

J.D. Power Launches Dealer of Excellence Program in Canada, Acknowledging Customer-Minded Dealers

Certification Based on Sales Process Verification and Dealership Best Practices

TORONTO: 5 Oct. 2022 — J.D. Power, a global leader in data analytics and consumer intelligence, today announced the introduction to Canada of the J.D. Power Dealer of Excellence ProgramSM and the first five dealerships to be recognized for their efficient, transparent and customer-friendly sales experience. The program will help vehicle shoppers make more informed decisions, building on the trust consumers and automakers have put in J.D. Power studies for decades.

The five dealerships, all part of the Dilawri Group, are Markham Honda, Dixie Mazda, Acura North Toronto, Volkswagen de Sources and Audi Queensway.

This exclusive program, which has been operational in the United States since 2016, reflects the commitment and dedication select retailers provide to their customers with a purchase experience that meets today's customer expectations. The program is designed to recognize the best of the best with only about 2-3% of all Canadian franchised dealerships being eligible to become a J.D. Power Dealer of Excellence.

"Vehicle buyers in Canada now have access to an incredible tool in their car search, giving them peace of mind that the dealer they've chosen will take care of them," said **J.D. Ney, automotive practice lead at J.D. Power Canada**. "Certified dealers will benefit by leveraging the J.D. Power brand and promoting their dealership's commitment to an outstanding customer experience."

Interested dealerships must rank among their brand's top performers in key customer satisfaction areas as determined by J.D. Power.

Qualifying dealers must pass an in-dealership sales process verification and show they meet or exceed J.D. Power sales best practices. These best practices have evolved to align with customer expectations of the sales experience in the post-pandemic market. These best practices include professional customer communication, an efficient online-to-showroom transition, standard processes for addressing customer issues through feedback and presence of digital retail tools.

Once certified, a dealership is permitted to market its achievement for 12 months with such marketing tools as a J.D. Power Dealer of Excellence trophy, online marketing collateral and in-store merchandise displays. Certified dealerships also will be listed on jdpower.com for consumers to search before visiting the showroom.

Dealerships will be recognized at tiers coinciding with the number of years they've earned the designation:

- 2 Years: Silver
- 3 Years: Gold
- 4 Years: Platinum
- 5+ Years: Diamond

For additional program information visit: www.jdpower.com/dealerofexcellence and www.jdpower.com/ca-doe.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business.

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