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America's Best Auto Dealerships

It's partly the cars that keeps customers coming to a dealership, but it's also the experience those customers have in the showroom. [Forbes](#) reports that in the midst of dealership closures, several international brands, including Jaguar, Mercedes-Benz, and Lexus are leading the way in customer satisfaction at the dealership. To generate its list of the best car dealerships this year, [Forbes](#) used data provided by marketing firm Pied Piper Management. The numbers were collected between July 2008 and June 2009 using 3,531 anonymous shoppers at dealerships of every automotive brand nationwide. The prospective car buyers were questioned on many aspects of their experiences at the dealerships, from whether a salesperson smiled to whether they were offered a brochure to whether they planned to purchase a vehicle from that particular showroom. Nine of the 10 highest-scoring brands on the list are in the luxury category. Additionally, eight out of the top 10 spots are held by international brands. [Forbes](#) says luxury brands are more effective with auto sales because their salespeople earn higher commissions per sale and are willing and able to devote more time and attention to individual shoppers. [Click here to read the full analysis of Forbes' top dealerships.](#) To view the list, [click here.](#)