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AUTO INSIDER

The Daily Auto Insider
Tuesday, July 17, 2007
 July 2007

Acura dealerships ranked highest in the newly released 2007 Pied Piper Prospect Satisfaction Index Auto Industry Study, according to a news release.

The study was conducted by the Pacific Grove, California-based management consulting company between April 2007 and June 2007 using anonymous shopper evaluations at 1,592 dealerships located throughout the U.S., representing approximately one in fourteen of all U.S. light vehicle dealership locations. It evaluated and benchmarked how consumers are treated when shopping for a new car, SUV or truck.

Acura dealers were ranked consistently among the top brands for most of the 50+ sales process aspects evaluated by the study, and ranked first for giving prospects compelling reasons to buy from their specific dealership. Other brands led the industry in different areas.

The brands rounding out the top 10 were VW, Nissan, Saab, Audi and BMW, according to Pied Piper. Toyota, Hyundai and Honda were ranked at the industry average in the study, and 12 brands ranked below the industry average, including all three mass-market offerings from the Detroit-based automakers: Chevrolet, Ford and Chrysler.

Among the studies findings: Land Rover salespeople were most likely to provide a "walk-around" showcasing product features and benefits, and were also most likely to offer a brochure; Saturn salespeople were most likely to offer a test drive, and to provide compelling reasons to buy now; Jaguar salespeople were most likely to mention financing options; Lexus salespeople nearly always—98% of the time—asked for contact information; BMW salespeople were most likely to appear responsible for setting the sales price themselves.