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Mercedes-Benz, Lexus Lead Dealer Shopping Satisfaction Survey

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Mercedes-Benz and Lexus lead a survey designed to rank the new car shopping experience with or without

a vehicle purchase. Following the two [luxury](#) makes are Jaguar, Saturn, and Land Rover. All Ford and Chrysler brands fell below the study's industry average.

The survey, created by sales consult company Pied Piper, used results from 3531 paid researchers who posed as customers at multiple dealerships. The researchers scored the dealers on qualities deemed important by actual shoppers.

Study author Fran O'Hagan says up to 90% of car shoppers walk out of dealerships -- as opposed to driving out with a new car -- and stresses the importance of a satisfactory shopping experience.

Three of the four brands General Motors is keeping -- Cadillac, Chevrolet, and GMC -- scored above average. Pontiac, Saab, and Hummer fell below. Saturn, a brand [GM is selling to Penske Automotive](#), received accolades for its no-haggle pricing policy, according to O'Hagan.

Mini and Scion also fell below average. "Those dealerships suffer from the museum curator approach, where sales people say you're welcome to look and I'll be happy to help you only when you're ready to buy," O'Hagan said.

Source: [Pied Piper](#), [Reuters](#)