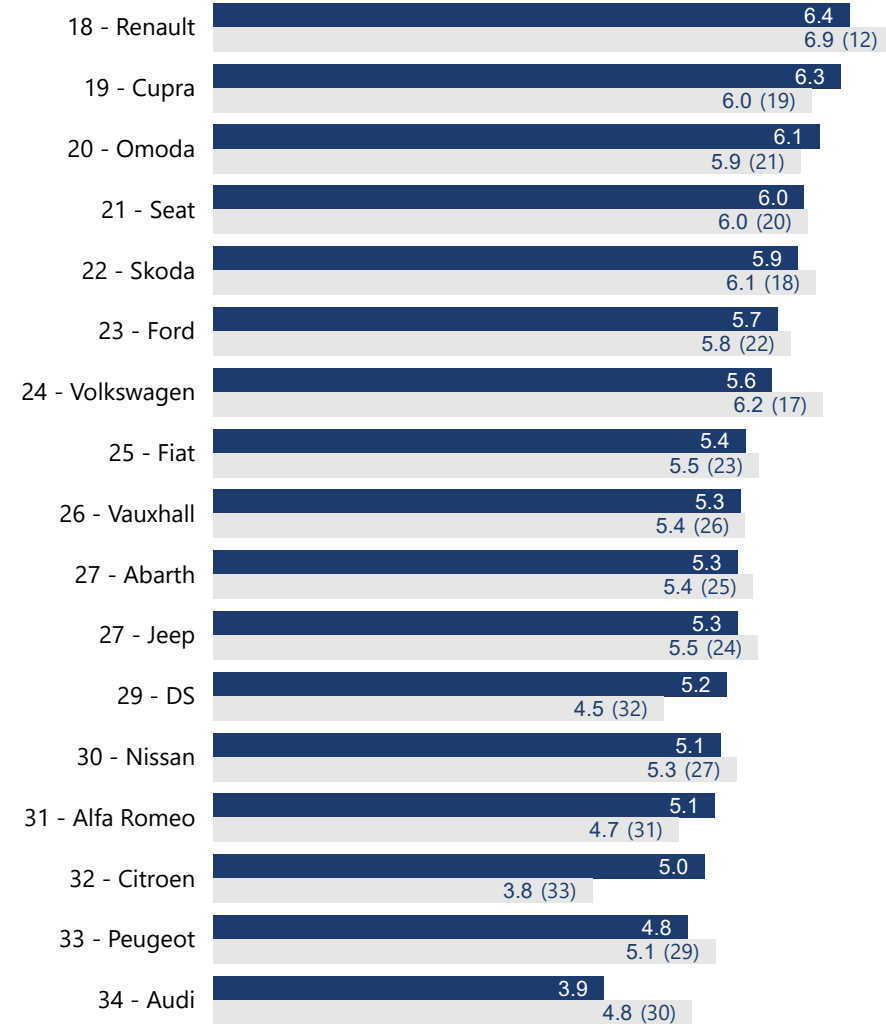
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q7c: Availability of parts?

Summer 2025

7.1

Winter 2026

7.0

% Change

-0.6%

Score Change

-0.1

Lexus

8.8

Jeep

5.1

Kia

8.6

Citroen

5.1

Suzuki

8.5

Fiat

4.8

Response Spread

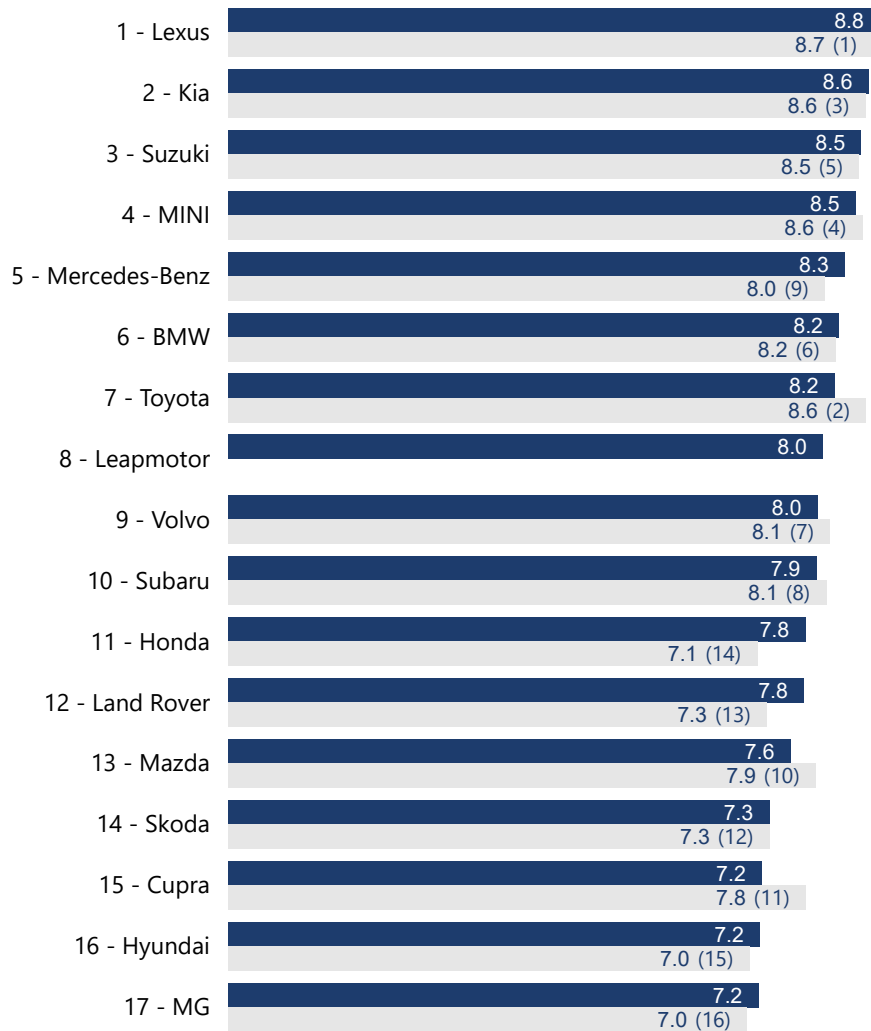
Winter 2026



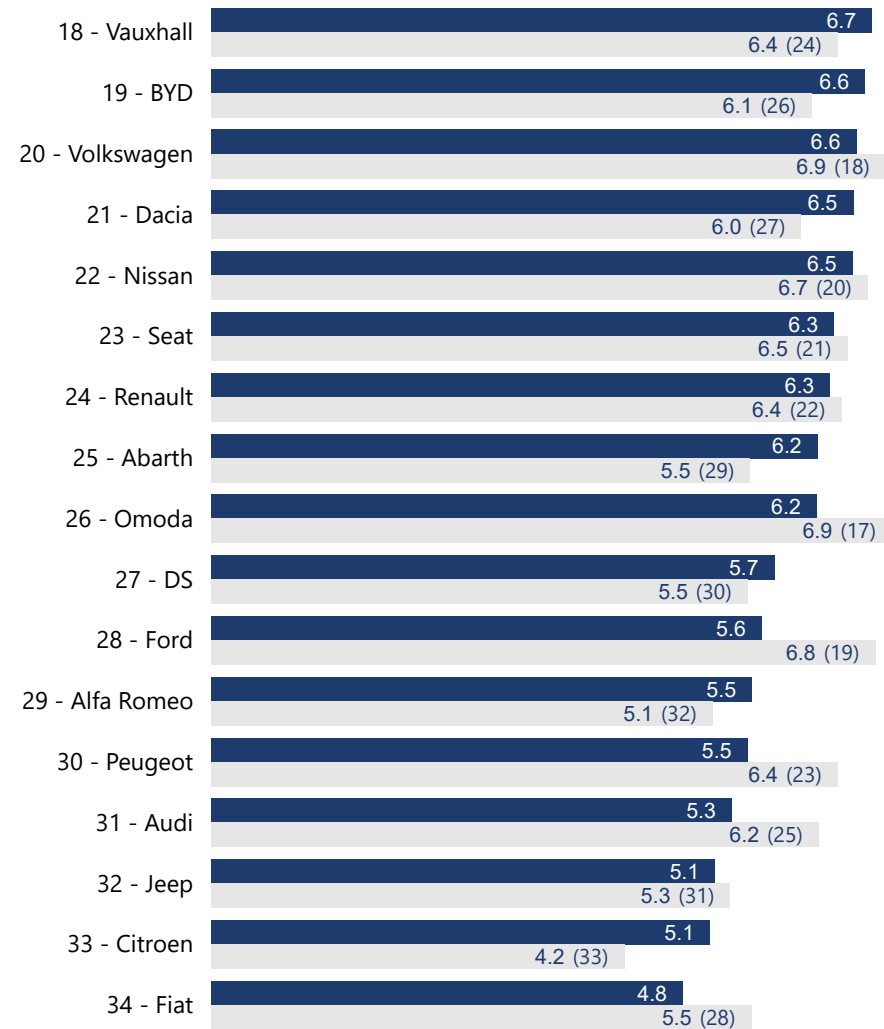
Summer 2025



Top Ranking



Bottom Ranking



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

Q7d: Price of manufacturer parts compared with parts factors?

Summer 2025

6.1

Winter 2026

6.3

% Change
+2.3%

Score Change
+0.2

Lexus

8.3

Fiat

4.6

Kia

8.1

Ford

4.6

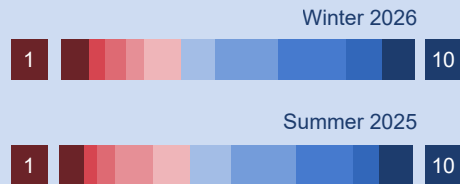
Leapmotor

7.7

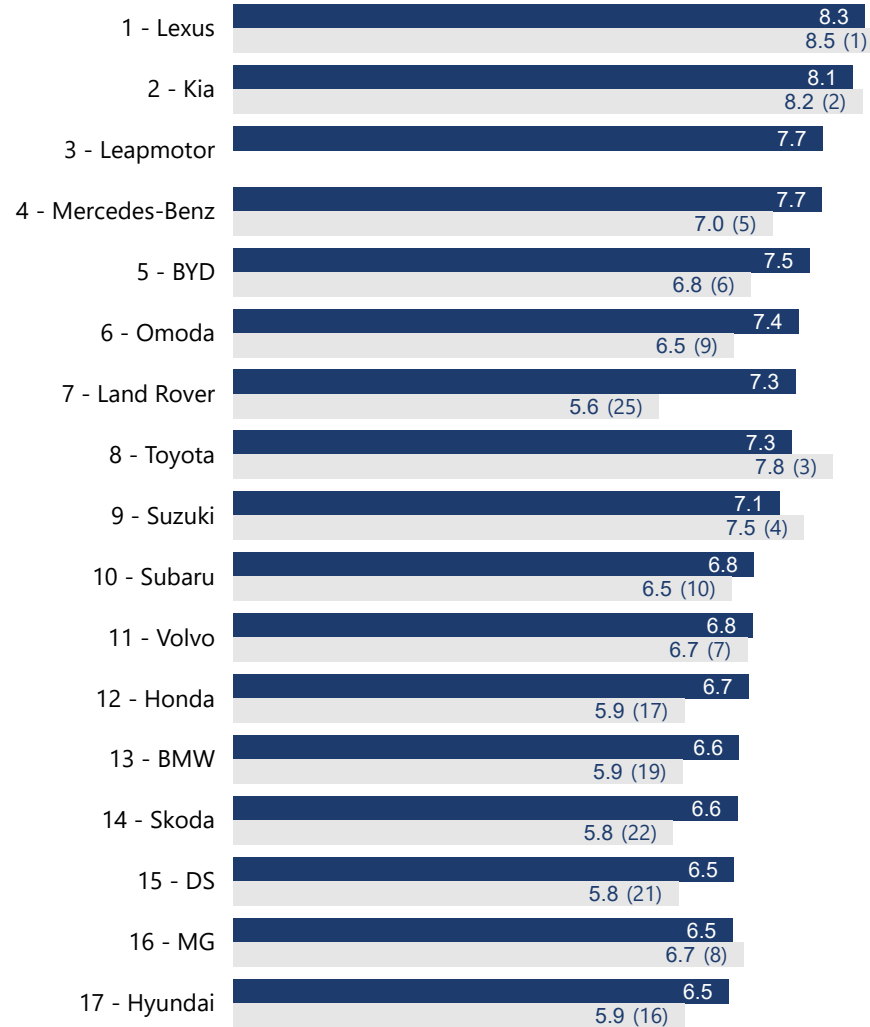
Audi

3.7

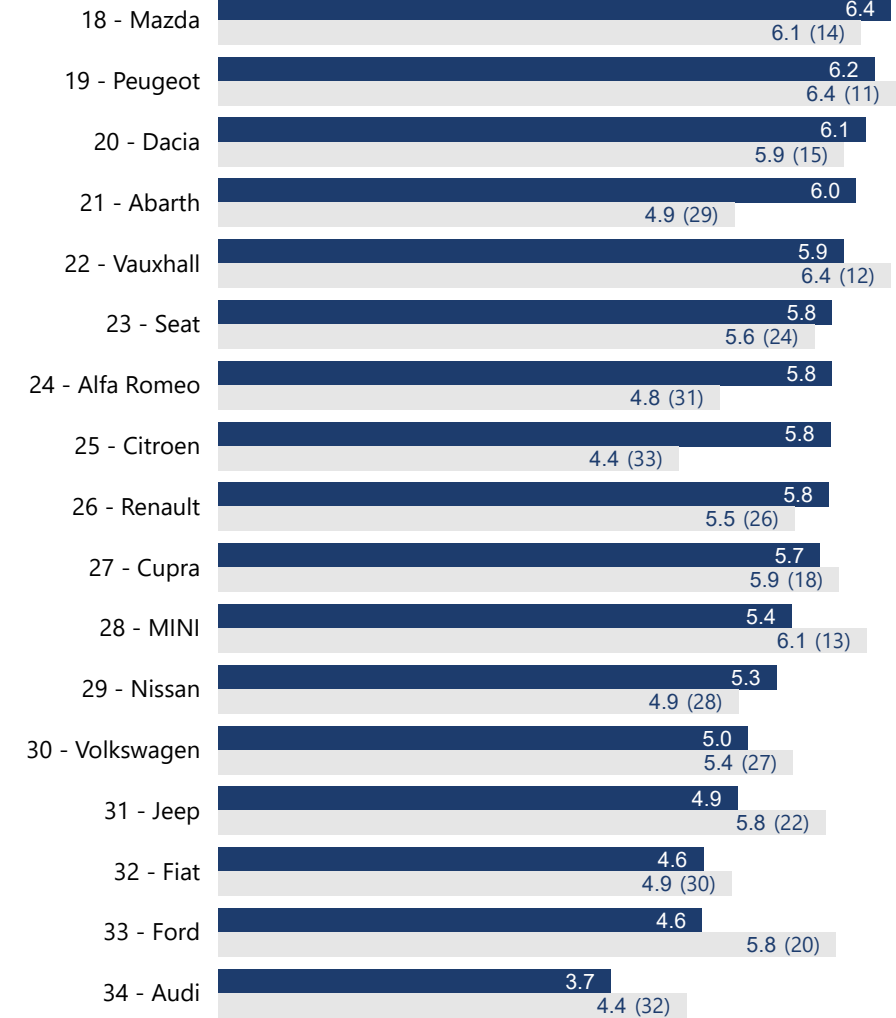
Response Spread



Top Ranking



Bottom Ranking



Q7e: Service profitability earnings?

Summer 2025

6.8

Winter 2026

6.9

% Change
+2.1%

Score Change
+0.1

Lexus

9.3

Cupra

5.1

Mercedes

8.7

Nissan

5.0

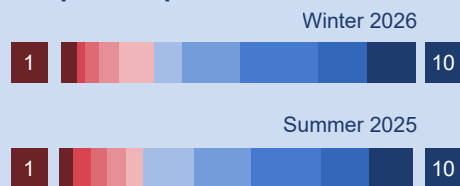
Toyota

8.6

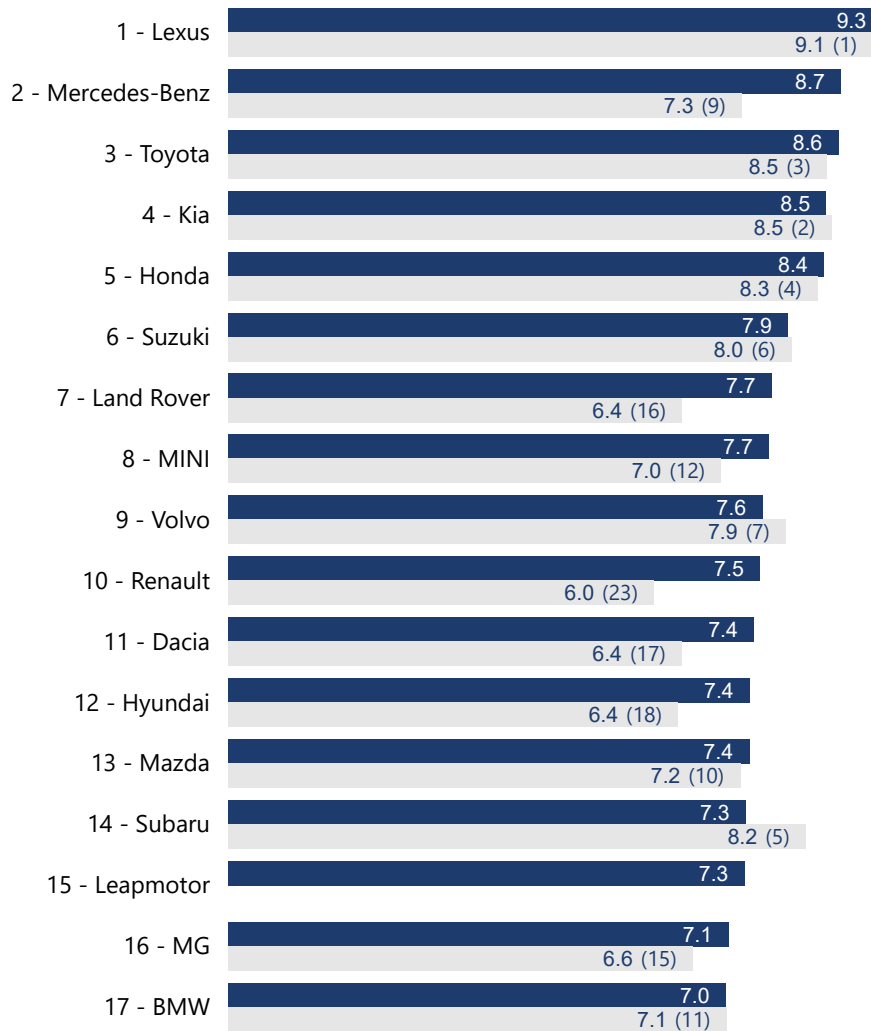
Seat

4.3

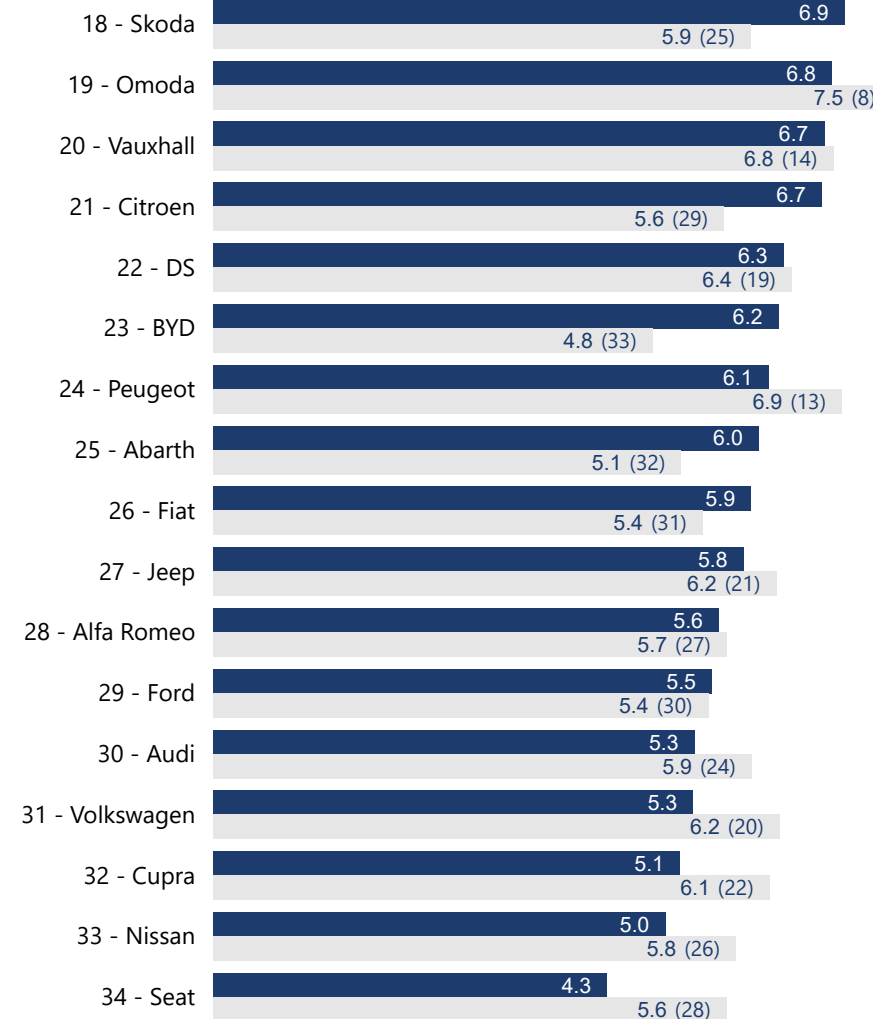
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q7f: Manufacturer service plan rates and recovery?

Summer 2025

6.8

Winter 2026

6.8

% Change

+0.8%

Score Change

0.0

Lexus

9.0

Cupra

4.8

Toyota

8.4

Audi

4.1

Kia

8.4

Seat

3.8

Response Spread

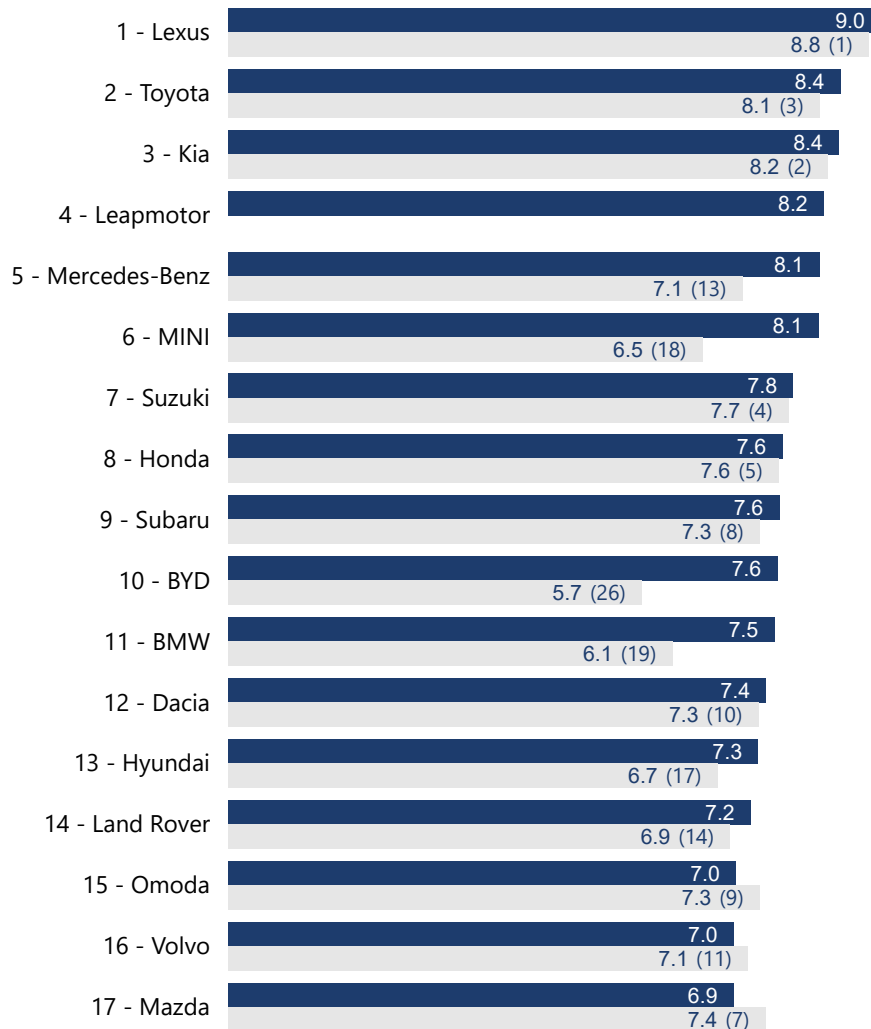
Winter 2026



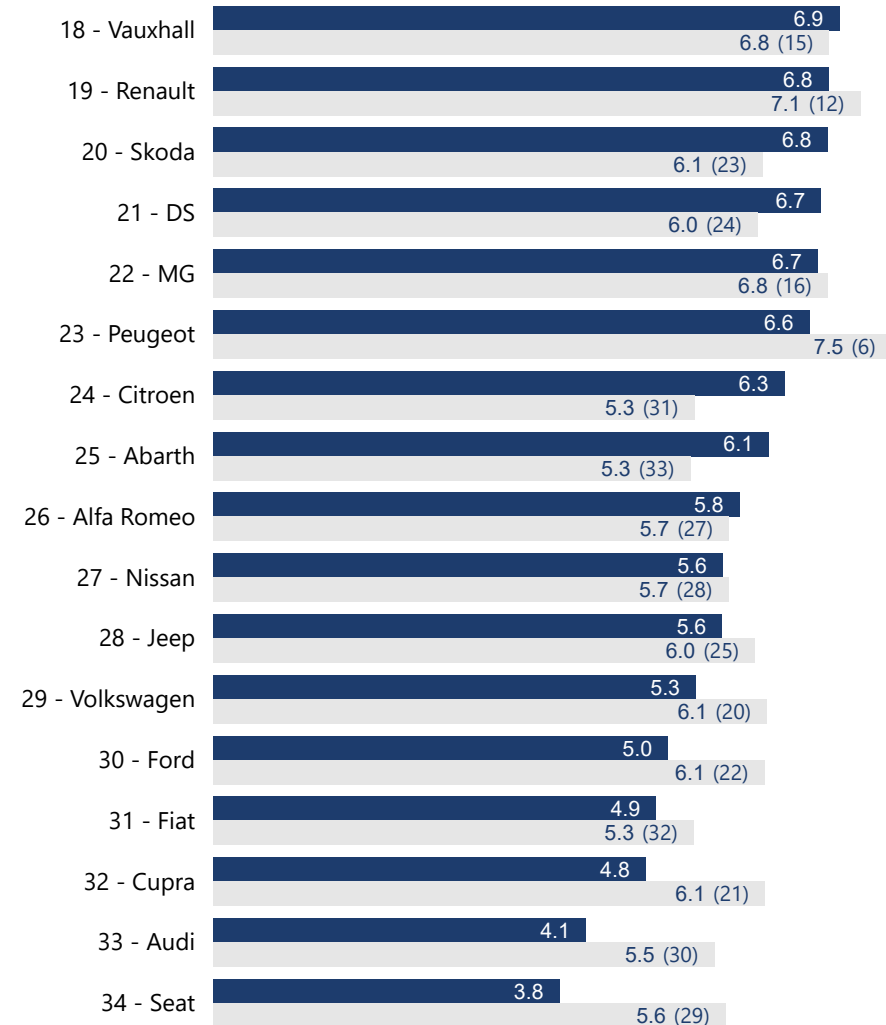
Summer 2025



Top Ranking



Bottom Ranking



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

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

Summer 2025

7.1

Winter 2026

7.1

% Change

-0.1%

Score Change

0.0

Lexus

9.4

Audi

5.1

Kia

8.9

Nissan

4.6

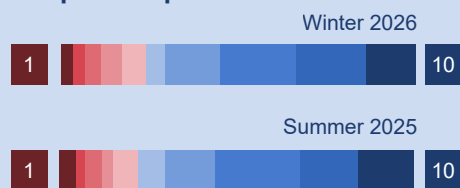
Toyota

8.8

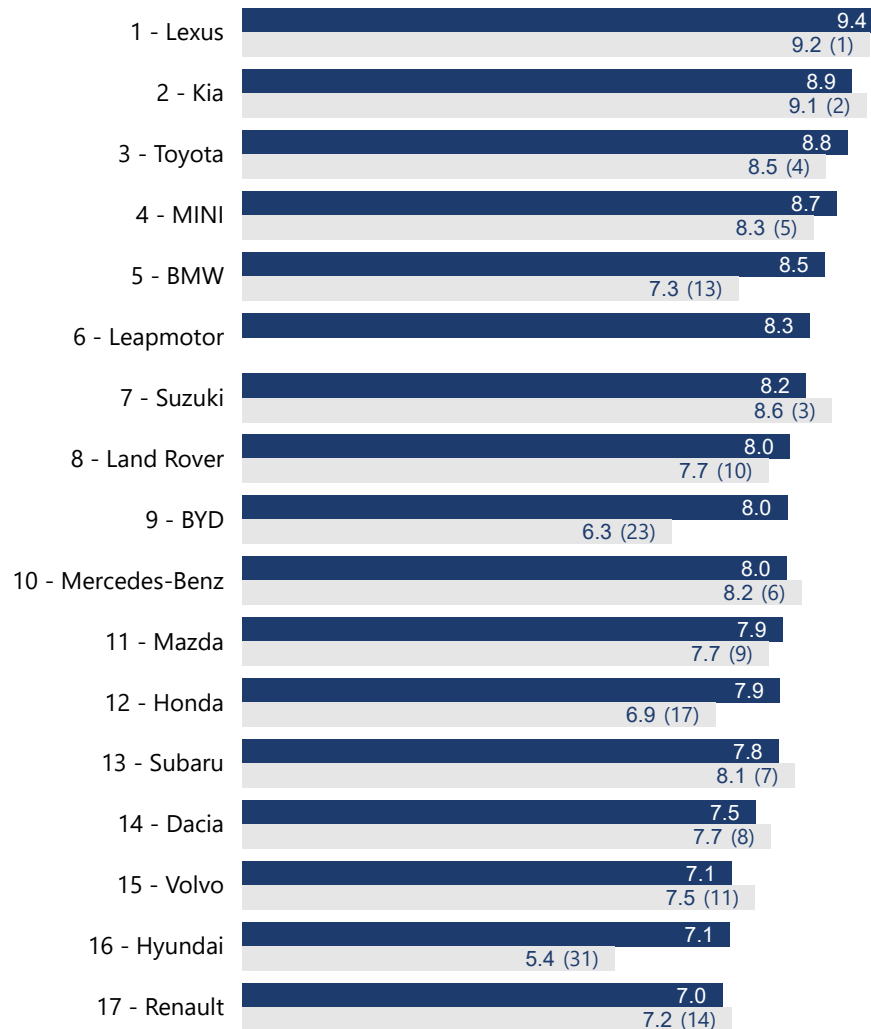
Seat

3.8

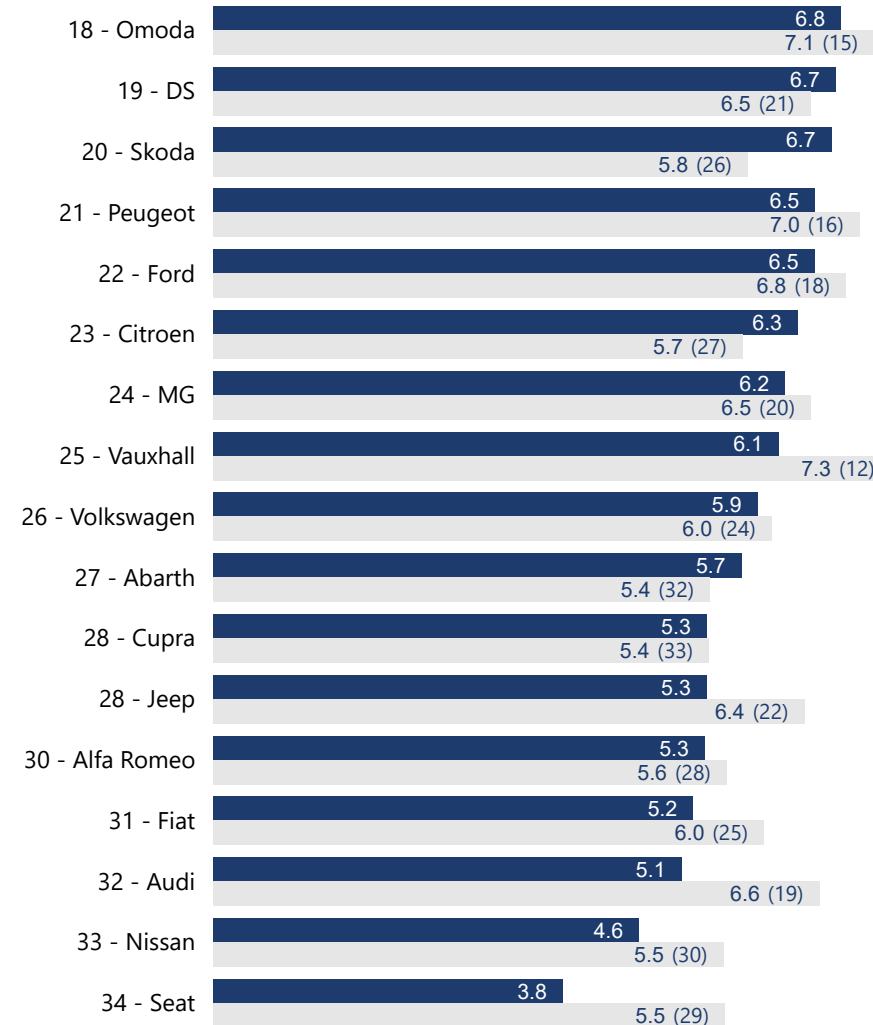
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.2

Winter 2026

7.2

% Change

-0.8%

Score Change

0.0

Kia

9.0

Nissan

5.4

Lexus

9.0

Audi

5.0

MINI

8.8

Seat

4.6

Response Spread

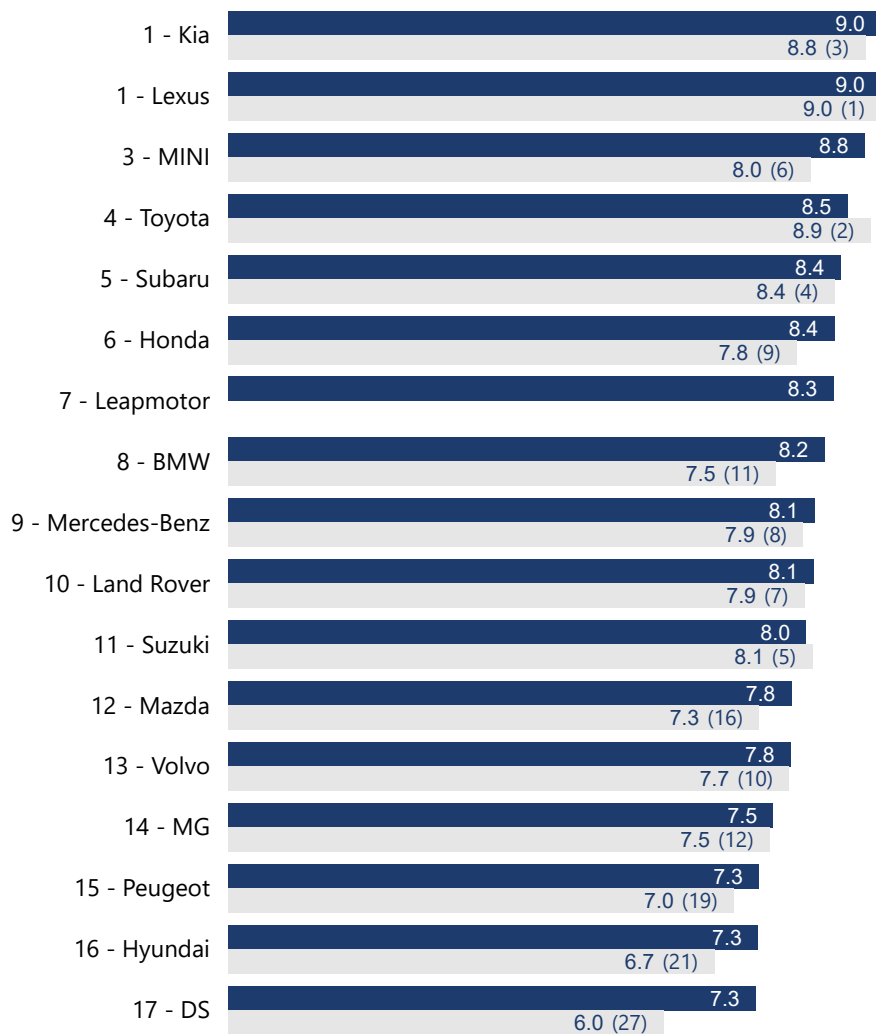
Winter 2026



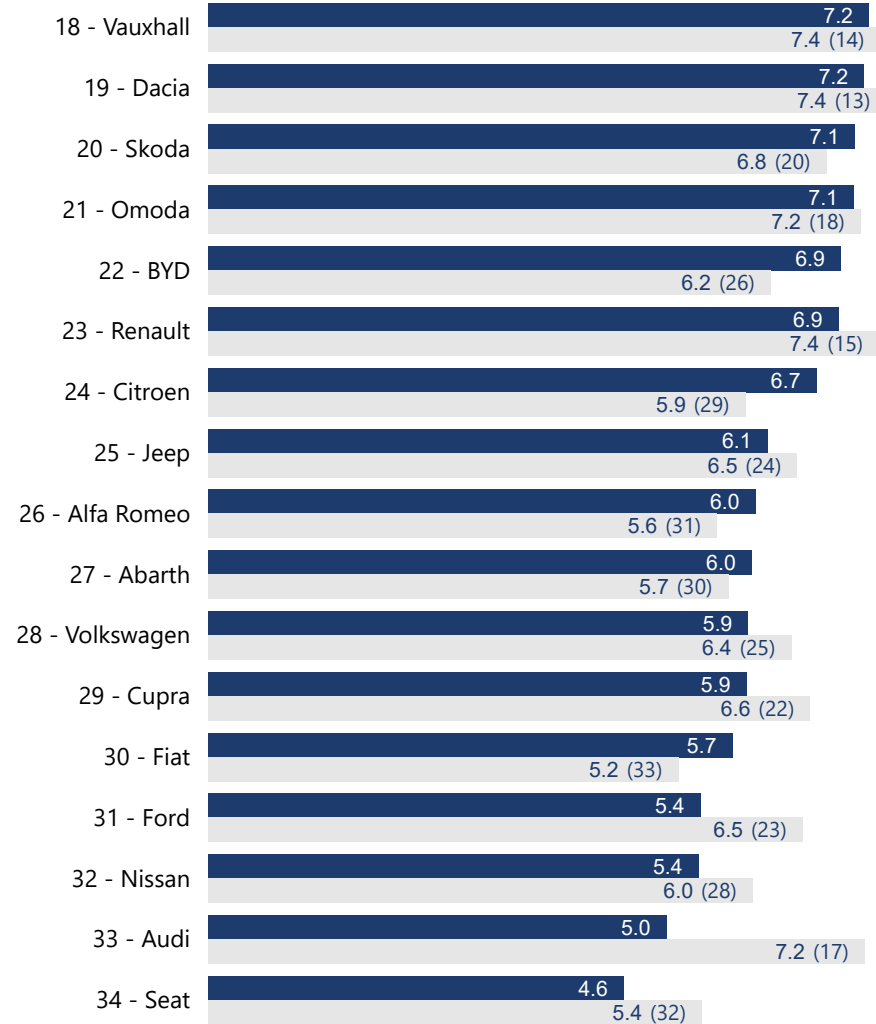
Summer 2025



Top Ranking



Bottom Ranking



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

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

Summer 2025

7.1

Winter 2026

7.3

% Change
+2.4%

Score Change
+0.2

Leapmotor
8.9

Nissan
5.6

Suzuki
8.8

Seat
5.3

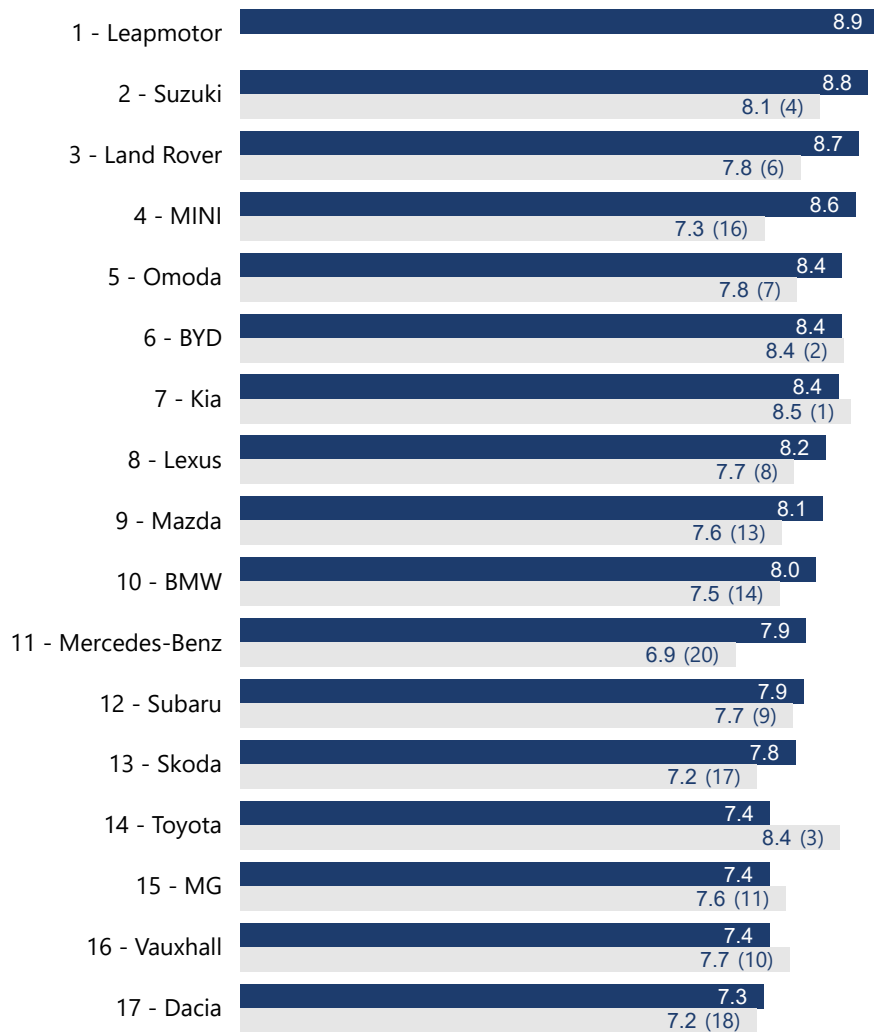
Land Rover
8.7

Volvo
5.1

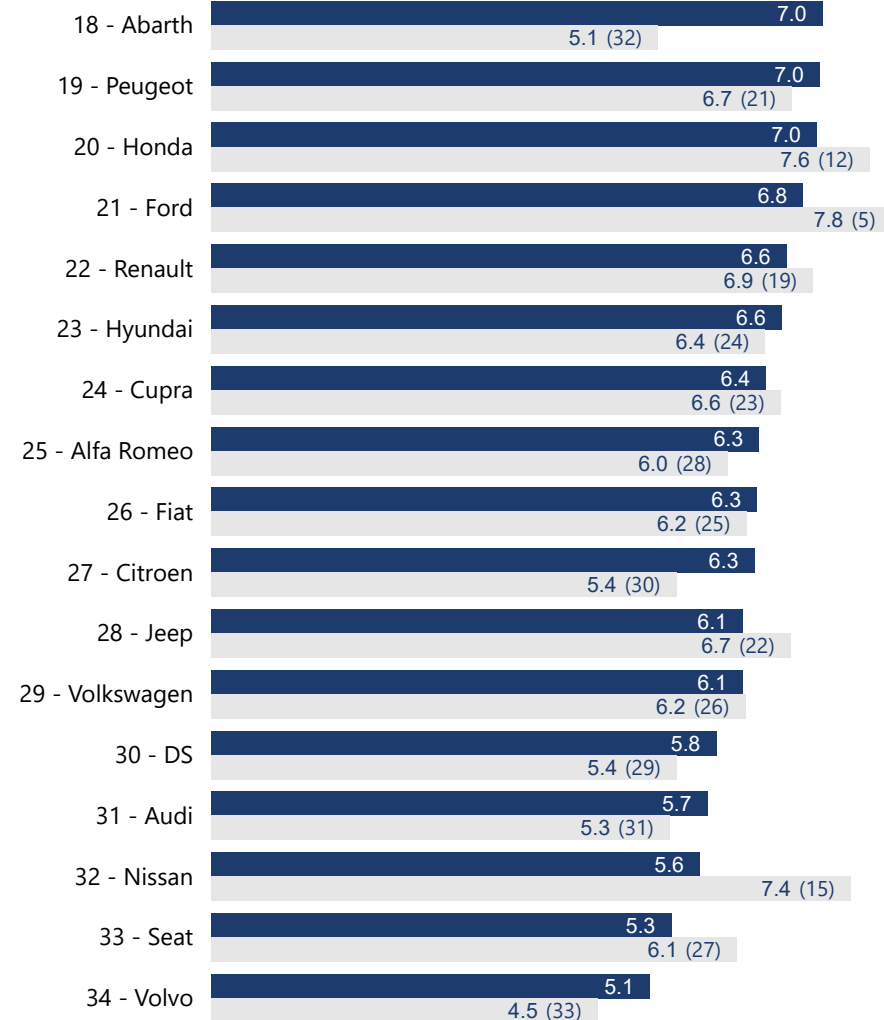
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2025

7.5

Winter 2026

7.6

% Change

+1.6%

Score Change

+0.1

Leapmotor

9.4

Audi

5.9

Lexus

9.0

Seat

5.7

Kia

8.8

Nissan

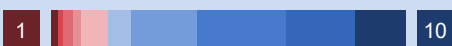
5.0

Response Spread

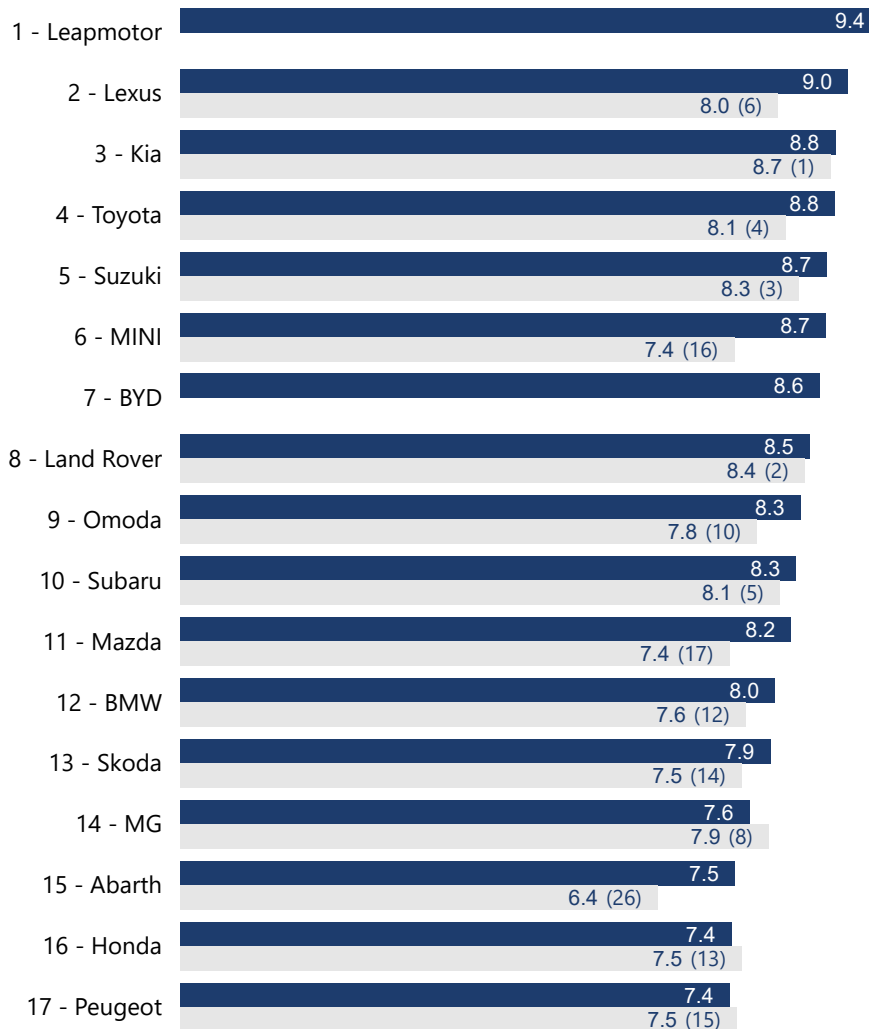
Winter 2026



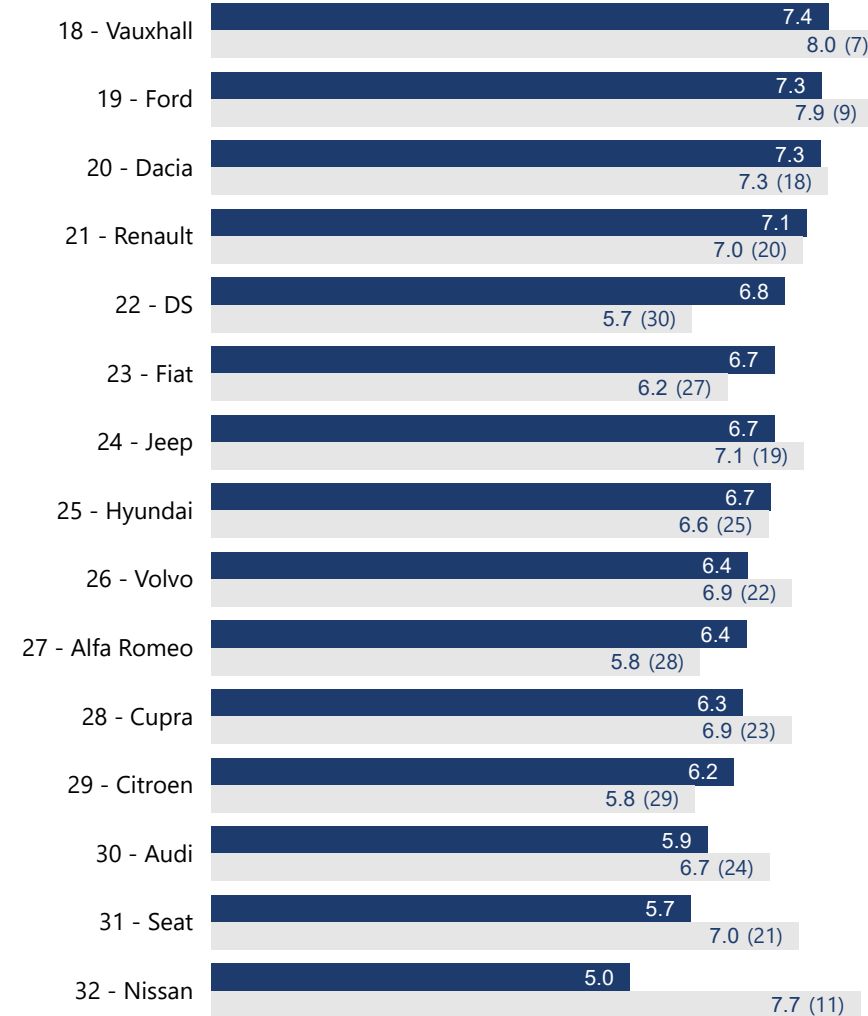
Summer 2025



Top Ranking



Bottom Ranking



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

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

Summer 2025

6.3

Winter 2026

6.4

% Change
+1.6%

Score Change
+0.1

MINI

8.5

Renault

4.5

Leapmotor

8.4

Nissan

4.4

Land Rover

8.0

Dacia

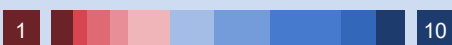
4.4

Response Spread

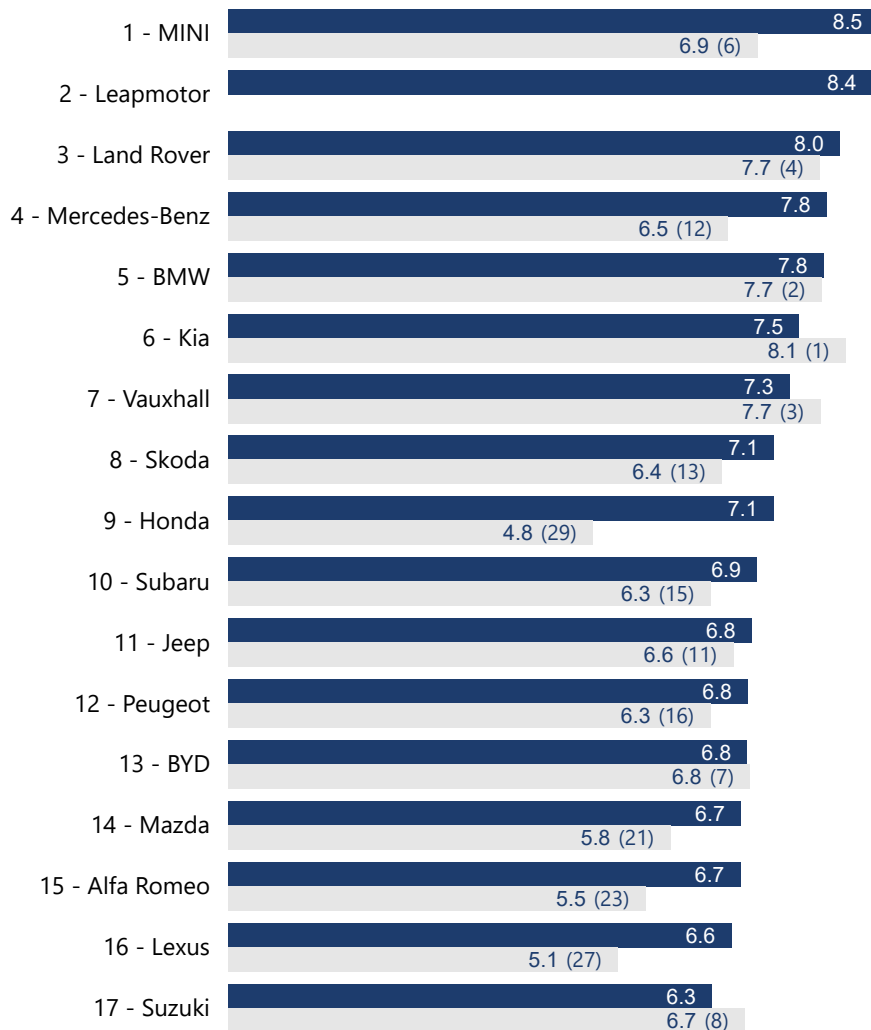
Winter 2026



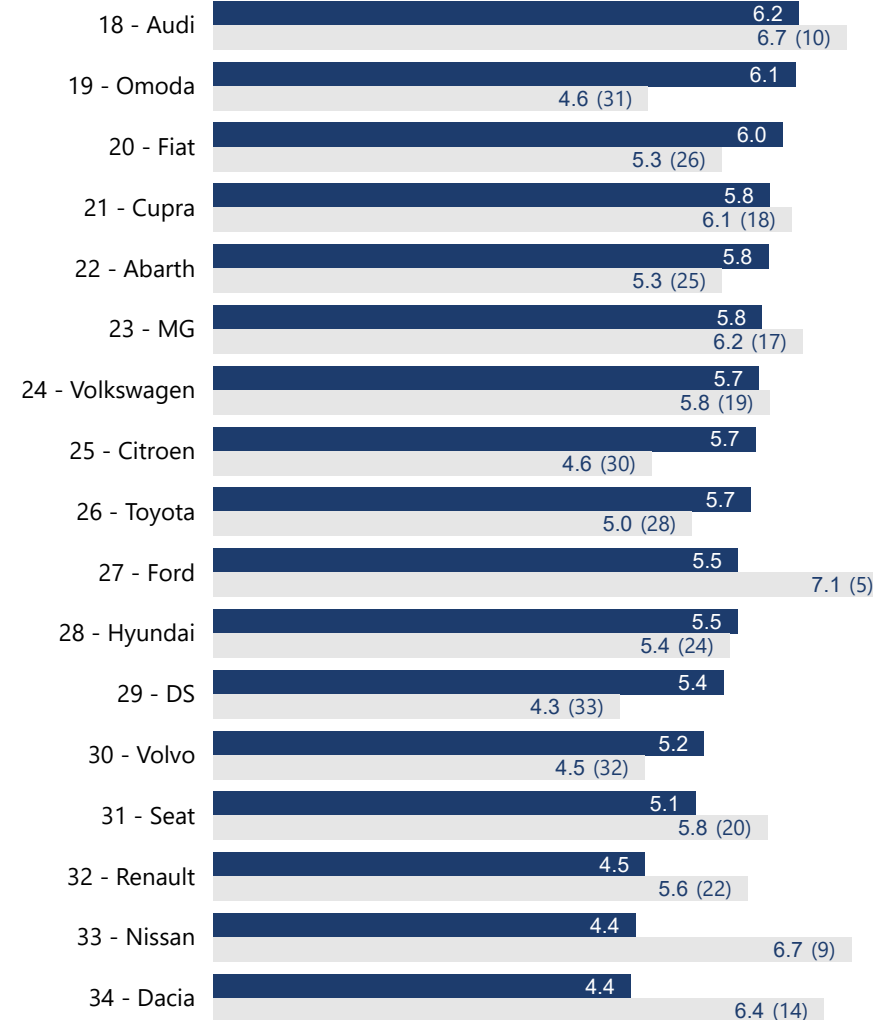
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.1

Winter 2026

7.0

% Change

-1.5%

Score Change

-0.1

MINI

8.9

Volvo

5.3

Kia

8.7

Fiat

5.1

Leapmotor

8.6

Seat

5.0

Response Spread

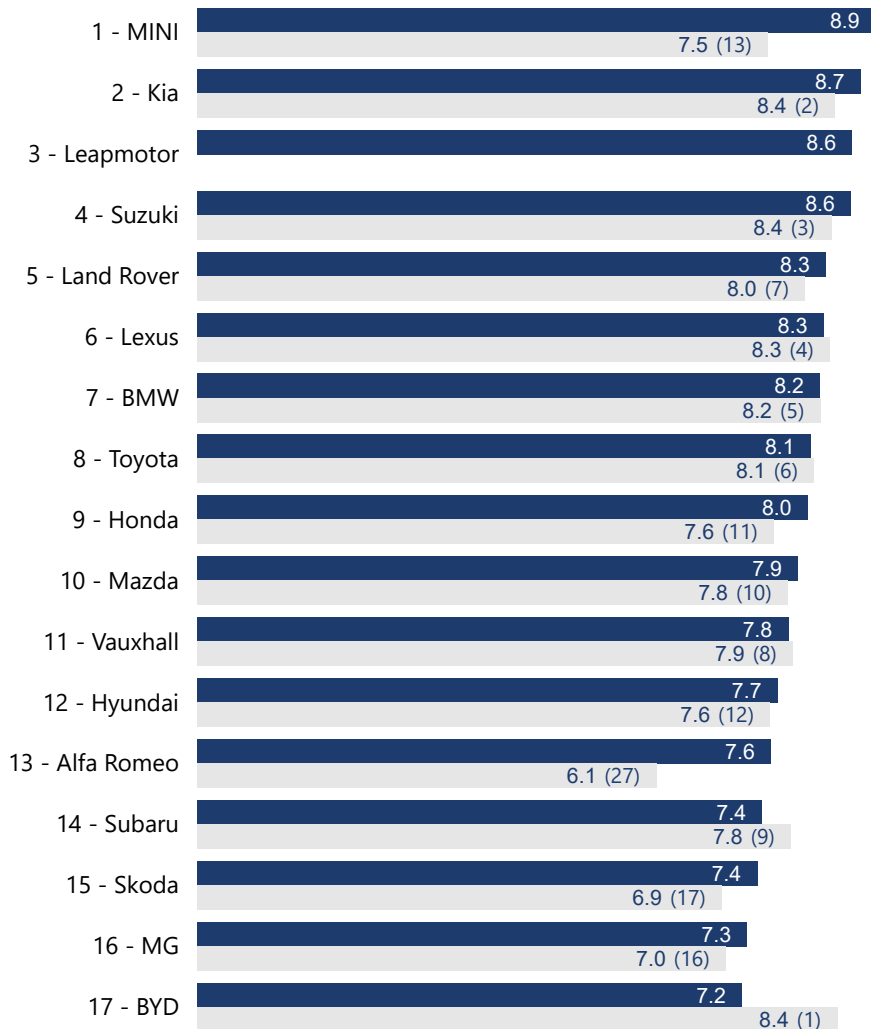
Winter 2026



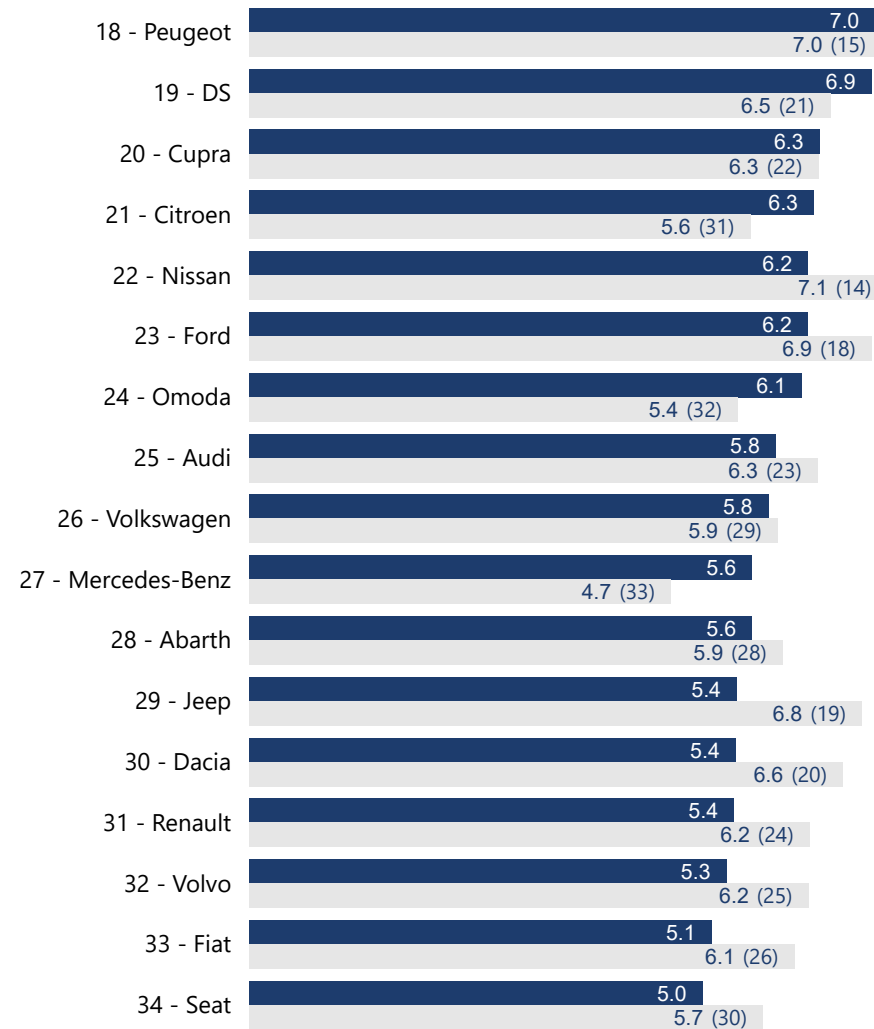
Summer 2025



Top Ranking



Bottom Ranking



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

Section D

Dealer/Manufacturer Relationships

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

Summer 2025

7.4

Winter 2026

7.7

% Change
+4.3%

Score Change
+0.3

Lexus

9.6

Hyundai

5.7

Kia

9.4

Audi

4.4

Mercedes

9.3

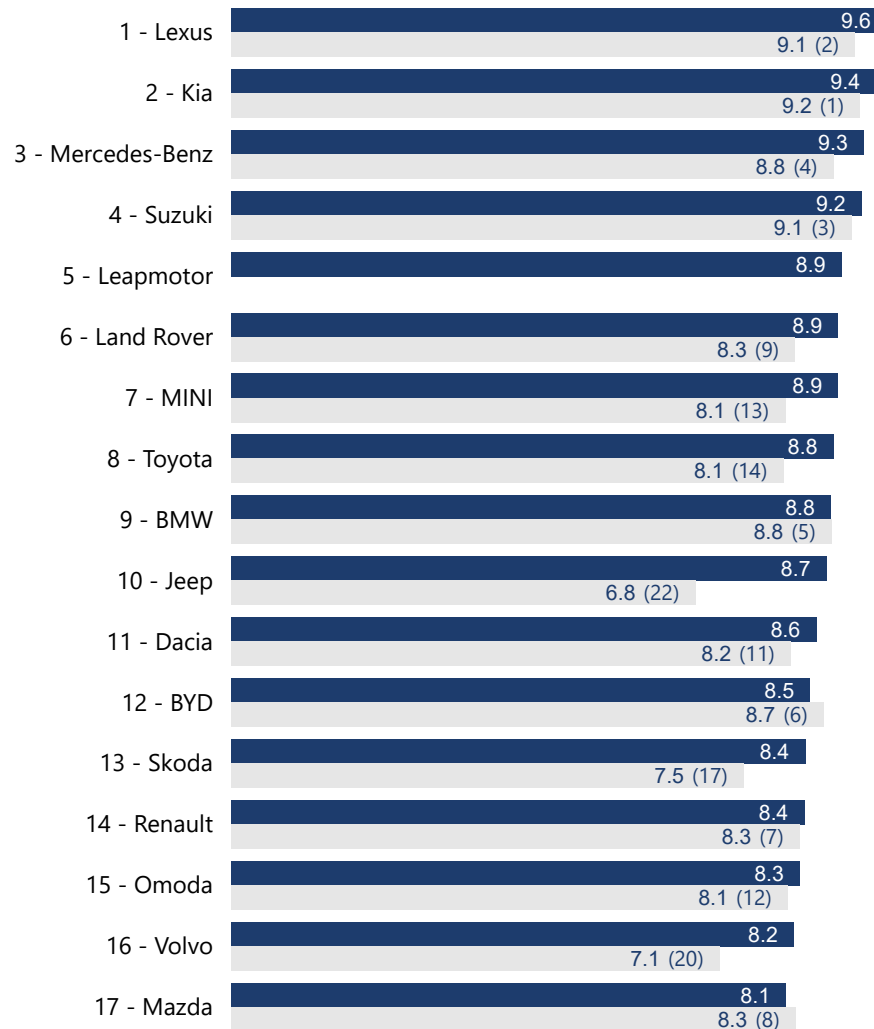
Seat

4.1

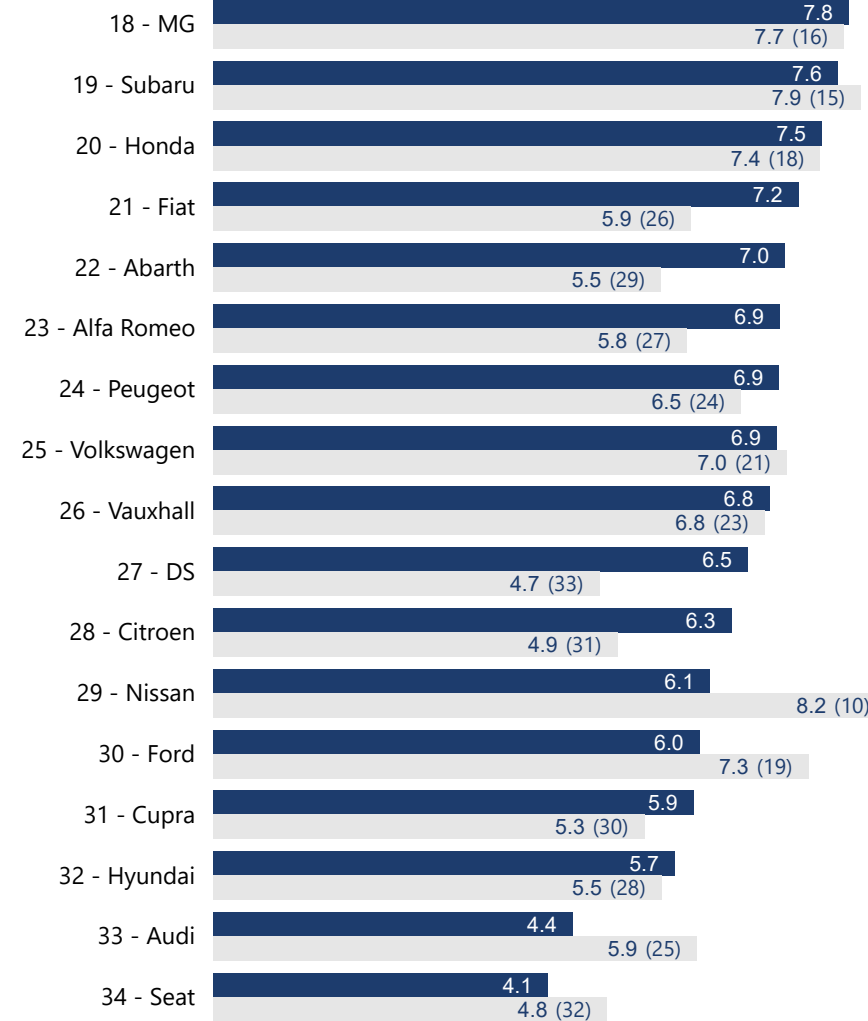
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.1

Winter 2026

7.2

% Change
+1.9%

Score Change
+0.1

Lexus

9.6

Hyundai

5.1

Suzuki

9.2

Audi

4.4

Mercedes

9.0

Seat

4.1

Response Spread

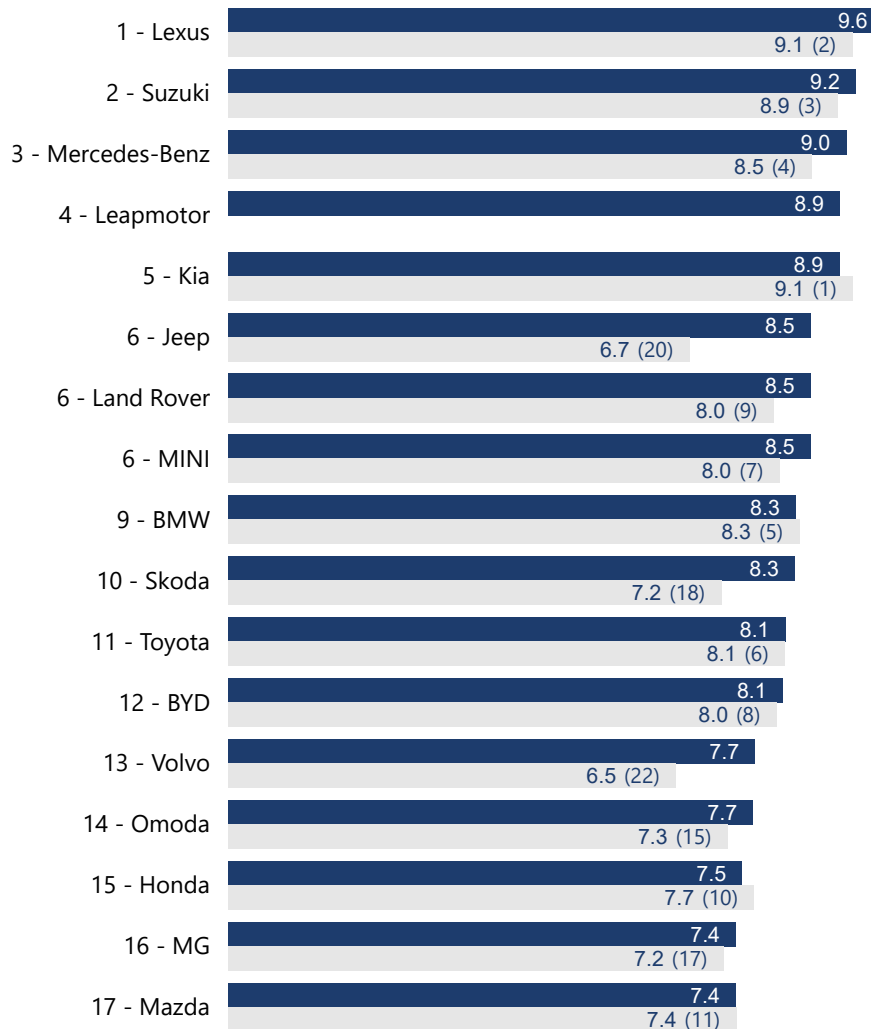
Winter 2026



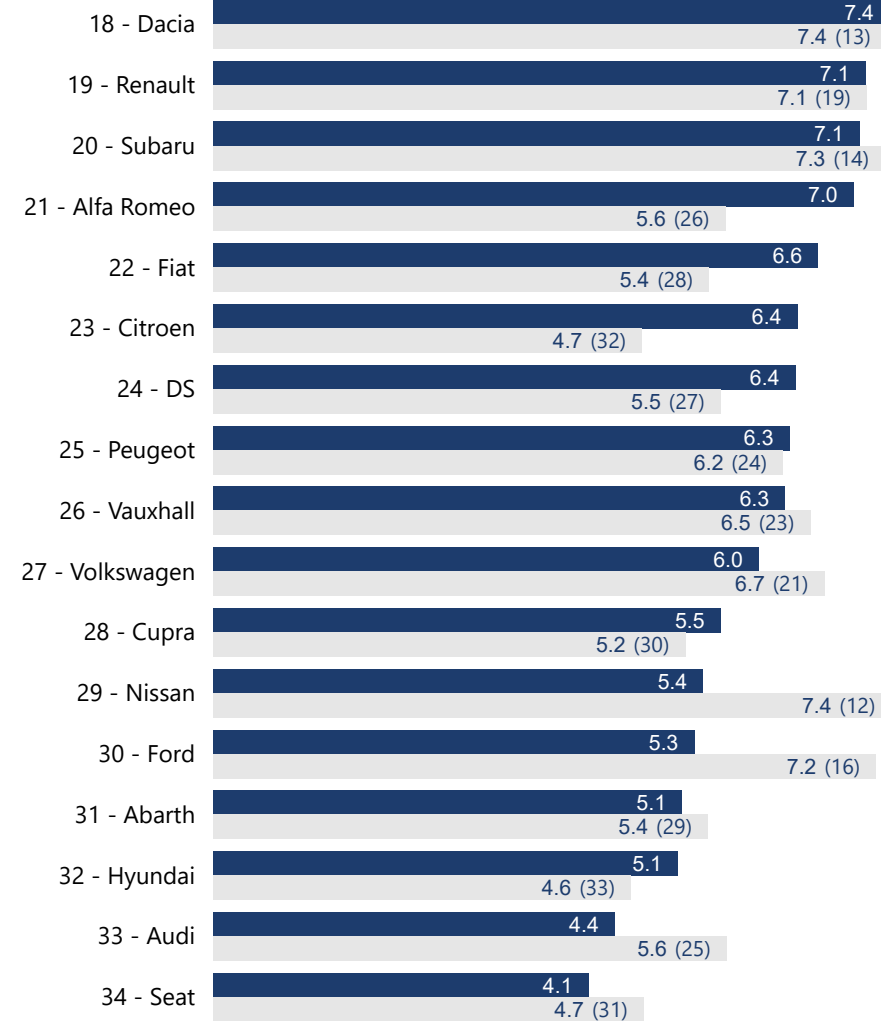
Summer 2025



Top Ranking



Bottom Ranking



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

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

Summer 2025

7.2

Winter 2026

7.2

% Change

-0.2%

Score Change

0.0

Mercedes

9.3

Fiat

4.9

Lexus

9.0

Jeep

4.1

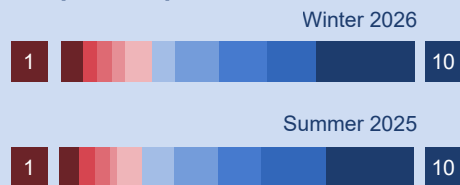
Suzuki

8.8

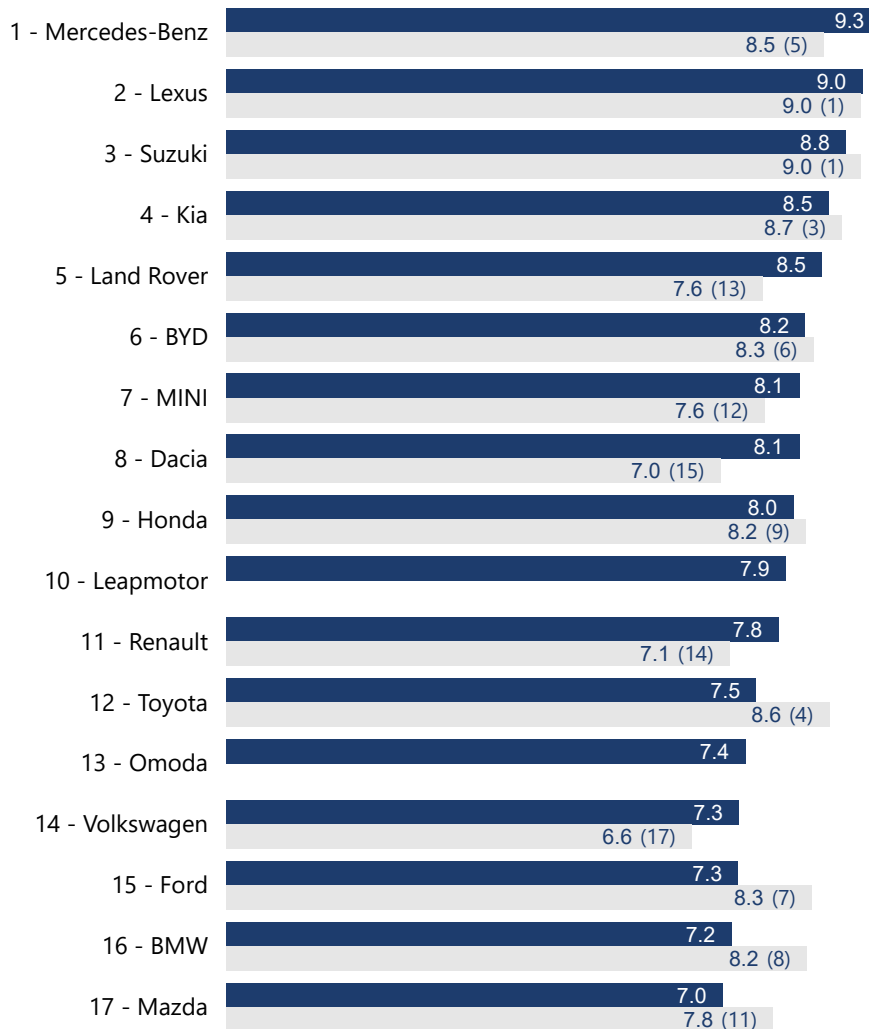
Audi

3.5

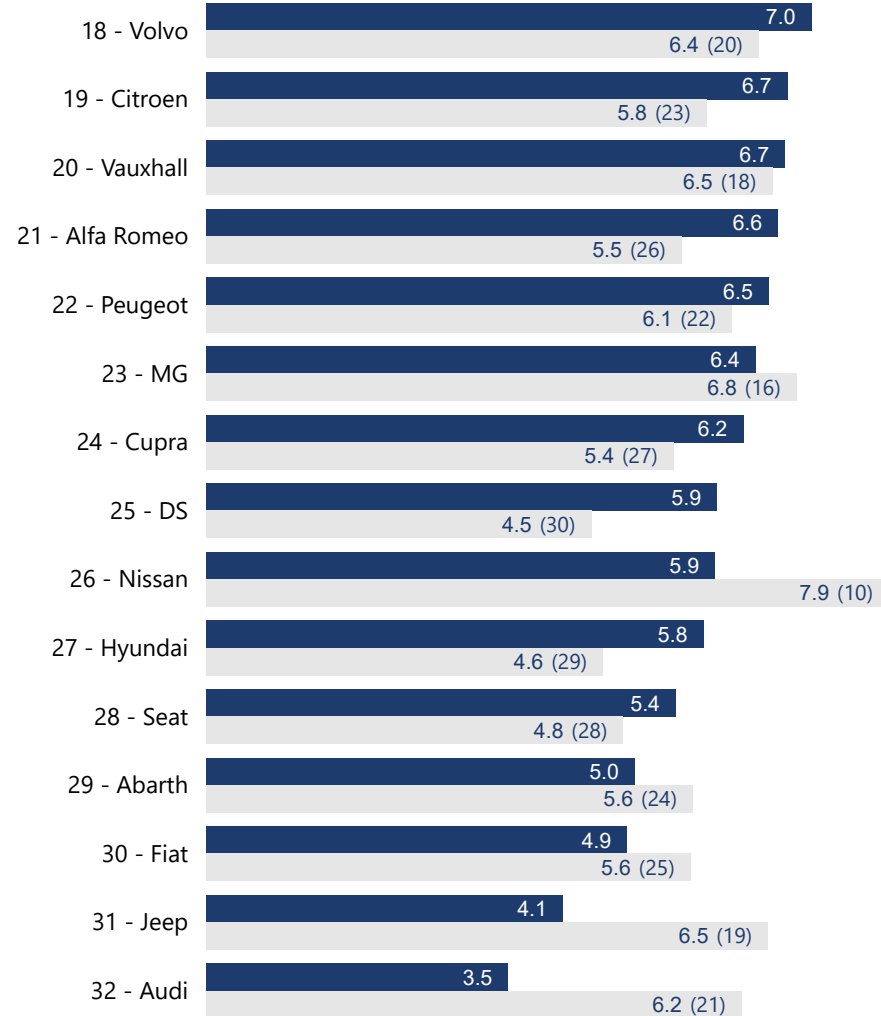
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.2

Winter 2026

7.4

% Change
+2.0%

Score Change
+0.2

Lexus

9.6

Hyundai

5.2

Suzuki

9.2

Audi

4.9

Mercedes

9.2

Seat

4.8

Response Spread

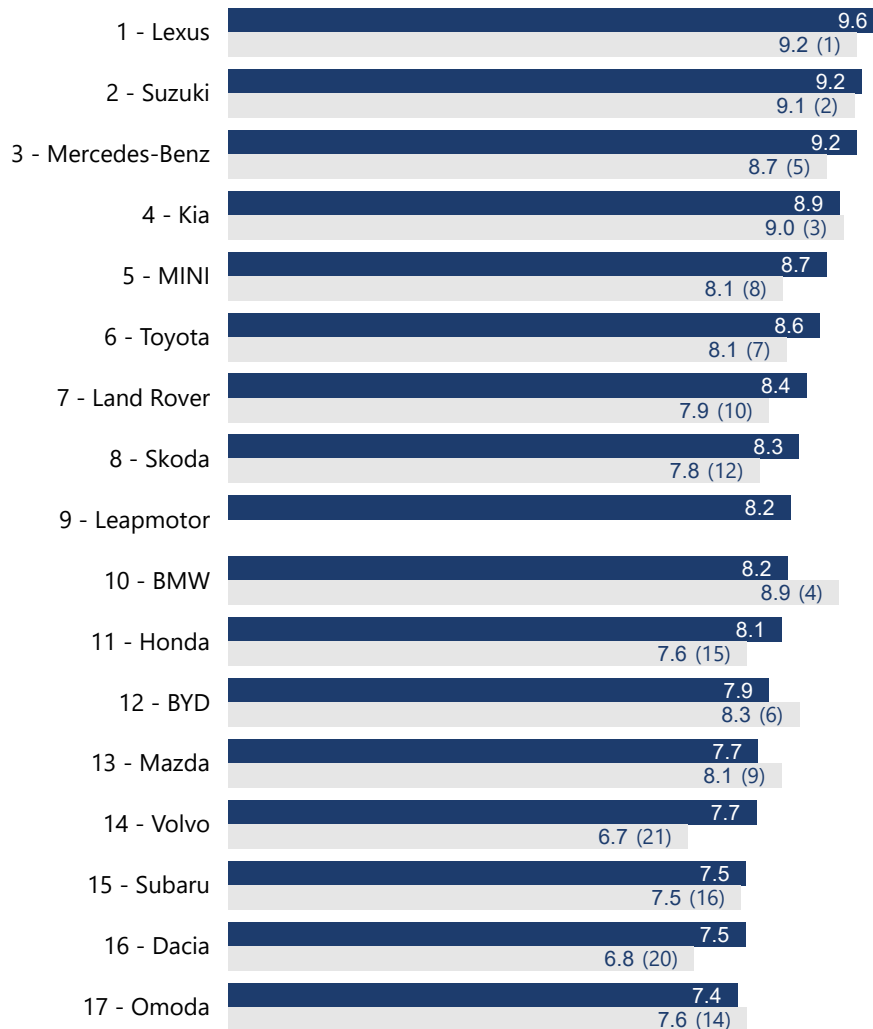
Winter 2026



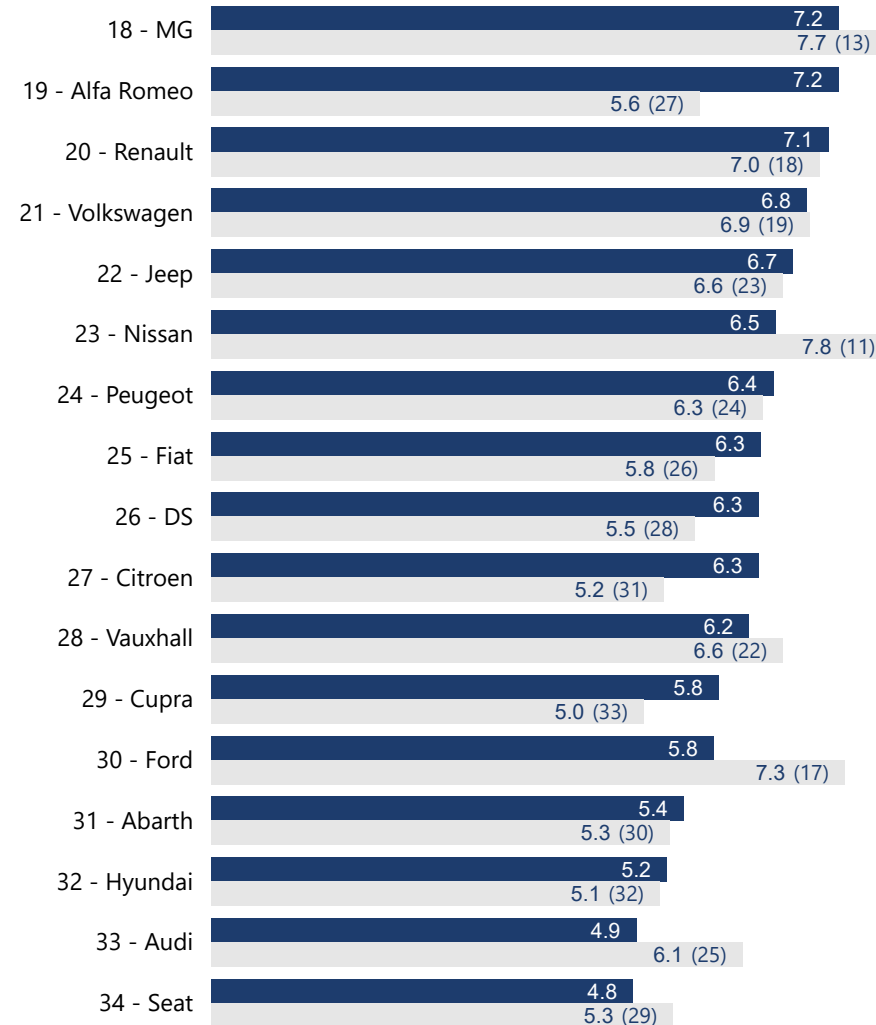
Summer 2025



Top Ranking



Bottom Ranking



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

Q9e: Your manufacturer dealer standards are fair and reasonable?

Summer 2025

7.3

Winter 2026

7.5

% Change
+2.2%

Score Change
+0.2

Lexus

9.3

Abarth

5.9

Suzuki

9.2

Seat

5.5

Kia

9.1

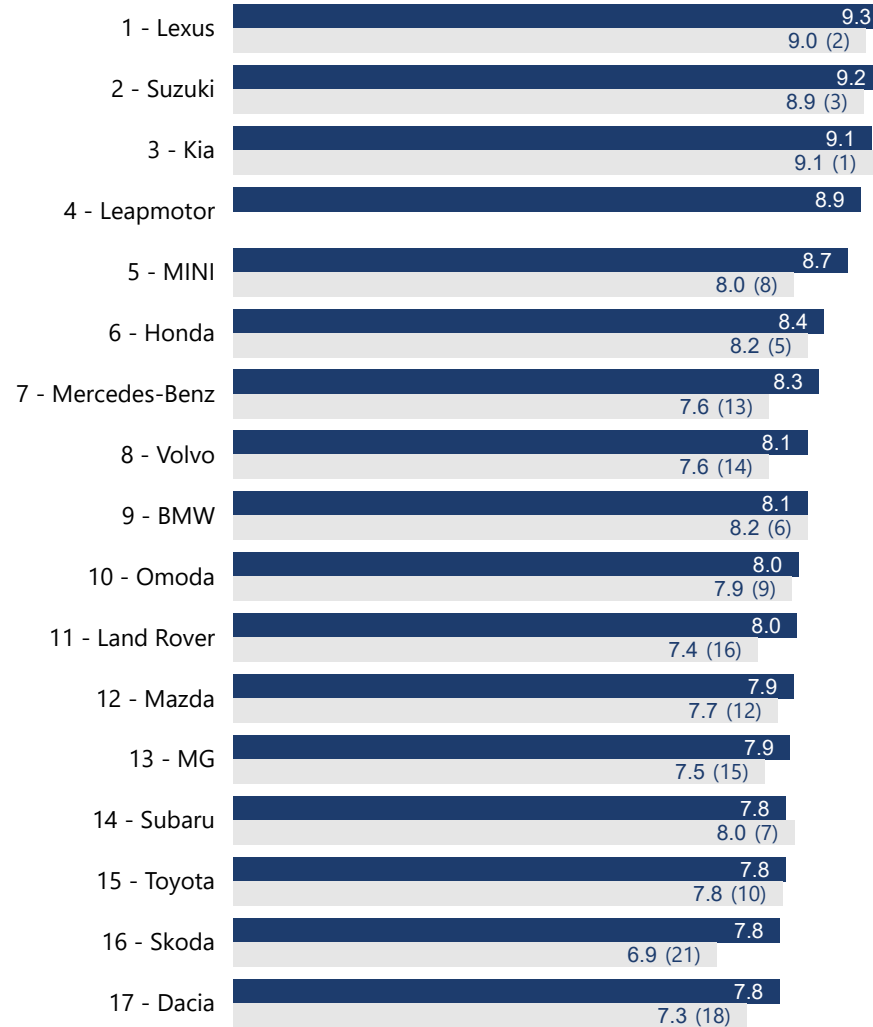
Audi

5.0

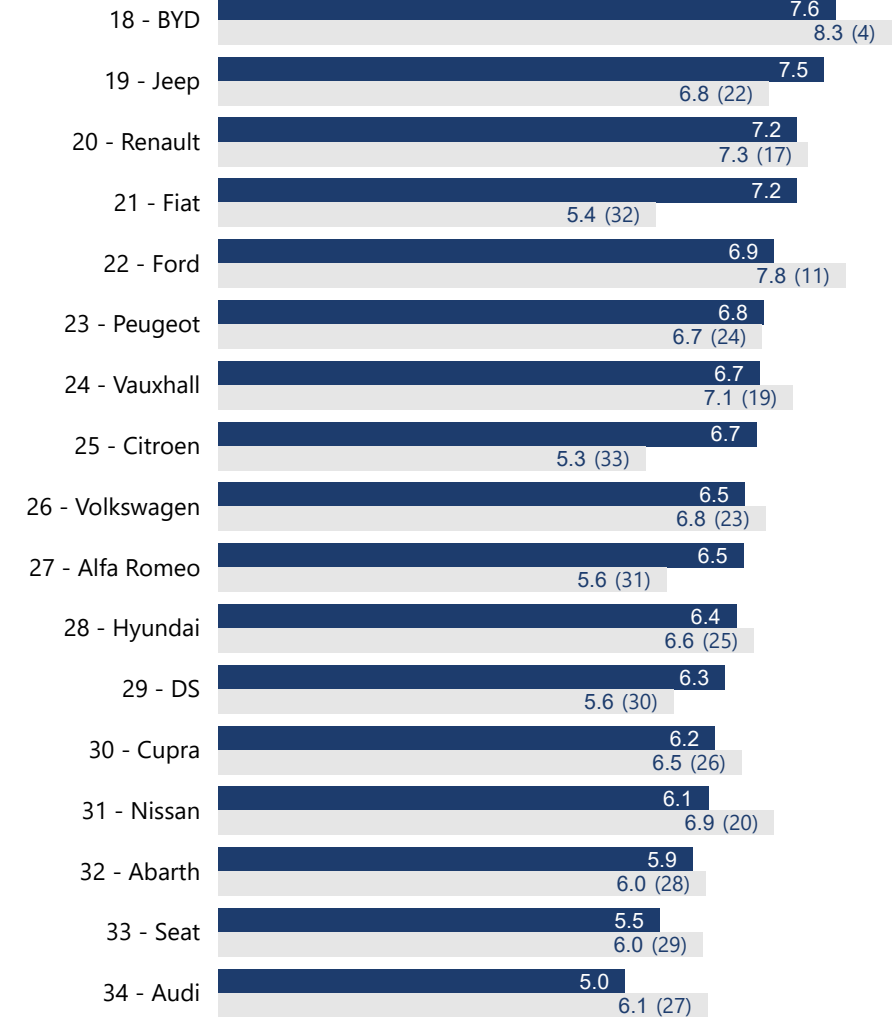
Response Spread



Top Ranking



Bottom Ranking



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

Summer 2025

6.8

Winter 2026

7.0

% Change

+1.8%

Score Change

+0.2

Lexus

9.0

Nissan

5.0

Kia

8.9

Seat

4.9

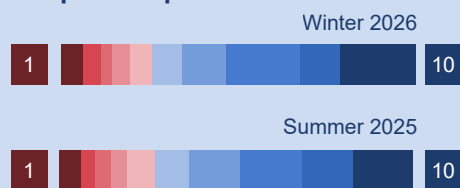
Mercedes

8.8

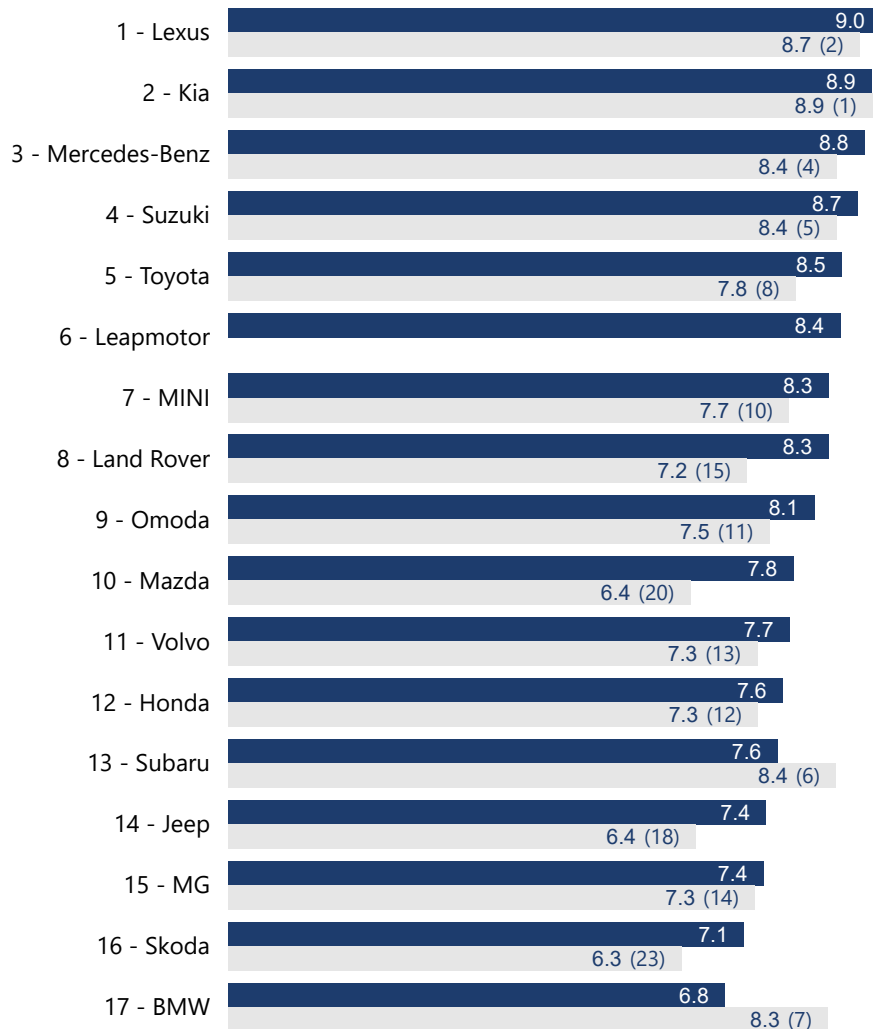
Audi

4.5

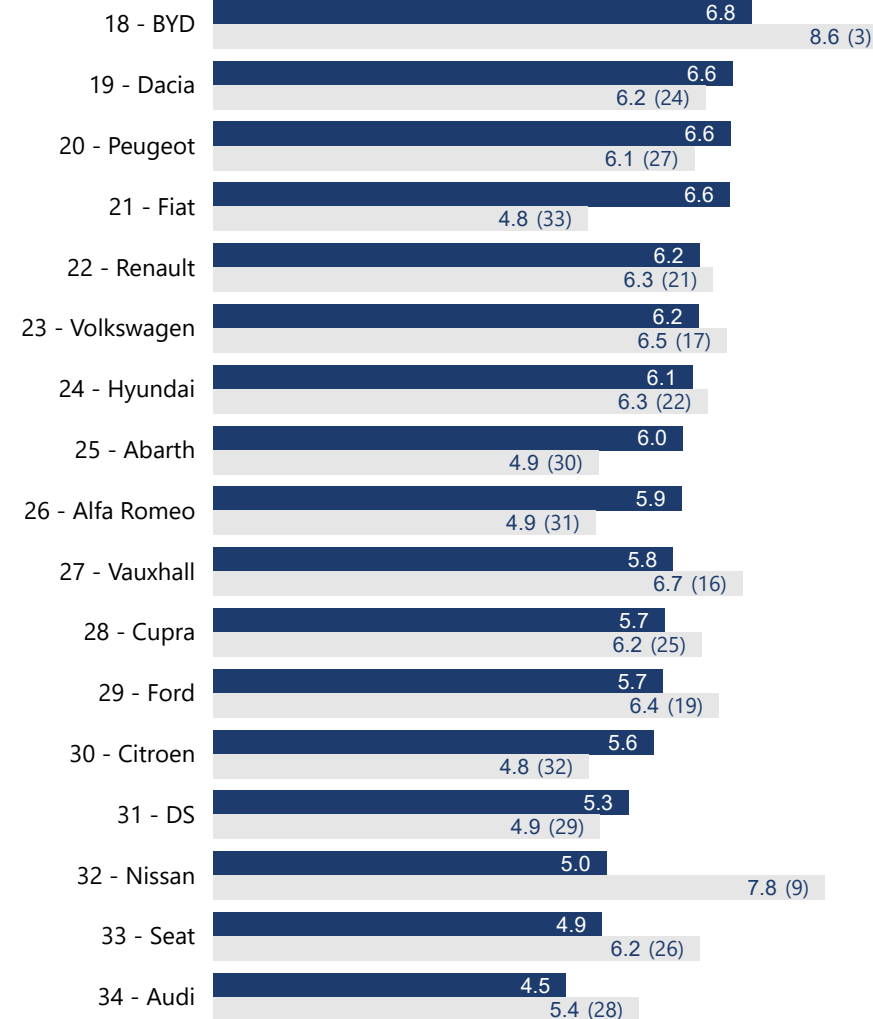
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.2

Winter 2026

7.3

% Change
+1.4%

Score Change
+0.1

Kia

9.3

Audi

4.9

Lexus

9.2

Nissan

4.8

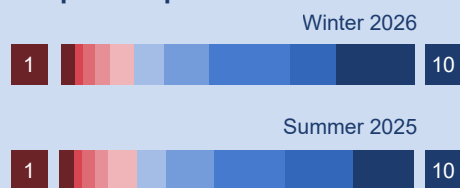
Mercedes

8.9

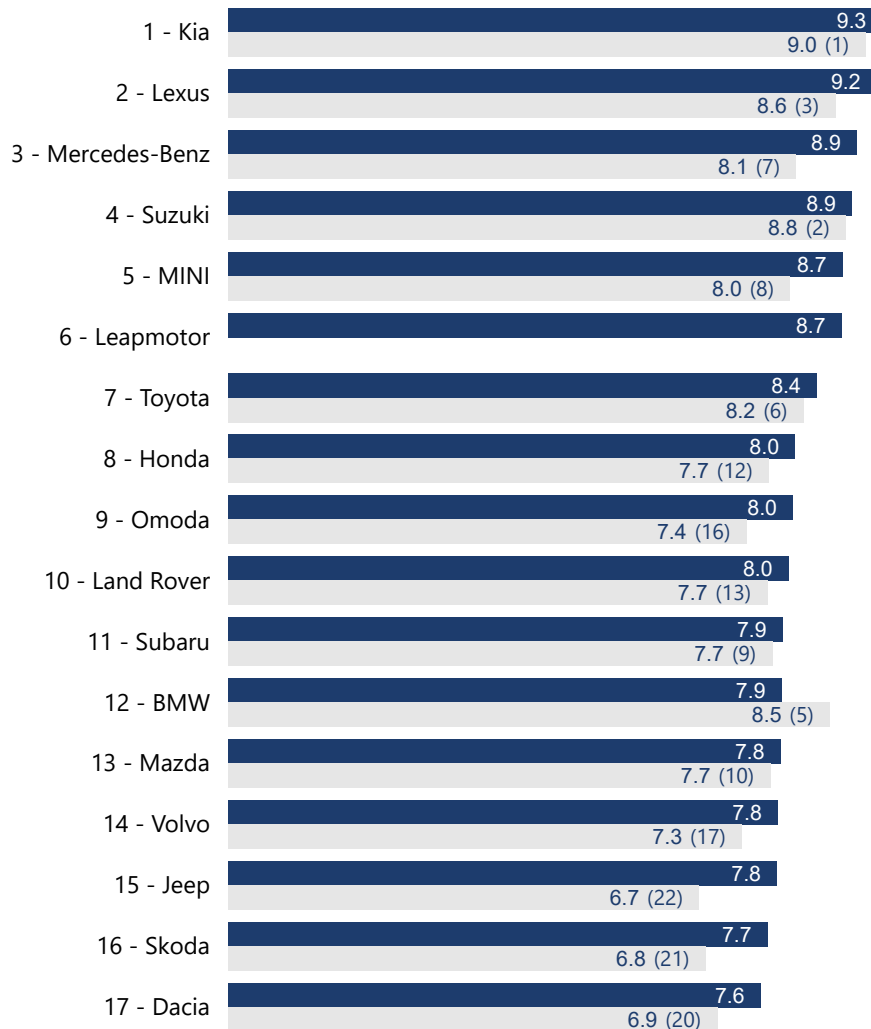
Seat

4.7

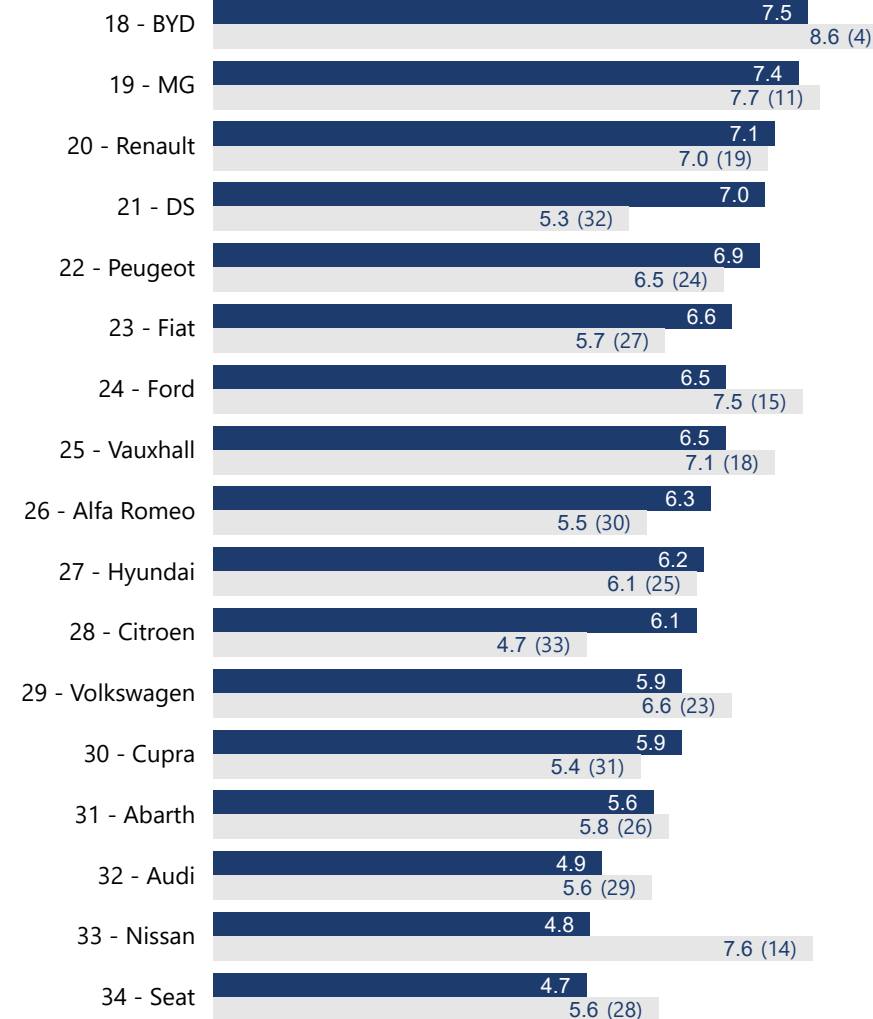
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.2

Winter 2026

7.6

% Change
+5.0%

Score Change
+0.4

Lexus

9.6

Abarth

6.1

Kia

9.2

Audi

4.8

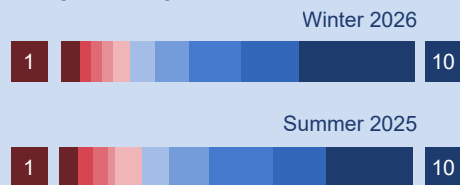
Suzuki

9.1

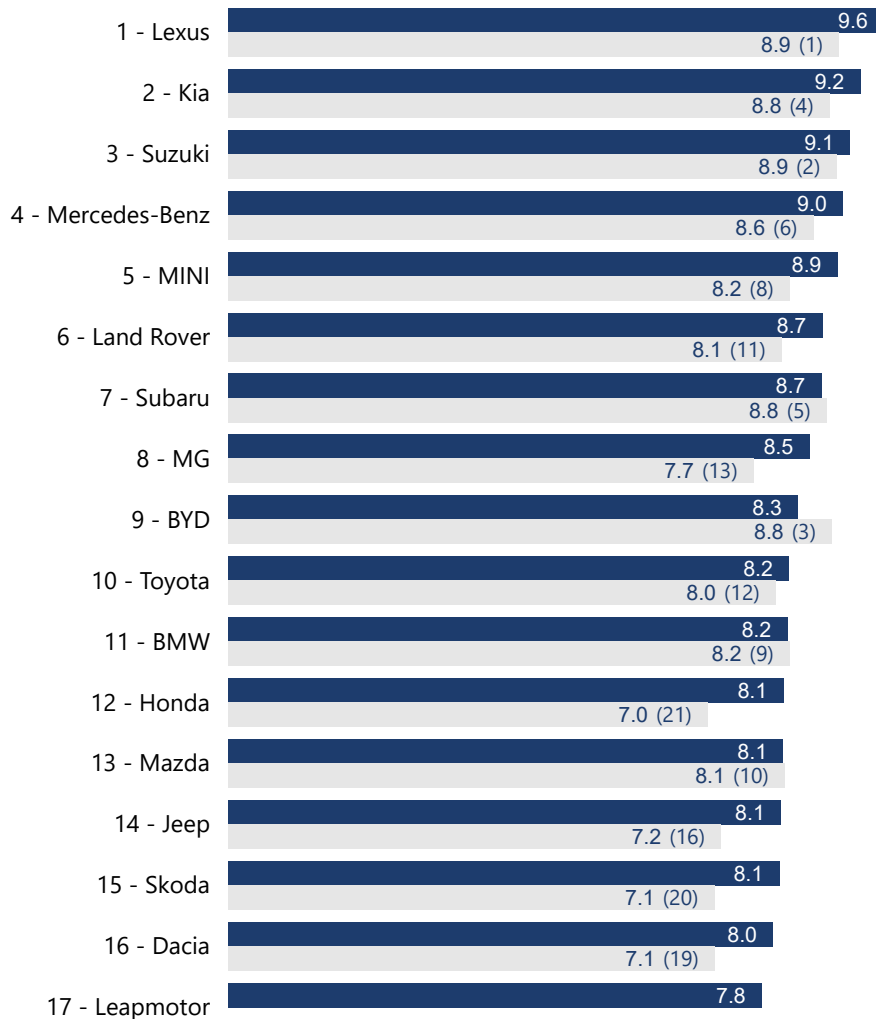
Seat

4.7

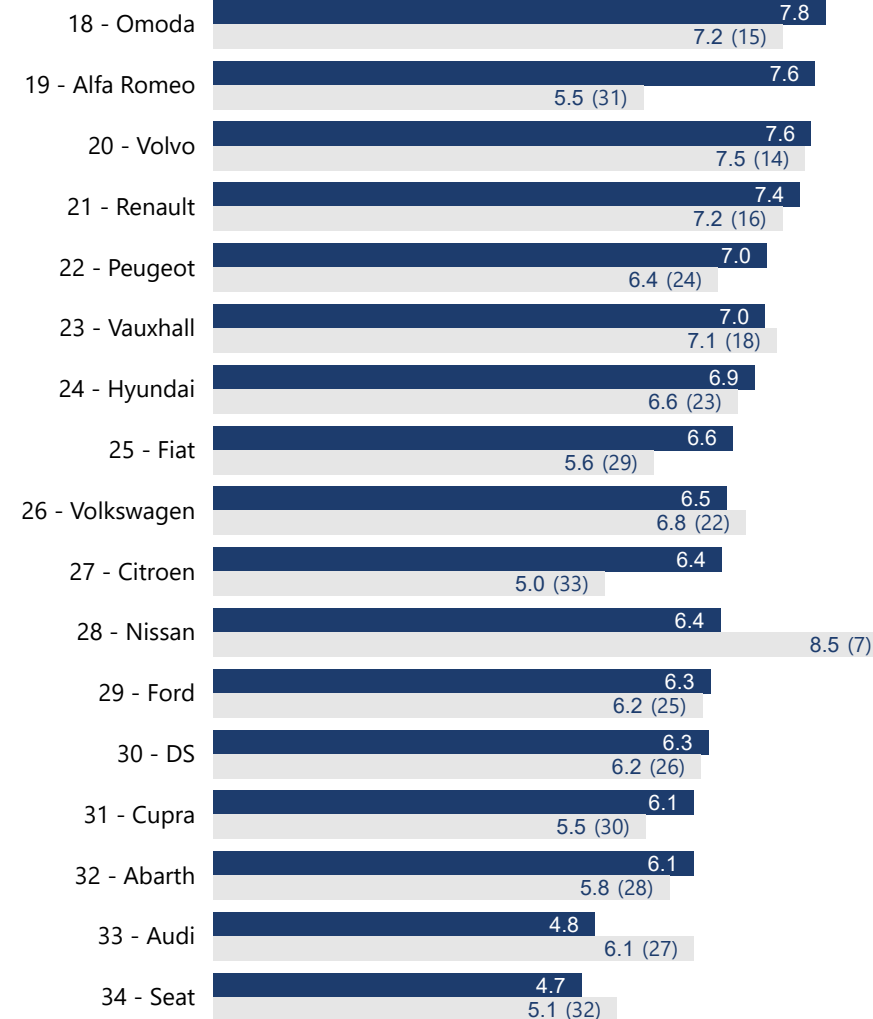
Response Spread



Top Ranking



Bottom Ranking



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

Q9i: The quality of your manufacturer's training?

Summer 2025

7.6

Winter 2026

7.7

% Change
+1.2%

Score Change
+0.1

Lexus

9.2

Cupra

6.4

MINI

9.1

DS

6.2

BMW

9.1

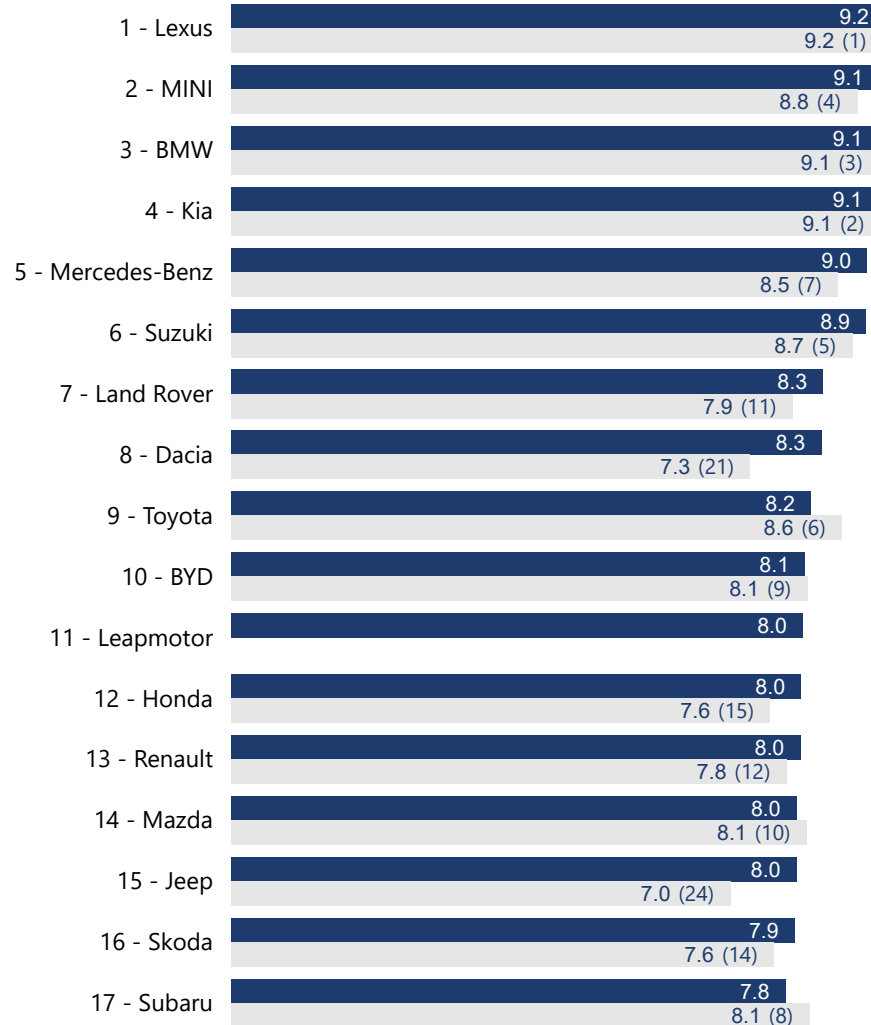
Seat

5.8

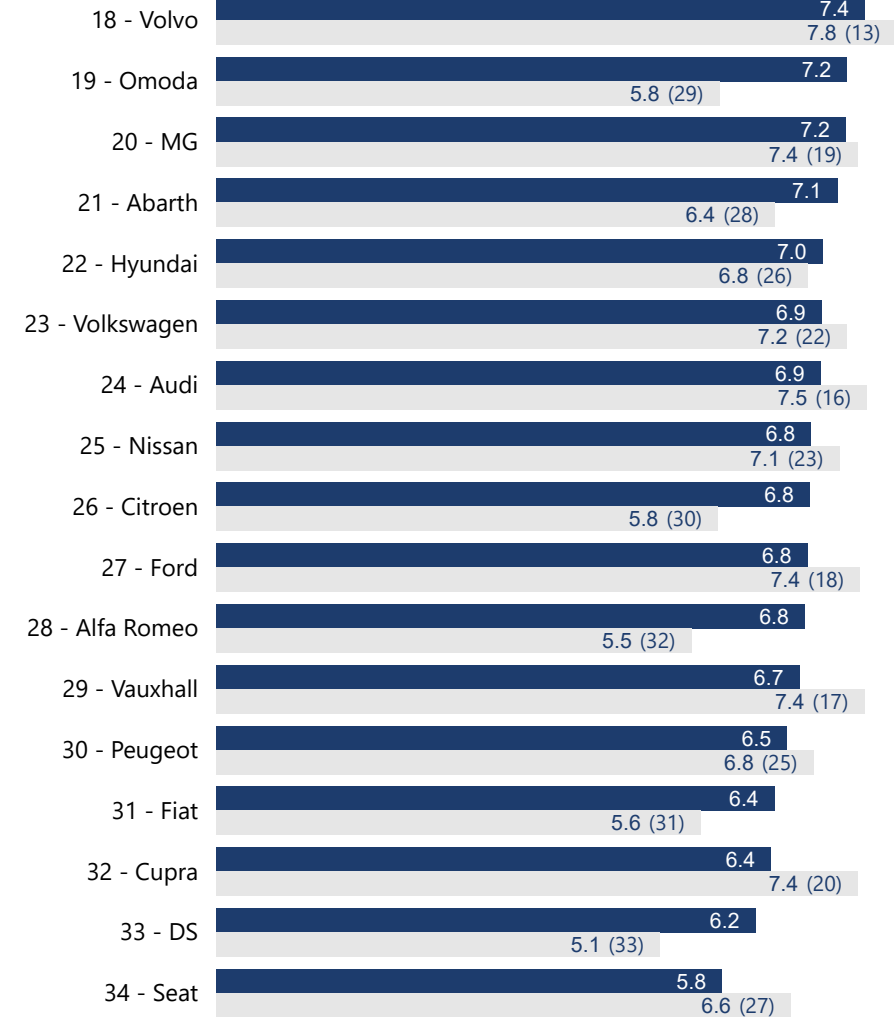
Response Spread



Top Ranking



Bottom Ranking



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

Q9j: The cost of manufacturer's training?

Summer 2025

6.7

Winter 2026

6.7

% Change
-0.4%

Score Change
0.0

Kia

8.7

Seat

5.2

Suzuki

8.5

Ford

5.0

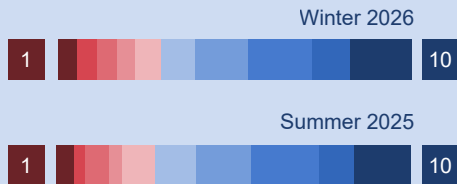
Land Rover

8.4

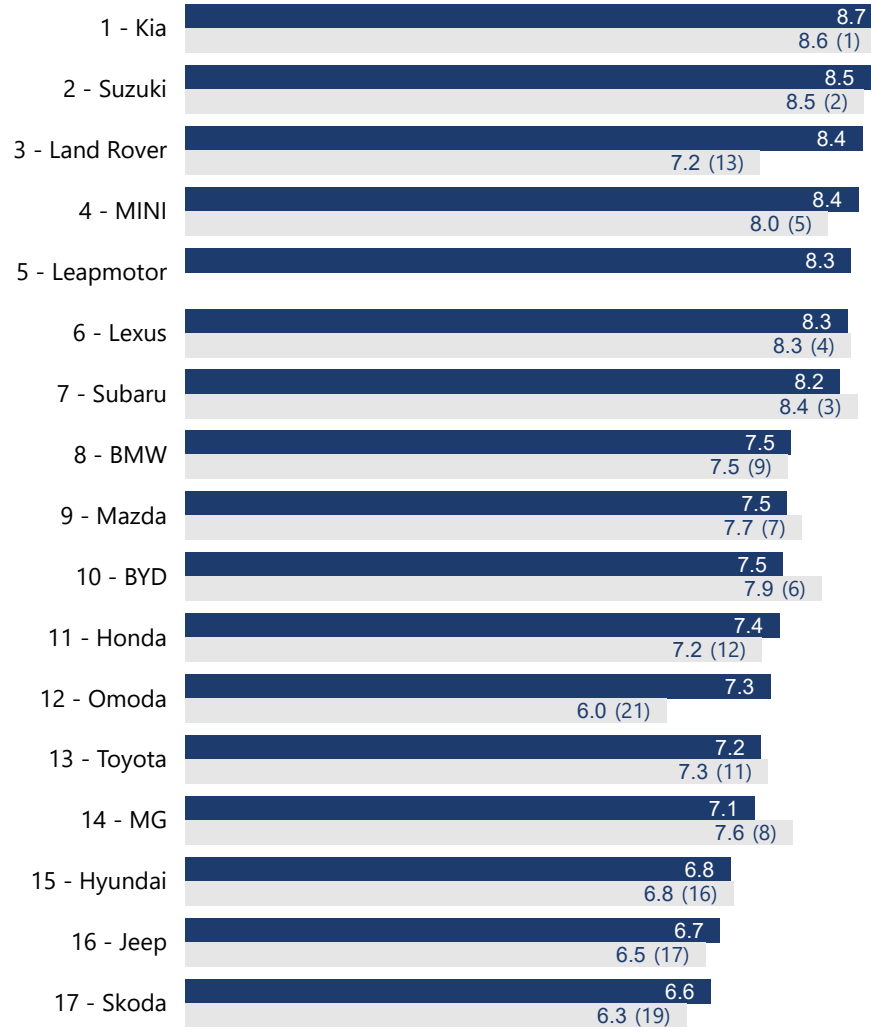
Audi

4.7

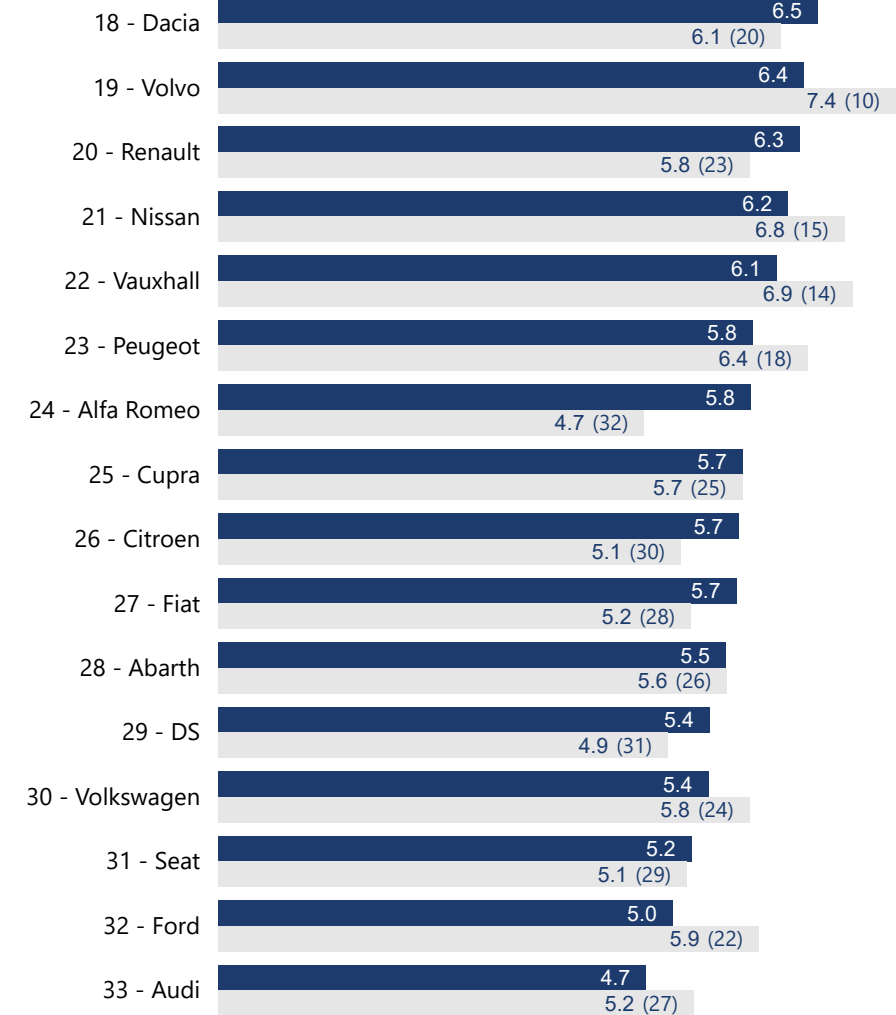
Response Spread



Top Ranking



Bottom Ranking



Q9k: Your manufacturer's apprenticeship programme?

Summer 2025

7.5

Winter 2026

7.7

% Change
+2.1%

Score Change
+0.2

Subaru

9.5

Seat

5.8

Leapmotor

9.4

Cupra

5.6

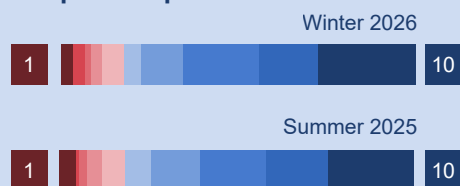
Mercedes

9.3

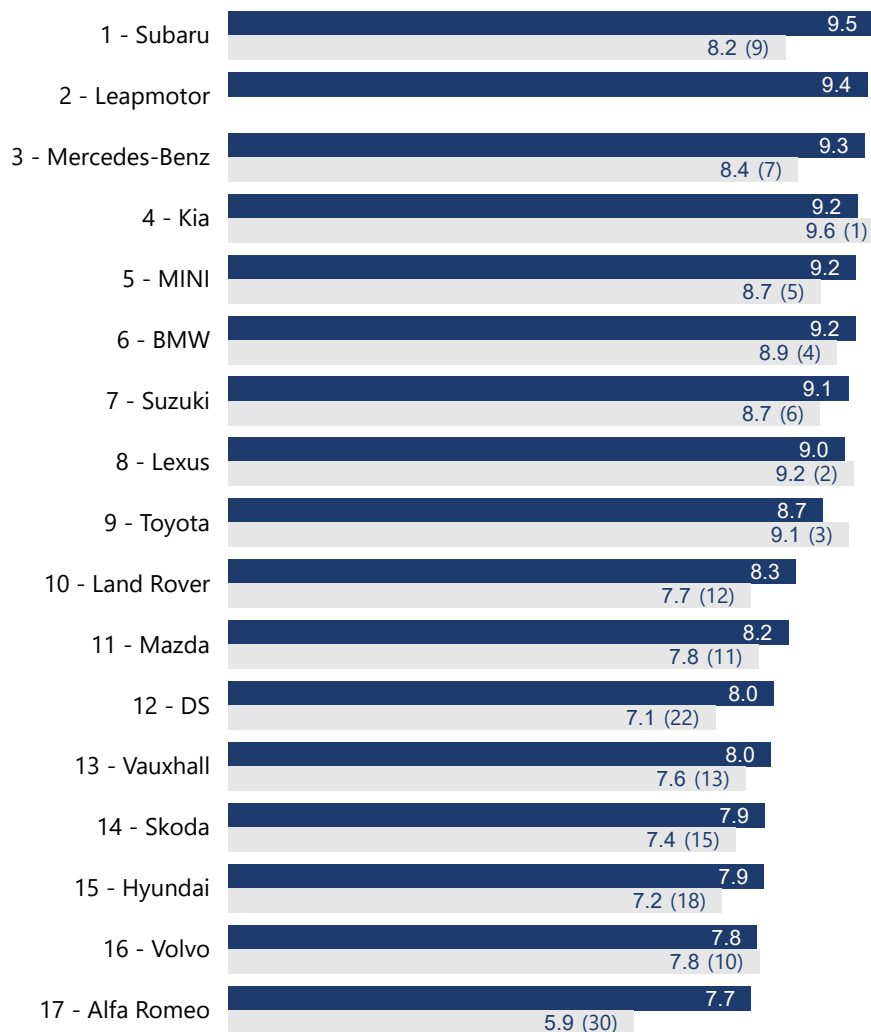
Ford

5.6

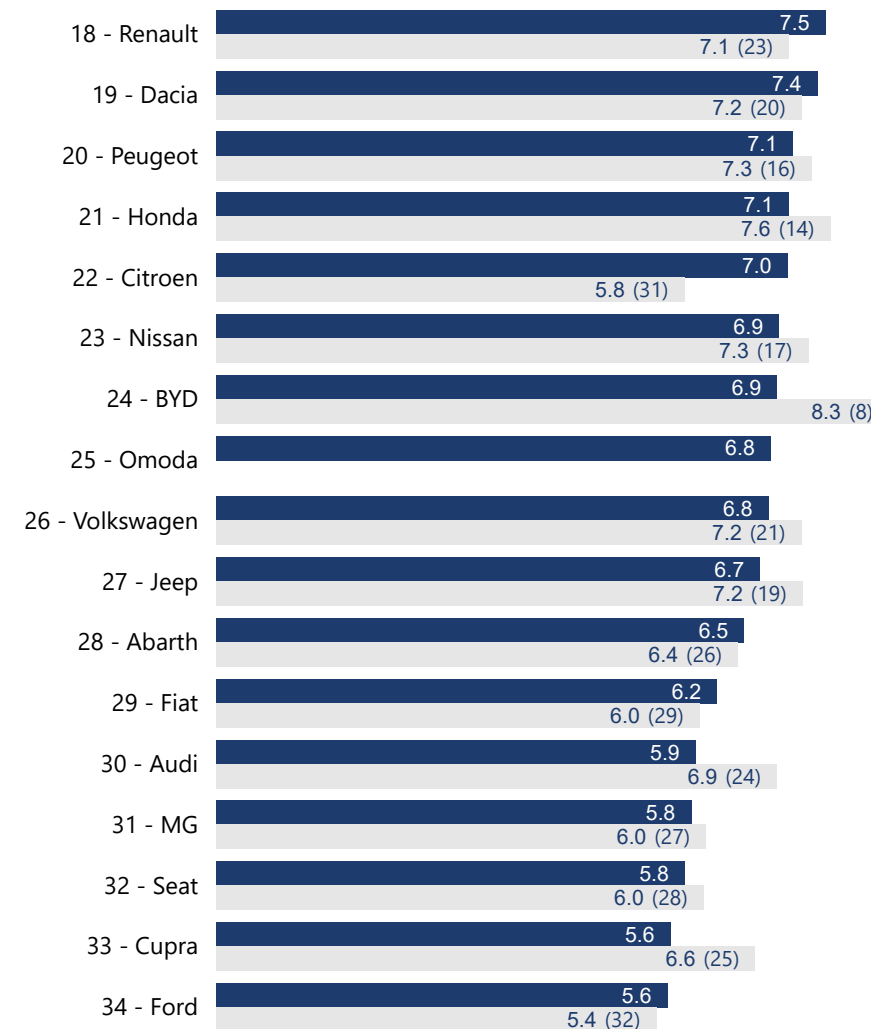
Response Spread



Top Ranking



Bottom Ranking



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

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

Summer 2025

7.3

Winter 2026

7.3

% Change

-0.1%

Score Change

0.0

Lexus

9.4

Nissan

5.0

Kia

9.3

Audi

5.0

Leapmotor

9.1

Seat

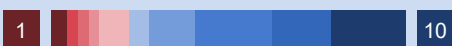
3.8

Response Spread

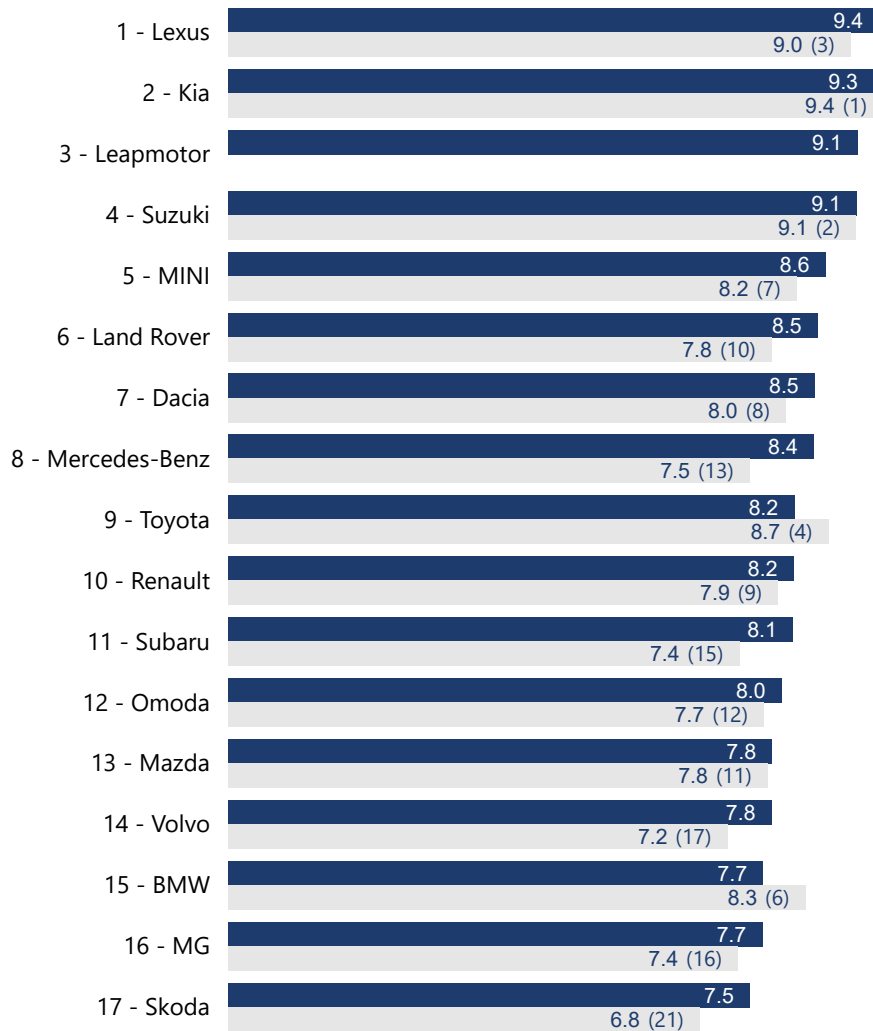
Winter 2026



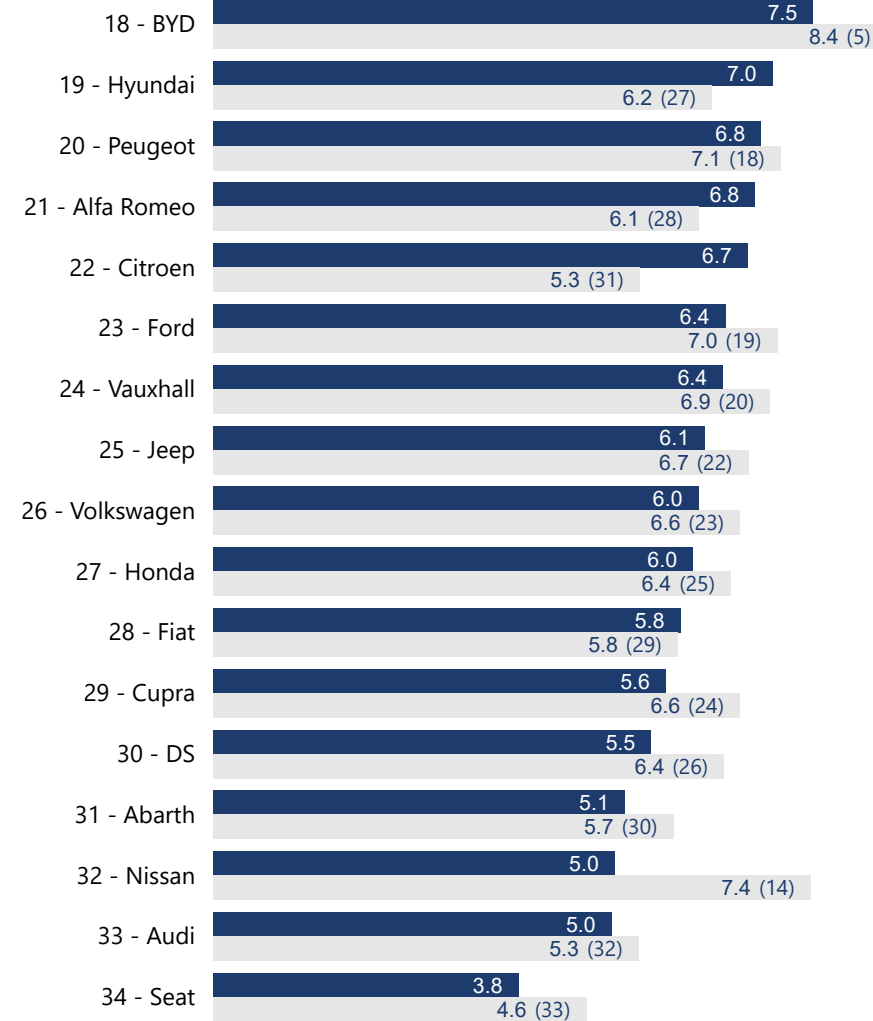
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Section E

Product and Marketing

Q10a: Frequency of introduction of new models?

Summer 2025

6.8

Winter 2026

7.0

% Change
+3.3%

Score Change
+0.2

Leapmotor

9.8

Seat

3.3

Kia

9.7

Nissan

3.0

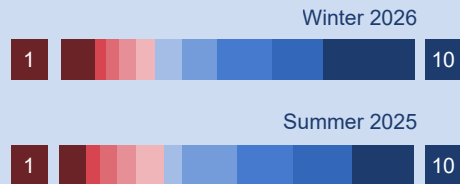
BYD

9.3

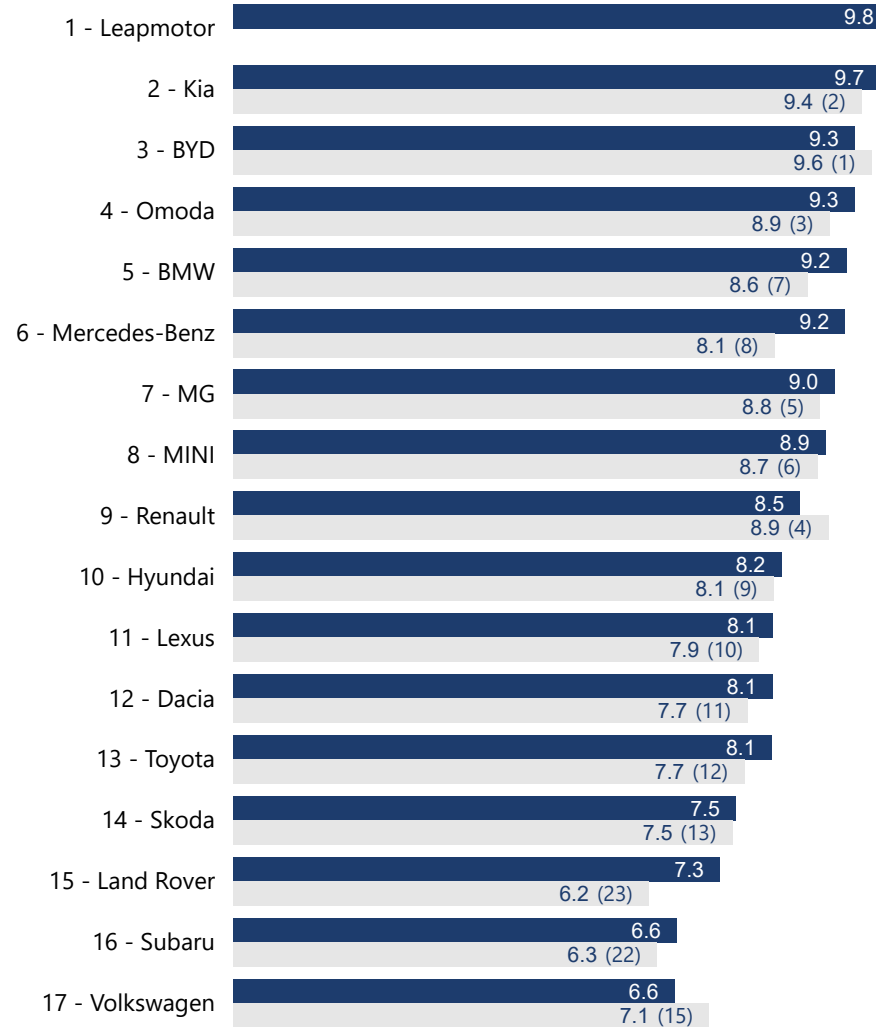
Ford

2.6

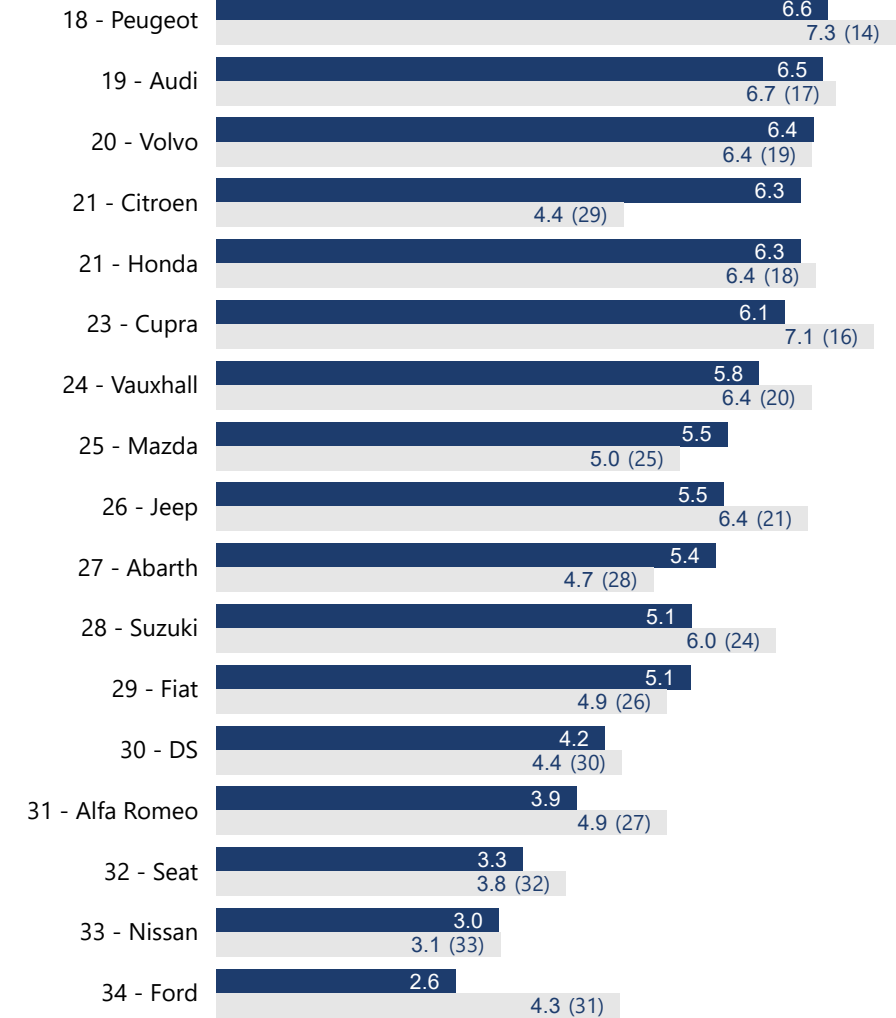
Response Spread



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q10b: Product value and pricing?

Summer 2025

6.7

Winter 2026

7.1

% Change

+5.5%

Score Change

+0.4

Leapmotor

9.8

Seat

4.5

Omoda

9.6

DS

4.4

Kia

8.8

Ford

3.6

Response Spread

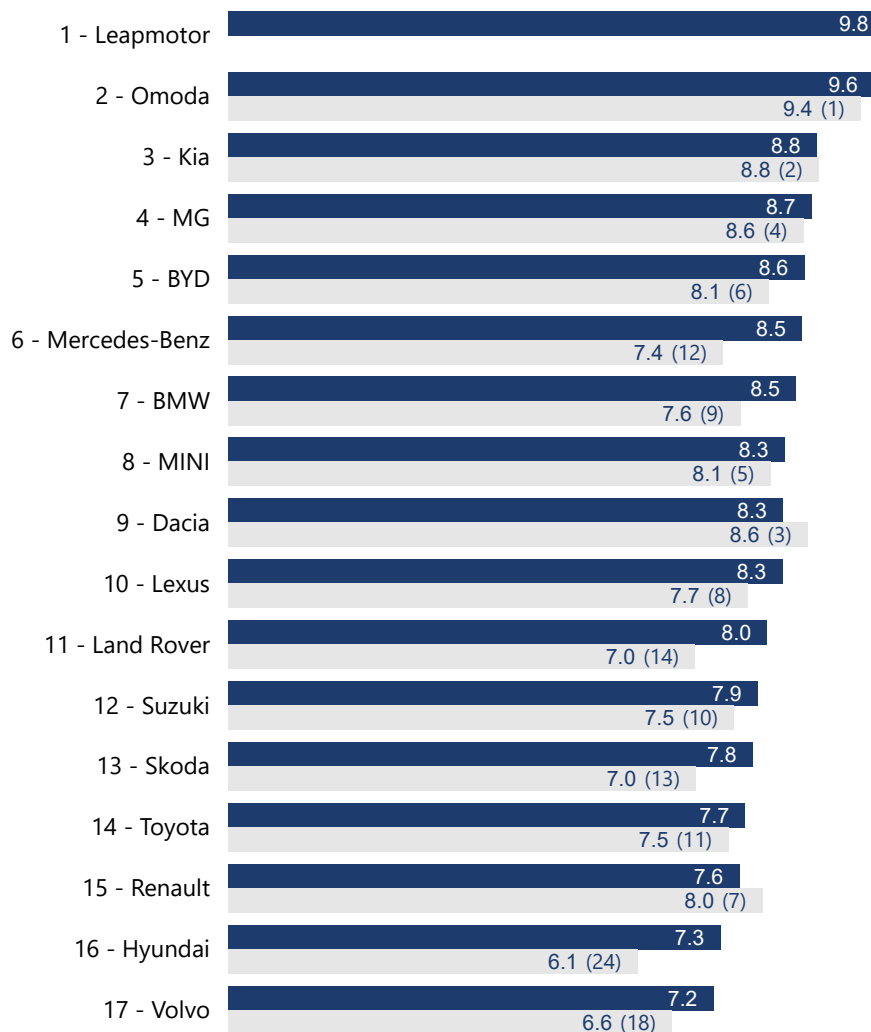
Winter 2026



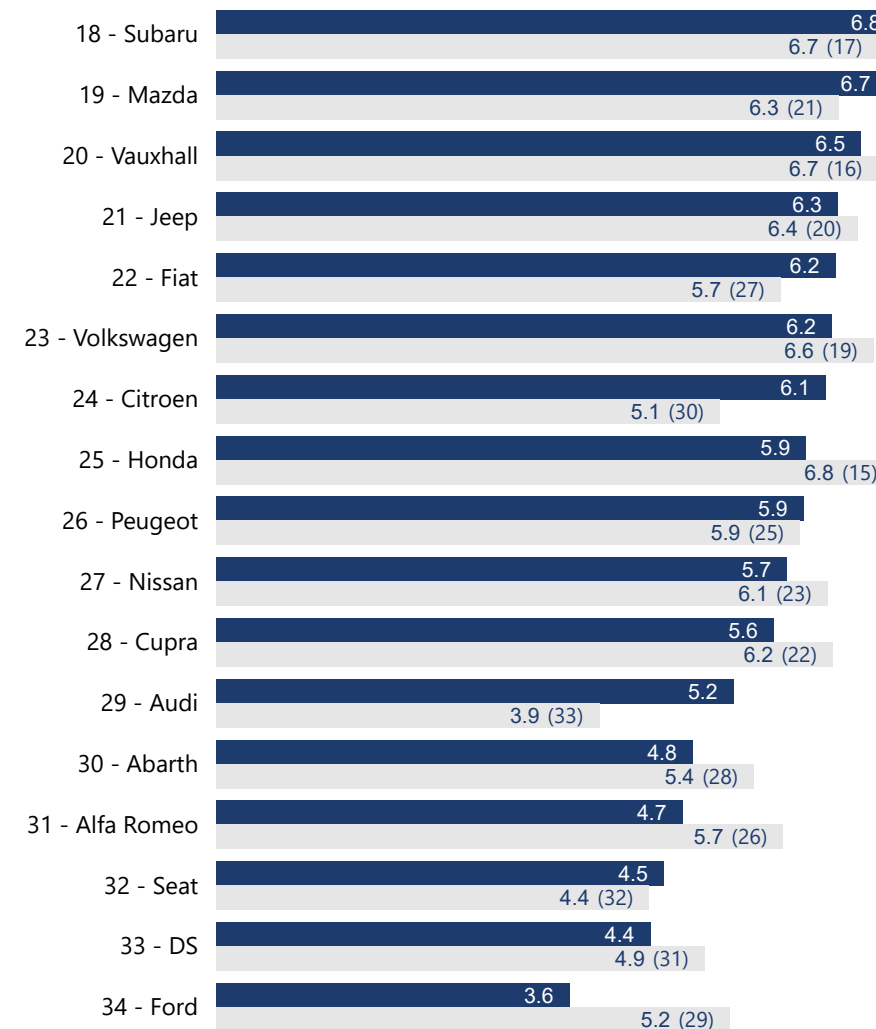
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Q10c: Product advertising?

Summer 2025

6.8

Winter 2026

7.0

% Change
+3.6%

Score Change
+0.2

Omoda

9.4

Seat

3.7

Kia

9.2

Ford

3.5

Land Rover

8.7

DS

3.5

Response Spread

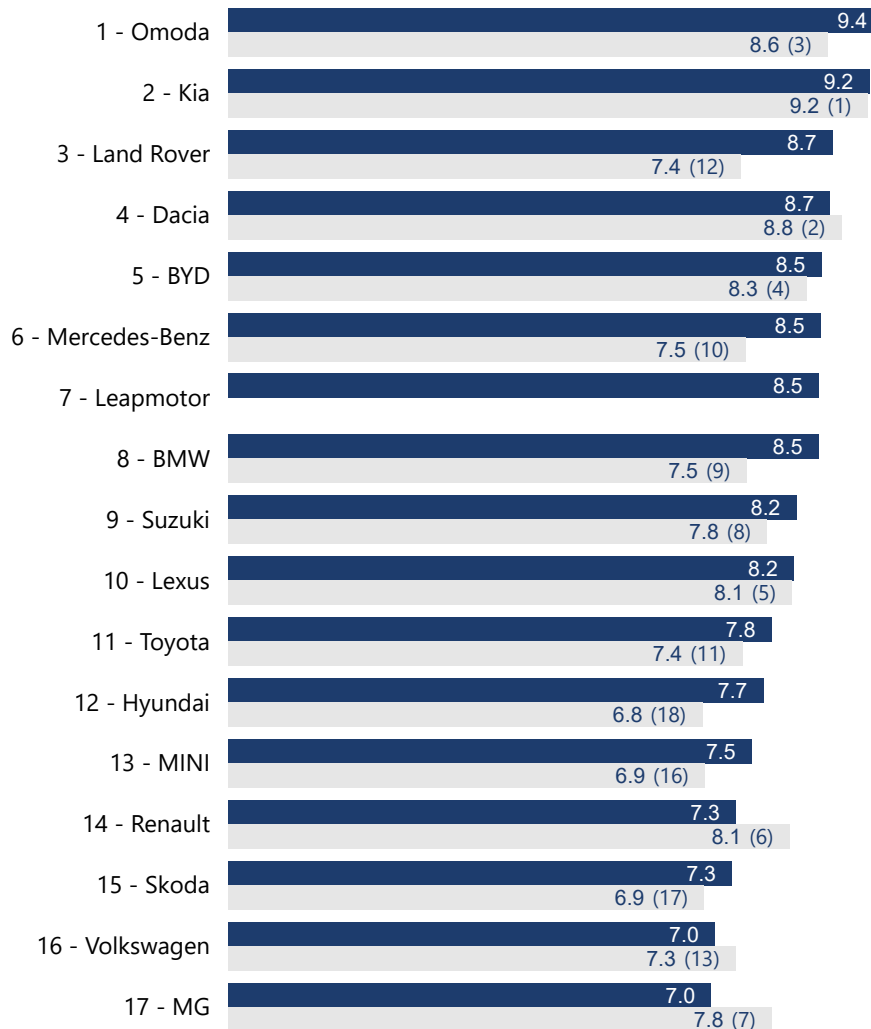
Winter 2026



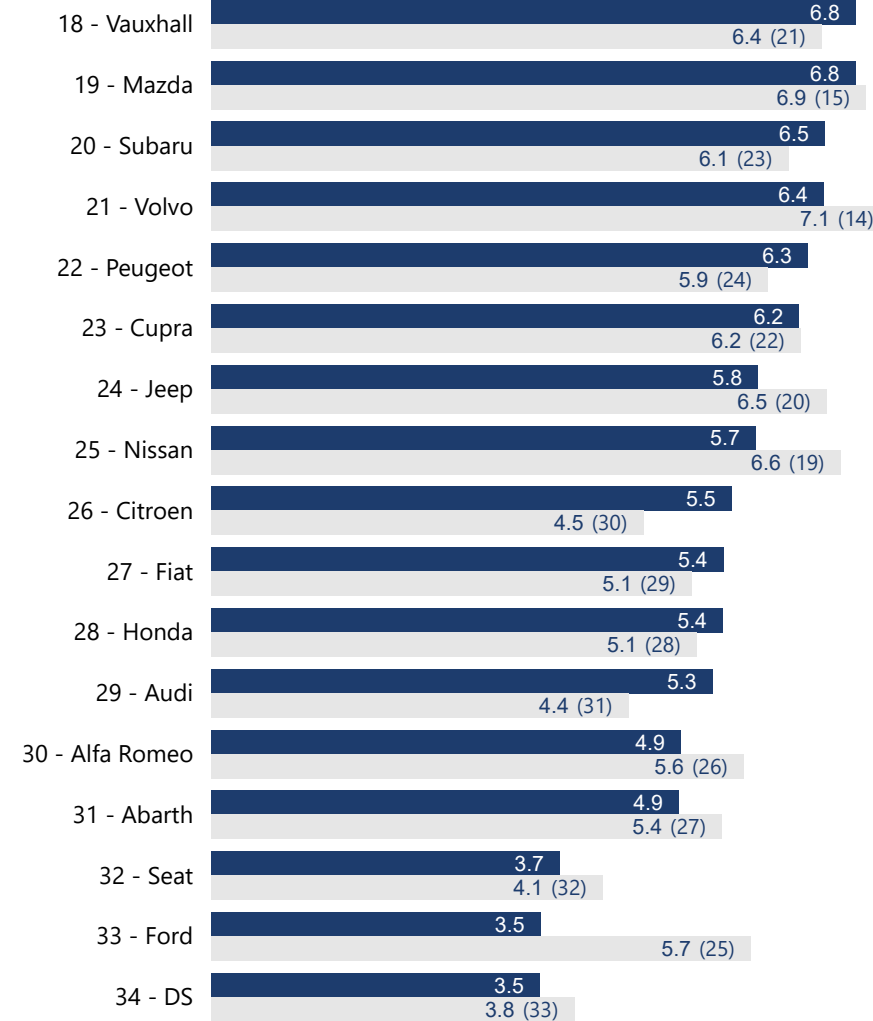
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Section F

Electric Vehicle/Plug in Vehicles

Q11a: Battery Electric Vehicle products your manufacturer currently offers?

Summer 2025

6.7

Winter 2026

7.0

% Change

+5.1%

Score Change

+0.3

Leapmotor

9.7

Ford

4.8

BYD

9.3

Alfa Romeo

4.8

Kia

9.0

Seat

4.2

Response Spread

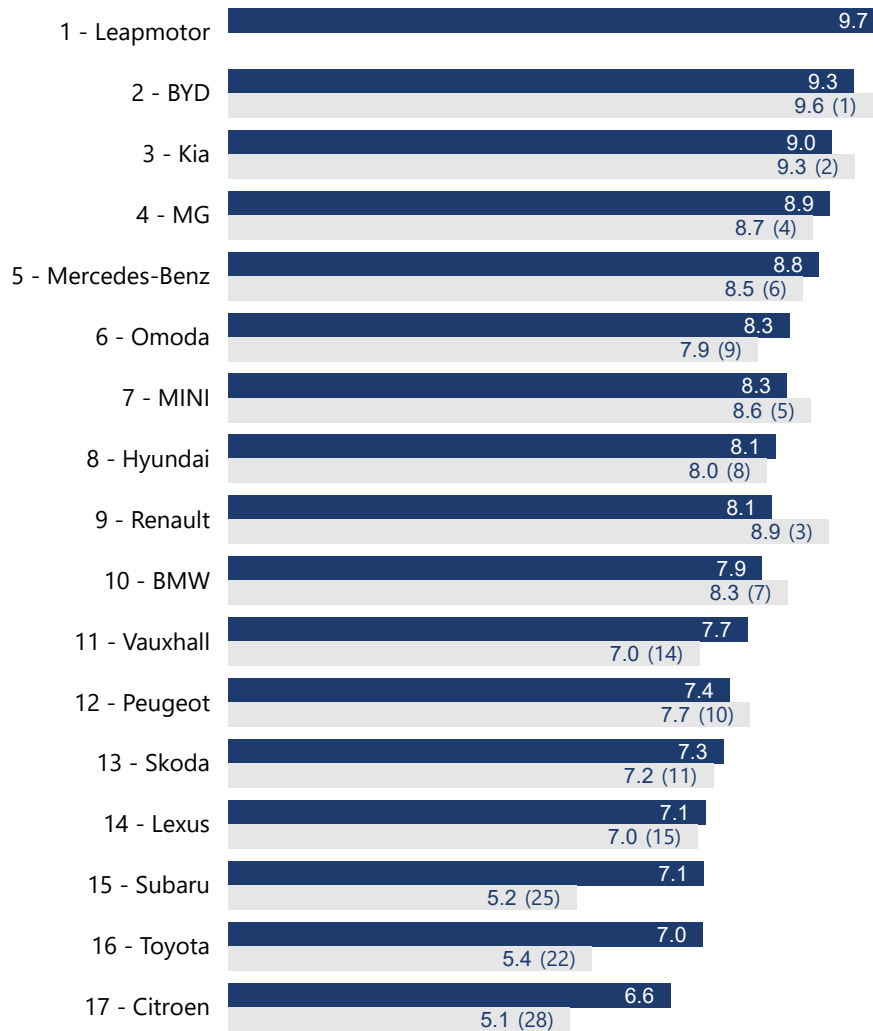
Winter 2026



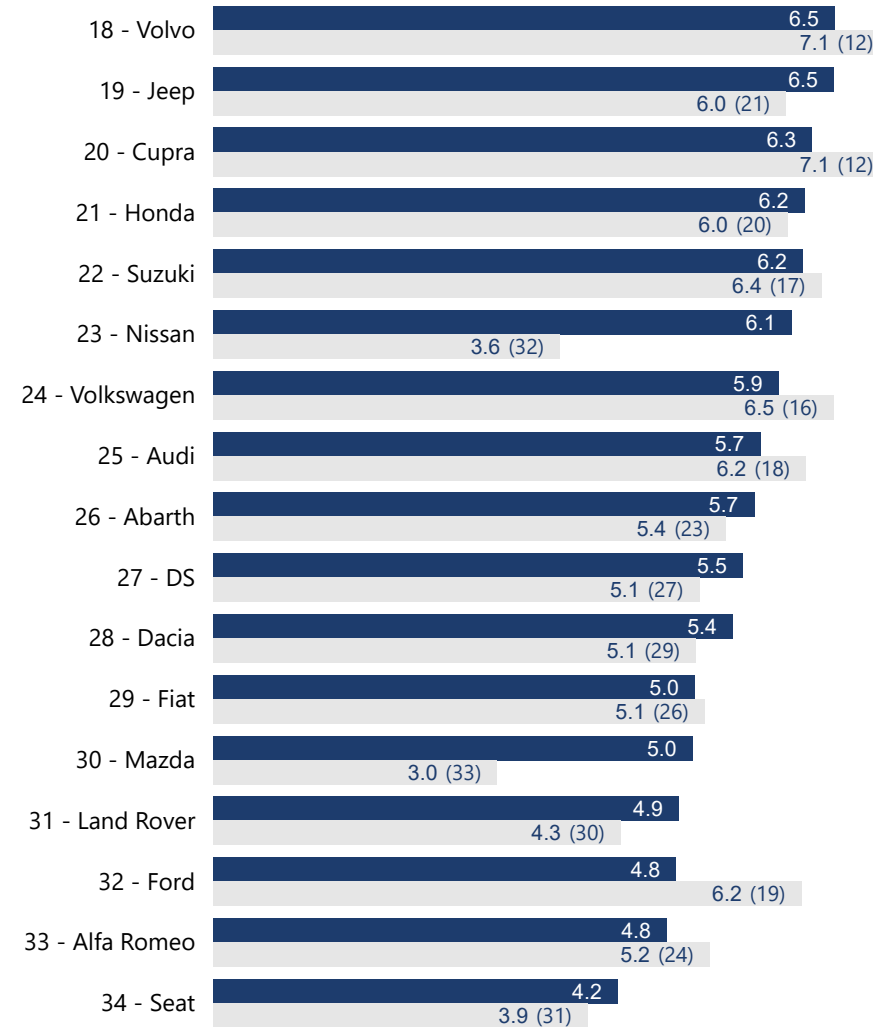
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.4

Winter 2026

7.5

% Change

+1.8%

Score Change

+0.1

Leapmotor

9.8

Alfa Romeo

4.7

BYD

9.5

Ford

4.0

Mercedes

9.4

Seat

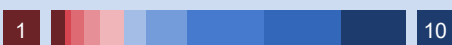
3.4

Response Spread

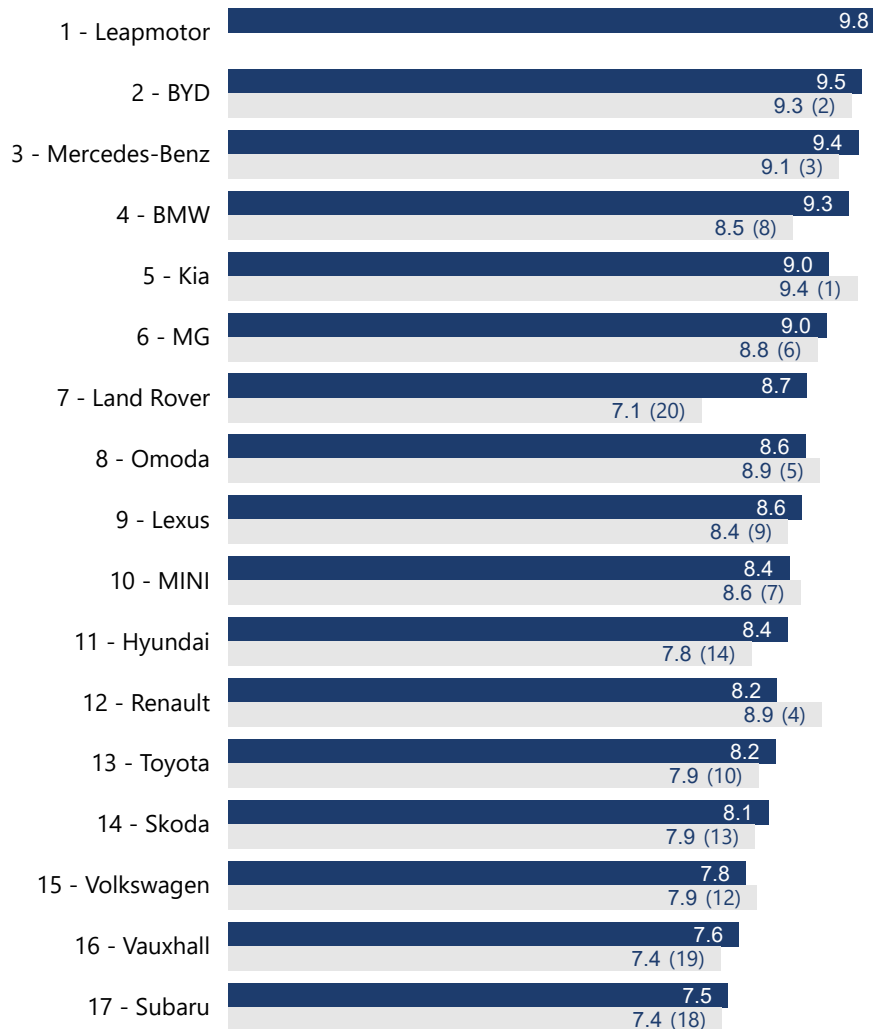
Winter 2026



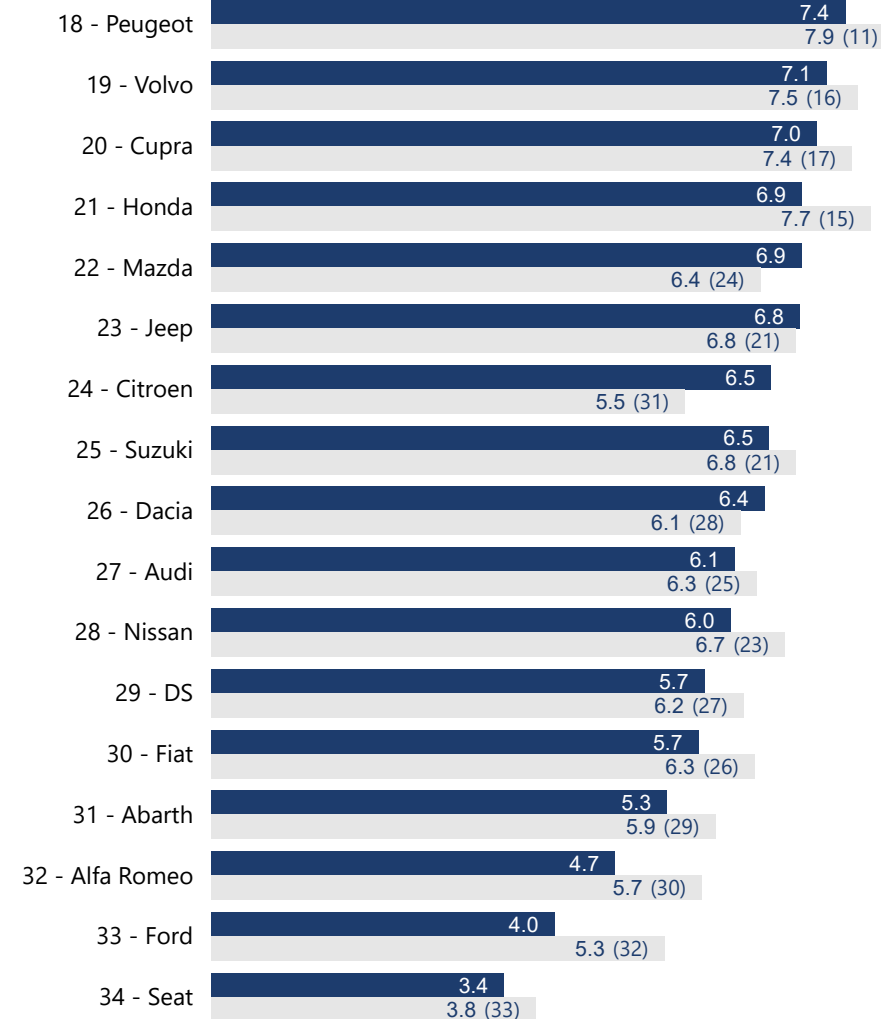
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

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

Summer 2025

7.4

Winter 2026

7.4

% Change

+0.7%

Score Change

0.0

Leapmotor

9.6

Abarth

5.3

Kia

9.2

Alfa Romeo

4.8

Mercedes

9.2

Seat

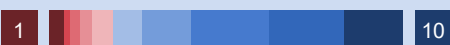
4.0

Response Spread

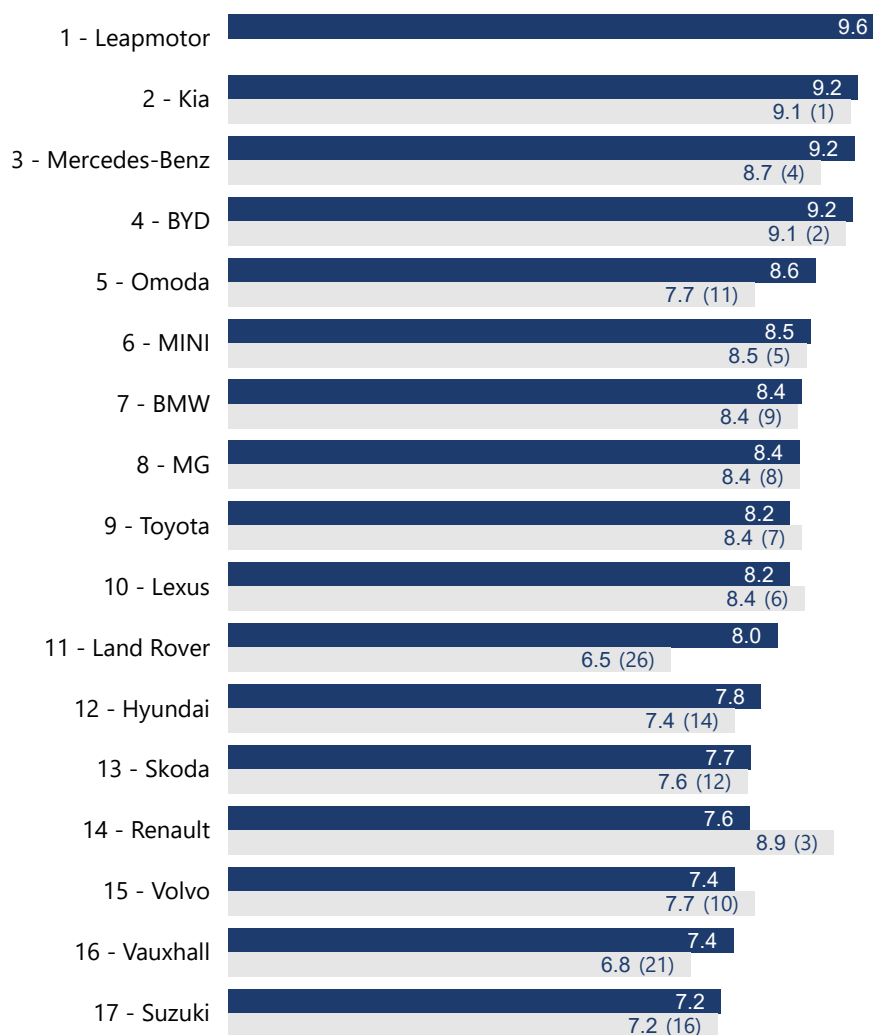
Winter 2026



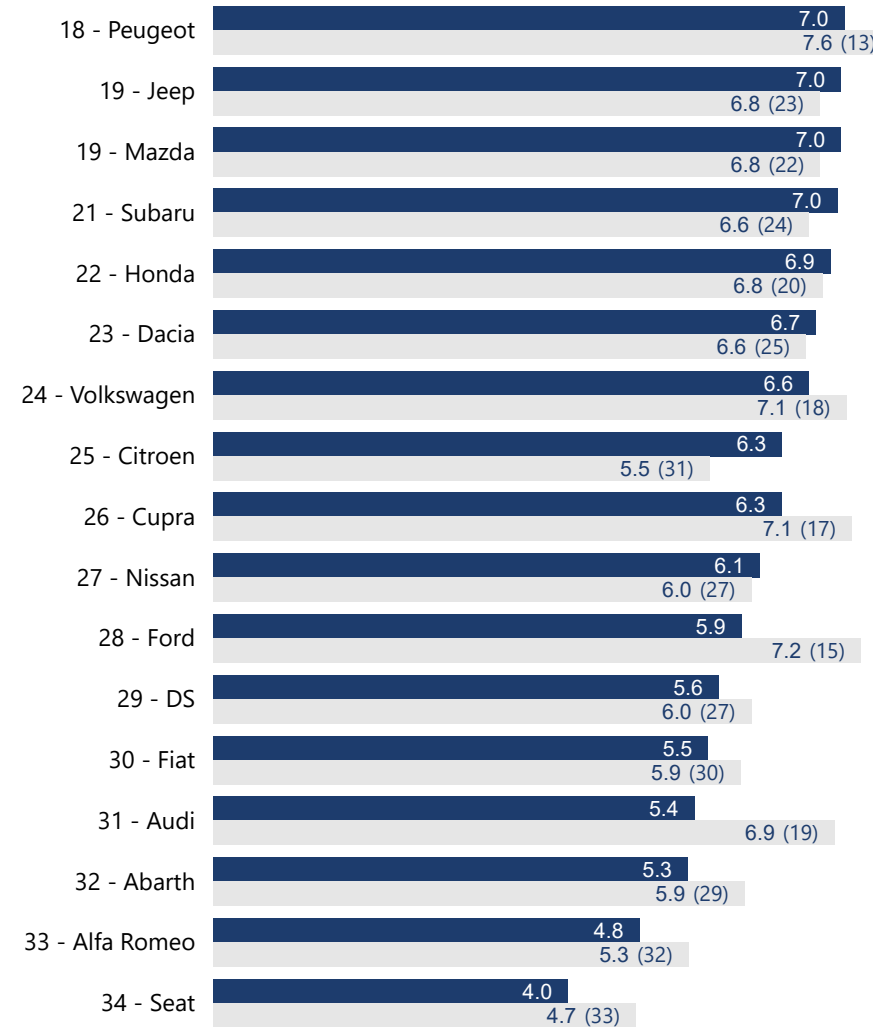
Summer 2025



Top Ranking



Bottom Ranking



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

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

Summer 2025

6.3

Winter 2026

6.4

% Change

+1.4%

Score Change

+0.1

Leapmotor

9.2

Seat

3.9

Kia

8.5

Audi

3.8

Omoda

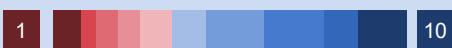
8.4

Ford

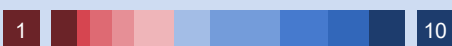
3.6

Response Spread

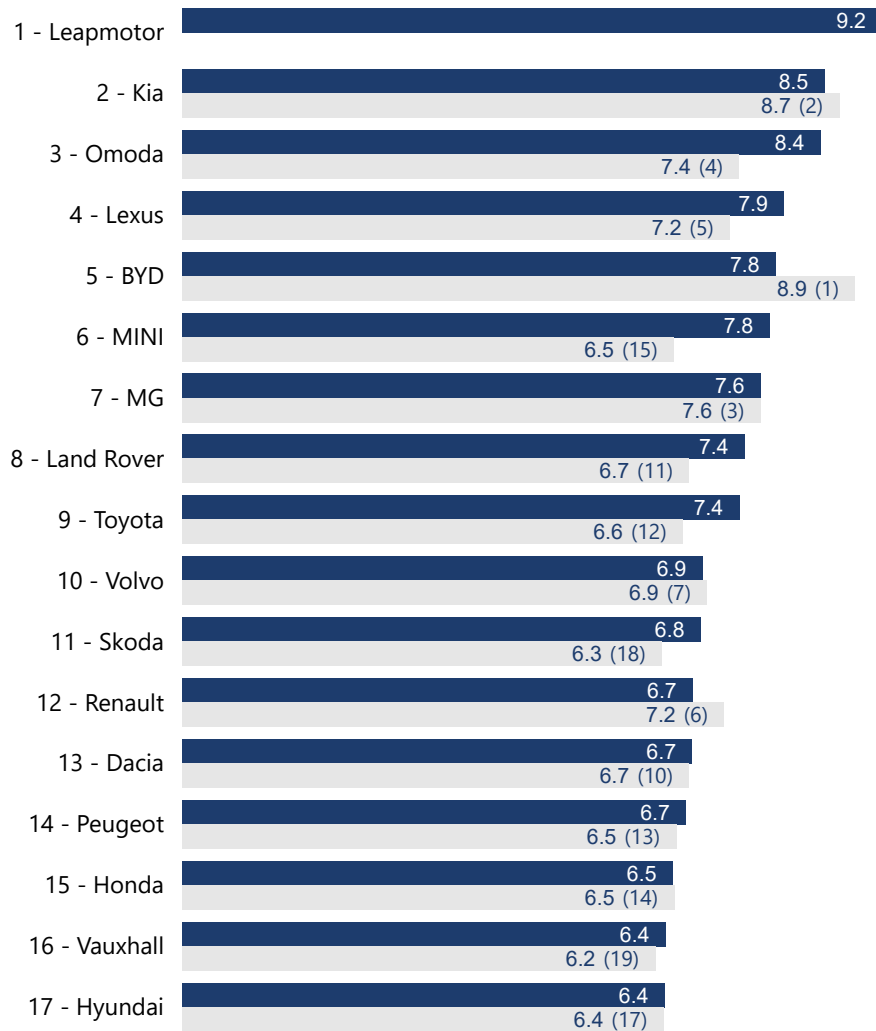
Winter 2026



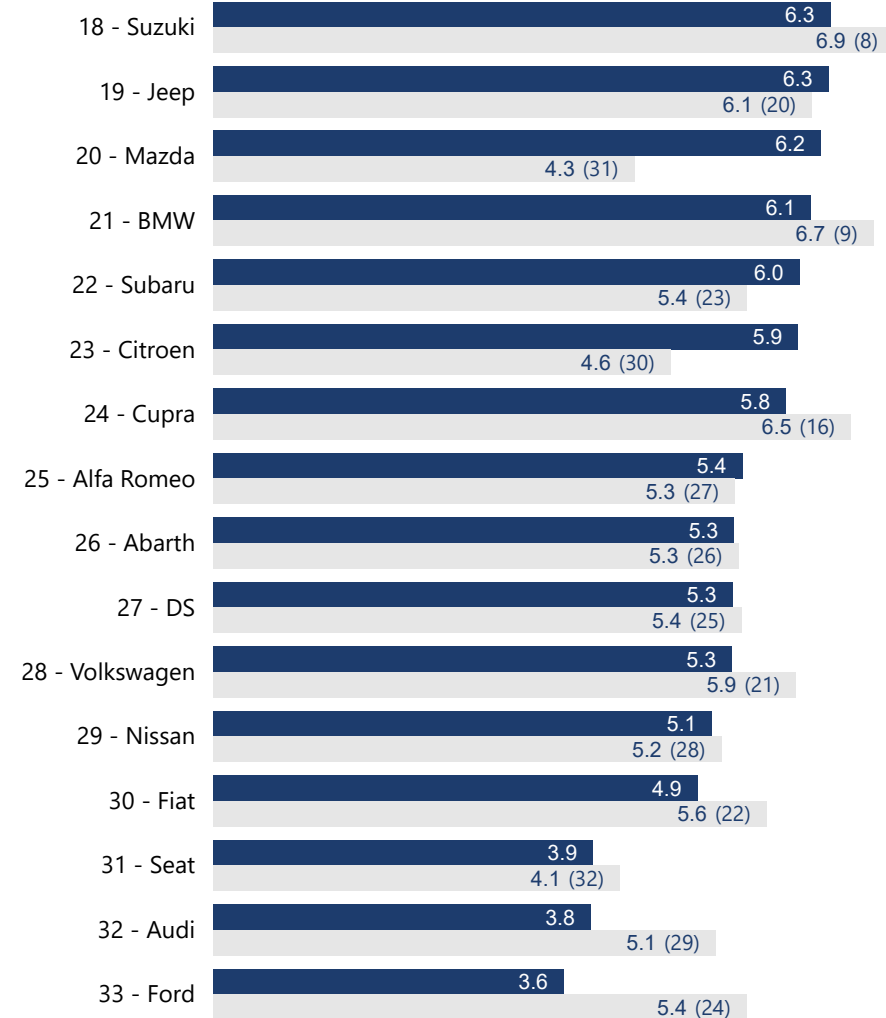
Summer 2025



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 2025

6.2

Winter 2026

6.3

% Change

+1.1%

Score Change

+0.1

Mercedes

9.2

Seat

3.9

Leapmotor

9.1

Ford

3.4

Omoda

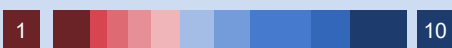
8.6

Nissan

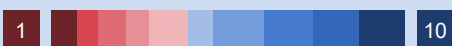
3.4

Response Spread

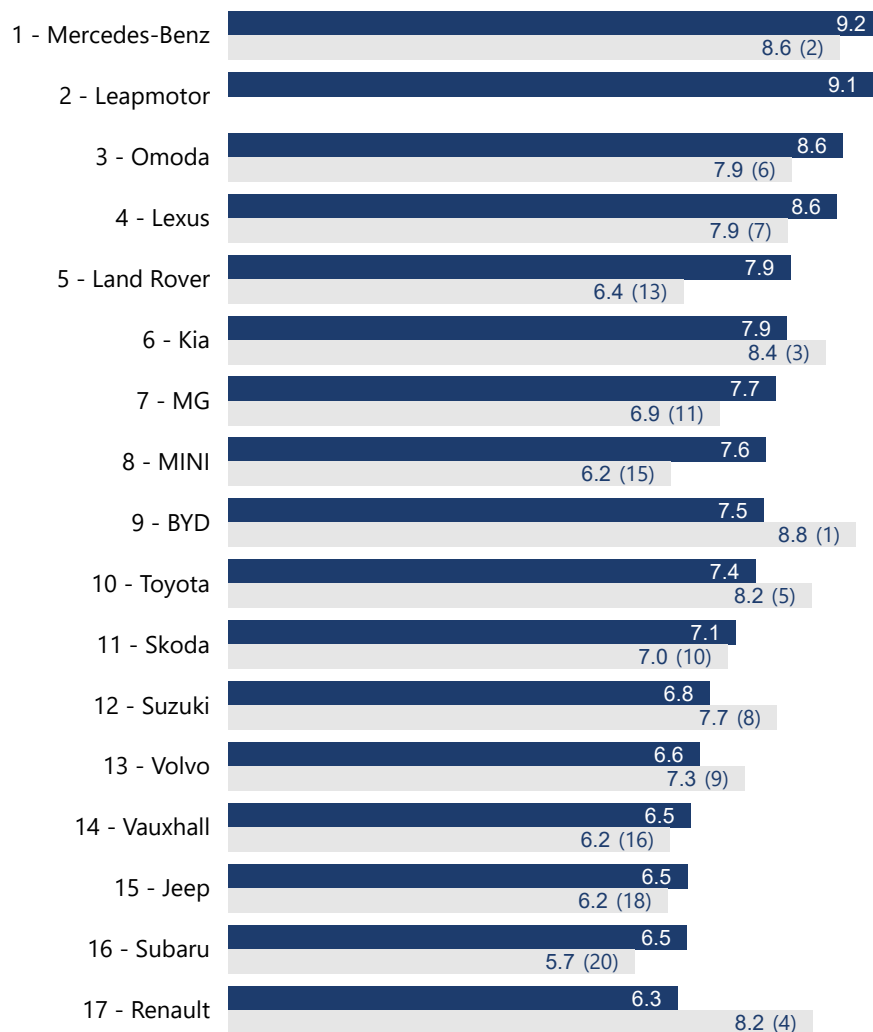
Winter 2026



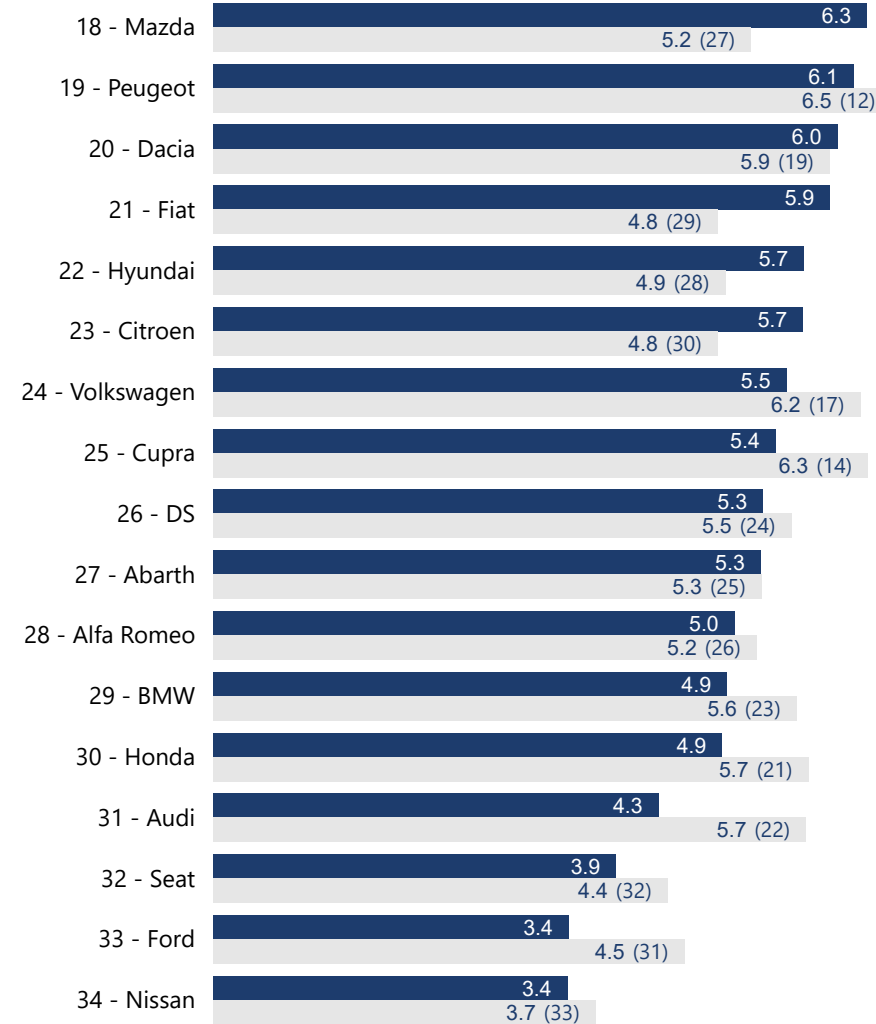
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

Section G

Overall Rating

Q12: With reference to your responses above, how would you rate your manufacturer overall on a scale of 1 to 10

Summer 2025

6.6

Winter 2026

6.9

% Change

+4.2%

Score Change

+0.3

Lexus

9.3

Nissan

4.3

Mercedes

9.2

Audi

4.2

Kia

9.1

Seat

3.4

Response Spread

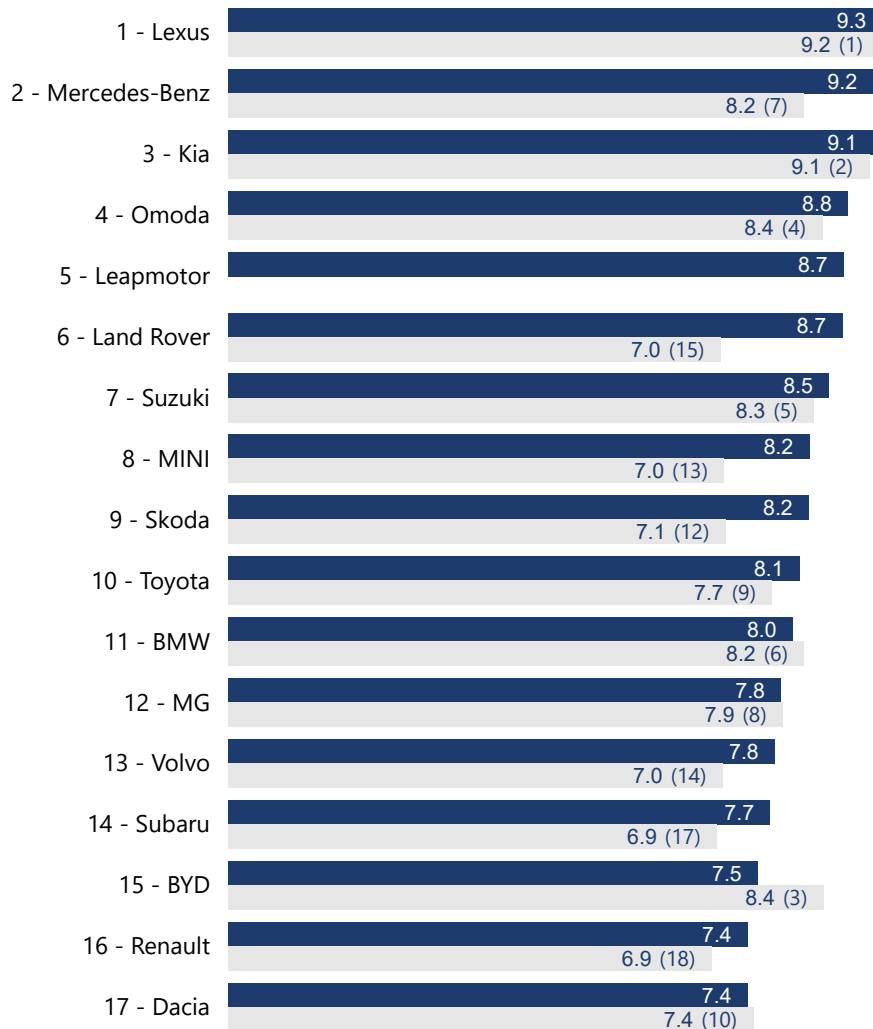
Winter 2026



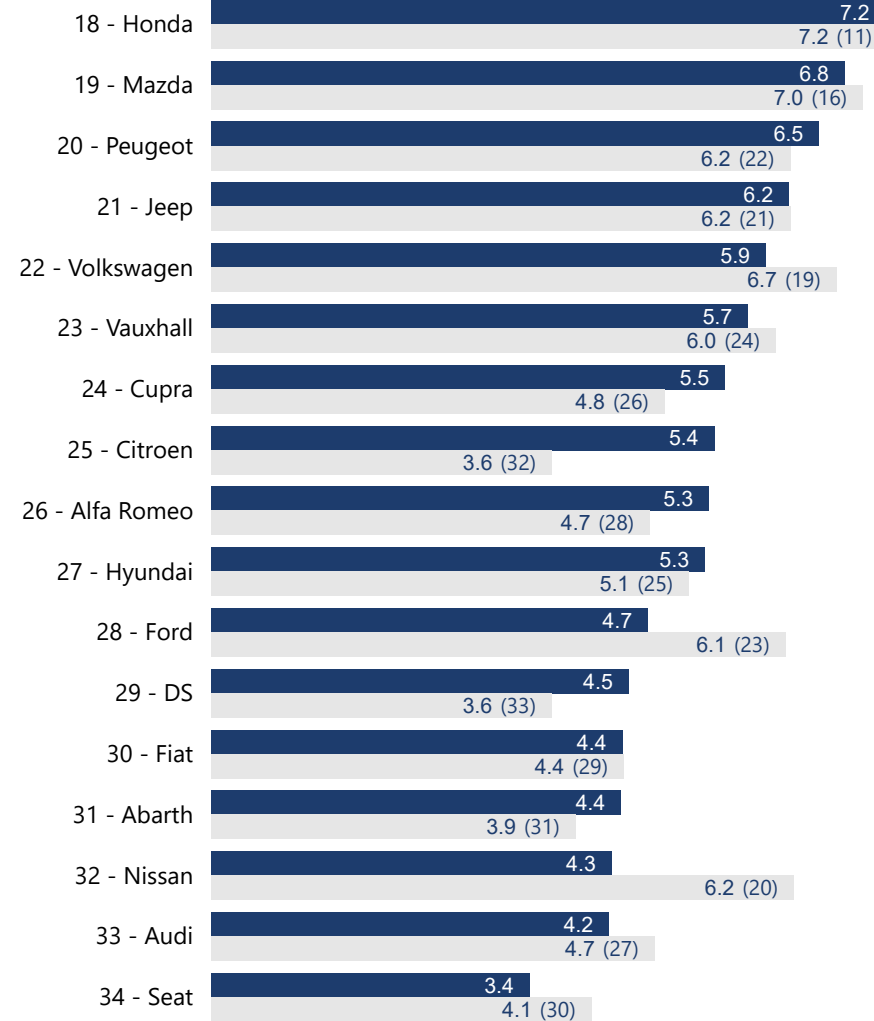
Summer 2025



Top Ranking



Bottom Ranking



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

Dealer Attitude Survey - Winter 2026

National Franchised Dealers Association

Dealer Attitude Survey

Winter 2026 Edition



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NFDA



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NFDA



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