



Lexus Retains Top Ranking for Dealer Satisfaction in the UK

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Lexus has always been about delivering the best possible service, not just to its customers, but also to the businesses that sell and maintain its cars. Its relationship with its retailer network remains the best in the industry, according to the latest National Franchised Dealers Association dealer attitude survey

The winter edition of the UK survey – an independent benchmark industry report – saw Lexus retain its number one ranking, scoring an average 8.9 out of 10 points across more than 50 questions covering a wide range of business issues, including profitability, targets, training, incentives and day-to-day working relationships. Lexus was ranked highest in all but four of the questions and improved its overall score. Second place was taken by its sister brand, Toyota.

Key indicators of the high level of satisfaction among Lexus retailers include an 8.9 score for profit return and 9.0 for anticipated future profit return. Margins on vehicle pricing are considered very fair (9.0) and retailers are very satisfied with the return on their capital investment (8.7) and the sales targets they are asked to meet (8.5).

The highest satisfaction scores are recorded in the quality of the day-to-day working relationship and the brand genuinely taking its dealer's views and opinions into account – 9.6 and 9.7 out of 10 respectively.

Ewan Shepherd, Director of Lexus in the UK, said: "Since its inception, Lexus has established a strong genuine partnership with its retailer network in our joint commitment to deliver exceptional service levels to our customers. The latest NFDA survey reflects the continuing strength of the relationship and the growth of the brand, driven by our increasingly popular self-charging hybrid technology."

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