MideMai



A WIDEWAIL REPORT

Automotive Customer Experience Study

8.1M Google reviews analyzed with AI topic and sentiment analysis trended from 2023-2024



NEGATIVE MENTIONS OF STAFF RISES

Staff further cemented itself as the most important driver of customer experience, increasing overall mentions by 15.5%. Unfortunately, we observe negative mentions sharply rising, up 19.6% YoY. While positive mentions are up, the greater growth is in negativity.



ABOUT THE DATA

2024

INDUSTRY BENCHMARKS



COMMUNICATION REMAINS THE #1 TOPIC IN NEGATIVE REVIEWS, INCREASES 6.4%

Mentioned in 41% of negative reviews, poor feedback on communication systems has increased by 6.4% across the industry YoY.

SALES DEPARTMENT PERFORMANCE EXPERIENCING A NEGATIVITY INCREASE AND A POSITIVITY DECREASE IN 2024, FAIRING WORSE THAN SERVICE

Sales department positivity is down 3% YoY and negativity is up 8.5% YoY.

NEGATIVE MENTIONS OF STAFF RISE 19.6%

Mentioned in 25% of negative reviews, the negativity surrounding STAFF is up 19.6% in 2024.

WAIT TIME NEGATIVITY DECLINES

Negative mentions of Wait Times declined 8.5% YoY.

PRICING SENTIMENT IS BACKSLIDING IN SERVICE, IMPROVING IN SALES

Positive mentions of PRICE/COST in the Service department are decreasing and negative mentions are increasing.

DALERSHIP STAFF NEGATIVITY ON RISE

POSITIVE AND NEGATIVE MENTIONS OF STAFF COMPARED TO 2024 INDUSTRY BENCHMARKS AND YOY GROWTH

2024 STAFF BENCHMARK	STAFF IN SALES SCENARIO	STAFF IN SERVICE SCENARIO	STAFF AT LUXURY DEALERS	STAFF AT NON-LUXURY DEALERS
YOY GROWTH	VS. BENCHMARK YOY GROWTH	VS. BENCHMARK YOY GROWTH	VS. BENCHMARK YOY GROWTH	VS. BENCHMARK YOY GROWTH
	34%			
20%	27%		21%	





INSIGHTS

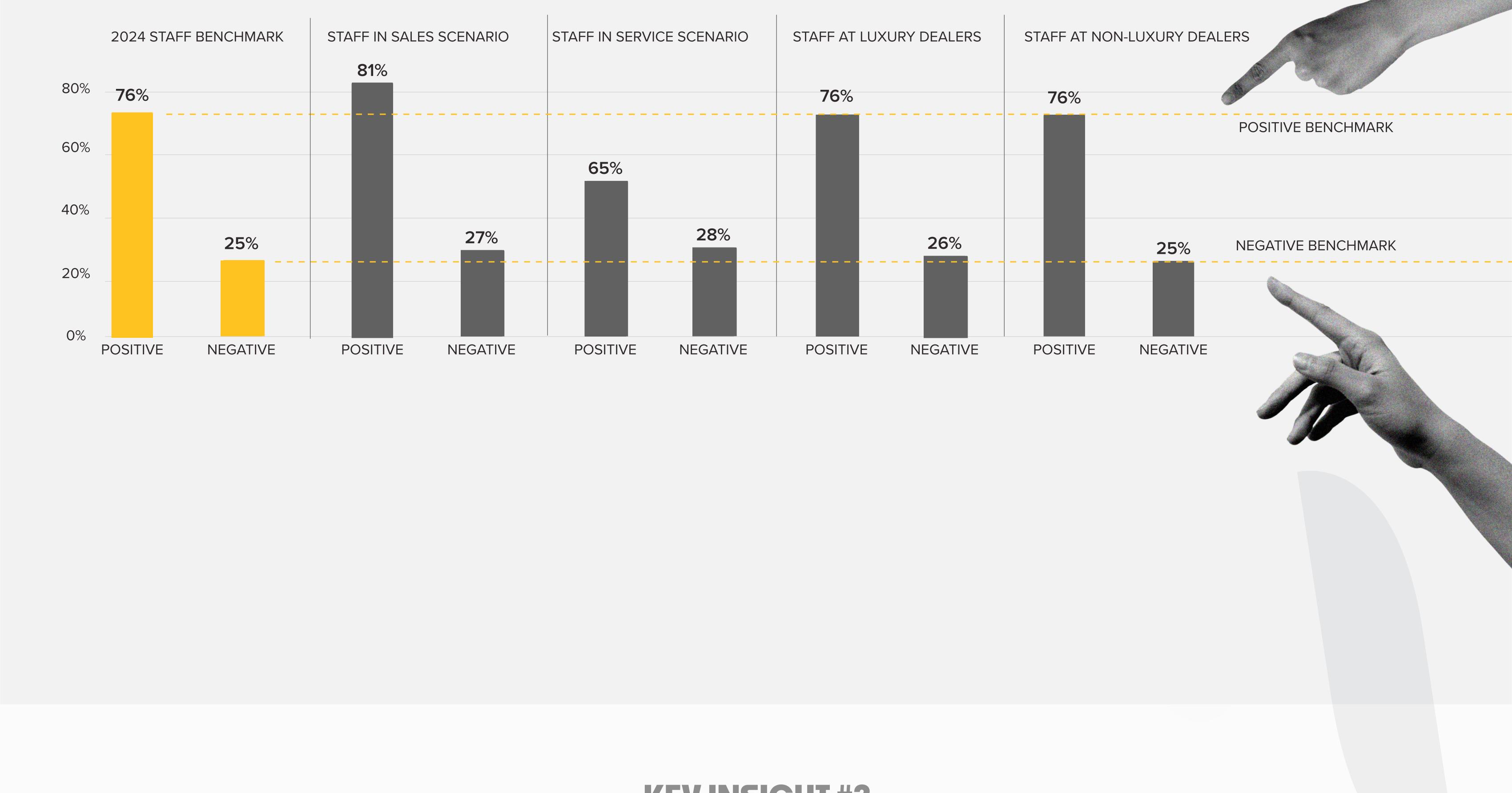




KEY INSIGHT #1

STAFF PERFORMANCE IN FOUR KEY COHORTS

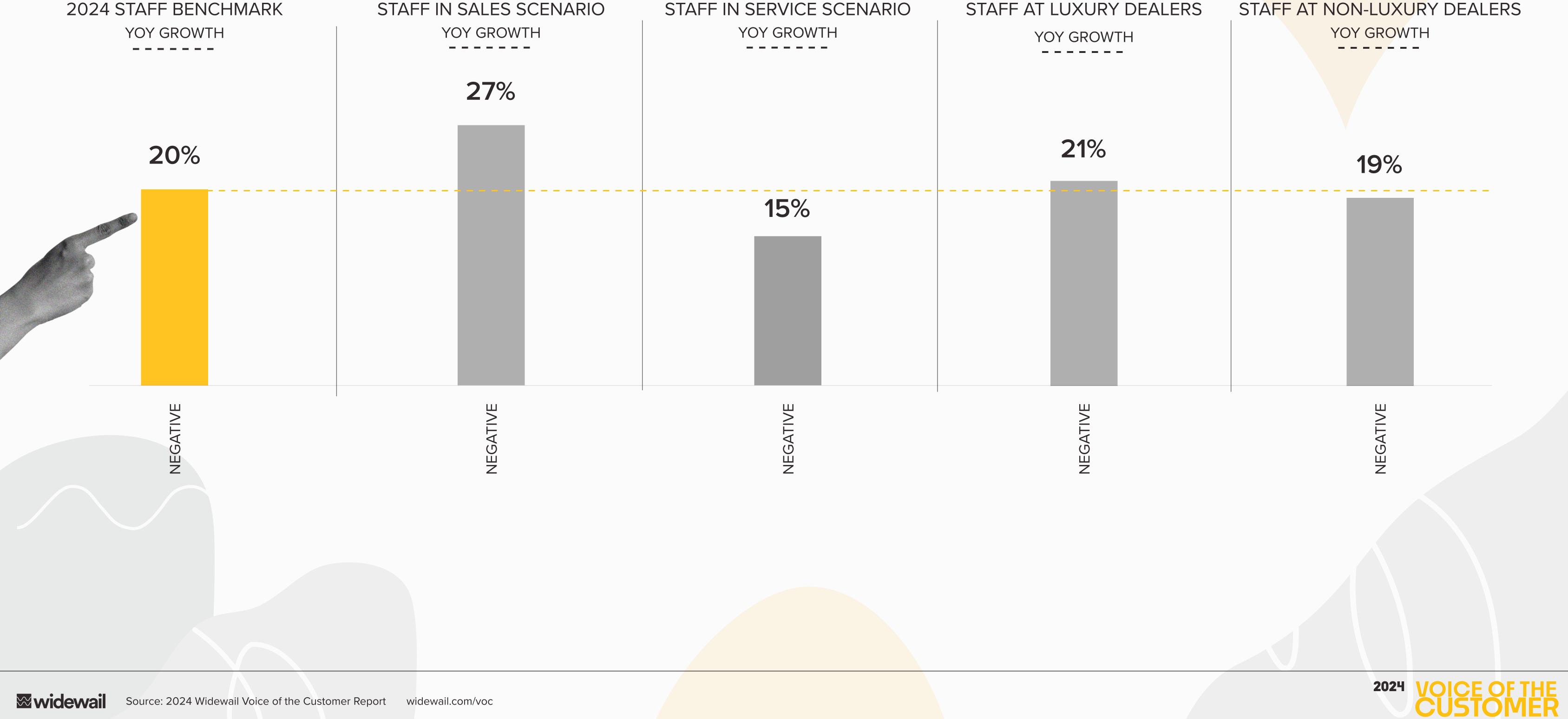
POSITIVE AND NEGATIVE MENTIONS OF STAFF COMPARED TO 2024 INDUSTRY BENCHMARKS



KEY INSIGHT #2

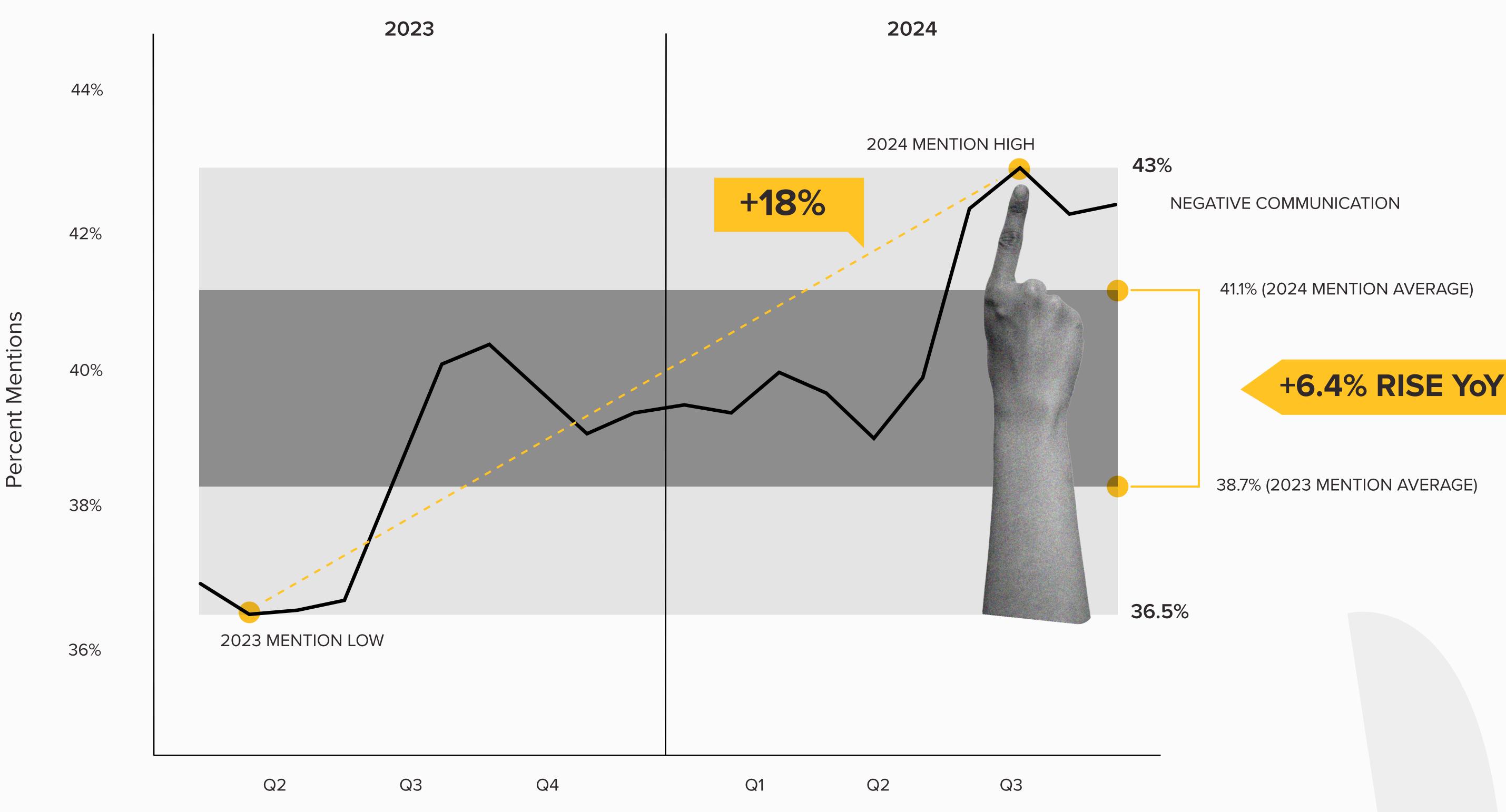
DEALERSHIP STAFF NEGATIVITY UP 20% IN 2024

YOY GROWTH OF NEGATIVE MENTIONS OF STAFF



KEY INSIGHT #3 POOR COMMUNICATION: +18% FROM 2023 LOW TO 2024 HIGH

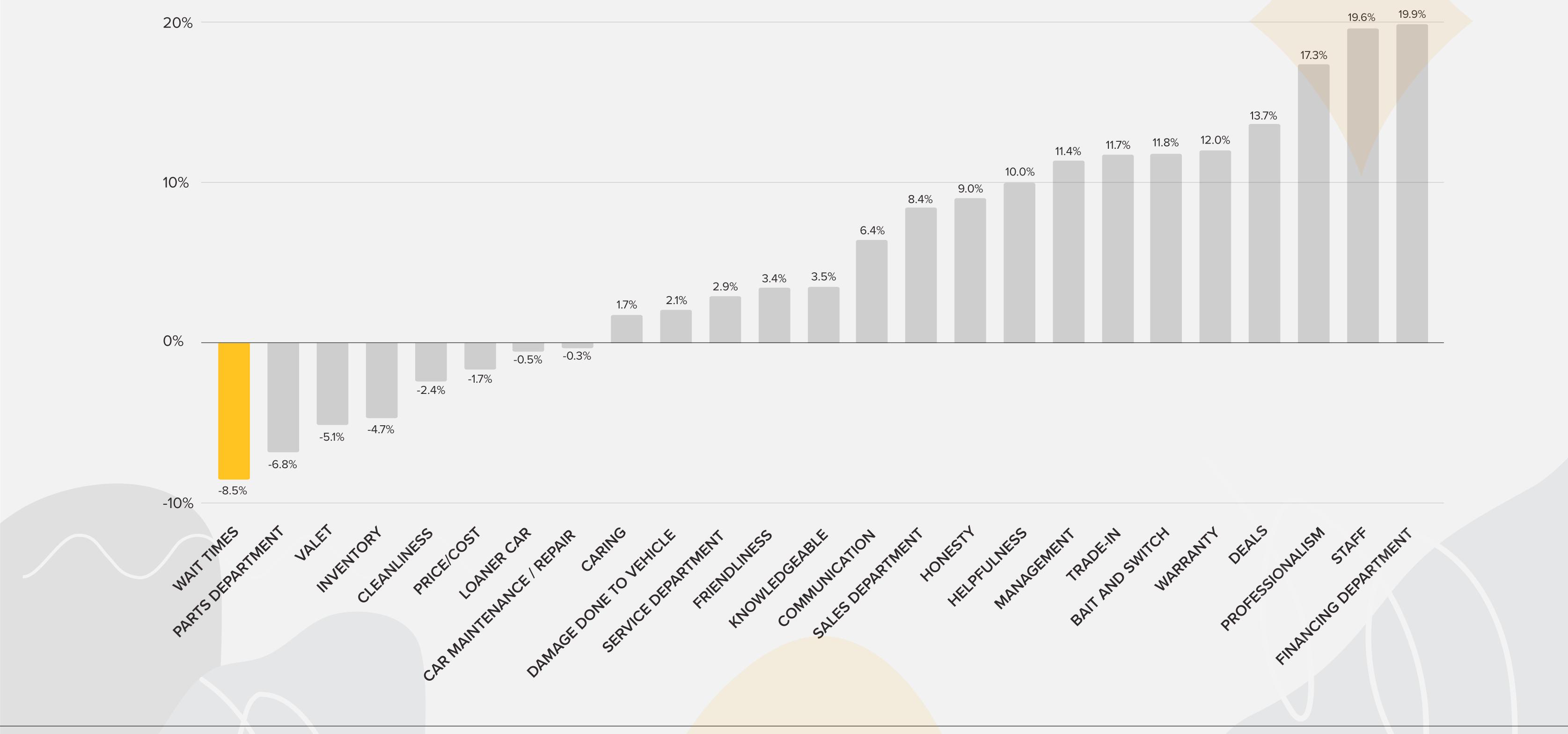
PERCENT MENTIONS OF NEGATIVE COMMUNICATION IN REVIEWS FROM 2023 TO 2024





LEADING EXPERIENCE GAINS IN 2024

YOY GROWTH RATE OF TOPICS MENTIONED IN NEGATIVE REVIEWS FROM 2023 TO 2024

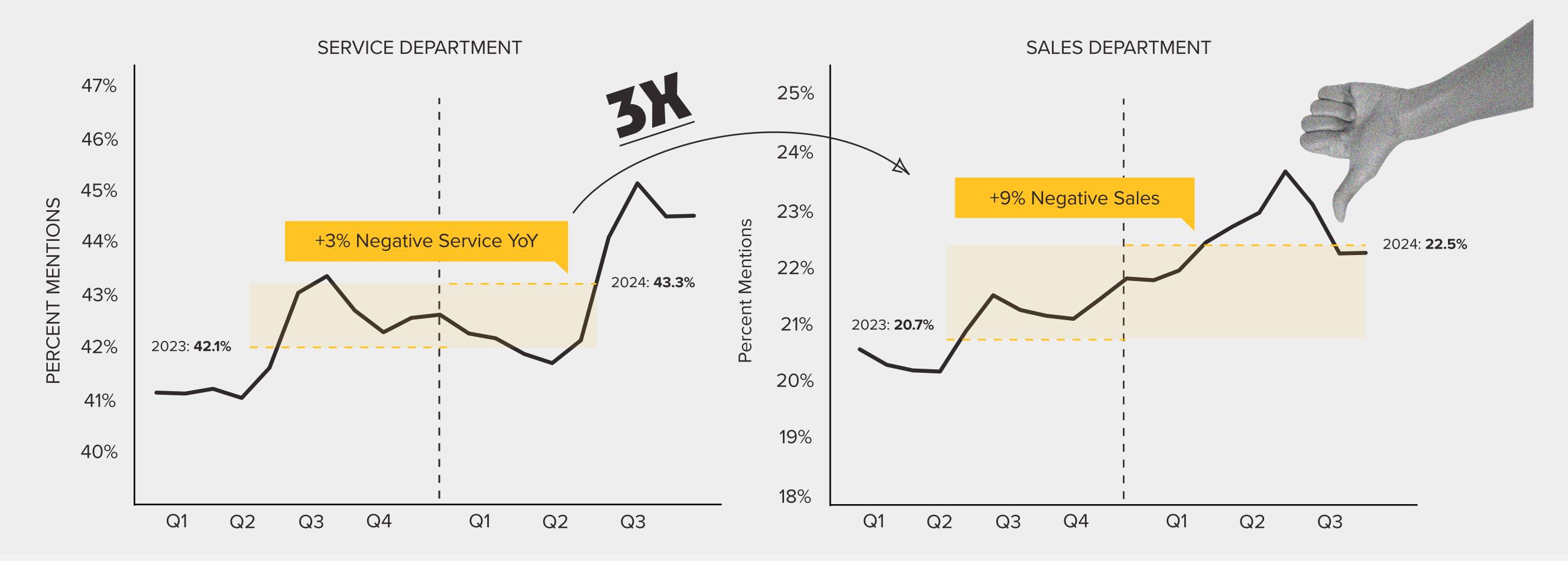




KEY INSIGHT #5

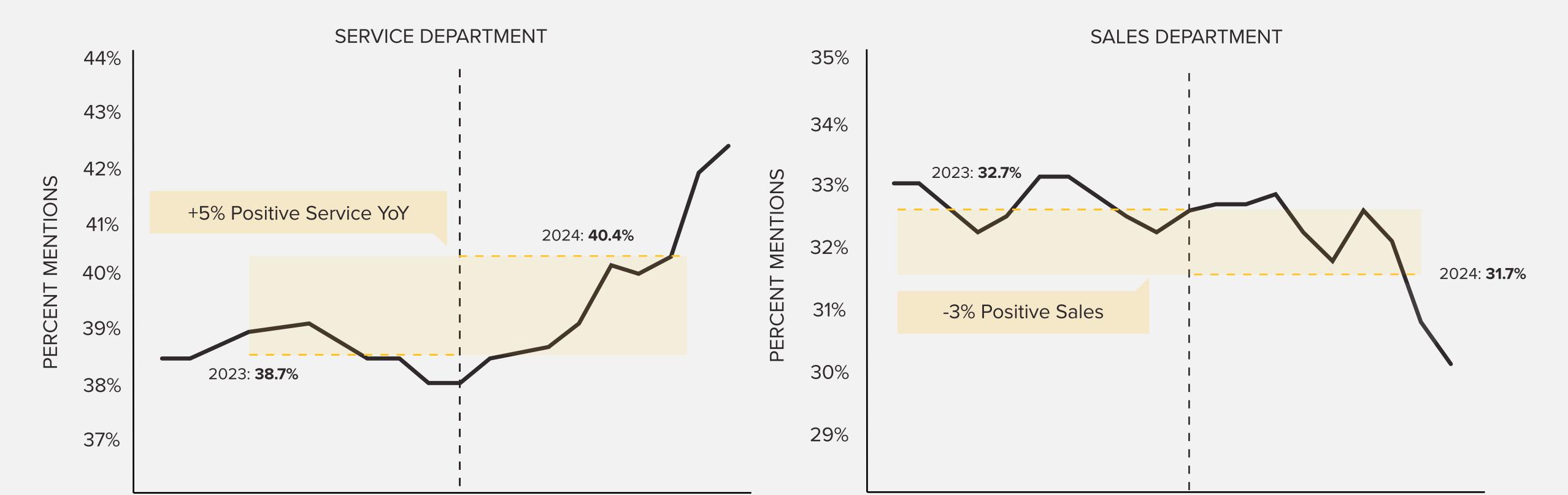
SALES NEGATIVITY GAINS 3X SERVICE

PERCENT MENTIONS OF NEGATIVE AND POSITIVE MENTIONS FOR BOTH SALES AND SERVICE DEPARTMENTS



NEGATIVE REVIEWS

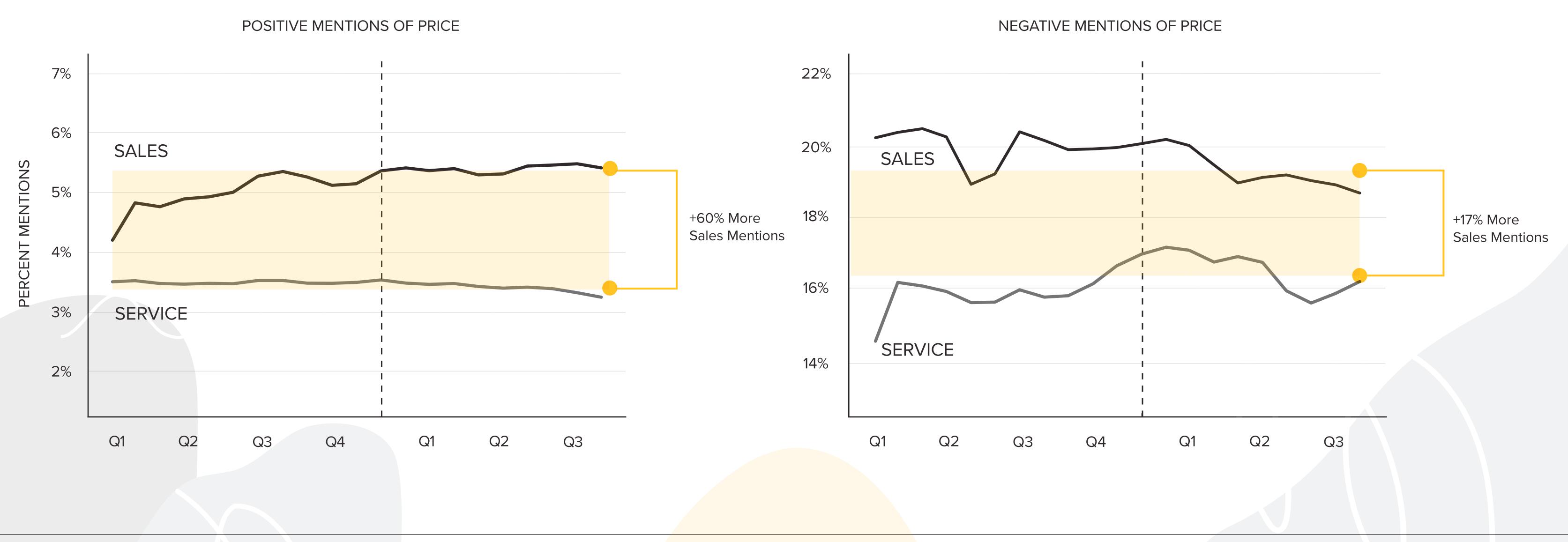
POSITIVE REVIEWS



Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q1 Q2 Q3 Q4 Q1 Q2 Q3

REV INSIGHT #6 PRICE/COST MENTIONS: SALES IMPROVING, SERVICE BACKSLIDING

POSITIVE AND NEGATIVE MENTIONS OF PRICE IN DEALERSHIP GOOGLE REVIEWS COMPARING SALES EXPERIENCES DIRECTLY TO SERVICE EXPERIENCES IN 2024





KEY INSIGHT #7

FINANCE DEPT NEGATIVE REVIEWS BEHIND STAFF CRITICISM

A CLOSER LOOK AT WHAT TOPICS ARE MENTIONED MOST FREQUENTLY IN NEGATIVE STAFF REVIEWS

31.5% growth YoY: Mentions of Financing Dept in negative reviews that also mention Staff

31.5%

 $\sqrt{7}$









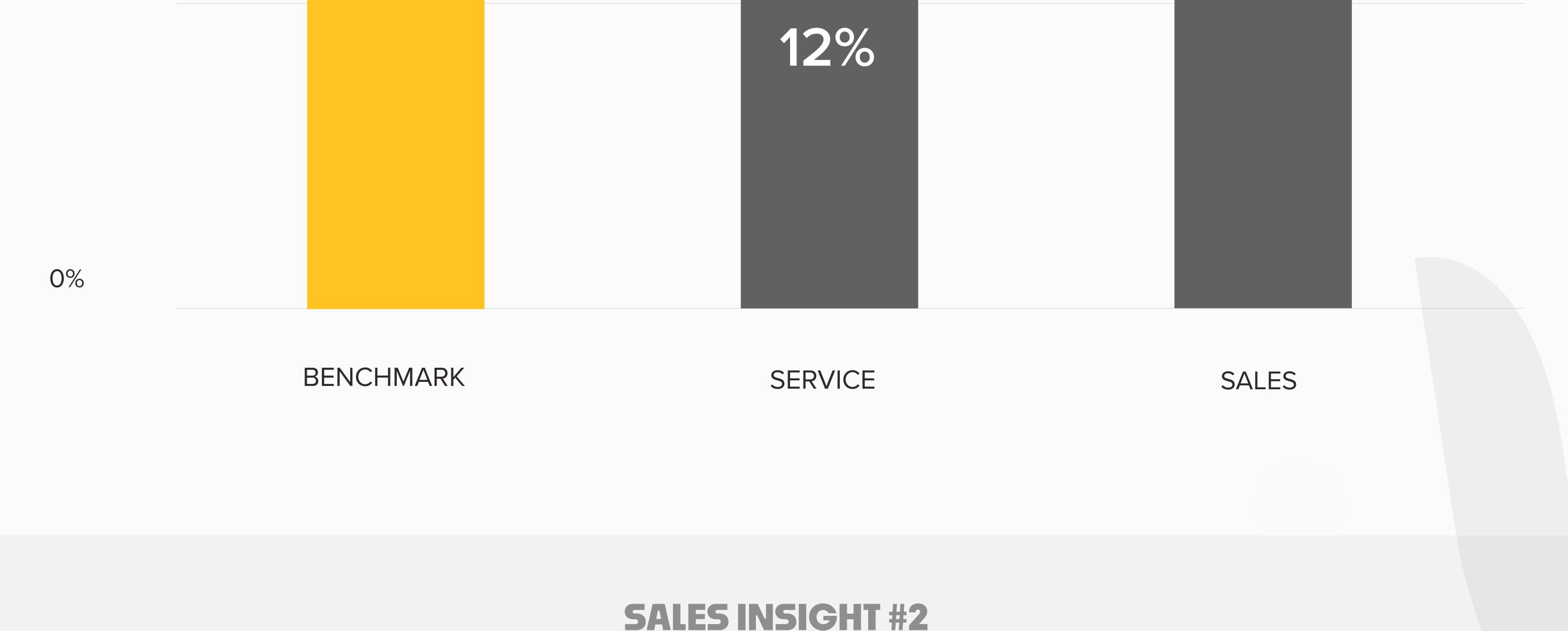




SALES INSIGHT #1 KNOWLEDGE A KEY DRIVER OF POSITIVE SALES EXPERIENCES

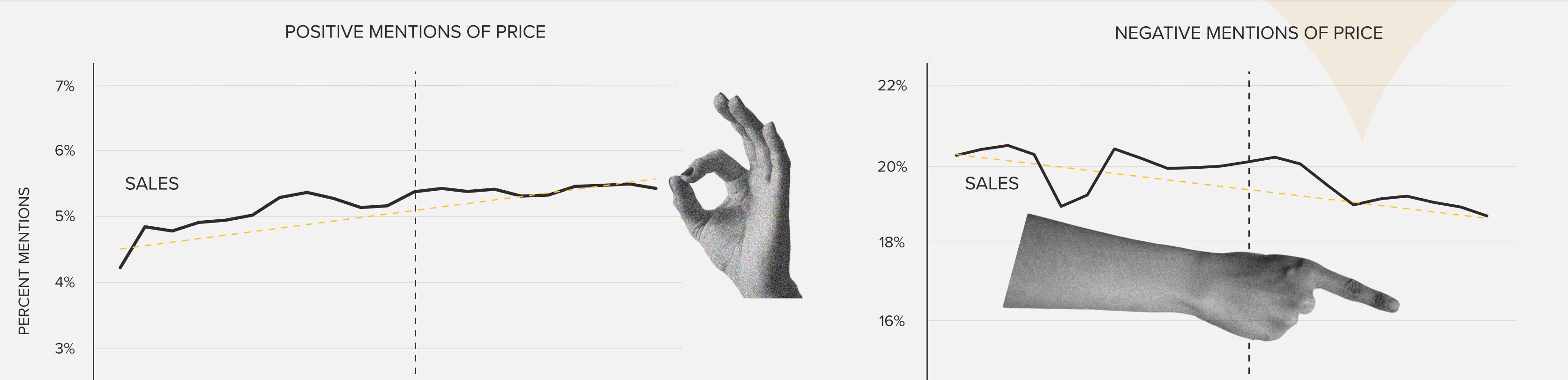
POSITIVE MENTIONS OF KNOWLEDGE IN A SERVICE AND SALES EXPERIENCE VS. BENCHMARK

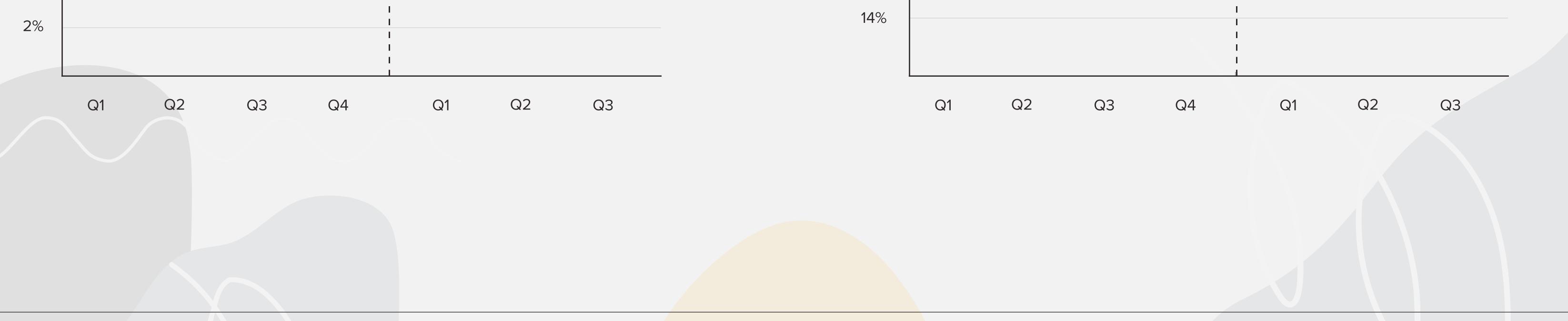
+29% 19% 15%



PRICE SENTIMENT IN SALES TRENDING IN AN ENCOURAGING DIRECTION

POSITIVE AND NEGATIVE MENTIONS OF PRICE IN THE SALES DEPARTMENT





20%

10%



SALES INSIGHT #3

STAFF MORE IMPACTFUL IN SALES THAN SERVICE

POSITIVE MENTIONS OF STAFF COMPARING TO 2024 SALES AND SERVICE REVIEWS



PERCENT MENTIONS

0%

BENCHMARK		76 %

25%

50%

75%









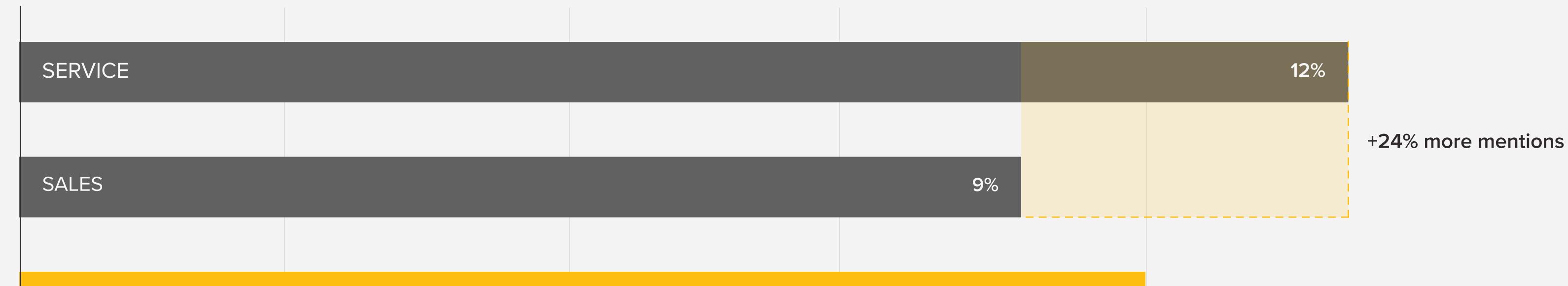




SERVICE INSIGHT #1

COMMUNICATION DRIVES 24% MORE POSITIVITY IN SERVICE VS SALES

POSITIVE MENTIONS OF COMMUNICATION COMPARING TO 2024 SALES AND SERVICE REVIEWS



	BENCHMARK			10%
L 0%	5 2.5	5% 5%	7.5	5%

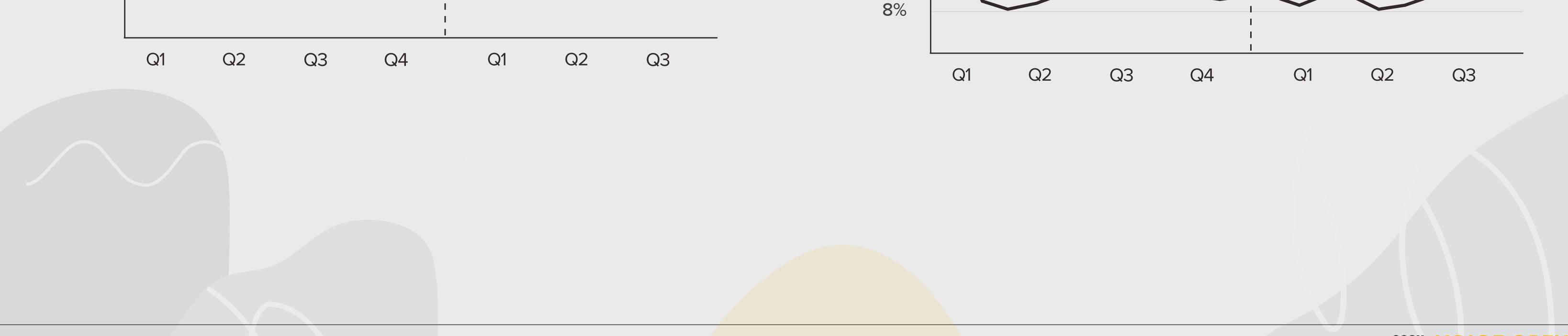
PERCENT MENTIONS



WAIT TIMES PRIMARILY A SERVICE ISSUE

MENTIONS OF WAIT TIMES COMPARING TO 2024 SALES AND SERVICE REVIEWS

25% SERVICE 10% **Percent Mentions** 23% SERVICE 20% 8% Percent Mentions 18% 6% 15% 4% 13% 10% SALES 2% SALES



POSITIVE MENTIONS OF WAIT TIMES

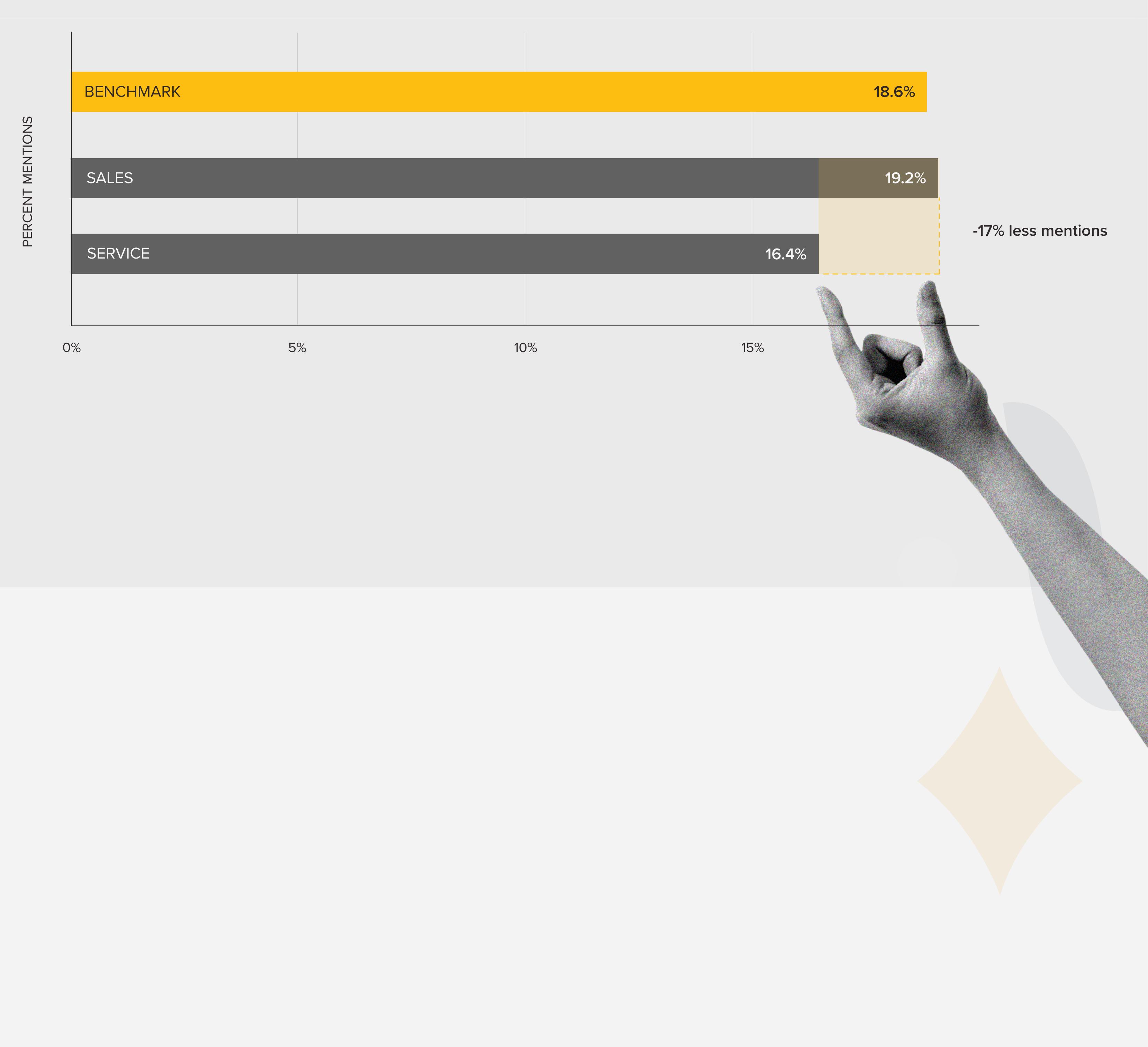


NEGATIVE MENTIONS OF WAIT TIMES



PRICE/COST MENTIONED IN 17% FEWER NEGATIVE SERVICE REVIEWS V. SALES

NEGATIVE MENTIONS OF PRICE/COST COMPARING TO 2024 SALES AND SERVICE REVIEWS







Source: 2024 Widewail Voice of the Customer Report widewail.com/data

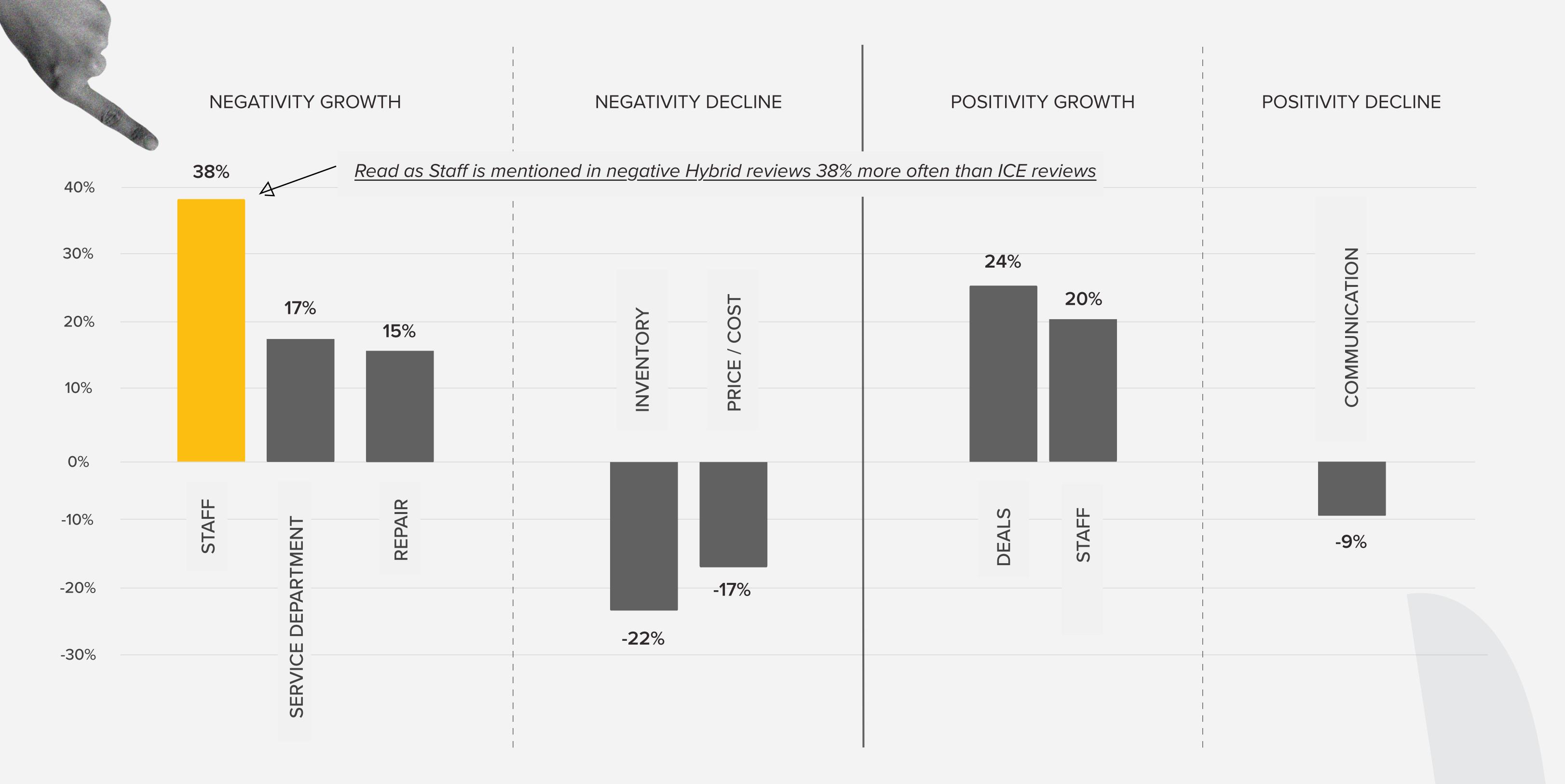




EV/HYBRID INSIGHT #1

HYBRID VS. ICE CUSTOMER EXPERIENCE ANALYSIS

8 TOPICS THAT SHOW A SUBSTANTIAL DIVERGENCE IN HYBRID REVIEW MENTIONS AND ICE MENTIONS

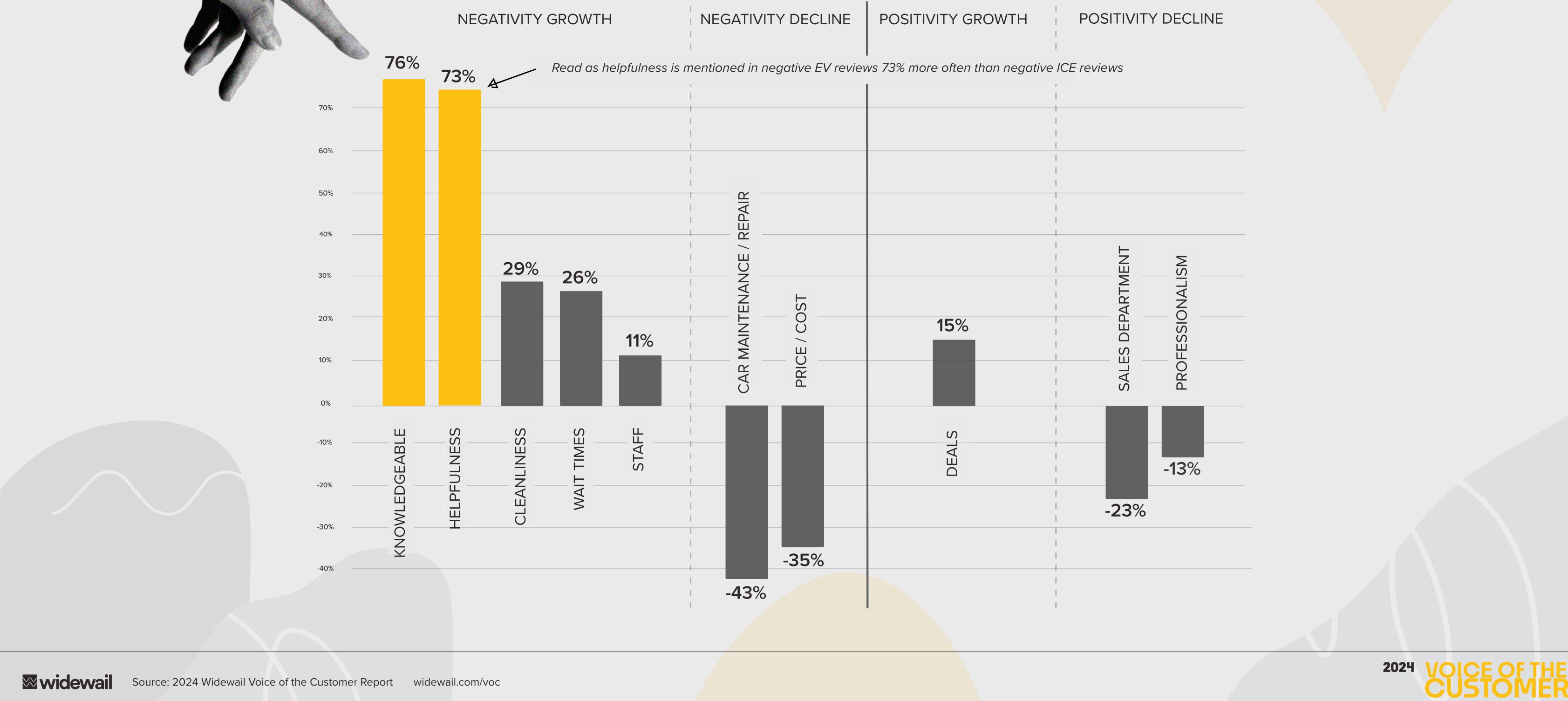


EV/HYBRID INSIGHT #2

EV VS. ICE CUSTOMER EXPERIENCE ANALYSIS

11 TOPICS THAT SHOW A SUBSTANTIAL DIVERGENCE IN EV REVIEW MENTIONS AND ICE MENTIONS

ICE = INTERNAL COMBUSTION ENGINE





<u>FU</u>	SITIVE TOPICS	<u>2024</u>	PERCENT DIFFERENCE	<u>2023</u>
1.	STAFF	75.83%	13.66%	66.71%
2.	SERVICE DEPARTMENT	40.44%	4.54%	38.68%
3.	SALES DEPARTMENT	31.65%	-3.22%	32.71%
4.	HELPFULNESS	22.21%	-2.85%	22.86%
5.	FRIENDLINESS	17.05%	0.08%	17.04%
6.	KNOWLEDGEABLE	14.82%	0.95%	14.68%
7.	COMMUNICATION	10.23%	-0.49%	10.28%
8.	PROFESSIONALISM	10.09%	6.30%	9.49%
9.	MANAGEMENT	8.98%	10.33%	8.14%
10.	CAR MAINTENANCE / REPAIR	6.81%	-2.35%	6.98%
11.	WAIT TIMES	6.21%	-4.60%	6.51%
12.	FINANCING DEPARTMENT	4.49%	6.63%	4.21%
13.	PRICE / COST	3.91%	-0.22%	3.92%
14.	DEALS	3.75%	6.33%	3.52%
15.	INVENTORY	3.30%	-1.26%	3.34%
16.	CLEANLINESS	3.18%	-3.88%	3.31%
17.	HONESTY	2.74%	-3.41%	2.83%
18.	CARING	2.30%	5.52%	2.03%
19.	TRADE-IN	1.62%	3.13%	1.57%
20.	WARRANTY	1.02%	2.15%	1.07%
	LOANER CAR	0.98%	1.02%	0.97%
	PARTS DEPARTMENT	0.58%	-12.45%	0.67%
	VALET	0.41%	8.31%	0.38%
24.	DAMAGE DONE TO VEHICLE	0.03%	-3.17%	0.03%
25.		0.00%	-13.70%	0.00%
<u>NEC</u>	<u>GATIVE TOPICS</u>	<u>2024</u>	PERCENT DIFFERENCE	<u>2023</u>
1.				
- •	SERVICE DEPARTMENT	43.32%	2.9%	42.09%
2.	SERVICE DEPARTMENT COMMUNICATION	43.32% 41.13%	2.9% 6.4%	42.09% 38.66%
2.	COMMUNICATION	41.13%	6.4%	38.66%
2. 3.	COMMUNICATION STAFF	41.13% 25.23%	6.4% 19.6%	38.66% 21.10%
2. 3. 4.	COMMUNICATION STAFF SALES DEPARTMENT	41.13% 25.23% 22.54% 21.98% 20.94%	6.4% 19.6% 8.4% -0.3% -8.5%	38.66% 21.10% 20.78% 22.05%
 2. 3. 4. 5. 	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT	41.13% 25.23% 22.54% 21.98% 20.94%	i i i	38.66% 21.10% 20.78% 22.05% 22.89%
 2. 3. 4. 5. 6. 	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 18.62%	Image: Note of the second s	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 18.93%
 2. 3. 4. 5. 6. 7. 	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 18.62% 6.82%	Image: Add to a constraint of the second	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 18.93%
 2. 3. 4. 5. 6. 7. 8. 	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 18.62% 6.82% 6.38%	6.4% 19.6% 19.6% 8.4% -0.3% -0.3% 11.4% 11.4% 19.9% 112.0%	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 18.93% 5.69% 5.70%
 2. 3. 4. 5. 6. 7. 8. 9. 	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38%	Image: Note of the second s	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 17.88% 5.69% 5.69% 5.70% 4.81%
 2. 3. 4. 5. 6. 7. 8. 9. 10. 	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 5.24% 4.35%	Image:	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 17.88% 5.69% 5.69% 5.70% 4.81% 4.81%
 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY HONESTY	41.13% 255.23% 222.54% 21.98% 20.94% 20.94% 19.91% 18.62% 6.82% 6.82% 6.38% 5.24% 5.24% 4.35% 4.04%	Image: Constant of the second seco	38.66%21.10%20.78%22.05%22.89%17.88%18.93%5.69%5.70%4.81%4.26%4.14%
 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-IN	41.13% 255.23% 222.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 5.24% 5.24% 4.35% 4.35% 3.29%	6.4% 19.6% 19.6% 8.4% 10.3% 10.3% 11.4% 11.4% 11.4% 11.4% 11.1 <td>38.66% 21.10% 20.78% 22.05% 22.89% 22.89% 17.88% 17.88% 5.69% 5.69% 5.69% 4.81% 4.81% 4.26% 4.26% 4.14% 2.94%</td>	38.66% 21.10% 20.78% 22.05% 22.89% 22.89% 17.88% 17.88% 5.69% 5.69% 5.69% 4.81% 4.81% 4.26% 4.26% 4.14% 2.94%
2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 11. 12. 12.	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-IN	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 6.38% 5.24% 4.35% 4.35% 3.29% 3.29%	Image: Constant of the second seco	38.66% 21.10% 20.78% 22.05% 22.89% 22.89% 17.88% 17.88% 5.69% 5.69% 5.69% 5.70% 4.81% 4.81% 4.81% 2.94% 2.94%
 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-IN	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 6.38% 5.24% 5.24% 4.35% 4.35% 3.29% 2.74% 2.69%	Image: Constant of the second seco	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 18.93% 18.93% 5.69% 5.69% 5.70% 4.81% 4.81% 4.81% 4.26% 4.34% 2.94% 2.94% 2.94% 2.82%
2. 3. 4. 5. 6. 7. 6. 7. 8. 7. 8. 9. 10. 11. 12. 12. 13. 12.	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-INKNOWLEDGEABLE	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.38% 6.38% 6.38% 6.38% 5.24% 6.38% 4.35% 4.35% 3.29% 2.74% 2.69% 2.51%	i 6.4% i 19.6% i 8.4% i -0.3% i -0.3% i -8.5% i 11.4% i -1.7% i 19.9% i 12.0% i 9.0% i 9.0% i 11.7% i 11.7% i 3.5% i 3.5% i -4.7% i -0.5%	38.66% 21.10% 20.78% 22.05% 22.89% 122.89% 17.88% 18.93% 18.93% 5.69% 5.69% 5.70% 4.81% 4.26% 4.26% 4.26% 2.94% 2.94% 2.94% 2.94% 2.52%
2. 3. 4. 5. 5. 6. 7. 7. 8. 9. 10. 10. 11. 12. 11. 12. 12. 13.	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT VARRANTY HONESTY DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 6.38% 5.24% 5.24% 4.35% 4.35% 3.29% 2.74% 2.69%	Image: Constant of the second seco	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 18.93% 18.93% 5.69% 5.69% 5.70% 4.81% 4.81% 4.81% 4.26% 4.34% 2.94% 2.94% 2.94% 2.82%
2. 3. 4. 5. 5. 6. 7. 7. 8. 9. 8. 9. 10. 11. 12. 11. 12. 11. 12.	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-INKNOWLEDGEABLEINVENTORYLOANER CAR	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.38% 6.38% 6.38% 6.38% 5.24% 6.38% 4.35% 4.35% 3.29% 2.74% 2.69% 2.51%	i 6.4% i 19.6% i 8.4% i -0.3% i -0.3% i -8.5% i 11.4% i -1.7% i 19.9% i 12.0% i 9.0% i 9.0% i 11.7% i 11.7% i 3.5% i 3.5% i -4.7% i -0.5%	38.66% 21.10% 20.78% 22.05% 22.89% 122.89% 17.88% 18.93% 18.93% 5.69% 5.69% 5.70% 4.81% 4.26% 4.26% 4.26% 2.94% 2.94% 2.94% 2.52%
2. 3. 4. 5. 6. 5. 6. 7. 6. 7. 8. 7. 8. 9. 10. 11. 12. 11. 12. 12. 12. 13. 12.	COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT VARRANTY HONESTY DAMAGE DONE TO VEHICLE INVENTORY KNOWLEDGEABLE INVENTORY	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 5.24% 5.24% 4.35% 4.35% 4.35% 3.29% 2.51% 2.51% 2.37%	6.4% 19.6% 19.6% 8.4% -0.3% 1-0.3% 1-0.3% 1-1.4% 11.4% 11.4% 11.4% 11.4% 11.4% 11.4% 11.4% 11.4% 11.4% 11.4% 11.1% 11.20% 11.20% 11.20% 11.1%	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 18.93% 5.69% 5.70% 4.81% 4.26% 4.14% 2.94% 2.65% 2.65% 2.82% 2.52% 2.16%
2. 3. 4. 5. 6. 7. 6. 7. 8. 7. 8. 9. 10. 10. 11. 12. 12. 12. 13. 12. 13. 12.	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-INKNOWLEDGEABLEINVENTORYLOANER CARHELPFULNESSPROFESSIONALISM	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.38% 6.38% 6.38% 5.24% 5.24% 4.35% 4.35% 4.35% 3.29% 2.51% 2.69% 2.51% 2.37% 2.09%	Image: Constraint of the second se	38.66% 21.10% 20.78% 20.78% 22.05% 22.89% 17.88% 18.93% 5.69% 5.70% 4.81% 4.26% 2.94% 2.94% 2.65% 2.82% 2.52% 2.16% 1.78%
2. 3. 4. 5. 6. 7. 6. 7. 8. 7. 8. 9. 9. 10. 10. 11. 12. 12. 13. 12. 13. 13.	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYJOAMAGE DONE TO VEHICLECLEANLINESSTRADE-INKNOWLEDGEABLEINVENTORYLOANER CARHELPFULNESSPROFESSIONALISMBAIT AND SWITCH	41.13% 25.23% 22.54% 21.98% 20.94% 20.94% 19.91% 18.62% 6.82% 6.38% 6.38% 6.38% 5.24% 4.35% 4.35% 4.35% 4.35% 2.24% 2.51% 2.69% 2.51% 2.51% 2.51% 2.37% 1.97%	I 6.4% I 19.6% I 8.4% I -0.3% I -0.3% I -8.5% I 11.4% I 19.9% I 19.9% I 12.0% I 9.0% I 2.1% I 11.7% I 11.7% I 3.5% I 1.1.7% I 1.1.3%	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 17.88% 5.69% 5.70% 4.81% 4.26% 2.94% 2.94% 2.65% 2.82% 2.16% 1.78% 1.78%
2. 3. 4. 5. 5. 6. 7. 6. 7. 8. 7. 8. 9. 10. 10. 11. 12. 12. 12. 13. 12. 13. 12.	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-INKNOWLEDGEABLEINVENTORYJANER CARPROFESSIONALISMBAIT AND SWITCHPARTS DEPARTMENT	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.38% 6.38% 6.38% 6.38% 5.24% 6.38% 4.35% 4.35% 4.35% 3.29% 4.35% 2.74% 3.29% 2.74% 2.69% 2.51% 2.69% 1.97% 1.89%	I 6.4% I 19.6% I 8.4% I -0.3% I -0.3% I -8.5% I 11.4% I 11.4% I 19.9% I 12.0% I 9.0% I 9.0% I 2.1% I 1.2.0% I 1.2.1% I 1.2.1% I 1.1.7% I I.1.1% I I.1.3% I I.1.8% I I.1.8%	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 17.88% 5.69% 5.70% 4.81% 4.26% 2.94% 2.94% 2.95% 2.65% 2.82% 2.52% 1.78% 1.76% 2.03%
2. 3. 4. 5. 6. 5. 6. 7. 8. 7. 8. 9. 10. 10. 11. 12. 12. 12. 13. 12. 13. 12.	COMMUNICATIONSTAFFSALES DEPARTMENTSALES DEPARTMENTCAR MAINTENANCE / REPAIRWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-INKNOWLEDGEABLEINVENTORYLOANER CARHELPFULNESSPROFESSIONALISMBAIT AND SWITCHDEALS	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 6.38% 5.24% 4.35% 4.35% 4.35% 4.35% 3.29% 2.51% 2.69% 2.51% 2.69% 2.51% 1.80%	Image: set of the	38.66% 21.10% 20.78% 22.05% 22.89% 17.88% 18.93% 5.69% 5.70% 4.81% 4.26% 2.94% 2.94% 2.94% 2.16% 1.78% 2.05% 2.05% 1.76% 2.03% 1.59%
2. 3. 4. 5. 6. 5. 6. 7. 6. 7. 8. 7. 8. 9. 10. 10. 10. 11. 12. 12. 13. 12. 13. 12. 13. 12. 13. 12. 13. 12. 13.	COMMUNICATIONSTAFFSALES DEPARTMENTCAR MAINTENANCE / REPARWAIT TIMESMANAGEMENTPRICE / COSTFINANCING DEPARTMENTWARRANTYHONESTYDAMAGE DONE TO VEHICLECLEANLINESSTRADE-INKNOWLEDGEABLEINVENTORYLOANER CARPROFESSIONALISMBAIT AND SWITCHDEALSFIRENDLINESS	41.13% 25.23% 22.54% 21.98% 20.94% 19.91% 19.91% 18.62% 6.82% 6.38% 6.38% 5.24% 6.38% 4.35% 4.35% 4.35% 3.29% 3.29% 2.51% 2.69% 2.51% 2.69% 2.51% 2.51% 1.80% 1.80% 1.80% 1.80%	Image: August of the second	38.66%21.10%20.78%20.78%22.05%22.89%17.88%18.93%5.69%5.70%4.81%4.26%4.14%2.94%2.95%2.65%2.65%2.16%1.78%1.76%1.76%1.59%1.17%







PO	SITIVE TOPICS	<u>2024</u> PERC	CENT DIFFERENCE	<u>2023</u>
1.	STAFF	64.64%	11.91%	57.76%
2.	FRIENDLINESS	17.00%	0.56%	16.90%
3.	HELPFULNESS	16.99%	-2.70%	17.46%
4.	COMMUNICATION	12.05%	0.14%	12.03%
5.	KNOWLEDGEABLE	11.66%	1.33%	11.50%
6.	PROFESSIONALISM	8.81%	6.84%	8.25%
7.	WAIT TIMES	8.22%	-5.77%	8.72%
8.	MANAGEMENT	7.22%	4.84%	6.88%
9.	CAR MAINTENANCE / REPAIR	6.60%	-2.24%	6.76%
10.	FINANCING DEPARTMENT	4.63%	4.83%	4.42%
11.	CLEANLINESS	4.62%	-5.53%	4.89%
12.	PRICE / COST	3.40%	-3.31%	3.51%
13.	CARING	2.30%	4.86%	2.19%
14.	INVENTORY	2.11%	-1.09%	2.14%
15.	HONESTY	2.05%	-1.26%	2.08%
16.	LOANER CAR	1.66%	-0.80%	1.67%
17.	DEALS	1.61%	4.80%	1.54%
18.	WARRANTY	1.54%	-2.06%	1.58 %
19.	PARTS DEPARTMENT	0.81%	-10.52%	0.91%
20.	TRADE-IN	0.72%	7.14%	0.67%
21.	VALET	0.63%	4.94%	0.60%
22.	DAMAGE DONE TO VEHICLE	0.04%	-9.42%	0.05%
23.	BAIT AND SWITCH	0.00%	-41.28%	0.00%
				2022
NEC	SATIVE TOPICS	<u>2024</u> <u>PERC</u>	CENT DIFFERENCE	<u>2023</u>
<u>NEC</u> 1.	SATIVE TOPICS COMMUNICATION	2024 PERC 46.76%	2ENT DIFFERENCE 4.30%	<u>2023</u> 44.83%
1.	COMMUNICATION	46.76%	4.30%	44.83%
1. 2.	COMMUNICATION STAFF	46.76% 27.83%	4.30% 15.30%	44.83% 24.14%
1. 2. 3.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR	46.76% 27.83% 21.64%	4.30% 15.30% 2.31%	44.83% 24.14% 21.15%
1. 2. 3. 4.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST	46.76% 27.83% 21.64% 20.77% 19.32%	4.30% 15.30% 2.31%	 44.83% 24.14% 21.15% 22.38% 17.47% 16.03%
 1. 2. 3. 4. 5. 	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT	46.76% 27.83% 21.64% 20.77% 19.32%	4.30% 15.30% 2.31% -7.21% 10.61%	44.83% 24.14% 21.15% 22.38%
 1. 2. 3. 4. 5. 6. 	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55%	4.30% 4.30% 15.30% 2.31% 4.7.21% 10.61% 10.61% 4.82% 4.82%	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 7.05% 4.34%
1. 2. 3. 4. 5. 6. 7.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE HONESTY	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55%	4.30% 15.30% 2.31% -7.21% 10.61% 2.24% 10.57% 4.82% 9.91%	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 16.03% 4.34% 4.34%
1. 2. 3. 4. 5. 6. 7. 8.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55%	4.30% 4.30% 15.30% 2.31% 4.7.21% 10.61% 10.61% 4.82% 4.82%	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 7.05% 4.34%
1. 2. 3. 4. 5. 6. 7. 8. 9.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE HONESTY	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55%	4.30% 15.30% 2.31% -7.21% 10.61% 2.24% 10.57% 4.82% 9.91%	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 16.03% 4.34% 4.34%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.44% 4.37%	 4.30% 15.30% 2.31% 7.21% 10.61% 2.24% 10.57% 4.82% 9.91% 26.02% 	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 16.03% 4.34% 4.34% 3.47%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST VARRANTY DAMAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 16.39% 4.55% 4.55% 4.30%	4.30% 15.30% 2.31% 7.21% 10.61% 10.57% 10.57% 9.91% 26.02% -0.97%	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 16.03% 4.34% 4.34% 3.47% 4.34%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST VWARRANTY DAMAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT CLEANLINESS LOANER CAR	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.55% 4.30% 4.30% 3.56%	4.30% 15.30% 2.31% 7.21% 10.61% 2.24% 10.57% 10.57% 9.91% 9.91% 26.02% 1.78%	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 16.03% 16.03% 4.34% 3.47% 3.47% 4.34% 3.50%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST VARRANTY DAMAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT CLEANLINESS LOANER CAR	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.55% 4.44% 4.37% 4.30% 3.56% 3.06%	4.30% 4.30% 15.30% 15.30% 2.31% 10.2.31% 10.61% 10.61% 10.57% 10.502% 10.502% 10.503%	44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 16.03% 4.34% 4.34% 3.47% 4.34% 3.50% 3.50%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 13. 14.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT CLEANLINESS LOANER CAR KNOWLEDGEABLE HELPFULNESS	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.55% 4.44% 4.37% 4.30% 3.56% 3.06% 3.00%	4.30% 15.30% 2.31% 2.31% 1.7.21% 10.61% 10.57% 10.57% 10.57% 9.91% 2.26.02% 1.78% 1.78% 9.924%	 44.83% 24.14% 21.15% 21.15% 22.38% 17.47% 16.03% 7.05% 4.34% 4.34% 3.47% 3.47% 3.50% 3.50% 3.08% 2.74%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT CLEANLINESS LOANER CAR KNOWLEDGEABLE HELPFULNESS	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.55% 4.44% 4.37% 4.37% 4.30% 3.56% 3.06% 3.00%	4.30% 15.30% 2.31% 2.31% 10.5.30% 10.51% 10.57% 10.57% 9.91% 26.02% 1.7.8% 9.24% 9.24% 1.7.88%	44.83% 24.14% 21.15% 21.15% 22.38% 17.47% 16.03% 16.03% 16.03% 4.34% 3.47% 3.50% 3.47% 3.50% 3.47% 3.50% 3.47% 3.47% 3.47% 3.47% 3.47% 3.47% 3.47% 3.50% 3.47% 3.50% 3.108%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE IOAMAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT CLEANLINESS LOANER CAR LOANER CAR HELPFULNESS PARTS DEPARTMENT	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.55% 4.44% 4.37% 4.37% 3.56% 3.06% 3.06% 3.00% 1.97%	4.30% 4.30% 15.30% 2.31% 2.31% 10.61% 10.61% 10.57% 10.57% 4.82% 9.91% 26.02% 1.78% 9.24% 9.24% 16.21%	44.83% 24.14% 21.15% 21.15% 22.38% 17.47% 16.03% 16.03% 16.03% 4.34% 4.34% 3.47% 3.47% 3.47% 3.47% 3.50% 3.50% 3.50% 1.69%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17.	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE WARRANTY INANCING DEPARTMENT CLEANLINESS LOANER CAR KNOWLEDGEABLE HELPFULNESS PARTS DEPARTMENT PROFESSIONALISM	46.76% 27.83% 21.64% 20.77% 19.32% 19.32% 16.39% 7.80% 4.55% 4.55% 4.55% 4.44% 4.37% 4.37% 4.30% 3.56% 3.06% 3.06% 3.00% 1.97% 1.97%	4.30% 4.30% 15.30% 2.31% 12.31% 10.61% 10.61% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.51% <td> 44.83% 24.14% 21.15% 22.38% 22.38% 17.47% 16.03% 7.05% 4.34% 4.04% 3.47% 3.47% 3.47% 3.50% 3.50% 3.08% 2.74% 2.21% 1.69% 1.60% </td>	 44.83% 24.14% 21.15% 22.38% 22.38% 17.47% 16.03% 7.05% 4.34% 4.04% 3.47% 3.47% 3.47% 3.50% 3.50% 3.08% 2.74% 2.21% 1.69% 1.60%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES WAIT TIMES MANAGEMENT PRICE / COST WARRANTY DAMAGE DONE TO VEHICLE WARRANTY IDAMAGE DONE TO VEHICLE WARRANTY IDAMAGE DONE TO VEHICLE CLEANLINESS CLEANLINESS LOANER CAR KNOWLEDGEABLE HELPFULNESS PARTS DEPARTMENT PROFESSIONALISM INVENTORY	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.55% 4.44% 4.37% 4.30% 3.56% 3.06% 3.06% 3.00% 1.97% 1.70% 1.70%	4.30% 4.30% 15.30% 2.31% 2.31% 10.53% 10.61% 10.61% 10.57% 10.57% 10.57% 9.91% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.57% 10.53% 10.53% 10.53% 10.53% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51%	44.83% 24.14% 21.15% 22.38% 22.38% 17.47% 16.03% 16.03% 4.34% 4.34% 4.34% 3.47% 4.34% 3.47% 3.50% 3.50% 3.50% 1.60% 1.60% 1.60%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 14. 15. 16. 17. 18. 19. 	COMMUNICATION STAFF CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST VARRANTY DAMAGE DONE TO VEHICLE WARRANTY IDAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE CLEANLINESS ICANER CAR ICLEANLINESS ICANER CAR INVENTORY PROFESSIONALISM INVENTORY TRADE-IN FRIENDLINESS	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.30% 3.56% 3.06% 3.00% 1.97% 1.70% 1.70% 1.34%	4.30% 4.30% 15.30% 15.30% 2.31% 12.31% 10.57% 10.53% 10.53% 10.51% 10.51% 10.52% 10.51% 10.51% 10.51% 10.51% 10.51% 10.52% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% <td> 44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 7.05% 4.34% 3.47% 3.47% 3.47% 3.50% 3.50% 3.08% 2.74% 1.69% 1.69% 1.60% 1.50% 1.32% </td>	 44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 7.05% 4.34% 3.47% 3.47% 3.47% 3.50% 3.50% 3.08% 2.74% 1.69% 1.69% 1.60% 1.50% 1.32%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 14. 15. 16. 17. 18. 18. 19. 	COMMUNICATION COMMUNICATION STAFF CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST VARRANTY DAMAGE DONE TO VEHICLE MANAGE DONE TO VEHICLE HONESTY FINANCING DEPARTMENT INVENTORY INVENTORY PROFESSIONALISM INVENTORY INVENTORY CARING	46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 4.55% 4.44% 4.37% 4.30% 3.56% 3.06% 3.06% 1.97% 1.97% 1.70% 1.34% 1.05%	 4.30% 15.30% 2.31% 2.31% 3.7.21% 3.10.61% 3.2.24% 3.10.57% 3.10.57% 4.82% 9.91% 3.26.02% 3.26.02% 4.7.88% 4.7.88% 4.3.02% 1.1.141% 1.1.56% 4.30% 	 44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 16.03% 7.05% 4.34% 3.47% 3.47% 3.47% 3.50% 3.08% 3.08% 2.74% 2.21% 1.69% 1.69% 1.69% 1.60% 1.50% 1.32% 1.06%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21.	COMMUNICATION COMMUNICATION STAFF CAR MAINTENANCE / REPAIR AUMIT TIMES WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST VARRANTY DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE IDANACING DEPARTMENT ICLEANLINESS CLEANLINESS ILOANER CAR INVENTORY INVENTORY INVENTORY IRADE-IN INVENTORY IRADE-IN ICLARING IDEALS IDEALS INTEN	 46.76% 27.83% 21.64% 20.77% 19.32% 16.39% 7.80% 7.80% 4.55% 4.44% 4.37% 4.37% 3.56% 3.06% 3.06% 3.06% 3.06% 3.06% 1.70% 1.70% 1.70% 1.70% 1.70% 1.34% 0.85% 	4.30% 4.30% 15.30% 2.31% 12.31% 10.61% 10.61% 10.57% 10.50% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51% 10.51%	 44.83% 24.14% 21.15% 22.38% 17.47% 16.03% 7.05% 4.34% 4.04% 3.47% 3.47% 3.47% 3.50% 3.08% 3.50% 1.60% 1.60% 1.60% 1.50% 1.32% 1.06% 0.73%







<u>PC</u>	OSITIVE TOPICS	<u>2024</u> PE	RCENT DIFFERENCE	<u>2023</u>
1.	STAFF	80.68%	34.53%	59.97 %
2.	HELPFULNESS	24.40%	1.77%	23.97%
3.	KNOWLEDGEABLE	19.05%	5.66%	18.03%
4.	FRIENDLINESS	16.15%	1.89%	15.85%
5.	PROFESSIONALISM	11.63%	11.18%	10.46%
6.	FINANCING DEPARTMENT	11.22%	12.12%	10.00%
7.	#ED1C24 MANAGEMENT	10.73%	7.81%	9.95%
8.	COMMUNICATION	9.12%	4.14%	8.76%
9.	DEALS	6.46%	13.55%	5.69%
10.	PRICE / COST	5.43%	6.43%	5.10%
11.	INVENTORY	4.74%	6.90%	4.43%
12.	HONESTY	3.51%	0.02%	3.51%
13.	TRADE-IN	3.06%	8.67%	2.82%
14.	CAR MAINTENANCE / REPAIR	2.84%	10.11%	2.58%
15.	CARING	2.43%	13.39%	2.14%
16.	CLEANLINESS	1.55%	6.90%	1.45%
17.	WAIT TIMES	1.31%	-1.00%	1.33%
18.	WARRANTY	0.93%	18.69%	0.78%
19.	PARTS DEPARTMENT	0.30%	-0.14%	0.30%
20.	LOANER CAR	0.29%	7.88%	0.27%
21.	VALET	0.13%	18.42%	0.11%
22.	DAMAGE DONE TO VEHICLE	0.01%	26.93%	0.01%
23.	BAIT AND SWITCH	0.00%	42.35%	0.00%
NIE		2021 DE		2022
	GATIVE TOPICS		RCENT DIFFERENCE	<u>2023</u>
1.	COMMUNICATION	44.70%	8.63%	41.15%
1. 2.	COMMUNICATION MANAGEMENT	44.70% 28.10%	8.63% 7.40%	41.15% 26.17%
1. 2. 3.	COMMUNICATION MANAGEMENT STAFF	44.70% 28.10% 26.97%	8.63% 7.40% 26.67%	41.15% 26.17% 21.29%
1. 2. 3. 4.	COMMUNICATION MANAGEMENT STAFF PRICE / COST	44.70% 28.10% 26.97% 19.21%	8.63% 7.40% 26.67% -3.83%	41.15% 26.17% 21.29% 19.98%
 1. 2. 3. 4. 5. 	COMMUNICATION MANAGEMENT STAFF PRICE / COST FINANCING DEPARTMENT	44.70% 28.10% 26.97% 19.21% 15.35%	8.63% 7.40% 26.67% -3.83% 13.90%	41.15% 26.17% 21.29% 19.98%
 1. 2. 3. 4. 5. 6. 	COMMUNICATION MANAGEMENT STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR	44.70% 28.10% 26.97% 19.21% 15.35% 14.26%	8.63% 7.40% 26.67% -3.83% 13.90% 8.32%	41.15% 26.17% 21.29% 19.98% 13.48%
1. 2. 3. 4. 5. 6. 7.	COMMUNICATION MANAGEMENT STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY	44.70% 28.10% 26.97% 19.21% 15.35% 14.26% 9.15%	8.63% 7.40% 26.67% -3.83% 13.90% 8.32% 4.95%	41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72%
 1. 2. 3. 4. 5. 6. 7. 8. 	COMMUNICATION MANAGEMENT STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY WAIT TIMES	44.70% 28.10% 26.97% 19.21% 15.35% 14.26% 9.15% 8.23%	8.63% 7.40% 26.67% 13.90% 13.90% 8.32% 4.95% 1.110%	41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32%
1. 2. 3. 4. 5. 6. 7. 8. 9.	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY WAIT TIMES	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51%	88.63% 7.40% 26.67% 126.67% 13.90% 13.90% 88.32% 4.95% 16.22%	41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	COMMUNICATION MANAGEMENT STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY WAIT TIMES WARRANTY	44.70% 28.10% 26.97% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51%	8.63% 7.40% 26.67% 126.67% 13.90% 13.90% 8.32% 14.95% 15.98%	41.15% 26.17% 21.29% 19.98% 13.48% 13.48% 13.17% 8.72% 8.32% 5.61% 6.07%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY WAIT TIMES WARRANTY TRADE-IN	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68%		41.15% 26.17% 21.29% 19.98% 13.48% 13.48% 13.17% 8.32% 8.32% 5.61% 6.07% 5.10%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VARRANTY TRADE-IN INVENTORY BAIT AND SWITCH	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78%		41.15% 26.17% 21.29% 19.98% 13.48% 13.48% 13.17% 8.72% 8.72% 8.32% 5.61% 5.61% 5.61% 5.61% 5.10% 3.63%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13.	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES WARRANTY SWARRANTY INVENTORY BAIT AND SWITCH	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78%	····································	41.15% 26.17% 21.29% 19.98% 13.48% 13.48% 13.17% 8.32% 8.32% 5.61% 5.61% 6.07% 5.10% 3.63% 3.63%
1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 11. 12. 12.	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VAIT TIMES VARRANTY SAIT AND SWITCH BAIT AND SWITCH BAIT AND SWITCH	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 9.15% 8.23% 6.51% 6.51% 6.43% 6.43% 4.68% 3.78% 3.78% 3.78%		41.15% 26.17% 21.29% 19.98% 19.98% 13.48% 13.17% 8.32% 8.32% 5.61% 5.61% 6.07% 5.60% 3.63% 3.71% 3.27%
1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 11. 12. 12. 13.	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR I GAIT TIMES WARRANTY TRADE-IN INVENTORY BAIT AND SWITCH BAIT AND SWITCH DEALS	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.51% 6.43% 3.78% 3.78% 3.78% 3.78% 3.39%		41.15% 26.17% 21.29% 19.98% 13.48% 13.48% 13.17% 8.72% 8.32% 5.61% 5.61% 5.61% 5.61% 5.61% 3.32% 3.63% 3.71% 3.27% 3.27%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 	COMMUNICATION ANAGEMENT ANAGEMENT STAFF PRICE / COST PRICE / COST ANANCING DEPARTMENT CAR MAINTENANCE / REPAIR ANNESTY VAIT TIMES VARRANTY TRADE-IN INVENTORY BAIT AND SWITCH BAIT AND SWITCH DEALS HELPFULNESS HELPFULNESS	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.39% 3.06%		 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 5.61% 6.07% 5.10% 3.63% 3.71% 3.27% 3.06% 2.69%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17.	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR HONESTY WARRANTY VAIT TIMES VARRANTY INVENTORY BAIT AND SWITCH BAIT AND SWITCH DEALS HELPFULNESS PROFESSIONALISM	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.78% 3.73% 3.62% 3.39% 3.06%	0 8.63% 1 8.63% 1 7.40% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 3.83% 1 3.83% 1 3.90% 1 8.32% 1 4.95% 1 4.95% 1 16.22% 1 16.22% 1 4.31% 1 4.31% 1 10.55% 1 10.61% 1 13.63% 1 15.82%	 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 5.61% 6.07% 5.10% 3.63% 3.71% 3.27% 3.06% 2.69% 2.43%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 10. 11. 12. 12. 13. 14. 15. 15.	COMMUNICATION MANAGEMENT STAFF PRICE / COST PRICE / COST INANCING DEPARTMENT CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VAIT TIMES VARRANTY TRADE-IN INVENTORY BAIT AND SWITCH BAIT AND SWITCH INOWLEDGEABLE DEALS HELPFULNESS PROFESSIONALISM	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.78% 3.73% 3.62% 3.39% 3.06% 2.81%		 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 6.07% 5.60% 3.71% 3.27% 3.06% 2.69% 2.43% 2.40%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 	COMMUNICATION MANAGEMENT STAFF PRICE / COST PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VAIT TIMES VARRANTY TRADE-IN INVENTORY BAIT AND SWITCH BAIT AND SWITCH BAIT AND SWITCH CIEALS HELPFULNESS PROFESSIONALISM CIEANLINESS	44.70% 28.10% 28.10% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.73% 3.62% 3.39% 3.62% 3.39% 3.06% 1.46%		 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 6.07% 5.61% 5.61% 3.63% 3.71% 3.27% 3.06% 2.69% 2.43% 2.40% 1.40%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VAIT TIMES VARRANTY SAIT AND SWITCH INVENTORY BAIT AND SWITCH BAIT AND SWITCH INOWLEDGEABLE DEALS HELPFULNESS DEALS HELPFULNESS AROFESSIONALISM CIEANLINESS IDAMAGE DONE TO VEHICLE	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.73% 3.62% 3.39% 3.06% 3.39% 3.06% 1.46% 1.46% 1.10%	0 8.63% 1 8.63% 1 7.40% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 3.83% 1 3.83% 1 3.90% 1 4.95% 1 1.10% 1 1.10% 1 1.10% 1 5.98% 1 5.98% 1 4.31% 1 0.55% 1 10.61% 1 13.63% 1 13.73% 1 1.3.73% 1 4.34% 1 6.34%	 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 5.61% 6.07% 5.10% 3.63% 3.71% 3.27% 3.27% 3.06% 2.69% 2.43% 2.40% 1.40% 1.03%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 	COMMUNICATION MANAGEMENT STAFF PRICE / COST PRICE / COST CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VAIT TIMES VARRANTY SAIT AND SWITCH INVENTORY BAIT AND SWITCH ANOWLEDGEABLE DEALS INOWLEDGEABLE DEALS ART SDENALISM CLEANLINESS	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.78% 3.3.73% 3.62% 3.3.9% 3.62% 3.3.9% 3.62% 1.468% 1.10% 0.91%	U 8.63% 1 8.63% 1 7.40% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 3.83% 1 3.90% 1 3.90% 1 3.90% 1 4.95% 1 4.95% 1 16.22% 1 5.98% 1 5.98% 1 4.31% 1 0.55% 1 10.61% 1 13.63% 1 13.73% 1 4.34% 1 6.34% 1 6.34%	 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 5.61% 6.07% 5.10% 3.63% 3.71% 3.27% 3.06% 3.06% 2.69% 2.43% 2.40% 1.40% 1.03% 0.94%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 17. 18. 19. 20. 21. 22. 23. 24. 24.<!--</td--><td>COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VAIT TIMES VARRANTY SAIT AND SWITCH INVENTORY BAIT AND SWITCH BAIT AND SWITCH INOWLEDGEABLE DEALS HELPFULNESS DEALS HELPFULNESS AROFESSIONALISM CIEANLINESS IDAMAGE DONE TO VEHICLE</td><td>44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.73% 3.62% 3.39% 3.06% 3.39% 3.06% 1.46% 1.46% 1.10%</td><td>0 8.63% 1 8.63% 1 7.40% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 3.83% 1 3.83% 1 3.90% 1 4.95% 1 1.10% 1 1.10% 1 1.10% 1 5.98% 1 5.98% 1 4.31% 1 0.55% 1 10.61% 1 13.63% 1 13.73% 1 1.3.73% 1 4.34% 1 6.34%</td><td> 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 5.61% 6.07% 5.10% 3.63% 3.71% 3.27% 3.06% 3.06% 2.69% 2.43% 2.40% 1.40% 1.03% </td>	COMMUNICATION MANAGEMENT STAFF STAFF PRICE / COST FINANCING DEPARTMENT CAR MAINTENANCE / REPAIR HONESTY VAIT TIMES VAIT TIMES VARRANTY SAIT AND SWITCH INVENTORY BAIT AND SWITCH BAIT AND SWITCH INOWLEDGEABLE DEALS HELPFULNESS DEALS HELPFULNESS AROFESSIONALISM CIEANLINESS IDAMAGE DONE TO VEHICLE	44.70% 28.10% 26.97% 19.21% 19.21% 15.35% 14.26% 9.15% 8.23% 6.51% 6.51% 6.43% 4.68% 3.78% 3.78% 3.78% 3.78% 3.73% 3.62% 3.39% 3.06% 3.39% 3.06% 1.46% 1.46% 1.10%	0 8.63% 1 8.63% 1 7.40% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 26.67% 1 3.83% 1 3.83% 1 3.90% 1 4.95% 1 1.10% 1 1.10% 1 1.10% 1 5.98% 1 5.98% 1 4.31% 1 0.55% 1 10.61% 1 13.63% 1 13.73% 1 1.3.73% 1 4.34% 1 6.34%	 41.15% 26.17% 21.29% 19.98% 13.48% 13.17% 8.72% 8.32% 5.61% 5.61% 6.07% 5.10% 3.63% 3.71% 3.27% 3.06% 3.06% 2.69% 2.43% 2.40% 1.40% 1.03%







	SITIVE TOPICS	<u>2024</u>	PERCENT DIFFERENCE	<u>2023</u>
1.	STAFF	76.31%	12.56%	67.80%
2.	SERVICE DEPARTMENT	44.71%	4.64%	42.73%
3.	SALES DEPARTMENT	29.95%	-3.38%	31.00%
4.	HELPFULNESS	21.03%	-2.77%	21.63%
5.	FRIENDLINESS	16.43%	-1.00%	16.60%
6.	KNOWLEDGEABLE	16.33%	0.67%	16.22%
7.	PROFESSIONALISM	12.16%	6.03%	11.47%
8.	COMMUNICATION	11.62%	-1.22%	11.77%
9.	MANAGEMENT	10.12%	9.33%	9.26%
10.	CAR MAINTENANCE / REPAIR	6.93%	-1.98%	7.07%
11.	WAIT TIMES	5.90%	-5.36%	6.24%
12.	FINANCING DEPARTMENT	3.99%	4.84%	3.80%
13.	CLEANLINESS	3.96%	-4.27%	4.13%
14.	INVENTORY	3.40%	-0.64%	3.42%
	PRICE / COST	3.27%	-0.85%	3.29%
	DEALS	3.01%	3.81%	2.90%
10.	HONESTY	2.58%	-3.39%	2.50%
	CARING	2.50 <i>%</i> 2.51%	-3.39% 6.86%	2.88%
	LOANER CAR		0.80% 2.71%	
	TRADE-IN	1.91% 1.44%	0.34%	1.86% 1.43%
		1.01%	-0.90%	1.02%
	PARTS DEPARTMENT	0.62%	-10.05%	0.69%
		0.51%	5.09%	0.49%
	DAMAGE DONE TO VEHICLE	0.04%	-12.89%	0.05%
25.	BAIT AND SWITCH	0.00%	-42.17%	0.00%
NE	GATIVE TOPICS	<u>2024</u>	PERCENT DIFFERENCE	<u>2023</u>
1.	SERVICE DEPARTMENT	45.26%	4.35%	43.37%
1. 2.	SERVICE DEPARTMENT COMMUNICATION	45.26% 41.44%	4.35% 8.32%	43.37% 38.26%
1. 2. 3.	SERVICE DEPARTMENT COMMUNICATION STAFF	45.26% 41.44% 26.29%	4.35% 8.32% 21.35%	43.37% 38.26% 21.66%
1. 2. 3. 4.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR	45.26% 41.44% 26.29% 21.73%	4.35% 8.32% 21.35% -1.74%	43.37% 38.26% 21.66% 22.11%
 1. 2. 3. 4. 5. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT	45.26% 41.44% 26.29% 21.73% 21.32%	4.35% 8.32% 21.35% -1.74% 10.29%	43.37% 38.26% 21.66% 22.11% 19.33%
 1. 2. 3. 4. 5. 6. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT	45.26% 41.44% 26.29% 21.73% 21.32% 20.77%	4.35% 8.32% 21.35% -1.74% 10.29% 12.32%	43.37% 38.26% 21.66% 22.11% 19.33% 18.49%
 1. 2. 3. 4. 5. 6. 7. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT WAIT TIMES	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67%	4.35% 8.32% 21.35% 10.29% 12.32% 12.32% 1.12.32%	43.37% 38.26% 21.66% 22.11% 19.33% 18.49% 21.58%
 1. 2. 3. 4. 5. 6. 7. 8. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT WAIT TIMES PRICE / COST	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 17.54%	4.35% 4.35% 8.32% 21.35% 10.29% 112.32% 12.32% 12.32% 10.29% 110.29% <t< td=""><td>43.37% 38.26% 21.66% 22.11% 19.33% 18.49% 21.58% 17.69%</td></t<>	43.37% 38.26% 21.66% 22.11% 19.33% 18.49% 21.58% 17.69%
1. 2. 3. 4. 5. 6. 7. 8. 9.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT WAIT TIMES PRICE / COST	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 17.54% 5.87%	4.35% 8.32% 21.35% 10.29% 112.32% 10.29% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32%	43.37% 38.26% 21.66% 22.11% 19.33% 19.33% 18.49% 21.58% 17.69% 5.21%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT WAIT TIMES PRICE / COST WARRANTY FINANCING DEPARTMENT	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 5.87% 5.87%	4.35% 8.32% 21.35% 10.29% 10.29% 12.32% 12.32% 12.32% 12.63% 19.08%	43.37% 38.26% 21.66% 22.11% 19.33% 19.33% 18.49% 21.58% 5.21% 5.21% 4.85%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	SERVICE DEPARTMENT COMMUNICATION STAFF STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES PRICE / COST WARRANTY FINANCING DEPARTMENT CLEANLINESS	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 17.54% 5.87%	4.35% 8.32% 21.35% 10.29% 112.32% 10.29% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32%	43.37% 38.26% 21.66% 22.11% 19.33% 19.33% 18.49% 21.58% 17.69% 5.21%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT WAIT TIMES PRICE / COST WARRANTY FINANCING DEPARTMENT	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 5.87% 5.87%	4.35% 8.32% 21.35% 10.29% 10.29% 12.32% 12.32% 12.32% 12.63% 19.08%	43.37% 38.26% 21.66% 22.11% 19.33% 19.33% 18.49% 21.58% 5.21% 5.21% 4.85%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12.	SERVICE DEPARTMENT COMMUNICATION STAFF STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES PRICE / COST WARRANTY FINANCING DEPARTMENT CLEANLINESS	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 17.54% 5.87% 5.87% 5.78%	4.35% 4.35% 8.32% 21.35% 12.35% 10.29% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.32% 12.63% 12.63% 19.08% 112.33%	43.37% 38.26% 21.66% 22.11% 19.33% 19.33% 18.49% 21.58% 21.58% 5.21% 4.85% 5.09%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES PRICE / COST VARRANTY FINANCING DEPARTMENT CLEANLINESS DAMAGE DONE TO VEHICLE	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 17.54% 5.87% 5.87% 5.87% 5.02% 4.76%	4.35% 4.35% 8.32% 21.35% 12.35% 10.29% 12.32% 12.32% 12.32% 12.32% 12.63% 12.63% 112.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 14.10%	43.37% 38.26% 21.66% 22.11% 19.33% 19.33% 18.49% 21.58% 21.58% 5.21% 5.21% 5.21% 5.21% 5.21% 4.85% 5.09%
1. 2. 3. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 14. 15. 16. 7. 8. 10. 11. 12. 13. 14.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT WAIT TIMES PRICE / COST WARRANTY FINANCING DEPARTMENT CLEANLINESS DAMAGE DONE TO VEHICLE HONESTY	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.87% 5.02% 4.76%	4.35% 4.35% 8.32% 21.35% 12.35% 10.29% 10.29% 112.32% 12.32% 12.32% 12.32% 12.32% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 13.00% 14.10% 15.70%	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 19.33% 21.58% 21.58% 21.58% 5.21% 5.21% 5.21% 4.85% 4.85% 4.85% 4.85% 4.85%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 14. 15. 15. 15. 15. 15. 15. 15. 15. 15. 15. 15.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT SALES DEPARTMENT MANAGEMENT WAIT TIMES PRICE / COST VARRANTY FINANCING DEPARTMENT CLEANLINESS DAMAGE DONE TO VEHICLE HONESTY	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 17.54% 5.87% 5.87% 5.87% 5.02% 4.76% 4.69% 4.19%	4.35% 4.35% 8.32% 21.35% 12.35% 10.29% 10.29% 12.32% 12.32% 12.63% 12.63% 112.63%	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 18.49% 21.58% 21.58% 21.58% 5.21% 5.21% 5.21% 5.21% 4.85% 4.85% 4.85% 4.85% 4.85% 4.57% 4.05%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 16. 17. 18. 10. 11. 12. 13. 14. 15. 16.	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES PRICE / COST WARRANTY FINANCING DEPARTMENT CLEANLINESS DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE HONESTY LOANER CAR	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.87% 5.87% 4.76% 4.76% 4.76% 4.19% 2.96%	4.35% 4.35% 8.32% 21.35% 12.32% 10.29% 10.29% 12.32% 12.32% 12.32% 12.32% 12.32% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 13.08% 14.10% 15.70% 15.70% 10.51% 14.59%	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 18.49% 21.58% 21.58% 21.58% 5.21% 5.21% 5.21% 4.85% 5.09% 4.85% 4.85% 4.85% 4.85% 2.83%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES PRICE / COST WARRANTY FINANCING DEPARTMENT CLEANLINESS DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE HONESTY LOANER CAR	45.26% 41.44% 26.29% 21.73% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.87% 5.78% 5.78% 4.76% 4.76% 4.76% 4.76% 2.96% 2.96% 2.89%	u 4.35% 14.35% 8.32% 10.21,35% 10.29% 10.29% 112.32% 12.32% 10.29% 12.63% 10.29% 12.63% 10.29% 12.63% 112.63% 12.63% 112.63% 15.70% 115.70% 15.70% 115.70% 15.70% 115.70% 15.70% 11.259% </td <td>43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 18.49% 21.58% 21.58% 5.21% 5.21% 5.21% 4.85% 5.09% 4.85% 4.85% 4.85% 4.9 5.09% 2.21%</td>	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 18.49% 21.58% 21.58% 5.21% 5.21% 5.21% 4.85% 5.09% 4.85% 4.85% 4.85% 4.9 5.09% 2.21%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES PRICE / COST VARRANTY FINANCING DEPARTMENT VARRANTY ICLEANLINESS DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE IDAMAGE ADONE TO VEHICLE INVENTORY	45.26% 41.44% 26.29% 21.73% 21.32% 21.32% 20.77% 19.67% 19.67% 5.87% 5.87% 5.87% 5.78% 5.78% 5.02% 4.76% 4.76% 4.76% 4.76% 2.96% 2.89% 2.89%	u 4.35% 18.32% 10.25% 10.29% 10.29% 112.32% 10.29% 12.63% 10.29% 10.29% 10.29% 112.32% 10.29% 12.63% 10.29% 12.63% 10.29% 112.63% 10.29% 112.63% 10.29% 112.63% 10.29% 115.70% 10.23% 10.51% 1.15.70% 10.51% 1.15.9% 10.51% 1.15.9% 10.51% 1.15.9% 10.566% 1.15.70%	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 18.49% 21.58% 21.58% 21.58% 5.21% 5.21% 4.85% 5.21% 4.85% 5.09% 4.85% 5.09% 4.85% 5.09% 4.57% 4.05% 4.57% 2.83% 2.83%
 1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 14. 15. 16. 17. 18. 19. 19. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT SALES DEPARTMENT MANAGEMENT WAIT TIMES VAIT TIMES VAIT TIMES NARRANTY FINANCING DEPARTMENT INANCING DEPARTMENT CLEANLINESS DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE INVENTORY KNOWLEDGEABLE INVENTORY	45.26% 41.44% 26.29% 21.73% 21.73% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.87% 5.87% 5.02% 4.76% 4.76% 4.76% 4.76% 4.76% 2.96% 2.96% 2.89% 2.89% 2.89%	u 4.35% 18.32% 10.25% 10.29% 10.29% 10.29% 10.29% 112.32% 10.29% 10.29% 10.29% 112.32% 10.29% 112.32% 10.29% 112.63% 10.29% 112.63% 10.29% 112.63% 10.29% 112.63% 10.29% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 112.63% 10.21% 113.70% 10.21% 115.70% 10.21% 115.70% 10.21% 115.70% 10.21% 115.70% 10.21% 115.70% 10.21% 115.70% 10.21% 115.70% 10.21% 115.70% 10.21% <td>43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 19.33% 21.58% 21.58% 21.58% 5.21% 5.21% 5.21% 4.85% 5.09% 4.85% 5.09% 4.57% 4.57% 4.57% 2.83% 2.83% 2.83% 2.71% 2.83%</td>	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 19.33% 21.58% 21.58% 21.58% 5.21% 5.21% 5.21% 4.85% 5.09% 4.85% 5.09% 4.57% 4.57% 4.57% 2.83% 2.83% 2.83% 2.71% 2.83%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 18. 15. 16. 17. 18. 19. 10. 	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES VAIT TIMES PRICE / COST VARRANTY FINANCING DEPARTMENT I CLEANLINESS DAMAGE DONE TO VEHICLE I ANNESTY LOANER CAR I COANER CAR I RADE-IN KNOWLEDGEABLE INVENTORY HELPFULNESS	45.26% 41.44% 26.29% 21.73% 21.32% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.87% 5.78% 5.78% 5.02% 4.76% 4.76% 4.76% 4.69% 4.69% 4.19% 2.96% 2.96% 2.89% 2.89% 2.89% 2.89%	u 4.35% i 8.32% i 21.35% i 21.35% i 10.29% i 10.29% i 12.32% i 12.32% i -0.85% i 12.63% i 15.70% i 15.70% i 15.70% i 14.59% i 14.59% i 14.59% i 14.59% i 14.34%	43.37% 38.26% 38.26% 21.66% 22.11% 19.33% 19.33% 19.33% 38.49% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 2.21% 4.85% 5.09% 4.85% 2.39% 2.39% 2.39% 1.95%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 18. 15. 16. 17. 18. 19. 10. 11. 	SERVICE DEPARTMENT SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT SALES DEPARTMENT MANAGEMENT WARRANTY NRARANTY INANCING DEPARTMENT KNOWLEDGEABLE INVENTORY HELPFULNESS PROFESSIONALISM PARTS DEPARTMENT	45.26% 41.44% 26.29% 21.73% 21.32% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.87% 5.78% 5.02% 5.02% 4.76% 4.69% 4.69% 4.69% 4.19% 2.96% 2.96% 2.89% 2.89% 2.89% 2.89% 2.89%	4.35% 4.35% 8.32% 21.35% 21.35% 10.29% 110.29% 10.29% 12.32% 12.32% 10.29% 12.32% 12.32% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 13.08% 14.10% 15.70% 16.30% 16.80% 16.80% 16.44% 16.44% 16.44%	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 19.33% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 2.21% 4.85% 2.09% 4.57% 2.83% 2.83% 2.83% 2.83% 2.83% 2.83% 2.83% 2.39% 2.39%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 20. 21. 21.<!--</td--><td>SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR AANAGEMENT MANAGEMENT MANAGEMENT WAIT TIMES VAIR TIMES NARRANTY INANCING DEPARTMENT AUAAGE DONE TO VEHICLE ANAGE DONE TO VEHICLE ANNESTY LOANER CAR ANNOWLEDGEABLE INVENTORY HELPFULNESS PARTS DEPARTMENT KNOLINESS ANNOLINESS ANNOLINESS ANNOLI</td><td>45.26% 41.44% 26.29% 21.73% 21.32% 21.32% 20.77% 19.67% 19.67% 5.87% 5.87% 5.78% 5.78% 5.78% 5.02% 4.76% 4.76% 4.69% 4.69% 4.19% 2.96% 2.96% 2.96% 2.89% 2.89% 2.89% 2.89% 1.99%</td><td>u 4.35% i 8.32% i 21.35% i 21.35% i 10.29% i 10.29% i 12.32% i 12.32% i -0.85% i 12.63% i 12.63% i 12.63% i 12.63% i 19.08% i 14.10% i 15.70% i 15.70% i 6.80% i 6.80% i 12.34% i 16.44% i 16.44% i -3.12%</td><td>43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 19.33% 18.49% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 2.21% 4.85% 5.09% 4.85% 5.09% 4.57% 4.05% 4.05% 4.05% 2.83% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.60% 1.95% 2.06%</td>	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR AANAGEMENT MANAGEMENT MANAGEMENT WAIT TIMES VAIR TIMES NARRANTY INANCING DEPARTMENT AUAAGE DONE TO VEHICLE ANAGE DONE TO VEHICLE ANNESTY LOANER CAR ANNOWLEDGEABLE INVENTORY HELPFULNESS PARTS DEPARTMENT KNOLINESS ANNOLINESS ANNOLINESS ANNOLI	45.26% 41.44% 26.29% 21.73% 21.32% 21.32% 20.77% 19.67% 19.67% 5.87% 5.87% 5.78% 5.78% 5.78% 5.02% 4.76% 4.76% 4.69% 4.69% 4.19% 2.96% 2.96% 2.96% 2.89% 2.89% 2.89% 2.89% 1.99%	u 4.35% i 8.32% i 21.35% i 21.35% i 10.29% i 10.29% i 12.32% i 12.32% i -0.85% i 12.63% i 12.63% i 12.63% i 12.63% i 19.08% i 14.10% i 15.70% i 15.70% i 6.80% i 6.80% i 12.34% i 16.44% i 16.44% i -3.12%	43.37% 38.26% 21.66% 22.11% 22.11% 19.33% 19.33% 19.33% 18.49% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 2.21% 4.85% 5.09% 4.85% 5.09% 4.57% 4.05% 4.05% 4.05% 2.83% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.60% 1.95% 2.06%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 14. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23.	SERVICE DEPARTMENT SERVICE DEPARTMENT SCOMMUNICATION COMMUNICATION STAFF CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR NAAGEMENT WAIRT TIMES VAIRT TIMES VARRANTY FINANCING DEPARTMENT KNOWLEDGEABLE INVENTORY KNOWLEDGEABLE INVENTORY HELPFULNESS PARTS DEPARTMENT INARS PARTS DEPARTMENT INARS INALISM SEALS	45.26% 41.44% 26.29% 21.73% 21.73% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.78% 5.78% 5.78% 5.02% 4.76% 4.76% 4.76% 4.69% 4.76% 2.96% 2.89% 2.89% 2.89% 2.89% 2.89% 2.89% 2.89% 1.90% 1.50% 1.50%	4.35% 4.35% 8.32% 21.35% 21.35% 10.29% 10.29% 112.32% 10.29% 112.32% 10.29% 112.63% 112.59%	43.37% 38.26% 38.26% 21.66% 22.11% 19.33% 19.33% 18.49% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 2.21% 2.21% 2.21% 2.83% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.60% 2.39% 2.39% 2.06% 1.95% 2.06%
 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 18. 15. 16. 17. 18. 19. 20. 21. 21	SERVICE DEPARTMENT COMMUNICATION STAFF CAR MAINTENANCE / REPAIR SALES DEPARTMENT MANAGEMENT MANAGEMENT WAIT TIMES PRICE / COST VARRANTY FINANCING DEPARTMENT I MANAGE DONE TO VEHICLE I AMAGE DONE TO VEHICLE I AMAGE DONE TO VEHICLE I AMAGE ABLE I NVENTORY HELPFULNESS PROFESSIONALISM PROFESSIONALISM I DEALS BAIT AND SWITCH	45.26% 41.44% 26.29% 21.73% 21.73% 21.32% 20.77% 19.67% 19.67% 19.67% 5.87% 5.87% 5.87% 5.78% 5.78% 5.78% 5.02% 4.76% 4.69% 4.69% 4.69% 4.69% 2.96% 2.96% 2.89% 2.89% 2.89% 2.89% 2.59% 1.90% 1.99%	u 4.35% 18.32% 121.35% 10.29% 10.29% 112.32% 12.32% 12.32% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 12.63% 13.08% 14.10% 15.70% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 16.80% 17.08% 18.12.59% 10.70%	43.37% 38.26% 38.26% 21.66% 22.11% 19.33% 19.33% 19.33% 21.58% 21.58% 21.58% 21.58% 21.58% 21.58% 2.21% 4.85% 5.09% 4.85% 4.05% 4.05% 4.05% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.71% 2.83% 2.06% 2.39% 1.95% 2.06% 1.95% 2.06%



YEAR OVER YEAR





	SITIVE TOPICS	<u>2024</u> <u>P</u>	ERCENT DIFFERENCE	<u>2023</u>
1.	STAFF	75.82%	14.16%	66.41 %
2.	SERVICE DEPARTMENT	39.37%	4.62%	37.63%
3.	SALES DEPARTMENT	31.98%	-3.49%	33.14%
4.	HELPFULNESS	22.54%	-2.70%	23.17%
5.	FRIENDLINESS	17.25%	0.53%	17.16%
6.	KNOWLEDGEABLE	14.46%	1.33%	14.27%
7.	COMMUNICATION	9.84%	-0.35%	9.88%
8.	PROFESSIONALISM	9.53%	6.25%	8.97%
9.	MANAGEMENT	8.66%	10.35%	7.85%
10.	CAR MAINTENANCE / REPAIR	6.79%	- 2.41 %	6.95%
11.	WAIT TIMES	6.31%	-4.14%	6.59%
12.	FINANCING DEPARTMENT	4.62%	7.23%	4.31%
13.	PRICE / COST	4.04%	-1.12%	4.08%
	DEALS	3.96%	7.29%	3.69%
	INVENTORY		-2.16%	
	CLEANLINESS	3.25% 2.98%	-2.10 %	3.32%
10. 17.		2.98%	-3.21%	3.10%
	HONESTY	2.78%		2.87%
		2.24%	5.43%	2.13%
19.	TRADE-IN	1.65%	2.60%	1.60%
	WARRANTY	1.10%	2.34%	1.08%
	LOANER CAR	0.73%	-0.78%	0.73%
	PARTS DEPARTMENT	0.56%	-14.51%	0.66%
	VALET	0.39%	9.99%	0.35%
24.	DAMAGE DONE TO VEHICLE	0.03%	-3.77%	0.03%
25.	BAIT AND SWITCH	0.00%	-7.23%	0.00%
NF				
	GATIVE TOPICS	<u>2024</u> <u>P</u>	ERCENT DIFFERENCE	<u>2023</u>
1.	SERVICE DEPARTMENT	2024 P 42.87%	ERCENT DIFFERENCE 2.68%	<u>2023</u> 41.75%
1.	SERVICE DEPARTMENT	42.87%	2.68%	41.75%
1. 2. 3.	SERVICE DEPARTMENT COMMUNICATION	42.87% 41.05%	2.68% 5.93%	41.75% 38.75%
 1. 2. 3. 4. 	SERVICE DEPARTMENT COMMUNICATION STAFF	42.87% 41.05% 25.02%	2.68% 5.93% 19.45%	41.75% 38.75% 20.95%
 1. 2. 3. 4. 	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT	42.87% 41.05% 25.02% 22.70%	2.68% 5.93% 19.45% 7.51%	41.75% 38.75% 20.95% 21.11%
 1. 2. 3. 4. 5. 	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR	42.87% 41.05% 25.02% 22.70% 21.99%	2.68% 5.93% 19.45% 7.51%	41.75% 38.75% 20.95% 21.11% 22.03%
1. 2. 3. 4. 5. 6.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES	42.87% 41.05% 25.02% 22.70% 21.99% 21.27%	2.68% 5.93% 5.93% 19.45% 7.51% 6.0.14\% 6.0.14\%	41.75% 38.75% 20.95% 21.11% 22.03%
1. 2. 3. 4. 5. 6. 7.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66%	2.68% 5.93% 19.45% 7.51% -0.14% -8.32% 10.93%	41.75% 38.75% 20.95% 21.11% 22.03% 23.20%
1. 2. 3. 4. 5. 6. 7. 8.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.00%	2.68% 5.93% 19.45% 7.51% -0.14% -8.32% 10.93% -1.17%	41.75% 38.75% 20.95% 21.11% 22.03% 23.20% 17.73%
1. 2. 3. 4. 5. 6. 7. 8. 9.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.00% 7.06%	2.68% 5.93% 19.45% 7.51% -0.14% -8.32% 10.93% 10.93% 119.85%	41.75% 38.75% 20.95% 21.11% 22.03% 22.03% 123.20% 19.22% 5.89%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY	42.87% 41.05% 25.02% 22.70% 21.99% 21.99% 19.66% 19.00% 7.06% 6.49%	2.68% 5.93% 19.45% 19.45% 7.51% -0.14% -0.14% 10.93% 11.93%	41.75% 38.75% 20.95% 21.11% 22.03% 22.03% 123.20% 17.73% 19.22% 5.89% 5.80%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY HONESTY	42.87% 41.05% 25.02% 225.02% 22.70% 21.99% 21.27% 19.66% 19.66% 19.00% 5.41% 5.41% 4.20%	U 2.68% 15.93% 15.93% 19.45% 19.45% 10.14% 10.14% 10.93% 10.93% 11.93% 11.93% 8.62% 0.37%	41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 23.20% 17.73% 19.22% 5.89% 5.89% 5.89% 4.98% 4.98%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT VARRANTY HONESTY DAMAGE DONE TO VEHICLE	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.66% 19.00% 7.06% 6.49% 6.49% 5.41% 4.20% 3.77%	U 2.68% 15.93% 19.45% 19.45% 19.45% 10.7.51% 10.93% 10.93% 10.93% 11.93% 11.93% 10.37% 1.14.05%	41.75% 38.75% 20.95% 20.95% 21.11% 22.03% 23.20% 17.73% 19.22% 19.22% 5.89% 5.89% 5.89% 5.80% 4.98% 4.98% 3.93%
1. 2. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT VARRANTY HONESTY DAMAGE DONE TO VEHICLE	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.00% 19.00% 7.06% 6.49% 6.49% 5.41% 4.20% 3.77% 3.35%	2.68% 2.68% 5.93% 19.45% 19.45% 7.51% 10.93% 10.93% 10.93% 11.93% 11.93% 10.37% 10.37% 12.57%	41.75% 38.75% 20.95% 20.95% 21.11% 22.03% 23.20% 123.20% 17.73% 19.22% 5.89% 5.89% 5.89% 5.80% 3.93% 3.93% 2.97%
1. 2. 3. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 14. 15. 14. 15.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT PRICE / COST FINANCING DEPARTMENT VARRANTY HONESTY DAMAGE DONE TO VEHICLE CLEANLINESS TRADE-IN KNOWLEDGEABLE	42.87% 41.05% 25.02% 225.02% 22.70% 21.99% 21.27% 19.66% 19.00% 7.06% 6.49% 6.49% 5.41% 6.49% 5.41% 3.35% 3.35%	 2.68% 5.93% 5.93% 19.45% 19.45% 7.51% -0.14% -0.14% -8.32% 10.93% 10.93% 11.93% 11.93% 8.62% 11.93% 8.62% -4.05% -4.05% -4.05% 2.71% 	41.75% 38.75% 20.95% 20.95% 21.11% 22.03% 22.03% 3.20% 19.22% 19.22% 5.89% 5.89% 5.89% 5.80% 4.98% 4.98% 3.93% 2.97% 2.97%
1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 14. 15. 16. 17. 16. 175. 166.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST FINANCING DEPARTMENT NARRANTY HONESTY DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE	42.87% 41.05% 25.02% 225.02% 22.70% 21.99% 21.27% 19.66% 19.00% 19.00% 7.06% 6.49% 5.41% 6.49% 5.41% 4.20% 3.77% 3.35% 3.35% 2.70%	U 2.68% 15.93% 19.45% 19.45% 10.93% 10.93% 10.93% 10.93% 11.93% 11.93% 11.93% 10.37% 12.57% 12.57% 12.57% 12.57% 10.37%	41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 23.20% 17.73% 19.22% 19.22% 5.89% 5.89% 5.89% 5.80% 5.80% 3.93% 2.97% 2.97% 2.63%
1. 2. 2. 3. 4. 5. 6. 7. 8. 9. 10. 12. 13. 14. 15. 10. 11. 12. 13. 14. 15. 16. 17. 16. 17. 16. 17.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT NANAGEMENT PRICE / COST FINANCING DEPARTMENT VARRANTY HONESTY DAMAGE DONE TO VEHICLE IDAMAGE DONE TO VEHICLE CLEANLINESS TRADE-IN KNOWLEDGEABLE	42.87% 41.05% 25.02% 22.70% 22.70% 21.99% 21.27% 19.66% 19.00% 19.00% 5.41% 6.49% 5.41% 5.41% 4.20% 3.77% 3.35% 3.35% 2.70% 2.69% 2.69%	U 2.68% 15.93% 19.45% 19.45% 19.45% 10.7.51% 10.93% 10.93% 10.93% 10.93% 11.93% 11.93% 10.37% 10.37% 12.57% 12.57% 1.11.25%	41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 22.03% 23.20% 19.22% 19.22% 5.89% 5.89% 5.89% 5.80% 5.80% 2.97% 2.97% 2.97% 2.97% 2.97%
1. 2. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 17. 18. 17. 18.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST INANCING DEPARTMENT VARRANTY HONESTY DAMAGE DONE TO VEHICLE INVENTORY KNOWLEDGEABLE INVENTORY HELPFULNESS	42.87% 41.05% 25.02% 225.02% 22.70% 21.99% 21.27% 19.66% 19.00% 19.00% 7.06% 6.49% 6.49% 5.41% 6.49% 5.41% 4.20% 5.41% 3.35% 3.35% 2.70% 2.69% 2.69% 2.69% 2.34%	U 2.68% 19.45% 19.45% 19.45% 19.45% 10.751% 10.93% 10.93% 10.93% 10.93% 11.93% 11.93% 10.37% 10.337% 11.257% 11.25% 11.25% 11.25% 11.25%	41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 23.20% 123.20% 17.73% 19.22% 5.89% 5.89% 5.89% 5.80% 5.80% 5.80% 3.93% 4.98% 3.93% 2.97% 2.97% 2.03% 2.97% 2.03% 3.93% 3
1. 2. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 12. 13. 14. 15. 16. 17. 18. 14. 15. 16. 17. 18. 18. 19. 19.	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST FINANCING DEPARTMENT PRICE / COST FINANCING DEPARTMENT NARRANTY DAMAGE DONE TO VEHICLE IOAMAGE DONE TO VEHICLE CLEANLINESS TRADE-IN KNOWLEDGEABLE INVENTORY HELPFULNESS BAIT AND SWITCH	42.87% 41.05% 25.02% 22.70% 22.70% 21.99% 21.27% 19.66% 19.00% 7.06% 6.49% 6.49% 5.41% 6.49% 5.41% 4.20% 5.41% 3.35% 2.70% 2.69% 2.69% 2.34% 2.12%	U 2.68% 19.45% 19.45% 19.45% 10.93% 10.93% 10.93% 10.93% 10.93% 11.93% 10.93% 10.93% 10.93% 11.93% 10.93% 11.93% 10.93% 11.93% 10.93% 11.93% 10.93% 11.93% 10.93% 11.93% 10.93% 11.93% 10.93% 11.93% 10.93% 11.25% 10.37% 12.62% 11.25% 11.25% 10.93%	41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 23.20% 123.20% 17.73% 19.22% 5.89% 5.89% 5.89% 5.80% 5.80% 5.80% 5.80% 3.93% 4.98% 3.93% 2.97% 2.97% 2.97% 2.97% 2.97% 2.97% 2.97% 2.93% 2.97% 2.93% 2
 1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 18. 18. 18. 19. 120. 	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT NANAGEMENT PRICE / COST INANCING DEPARTMENT PRICE / COST INVENTORY AUARRANTY DAMAGE DONE TO VEHICLE INVENTORY ICLEANLINESS INVENTORY HELPFULNESS BAIT AND SWITCH LOANER CAR PROFESSIONALISM	42.87% 41.05% 225.02% 22.70% 21.99% 21.27% 19.66% 19.00% 7.06% 6.49% 6.49% 5.41% 6.49% 5.41% 5.41% 3.35% 3.35% 3.35% 2.70% 2.69% 2.69% 2.69% 2.69% 2.69% 2.10% 2.04%	U 2.68% 12.68% 1 19.45% 1 19.45% 1 19.45% 1 10.93% 1 10.93% 1 110.93% 1 11.93% 1 10.37% 1 10.37% 1 11.93% 1 10.37% 1 12.57% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1	41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 22.03% 123.20% 17.73% 19.22% 19.22% 5.89% 5.89% 5.89% 5.89% 5.80% 5.80% 5.80% 3.93% 4.19% 3.93% 2.97% 3.93% 2.97% 2.03% 2.97% 3.93% 1.24%
 1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 18. 15. 16. 17. 18. 15. 16. 17. 18. 19. 20. 21. 21. 	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST FINANCING DEPARTMENT FINANCING DEPARTMENT WARRANTY HONESTY DAMAGE DONE TO VEHICLE IVARGE DONE TO VEHICLE CLEANLINESS ICLEANLINESS INVENTORY HELPFULNESS BAIT AND SWITCH LOANER CAR PROFESSIONALISM	42.87% 41.05% 25.02% 22.70% 22.70% 21.27% 19.66% 19.00% 19.00% 7.06% 6.49% 5.41% 6.49% 5.41% 5.41% 4.20% 3.77% 3.35% 3.35% 2.70% 2.69% 2.69% 2.69% 2.69% 2.12% 2.10% 2.10% 2.10%	U 2.68% 12.68% 1 19.45% 1 19.45% 1 10.751% 1 10.014% 1 10.93% 1 10.93% 1 10.93% 1 11.93% 1 11.93% 1 10.37% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.491% 1	 41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 23.20% 17.73% 19.22% 19.22% 5.89% 5.80% 5.80% 5.80% 3.93% 3.93% 2.97% 3.93% 2.97% 2.63% 2.97% 2.63% 2.10% 1.88% 2.12% 1.88% 1.74% 1.67%
 1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 16. 17. 18. 19. 14. 15. 16. 17. 20. 21. 21. 22. 22. 22. 22. 	SERVICE DEPARTMENT SCOMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY HONESTY JOAMAGE DONE TO VEHICLE INVENTORY ALIEANLINESS INVENTORY HELPFULNESS BAIT AND SWITCH ICOANER CAR PROFESSIONALISM DEALS PARTS DEPARTMENT	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.00% 7.06% 6.49% 5.41% 6.49% 5.41% 5.41% 4.20% 5.41% 3.37% 3.35% 2.70% 3.35% 2.70% 2.69% 2.69% 2.69% 2.69% 2.69% 2.69% 2.12% 2.10% 1.92% 1.88%	 2.68% 2.68% 5.93% 19.45% 7.51% -0.14% -0.14% -8.32% 10.93% 10.93% 11.93% 11.93% 8.62% 11.93% 8.62% 0.37% 4.05% 12.57% 2.71% -6.37% 11.25% 11.25% 11.25% 12.62% 11.25% <l< td=""><td>41.75% 38.75% 20.95% 21.11% 22.03% 22.03% 23.20% 13.20% 19.22% 19.22% 5.89% 5.89% 5.89% 5.80% 5.80% 3.93% 4.98% 4.19% 3.93% 2.97% 3.93% 2.97% 2.63% 2.97% 2.63% 2.97% 1.88% 2.10% 1.88% 2.10% 1.88% 2.12% 1.88% 2.12%</td></l<>	41.75% 38.75% 20.95% 21.11% 22.03% 22.03% 23.20% 13.20% 19.22% 19.22% 5.89% 5.89% 5.89% 5.80% 5.80% 3.93% 4.98% 4.19% 3.93% 2.97% 3.93% 2.97% 2.63% 2.97% 2.63% 2.97% 1.88% 2.10% 1.88% 2.10% 1.88% 2.12% 1.88% 2.12%
 1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 10. 11. 12. 13. 14. 15. 16. 17. 16. 17. 16. 17. 18. 14. 15. 16. 17. 20. 21. 21.<	SERVICE DEPARTMENT COMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT NANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY NORESTY DAMAGE DONE TO VEHICLE VARRANTY ALADA-IN SATADE-IN SAMAGE DONE TO VEHICLE INVENTORY ICLEANLINESS BAIT AND SWITCH ICANER CAR ICANER CAR PARTS DEPARTMENT DEALS	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.00% 19.00% 7.06% 6.49% 5.41% 6.49% 5.41% 4.20% 5.41% 4.20% 3.77% 3.35% 3.35% 2.70% 2.69% 2.34% 2.34% 2.12% 2.34% 2.12% 1.88% 1.92%	U 2.68% 12.68% 1 19.45% 1 19.45% 1 10.751% 1 10.014% 1 10.93% 1 10.93% 1 10.93% 1 11.93% 1 11.93% 1 10.37% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.25% 1 11.491% 1	 41.75% 38.75% 20.95% 21.11% 21.11% 22.03% 23.20% 17.73% 19.22% 5.80% 5.80% 5.80% 4.98% 4.98% 3.93% 2.97% 3.93% 2.97% 2.63% 2.63% 2.87% 2.10% 1.88% 2.12% 1.67% 2.02% 1.12%
 1. 2. 3. 4. 5. 6. 7. 6. 7. 8. 9. 10. 10. 11. 12. 14. 15. 16. 17. 18. 16. 17. 18. 16. 17. 18. 17. 20. 21. 21.<td>SERVICE DEPARTMENT SCOMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY HONESTY JOAMAGE DONE TO VEHICLE INVENTORY ALIEANLINESS INVENTORY HELPFULNESS BAIT AND SWITCH ICOANER CAR PROFESSIONALISM DEALS PARTS DEPARTMENT</td><td>42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.00% 7.06% 6.49% 5.41% 6.49% 5.41% 5.41% 4.20% 5.41% 3.37% 3.35% 2.70% 3.35% 2.70% 2.69% 2.69% 2.69% 2.69% 2.69% 2.69% 2.12% 2.10% 1.92% 1.88%</td><td> 2.68% 2.68% 5.93% 19.45% 7.51% -0.14% -0.14% -8.32% 10.93% 10.93% 11.93% 11.93% 8.62% 11.93% 8.62% 0.37% 4.05% 12.57% 2.71% -6.37% 11.25% 11.25% 11.25% 12.62% 11.25% <l< td=""><td>41.75% 38.75% 20.95% 21.11% 22.03% 22.03% 23.20% 13.20% 19.22% 5.89% 5.89% 5.80% 5.80% 5.80% 5.80% 4.98% 4.98% 3.93% 3.93% 2.97% 3.93% 2.97% 2.63% 2.97% 2.63% 2.97% 3.93% 2.97% 3.93% 2.97% 3.93% 2.97% 2.02%</td></l<></td>	SERVICE DEPARTMENT SCOMMUNICATION STAFF SALES DEPARTMENT SALES DEPARTMENT CAR MAINTENANCE / REPAIR WAIT TIMES MANAGEMENT MANAGEMENT PRICE / COST FINANCING DEPARTMENT WARRANTY HONESTY JOAMAGE DONE TO VEHICLE INVENTORY ALIEANLINESS INVENTORY HELPFULNESS BAIT AND SWITCH ICOANER CAR PROFESSIONALISM DEALS PARTS DEPARTMENT	42.87% 41.05% 25.02% 22.70% 21.99% 21.27% 19.66% 19.00% 7.06% 6.49% 5.41% 6.49% 5.41% 5.41% 4.20% 5.41% 3.37% 3.35% 2.70% 3.35% 2.70% 2.69% 2.69% 2.69% 2.69% 2.69% 2.69% 2.12% 2.10% 1.92% 1.88%	 2.68% 2.68% 5.93% 19.45% 7.51% -0.14% -0.14% -8.32% 10.93% 10.93% 11.93% 11.93% 8.62% 11.93% 8.62% 0.37% 4.05% 12.57% 2.71% -6.37% 11.25% 11.25% 11.25% 12.62% 11.25% <l< td=""><td>41.75% 38.75% 20.95% 21.11% 22.03% 22.03% 23.20% 13.20% 19.22% 5.89% 5.89% 5.80% 5.80% 5.80% 5.80% 4.98% 4.98% 3.93% 3.93% 2.97% 3.93% 2.97% 2.63% 2.97% 2.63% 2.97% 3.93% 2.97% 3.93% 2.97% 3.93% 2.97% 2.02%</td></l<>	41.75% 38.75% 20.95% 21.11% 22.03% 22.03% 23.20% 13.20% 19.22% 5.89% 5.89% 5.80% 5.80% 5.80% 5.80% 4.98% 4.98% 3.93% 3.93% 2.97% 3.93% 2.97% 2.63% 2.97% 2.63% 2.97% 3.93% 2.97% 3.93% 2.97% 3.93% 2.97% 2.02%





