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# Lexus Number One For UK Retailer Satisfaction

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No manufacturer enjoys a better working relationship with its UK retail network than Lexus. The results of the latest bi-annual survey by the National Franchised Dealers Association (NFDA) sees the luxury brand achieve the equal highest overall opinion rating, while also recording the highest overall survey score.

The NFDA quizzed 30 different networks and gathered the opinions of more than 2,000 businesses on a range of issues related to profitability, investment, targets, vehicle self-registration, incentives, day-to-day working relationships, standards and performance metrics, used vehicles and future directions. Across 17 questions, Lexus had the highest satisfaction rating in nine and was never ranked lower than third.

Its overall manufacturer rating was 9.1 out of a possible 10.

Ewan Shepherd, Director of Lexus in the UK, said: "Since the introduction of the Lexus brand in the UK we have established a very strong relationship with our retail network partners. They are the key touchpoint with our customers and they are outstanding in delivering amazing experiences.

"Working closely with them is essential in creating the right conditions for success. Demand for our industry-leading range of self-charging petrol electric hybrid vehicles continues to grow, and the NFDA survey reflects the positive momentum within the Lexus brand."

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