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Kubota dealers most likely to discuss finance options, survey reveals

👤 Matthew Wood 📅 September 10, 2019 📁 Dealer Pulse, OEMs, Sales & Marketing



The salespeople at Kubota dealerships are more likely than other OEM dealers to bring up the topic of financing to customers, according to a UTV dealer survey from Pied Piper Management.

The study measures the treatment of UTV shoppers who visit franchise dealerships and ranks the OEMs based on how salespeople interact with potential buyers. For example, the study tracks whether a salesperson offered a test drive or showed off the service department.

With regard to financing, Kubota dealers bring up finance options to consumers 70% of the time, according to the survey. Kubota Credit Corp. finances the OEM's UTVs and outdoor power equipment.

Can-Am dealers, which were previously ranked first for finance mentions, took second place, dropping six percentage points to 66% compared with 2018's survey.

Twenty-two OEMs were measured in the survey, including Polaris, Honda, Kawasaki, Mahindra and Yamaha. Across the board, the industry average for this category fell two percentage points to 60% year over year.

While several OEMs differed by one or two percentage points on a year-over-year basis, Yamaha leaped to 60% from 42% the year prior.

"If we see individual brands move, it could be because of something like a promotion," Fran O'Hagan, Pied Piper president and chief executive, told *Powersports Finance*. "When we're doing the [survey], it could be that the brand had a specific promotion in place. That would, of course, encourage the dealer to mention the promotion, like, 'We have 0% interest financing for 60 months through John Deere.'"

Other factors that could impact a shift in an OEM's ranking include changes that the captive or lender made such as approving more loans or changing terms, thereby incentivizing the salesperson, O'Hagan added.