

## REPORT: Acura dealers treat customers best whether or not they buy

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A dealership can be a downright scary place for someone looking to buy a new car, with [four-box scams](#), shady financing, dodgy service, and pushy salesmen. Consulting firm Pied Piper surveyed customers at 1,592 dealerships to show what we already knew, that not all dealer experiences are created equal. The survey covered the customer service regardless of whether or not the perspective buyer actually purchased a vehicle. Predictably, luxury car dealerships topped the list, lead by Acura and Land Rover, but volume brands Saturn, Nissan, and VW were among the automakers that scored above the industry average. The folks from Pied Piper say Acura scored in the "top five or six" across the board regardless of whether the customer bought anything. Honda, Toyota, and Hyundai were right at the industry average in the customer survey, and Ford, Chevy, and Chrysler all scored below the Mendoza line.

Perhaps the Pied Piper survey's most important statistic is that eight out of 10 of the top automakers averaged over 250 sales per year per dealership, and only three of the bottom ten dealers hit the 250 mark. Hit the jump to read the Pied Piper press release, it does a great job of breaking down the vast amounts of data collected.

### PRESS RELEASE

**PACIFIC GROVE, Calif., July 16 /PRNewswire/** -- Acura dealerships ranked highest in the newly released 2007 Pied Piper Prospect Satisfaction Index(SM) Auto Industry Study, an industry-first study that measures how consumers are treated when shopping for a new car, SUV or truck. The independent study evaluated and benchmarked shopping experiences at 1,592 mdealerships nationwide, representing all major brands.(Photo: <http://www.newscom.com/cgi-bin/prnh/20070716/CLM021> ) Following Acura were Land Rover, Saturn, Jaguar, Volkswagen, Nissan, and nineteen other brands at or above the industry average. Twelve brands finished below industry average.