

A better deal

Car dealers in India today are a more optimistic lot, they expect to do better this year, says a JD Power study. The Asia Pacific 2015 India Dealer Satisfaction with Automotive Manufacturers Index (DSWAMI) Study says 56 per cent of dealers in India estimate that their financial performance in fiscal 2015 will improve, compared with 46 per cent in fiscal 2014.

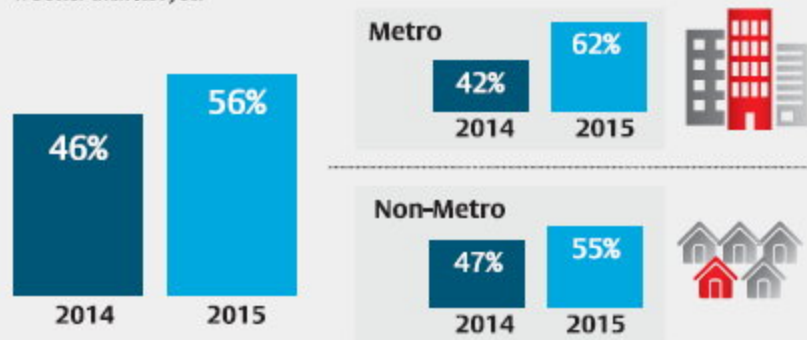
Dealer satisfaction is determined from nine factors: marketing and sales activities; product; vehicle ordering and delivery; sales team; parts; warranty claims; after-sales team; training; and support from the manufacturer.

In 2015, parts satisfaction improved more than any other factor year over year, with 83 per cent of dealers indicating they received parts within 15 days of ordering. Product satisfaction, including the variety of models to meet demand, declines the most (-14 points). More than one-fourth (27 per cent) of dealers say their manufacturer does not support them enough in introducing new models/ variants. Additionally, 24 per cent of the dealers indicate their automaker does not have the range of vehicles to compete effectively in the market, an increase of 5 percentage points from 2014.

The 2015 India DSWAMI Study is based on responses from 734 dealer principals or dealership general managers located in more than 250 cities throughout India. The study was conducted in association with the Federation of Automobile Dealers Associations (FADA) and was fielded between January and March 2015.

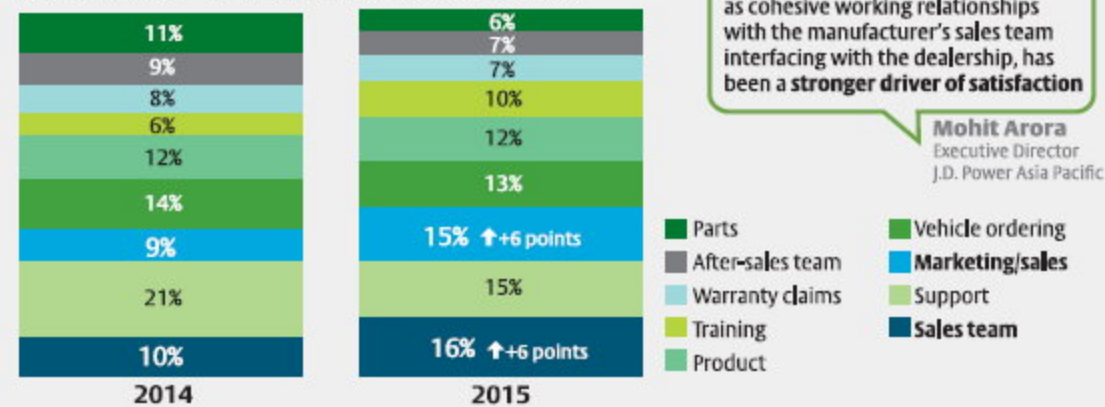
Expectation for FY 2014-15 financial performance compared to FY 2013-14 reflects rise in optimism

% better than last year



Factors contributing to dealer satisfaction

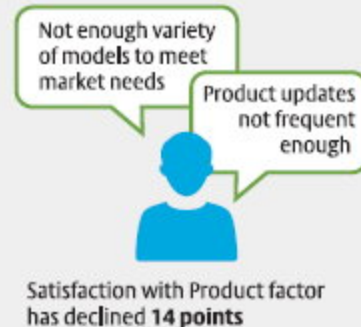
The Sales Team factor has the highest contribution towards the dealer's overall satisfaction — 6 percentage points higher than last year



Support from the manufacturer on marketing and sales activities, as well as cohesive working relationships with the manufacturer's sales team interfacing with the dealership, has been a stronger driver of satisfaction

Mohit Arora
Executive Director
J.D. Power Asia Pacific

Decline in satisfaction with products — Top pain points



More than one-fourth of dealers report that their automakers do not adequately support them in introducing new models



Nearly 1/4 dealers says that automakers does not have the range of vehicles to compete effectively in market

Nameplate performance

