



## Local News



Posted: Monday, 16 July 2007 12:45AM

### Study: Acura Tops In Dealer Satisfaction

Southfield (WWJ) -- What was your experience like when you went to a dealership to buy a new car or truck?

A [Pied Piper Prospect Satisfaction Index](#) study released Monday morning shows Acura dealerships ranked highest in the way buyers were treated when shopping for a new car, SUV or truck.

Following Acura in the top five were Land Rover, Saturn, Jaguar, and Volkswagon.

12 brands, including Cadillac, Chevrolet, Chrysler, Jeep, Ford, Lincoln, Isuzu, and Mitsubishi finished below the industry average.

The study, which evaluated shopping experiences at nearly 1,600 dealerships nationwide representing all brands, said Acura dealers were ranked among the top brands for most of the 50+ sales process aspects evaluated by researchers. Acura was tops for giving prospects compelling reasons to buy from their specific dealership.

Land Rover salespeople were most likely to provide a "walk-around" showcasing product features and benefits. Saturn salespeople were most like to offer a test drive and to provide compelling reasons to buy now. Jaguar salespeople were most likely to mention financing options.

The results show "that it is possible for automobile salespeople to effectively ask for the sale without seeming either overbearing or ambivalent," said Fran O'Hagan, President of Pied Piper Management Company. O'Hagan says many auto manufacturers and dealers have substantially improved the effectiveness of their sales processes.

There is room for improvement at individual dealerships. The study shows that salespeople provided compelling reasons to buy from their specific dealership only 51% of the time.

## Top News

[EMU President Fired](#)

[Elvis On A Rock?](#)

[Quake Jolts Northwestern Japan](#)

[VIDEO:Quake Rattles Japan](#)

[Study: Acura Tops In Dealer Satisfaction](#)

[Ford Reportedly Prepared To Sell Volvo](#)

[L.A. Archdiocese To Pay \\$660M In Sex Suits](#)

[VIDEO:LA Church Settlement](#)

[Weather Hinders Gold Cup](#)

[VIDEO:New Video From Bin Laden](#)

[N. Korean Diplomat Confirms Shutdown](#)

[VIDEO:Reactor Shut Down](#)

[Lady Bird Johnson Remembered](#)

## WWJ 950 Video On Demand



[Go Inside a CDC Quarantine Station](#)

Play



[Inside a Burn Unit: Help and Hope for War Heroes](#)

Play



[Obama and Clinton Top Fundraisers](#)

Play

## Recent Podcasts