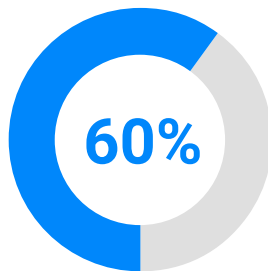


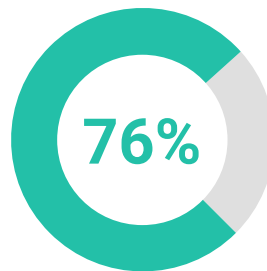
Canada Dealer Financing Satisfaction Study



Strong dealer/lender relationships continue to support automotive sales and customer satisfaction. Understanding the nuances of these relationships through the voice of the customer is the foundation of the **J.D. Power Canadian Dealer Finance Satisfaction StudySM**. A subscription will empower you to identify the critical dimensions of satisfaction among Canadian auto dealers with their auto finance providers. The study will help you to pinpoint your strengths and opportunities for improvement against competitors. You'll leverage J.D. Power's 50 years of voice of the customer insights and the expertise of our team of financial services experts.



of auto dealers say that credit desk personnel are the first point of contact for any problems or concerns.



of dealers say they were able to engage with credit staff when needed.

THE MARKETPLACE
IN CANADA
CONTINUES TO
BE STRONG,
YET HIGHLY
COMPETITIVE, SO
RELATIONSHIPS
ARE WHAT MAKE
THE DIFFERENCE.

Jim Houston
Senior Director of the
Automotive Finance
Practice at J.D. Power

Deliverables:

- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking your company's performance compared with the industry across key drivers of satisfaction, loyalty and advocacy metrics
- Competitive survey data and industry reports including information on customer segments
- Data and analytical tools for performance insights and competitive comparisons with your peers
- Access to VoX Platform—J.D. Power's proprietary interactive reporting interface
- The complete study data file with consumer survey responses