

# **BVRLA** **OEM** Relationship Survey



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# Our premise...



- ✓ In the automotive world there are few relationships as important or long-lasting as that between leasing companies and OEMs
- ✓ The pace of technological, regulatory and market change is relentless and is having a huge impact on the entire supply chain
- ✓ It is important to assess that impact and take any opportunity to improve processes for the benefit of everyone involved

# Foreword



In January the BVRLA launched a programme of research to enable leasing members to provide a high-level rating for the services provided by OEMs.

The research was developed and delivered with our partners at experteye.

In designing the survey, the BVRLA engaged with both member organisations and OEMs to ensure the research findings provide valuable insights for both.

Members were asked to rate the service they receive from each manufacturer against a set of agreed criteria.

This report details how well manufacturers perform in key areas of their relationship with lease companies.

This is the first time we have conducted this survey. We are keen to get feedback from everyone involved.

**We want the results to be shared in a way that enhances OEM/member partnerships.**

# Methodology



The survey has been structured to cover key areas of interaction: -

- The quality of the working relationship
- The vehicle purchasing process
- The products and services provided
- In Life services provided
- Electric vehicles
- Financial support provided

Respondents were also asked to nominate OEMs they see as “up and coming” in the fleet and leasing industry.

Twenty- six companies responded, representing more than one million cars and over 60% of the BVRLA car leasing fleet.

Given the large number of OEMs, respondents were limited to providing feedback on up to 20 with whom they had the most experience. For each question, scores are only provided for any OEM with a minimum of five responses. As a result, members provided feedback on 23 OEMs which they perceived as being most active in the fleet and leasing industry.

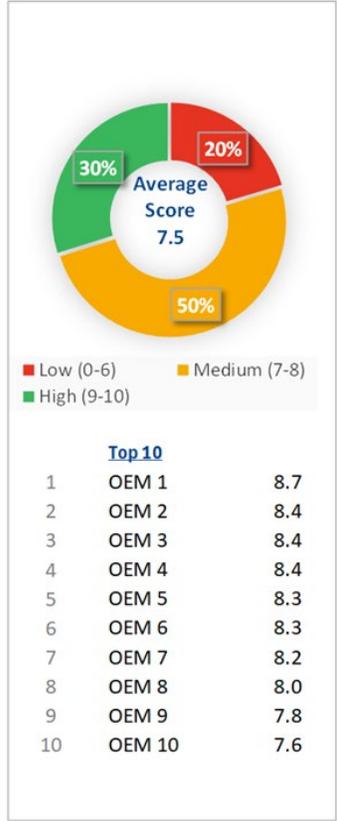
Members responses have been aggregated and anonymised. To guarantee fairness, scores were checked to ensure any ratings for OEMs where members had “special” relations - e.g. white labelling - were in-line with the wider results.

## Report Structure

The report is designed to provide 2 types of analysis: -

### Industry average scores

These are used to identify which areas BVRLA members are least and most satisfied with. As well as an overall average, the proportion of low/medium/high scores are shown.



### Ranking tables

These show the average score for each OEM to identify the best performing OEMs.

Top 10		
1	OEM 1	8.7
2	OEM 2	8.4
3	OEM 3	8.4
4	OEM 4	8.4
5	OEM 5	8.3
6	OEM 6	8.3
7	OEM 7	8.2
8	OEM 8	8.0
9	OEM 9	7.8
10	OEM 10	7.6

# Overview



## Working Relationship

"Overall, how satisfied are you with how easy it is to work and do business with each manufacturer? "

<b>1st</b> 8.4	Volkswagen	<b>2nd</b> 8.2	Mini	<b>3rd</b> 8.0	Mazda
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## Vehicle Purchasing Process

"Overall, how satisfied are you with the vehicle purchasing process (Vehicle lead times, ordering process, updates & logistics) for each manufacturer? "

<b>1st</b> 7.8	Audi Volkswagen	<b>2nd</b> 7.7	MG	<b>3rd</b> 7.6	Polestar Mazda BMW
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## Products and services

"Overall, how satisfied are you with the products and services (e.g. range of cars offered, options/accessories, and access to connected services) offered by each manufacturer? "

<b>1st</b> 8.4	BMW	<b>2nd</b> 8.3	Volkswagen Audi	<b>3rd</b> 8.2	Volvo
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## In Life Services

"Overall, how satisfied are you with the aftermarket support in running your fleet (Service network, warranty work, technical data & support) each manufacturer gives you?"

<b>1st</b> 8.1	BMW	<b>2nd</b> 7.5	Volvo	<b>3rd</b> 7.4	Audi Mercedes-Benz Volkswagen
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## Electric Vehicles

"Overall, how well do you consider each manufacturer is performing in the provision of electric vehicles in the leasing and fleet market?"

<b>1st</b> 9.0	Tesla Polestar	<b>2nd</b> 8.4	BMW MG	<b>3rd</b> 7.7	Volvo Audi
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## "Up and Coming" OEM

"Which manufacturers do you consider to be "Up and coming" with an increasing presence in the leasing and fleet market?"

<b>1st</b>	BYD	<b>2nd</b>	MG	<b>3rd</b>	Omoda
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# BVRLA OEM Relationship Survey



## Working Relationship

**Overall, how satisfied are you with how easy it is to work and do business with each manufacturer?**

How satisfied are you with the way each manufacturer takes your views and opinions into account?

How satisfied are you with each manufacturer making you feel valued as a customer?

How satisfied are you with the support you receive from your account manager for sales related issues?

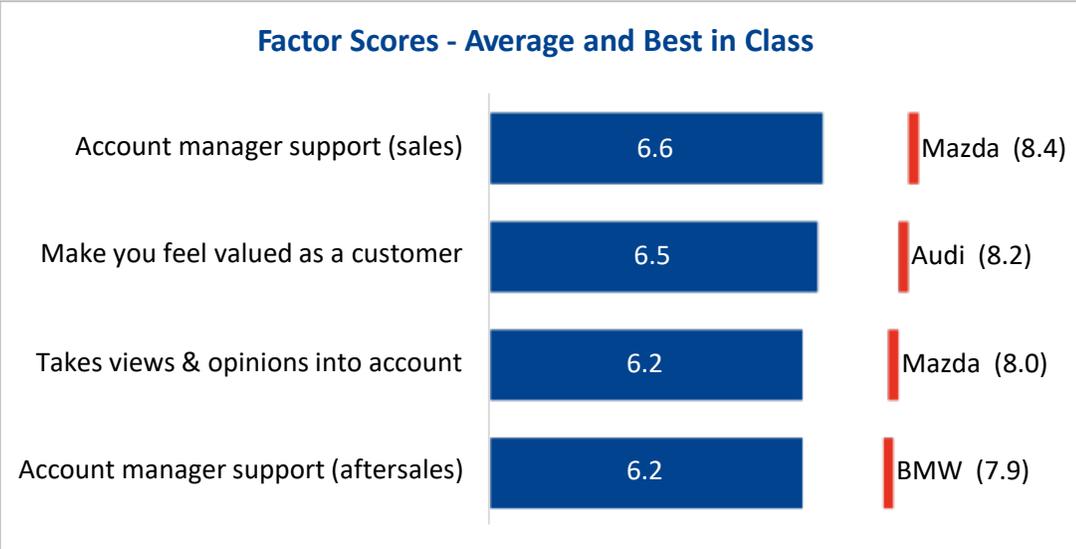
How satisfied are you with the support you receive from your account manager for aftersales related issues?

# Overall, how satisfied are you with how easy it is to work and do business with each manufacturer?



### Top 20 OEM Scores

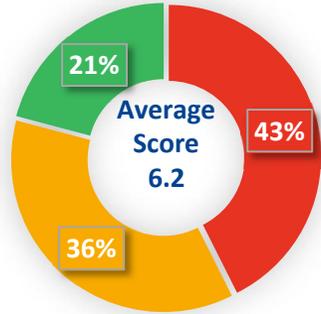
1	Volkswagen	8.4
2	Mini	8.2
3	Mazda	8.0
4=	Polestar	7.7
4=	SEAT	7.7
6=	MG	7.6
6=	Volvo	7.6
6=	Skoda	7.6
9	BMW	7.5
10	Audi	7.4
11=	Kia	7.1
11=	Nissan	7.1
13	Hyundai	6.9
14=	Toyota	6.8
14=	Mercedes-Benz	6.8
14=	Renault	6.8
17	Ford	6.2
18	Jaguar	6.1
19	Land Rover	5.3
20	Tesla	4.5



# Working Relationship



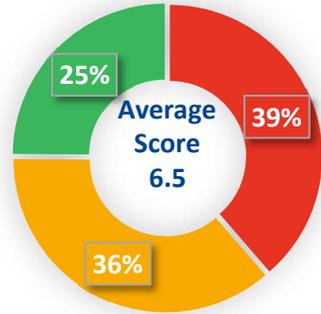
## Takes views & opinions into account



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

Top 10		
1	Mazda	8.0
2	Volkswagen	7.7
3=	Skoda	7.4
3=	Volvo	7.4
3=	Polestar	7.4
6=	Mini	7.3
6=	Audi	7.3
8=	BMW	7.2
8=	SEAT	7.2
10=	Hyundai	6.5
10=	Mercedes-Benz	6.5
10=	Renault	6.5

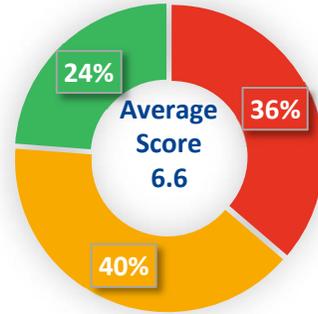
## Make you feel valued as a customer



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

Top 10		
1=	Audi	8.2
1=	Volkswagen	8.2
3	Skoda	8.0
4=	Volvo	7.9
4=	BMW	7.9
4=	Mini	7.9
7	Mazda	7.8
8=	Polestar	7.5
8=	SEAT	7.5
10	MG	7.0

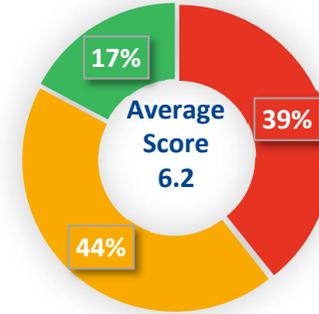
## Account manager support (sales)



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

Top 10		
1=	Mazda	8.4
1=	Volkswagen	8.4
3	Volvo	8.2
4=	SEAT	8.1
4=	Audi	8.1
6	Skoda	8.0
7	BMW	7.9
8	Mini	7.7
9	Polestar	7.4
10	MG	7.1

## Account manager support (aftersales)



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

Top 10		
1	BMW	7.9
2	Volkswagen	7.8
3	Audi	7.6
4=	Volvo	7.5
4=	SEAT	7.5
6	Mercedes-Benz	7.2
7=	Nissan	7.1
7=	Skoda	7.1
9=	Mini	7.0
9=	Polestar	7.0

# BVRLA OEM Relationship Survey



## Vehicle Purchasing Process

**Overall, how satisfied are you with the vehicle purchasing process (Vehicle lead times, ordering process, updates & logistics) for each manufacturer?**

How satisfied are you with new vehicle lead times from each manufacturer?

How satisfied are you with the quality of vehicle logistic services and the handover process from each manufacturer?

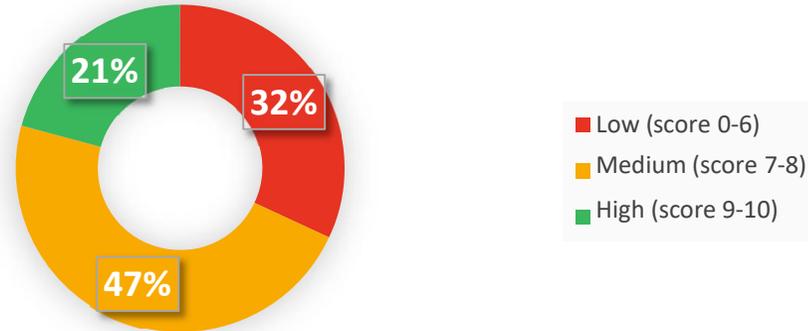
How satisfied are you with the notifications and updates (order bank changes / issues / cancellations etc) received from each manufacturer during the purchasing period?

How satisfied are you with each manufacturer's approach to future supply agreements?

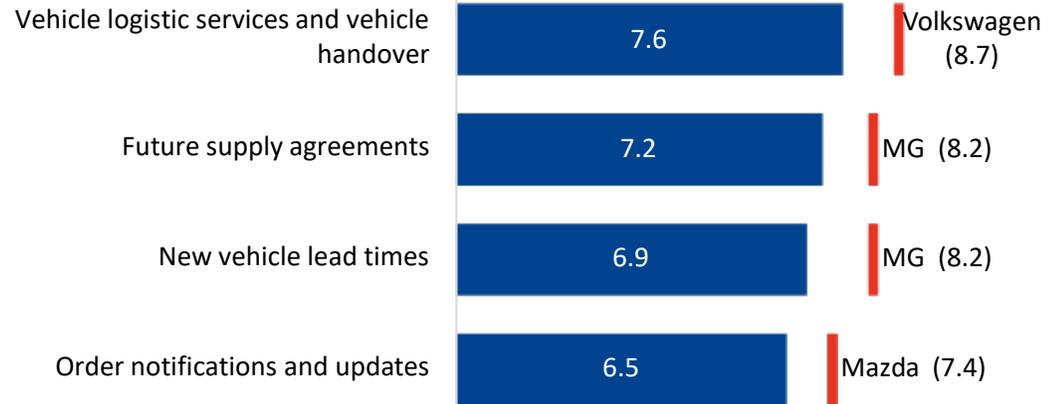
# Overall, how satisfied are you with the vehicle purchasing process (Vehicle lead times, ordering process, updates & logistics) for each manufacturer?



## Overall Satisfaction Score (All Manufacturers) 6.7



## Factor Scores - Average and Best in Class



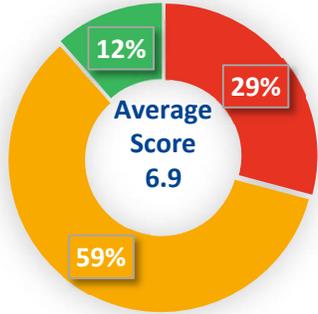
## Top 20 OEM Scores

1=	Audi	7.8
1=	Volkswagen	7.8
3	MG	7.7
4=	Polestar	7.6
4=	Mazda	7.6
4=	BMW	7.6
4=	Mini	7.6
4=	Skoda	7.6
9	SEAT	7.5
10	Kia	7.3
11	Volvo	7.2
12=	Mercedes-Benz	7.1
12=	Nissan	7.1
12=	Hyundai	7.1
15	Ford	6.8
16=	Renault	6.6
16=	Toyota	6.6
18	Vauxhall	5.8
19	Jaguar	5.5
20	Citroën	5.1

# Vehicle Purchasing Process



## New vehicle lead times

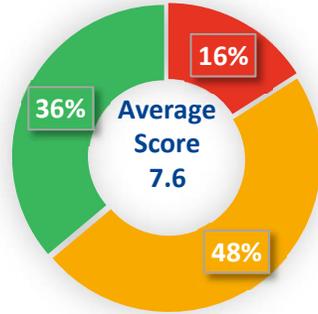


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	MG	8.2
2	Tesla	8.1
3	Polestar	7.6
4	Mazda	7.4
5	BMW	7.3
6=	Kia	7.2
6=	Mercedes-Benz	7.2
6=	Skoda	7.2
6=	Volvo	7.2
6=	Audi	7.2

## Vehicle logistic services and vehicle handover

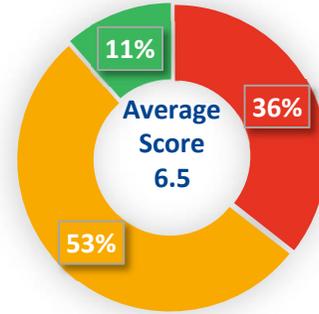


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1=	Volkswagen	8.7
1=	Mercedes-Benz	8.7
3=	Volvo	8.6
3=	Audi	8.6
5	BMW	8.5
6=	SEAT	8.4
6=	MG	8.4
8	Skoda	8.3
9	Toyota	8.2
10	Nissan	8.0

## Order notifications and updates

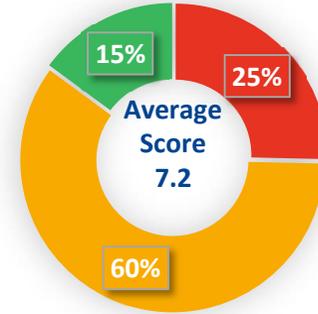


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1=	Mazda	7.4
1=	MG	7.4
3	Kia	7.2
4=	Jaguar	7.0
4=	Nissan	7.0
4=	Volvo	7.0
7=	Mercedes-Benz	6.9
7=	Hyundai	6.9
7=	Renault	6.9
7=	Audi	6.9
7=	BMW	6.9

## Future supply agreements



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	MG	8.2
2	Audi	7.8
3=	Mercedes-Benz	7.7
3=	Hyundai	7.7
5	BMW	7.6
6=	Volkswagen	7.5
6=	Renault	7.5
8=	Polestar	7.4
8=	Nissan	7.4
8=	Volvo	7.4
8=	SEAT	7.4
8=	Kia	7.4

# BVRLA OEM Relationship Survey



## Products and services

**Overall, how satisfied are you with the products and services (e.g. range of cars offered, options/accessories, and access to connected services) offered by each manufacturer?**

How satisfied are you with how well the range of vehicles suits your business needs for each manufacturer?

How satisfied are you with the level of marketing support received from each manufacturer?

How satisfied are you with the availability and pricing of vehicle connected services you get from each manufacturer?

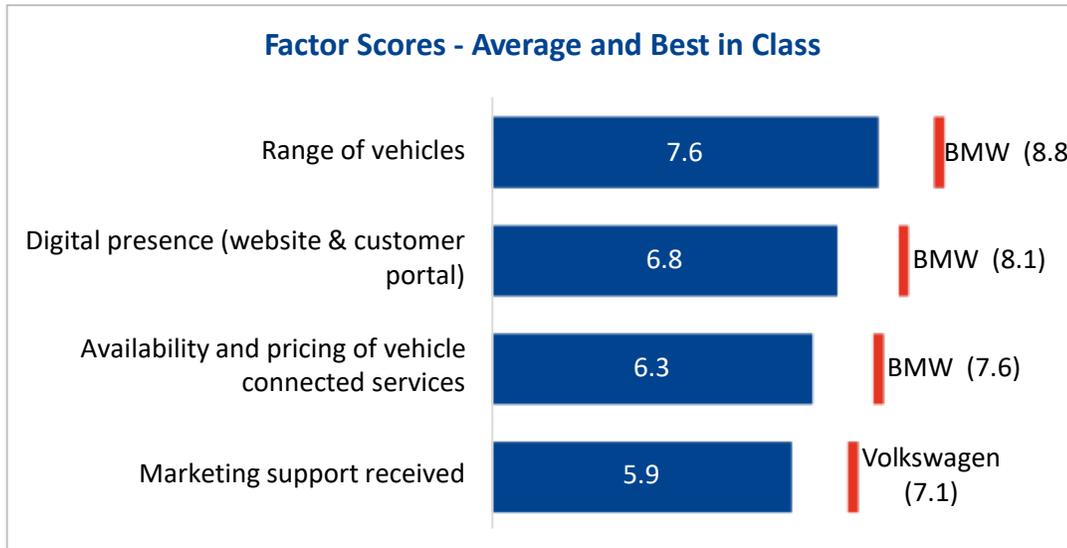
How satisfied are you with the digital presence (website & customer portal) of each manufacturer?

**Overall, how satisfied are you with the products and services (e.g. range of cars offered, options/accessories, and access to connected services) offered by each manufacturer?**



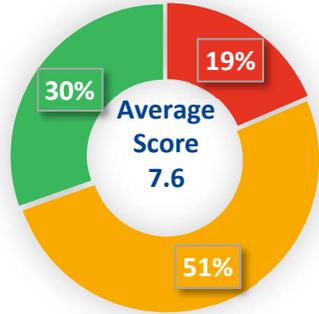
**Top 20 OEM Scores**

1	BMW	8.4
2=	Volkswagen	8.3
2=	Audi	8.3
4	Volvo	8.2
5	Skoda	8.1
6=	Kia	7.9
6=	Mercedes-Benz	7.9
8=	Polestar	7.8
8=	Hyundai	7.8
10=	MG	7.4
10=	SEAT	7.4
12	Mini	7.3
13	Citroën	7.2
14=	Toyota	7.1
14=	Ford	7.1
14=	Nissan	7.1
14=	Renault	7.1
14=	Vauxhall	7.1
19	Tesla	6.9
20	Peugeot	6.7



# Products and Services

## Range of vehicles

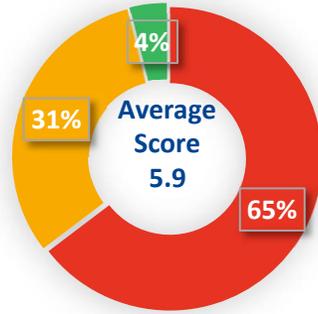


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	8.8
2	Audi	8.5
3=	Skoda	8.4
3=	SEAT	8.4
3=	Volvo	8.4
6=	Volkswagen	8.3
6=	Mercedes-Benz	8.3
8	Kia	8.1
9	Hyundai	7.8
10=	MG	7.6
10=	Vauxhall	7.6

## Marketing support received

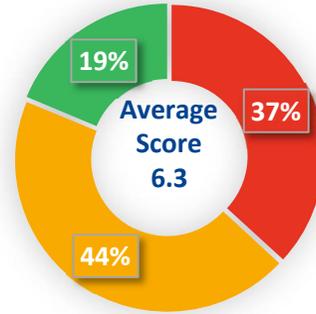


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	Volkswagen	7.1
2=	Audi	7.0
2=	BMW	7.0
2=	Mini	7.0
5=	Volvo	6.5
5=	Skoda	6.5
7	Polestar	6.4
8=	MG	6.3
8=	Hyundai	6.3
10	Nissan	6.2

## Availability and pricing of vehicle connected services

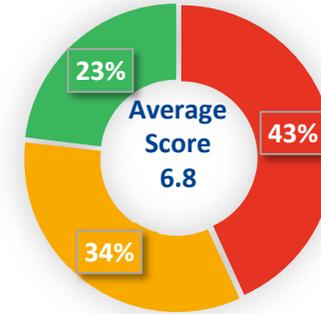


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	7.6
2=	Mercedes-Benz	6.7
2=	MG	6.7
4	Volvo	6.6
5=	Kia	6.4
5=	Nissan	6.4
5=	Volkswagen	6.4
8	Hyundai	6.3
9=	Tesla	6.2
9=	Ford	6.2
9=	Polestar	6.2
9=	Vauxhall	6.2

## Digital presence (website & customer portal)



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	8.1
2	Volkswagen	7.8
3	Volvo	7.7
4	Kia	7.6
5	Skoda	7.4
6	Audi	7.3
7	Hyundai	7.2
8=	Polestar	7.0
8=	SEAT	7.0
10	Land Rover	6.7

# BVRLA OEM Relationship Survey



## In Life Services

**Overall, how satisfied are you with the aftermarket support in running your fleet (Service network, warranty work, technical data & support) each manufacturer gives you?**

How satisfied are you with the servicing network offered by each manufacturer?

How satisfied are you with speed with which each manufacturer accepts warranty claims?

How satisfied are you with the access you get to technical data on vehicles by each manufacturer?

How satisfied are you with the speed with which any warranty work is completed by each manufacturer?

How satisfied are you with the cost of servicing and maintenance for each manufacturer vs peers in the same vehicle category?

How satisfied are you with the technical support you receive from each manufacturer?

How satisfied are you with access to service information data (service due, brake wear, oil life etc) from each manufacturer?

# Overall, how satisfied are you with the aftermarket support in running your fleet (Service network, warranty work, technical data & support) each manufacturer gives you?



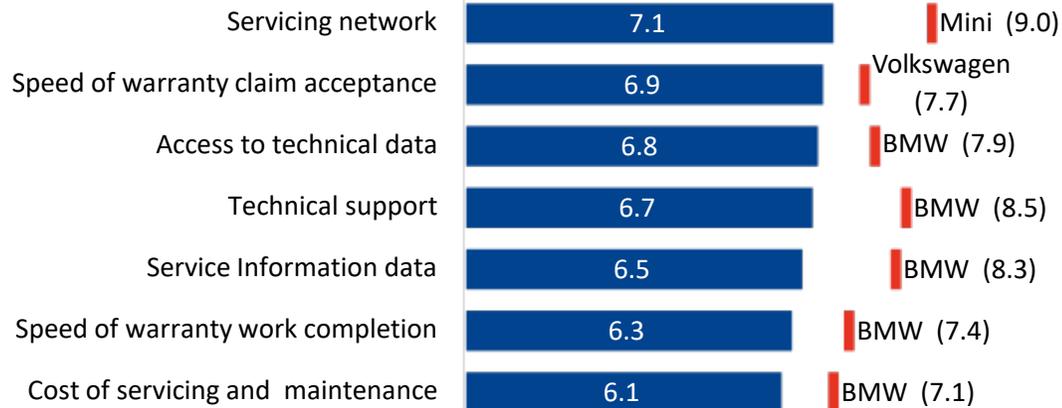
## Overall Satisfaction Score (All Manufacturers) 6.4



## Top 20 OEM Scores

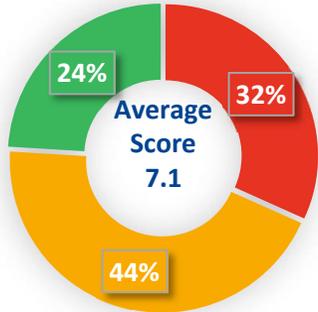
1	BMW	8.1
2	Volvo	7.5
3=	Audi	7.4
3=	Mercedes-Benz	7.4
3=	Volkswagen	7.4
6=	Mini	7.3
6=	Polestar	7.3
8=	Toyota	7.2
8=	Mazda	7.2
10	Nissan	7.1
11	Skoda	6.9
12	SEAT	6.7
13	Renault	6.4
14	Hyundai	6.3
15	Ford	5.8
16	Kia	5.7
17	MG	5.5
18=	Vauxhall	5.1
18=	Peugeot	5.1
20	Citroën	5.0

## Factor Scores - Average and Best in Class



# In Life Services 1

## Servicing network

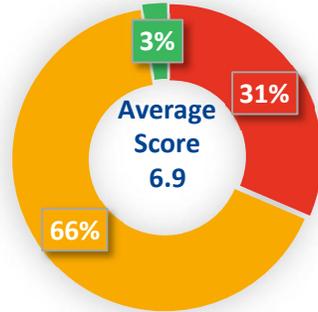


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	Mini	9.0
2	BMW	8.8
3	Audi	8.7
4	Volkswagen	8.3
5	Mercedes-Benz	8.0
6=	Skoda	7.9
6=	Volvo	7.9
8	SEAT	7.8
9	Toyota	7.6
10	Hyundai	7.1

## Speed of warranty claim acceptance

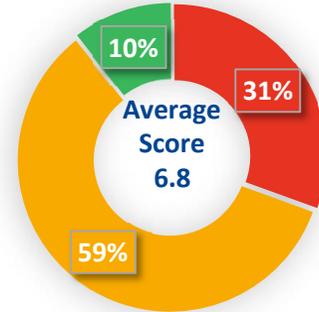


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	Volkswagen	7.7
2	BMW	7.6
3=	Audi	7.4
3=	SEAT	7.4
3=	Skoda	7.4
3=	Volvo	7.4
7	Mercedes-Benz	7.1
8	Tesla	6.9
9	Vauxhall	6.5
10	Citroën	6.4

## Access to technical data

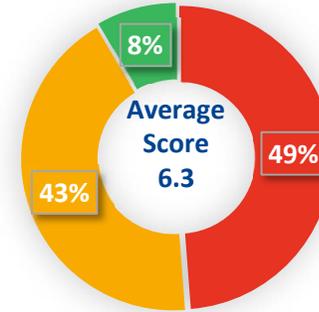


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	7.9
2=	Hyundai	7.5
2=	Audi	7.5
4	Volvo	7.4
5	Skoda	7.3
6	Toyota	7.2
7=	Mercedes-Benz	7.0
7=	Nissan	7.0
7=	SEAT	7.0
10	Land Rover	6.9

## Speed of warranty work completion



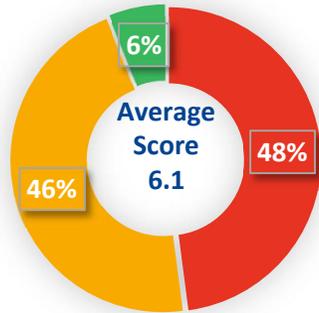
■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	7.4
2=	Skoda	7.2
2=	Audi	7.2
4=	Volkswagen	7.0
4=	Volvo	7.0
6	Toyota	6.8
7	SEAT	6.7
8	Mercedes-Benz	6.6
9	Tesla	6.4
10	Land Rover	6.1

## In Life Services 2

### Cost of servicing and maintenance

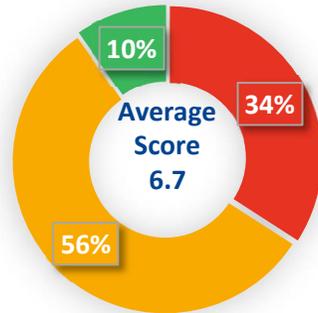


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

#### Top 10

1	BMW	7.1
2	Vauxhall	6.9
3	Audi	6.7
4=	Kia	6.4
4=	Renault	6.4
4=	Skoda	6.4
7	Volkswagen	6.3
8=	Citroën	6.2
8=	Hyundai	6.2
8=	Toyota	6.2

### Technical support

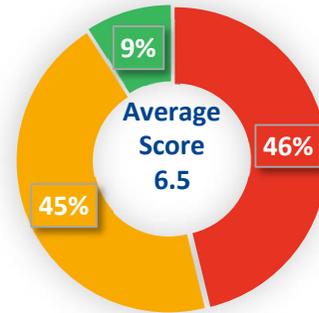


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

#### Top 10

1	BMW	8.5
2	Volkswagen	8.1
3	Audi	8.0
4=	Skoda	7.5
4=	Toyota	7.5
6	Volvo	7.4
7=	Mercedes-Benz	7.3
7=	SEAT	7.3
9	Nissan	7.2
10=	Hyundai	7.0
10=	Polestar	7.0

### Service Information data



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

#### Top 10

1	BMW	8.3
2	Audi	7.7
3	Mercedes-Benz	7.1
4	Volkswagen	7.0
5=	Volvo	6.8
5=	Land Rover	6.8
7=	Ford	6.7
7=	Skoda	6.7
9	SEAT	6.4
10	Renault	6.2

# BVRLA OEM Relationship Survey



## Electric Vehicles

Overall, how well do you consider each manufacturer is performing in the provision of electric vehicles in the leasing and fleet market?

How satisfied are you with the range of electric vehicles from each manufacturer?

How satisfied are you with the technical support you receive for running electric vehicles from each manufacturer?

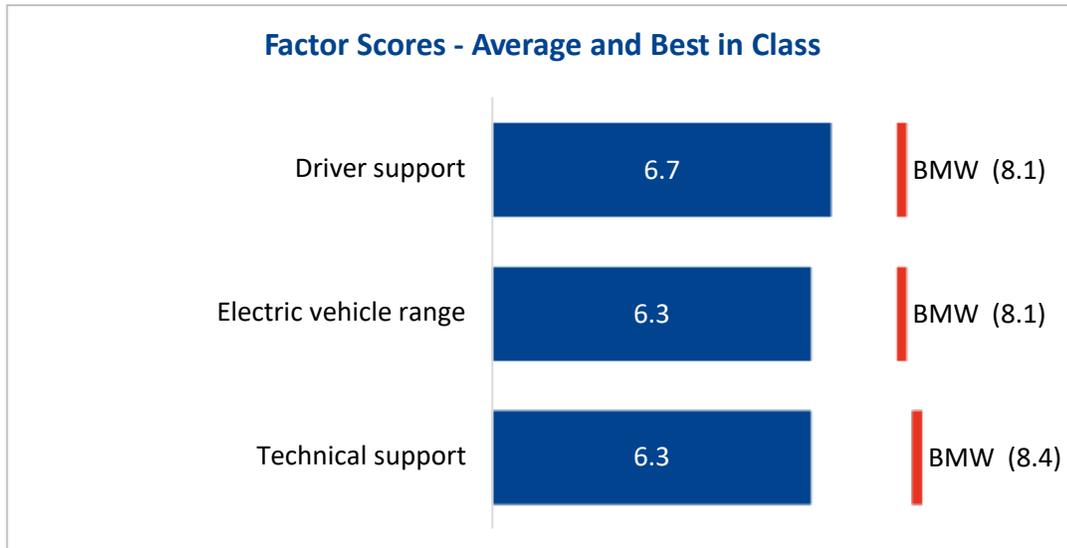
How satisfied are you with the support given to drivers from each manufacturer?

# Overall, how well do you consider each manufacturer is performing in the provision of electric vehicles in the leasing and fleet market?



**Top 20 OEM Scores**

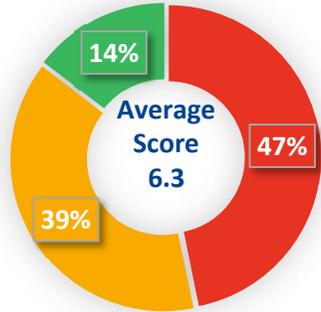
1=	Tesla	9.0
1=	Polestar	9.0
3=	BMW	8.4
3=	MG	8.4
5=	Volvo	7.7
5=	Audi	7.7
7=	Mercedes-Benz	7.6
7=	Hyundai	7.6
7=	Volkswagen	7.6
10	Kia	7.5
11	Skoda	7.1
12	Mini	6.9
13	Renault	6.7
14	Peugeot	6.6
15=	Vauxhall	6.4
15=	Citroën	6.4
17	SEAT	6.3
18	Nissan	6.0
19	Mazda	5.4
20	Ford	4.5



# Electric Vehicles



## Electric vehicle range

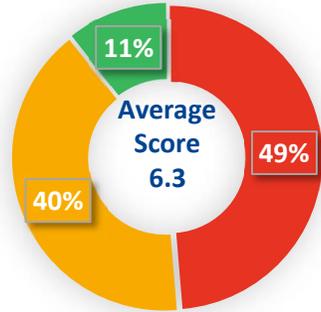


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	8.1
2	Polestar	7.9
3	Tesla	7.8
4	Audi	7.7
5	Volkswagen	7.6
6	Mercedes-Benz	7.5
7=	Kia	7.1
7=	Hyundai	7.1
7=	Volvo	7.1
10	MG	6.8

## Technical support

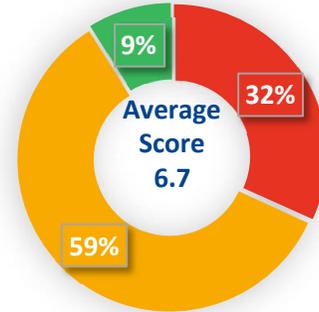


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	8.4
2	Audi	7.9
3	Hyundai	7.2
4	Skoda	7.1
5=	SEAT	7.0
5=	Volvo	7.0
7=	Polestar	6.8
7=	Volkswagen	6.8
9	Land Rover	6.3
10	Mercedes-Benz	6.2

## Driver support



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	BMW	8.1
2	Mercedes-Benz	7.8
3	Volvo	7.7
4	SEAT	7.4
5	Skoda	7.3
6=	Audi	7.2
6=	Polestar	7.2
8	Volkswagen	6.7
9	Kia	6.6
10	Renault	6.4

# BVRLA OEM Relationship Survey



## Financial Support

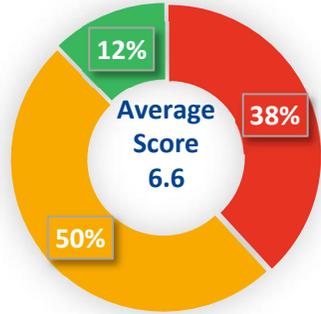
How satisfied are you with the level of support terms (discounts, volume related bonuses etc) for vehicles from this manufacturer vs peers in the same vehicle category?

How satisfied are you with the consistency of support terms and how clearly they are communicated for vehicles purchased from this manufacturer vs peers in the same vehicle category?

How satisfied are you with the actions taken to support residual values of vehicles from this manufacturer vs peers in the same vehicle category?

# Financial Support

## Level of support terms

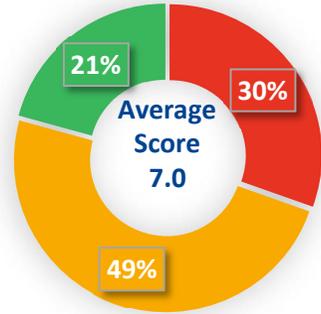


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	Audi	7.9
2	Volkswagen	7.6
3	BMW	7.5
4	Polestar	7.3
5=	SEAT	7.2
5=	Skoda	7.2
7	Kia	7.1
8	MG	7.0
9	Nissan	6.9
10	Volvo	6.8

## Consistency of support terms

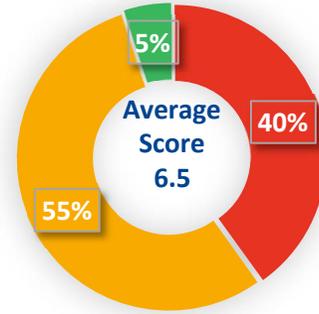


■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	Mini	8.8
2	Volvo	8.4
3	BMW	8.2
4	Polestar	8.0
5=	Audi	7.7
5=	Volkswagen	7.7
5=	Toyota	7.7
8	Mazda	7.6
9=	Hyundai	7.4
9=	SEAT	7.4
9=	Renault	7.4
9=	Mercedes-Benz	7.4

## Actions to support residual values



■ Low (0-6)    ■ Medium (7-8)  
■ High (9-10)

### Top 10

1	Hyundai	7.4
2	Jaguar	7.2
3=	MG	7.1
3=	Skoda	7.1
3=	Volkswagen	7.1
6=	BMW	7.0
6=	Mini	7.0
8	Audi	6.9
9	Volvo	6.8
10=	Citroën	6.7
10=	Mercedes-Benz	6.7
10=	SEAT	6.7

# **BVRLA** **OEM** Relationship Survey



## **Full Detailed Scores**

Powered by



# Overall Scores - 1



Working Relationship		
1	Volkswagen	8.4
2	Mini	8.2
3	Mazda	8.0
4=	Polestar	7.7
4=	SEAT	7.7
6=	MG	7.6
6=	Volvo	7.6
6=	Skoda	7.6
9	BMW	7.5
10	Audi	7.4
11=	Kia	7.1
11=	Nissan	7.1
13	Hyundai	6.9
14=	Toyota	6.8
14=	Mercedes-Benz	6.8
14=	Renault	6.8
17	Ford	6.2
18	Jaguar	6.1
19	Land Rover	5.3
20=	Tesla	4.5
20=	Vauxhall	4.5
22	Citroën	4.1
23	Peugeot	3.9

Vehicle Purchasing Process		
1=	Audi	7.8
1=	Volkswagen	7.8
3	MG	7.7
4=	Polestar	7.6
4=	Mazda	7.6
4=	BMW	7.6
4=	Mini	7.6
4=	Skoda	7.6
9	SEAT	7.5
10	Kia	7.3
11	Volvo	7.2
12=	Mercedes-Benz	7.1
12=	Nissan	7.1
12=	Hyundai	7.1
15	Ford	6.8
16=	Renault	6.6
16=	Toyota	6.6
18	Vauxhall	5.8
19	Jaguar	5.5
20	Citroën	5.1
21	Land Rover	5.0
22=	Tesla	4.5
22=	Peugeot	4.5

Products and services		
1	BMW	8.4
2=	Volkswagen	8.3
2=	Audi	8.3
4	Volvo	8.2
5	Skoda	8.1
6=	Kia	7.9
6=	Mercedes-Benz	7.9
8=	Polestar	7.8
8=	Hyundai	7.8
10=	MG	7.4
10=	SEAT	7.4
12	Mini	7.3
13	Citroën	7.2
14=	Toyota	7.1
14=	Ford	7.1
14=	Nissan	7.1
14=	Renault	7.1
14=	Vauxhall	7.1
19	Tesla	6.9
20=	Peugeot	6.7
20=	Land Rover	6.7
22	Jaguar	6.6
23	Mazda	6.4

In Life Services		
1	BMW	8.1
2	Volvo	7.5
3=	Audi	7.4
3=	Mercedes-Benz	7.4
3=	Volkswagen	7.4
6=	Mini	7.3
6=	Polestar	7.3
8=	Toyota	7.2
8=	Mazda	7.2
10	Nissan	7.1
11	Skoda	6.9
12	SEAT	6.7
13	Renault	6.4
14	Hyundai	6.3
15	Ford	5.8
16	Kia	5.7
17	MG	5.5
18=	Vauxhall	5.1
18=	Peugeot	5.1
20	Citroën	5.0
21	Tesla	4.9
22	Land Rover	4.4
23	Jaguar	4.1

Note: Minimum of 5 responses needed for an OEM to be included for each question.

## Overall Scores - 2



### Electric Vehicles

1=	Tesla	9.0
1=	Polestar	9.0
3=	BMW	8.4
3=	MG	8.4
5=	Volvo	7.7
5=	Audi	7.7
7=	Mercedes-Benz	7.6
7=	Hyundai	7.6
7=	Volkswagen	7.6
10	Kia	7.5
11	Skoda	7.1
12	Mini	6.9
13	Renault	6.7
14	Peugeot	6.6
15=	Vauxhall	6.4
15=	Citroën	6.4
17	SEAT	6.3
18	Nissan	6.0
19	Mazda	5.4
20	Ford	4.5
21	Toyota	4.3
22	Jaguar	4.1
23	Land Rover	3.2

### "Up and Coming" Manufacturers

1	BYD
2	MG
3	Omoda
4	Chery
5	Polestar
6	ORA
7	Kia
8=	Peugeot
8=	Renault
10=	Dacia
10=	Genesis
10=	Hyundai
10=	Lexus
10=	Skoda
10=	Vauxhall
10=	Volkswagen
17=	Citroën
17=	Jeep
17=	Nissan
17=	SEAT
17=	Smart
17=	Tesla
17=	Toyota
17=	Volvo

# Working Relationship Scores



Takes views & opinions into account			Make you feel valued as a customer			Account manager support (sales)			Account manager support (aftersales)		
1	Mazda	8.0	1=	Audi	8.2	1=	Mazda	8.4	1	BMW	7.9
2	Volkswagen	7.7	1=	Volkswagen	8.2	1=	Volkswagen	8.4	2	Volkswagen	7.8
3=	Skoda	7.4	3	Skoda	8.0	3	Volvo	8.2	3	Audi	7.6
3=	Volvo	7.4	4=	Volvo	7.9	4=	SEAT	8.1	4=	Volvo	7.5
3=	Polestar	7.4	4=	BMW	7.9	4=	Audi	8.1	4=	SEAT	7.5
6=	Mini	7.3	4=	Mini	7.9	6	Skoda	8.0	6	Mercedes-Benz	7.2
6=	Audi	7.3	7	Mazda	7.8	7	BMW	7.9	7=	Nissan	7.1
8=	BMW	7.2	8=	Polestar	7.5	8	Mini	7.7	7=	Skoda	7.1
8=	SEAT	7.2	8=	SEAT	7.5	9	Polestar	7.4	9=	Mini	7.0
10=	Hyundai	6.5	10	MG	7.0	10	MG	7.1	9=	Polestar	7.0
10=	Mercedes-Benz	6.5	11	Hyundai	6.8	11=	Hyundai	6.8	11	Renault	6.4
10=	Renault	6.5	12=	Mercedes-Benz	6.7	11=	Mercedes-Benz	6.8	12	Toyota	6.3
13=	Toyota	6.4	12=	Kia	6.7	13	Nissan	6.6	13	Land Rover	6.1
13=	MG	6.4	12=	Nissan	6.7	14	Toyota	6.4	14	Hyundai	5.8
15=	Kia	6.3	15	Renault	6.5	15=	Land Rover	6.3	15	Jaguar	5.6
15=	Nissan	6.3	16	Toyota	6.1	15=	Renault	6.3	16	MG	5.4
17	Jaguar	5.4	17	Land Rover	5.8	15=	Kia	6.3	17	Kia	5.3
18=	Ford	5.3	18	Jaguar	5.6	18	Jaguar	6.0	18	Vauxhall	5.0
18=	Land Rover	5.3	19	Ford	5.4	19	Ford	5.7	19	Ford	4.9
20	Vauxhall	4.9	20	Vauxhall	4.5	20	Vauxhall	4.5	20	Tesla	4.7
21	Citroën	4.4	21=	Tesla	4.1	21	Tesla	4.4	21	Citroën	4.6
22	Peugeot	4.1	21=	Citroën	4.1	22	Citroën	3.9	22	Peugeot	4.4
23	Tesla	4.0	23	Peugeot	4.0	23	Peugeot	3.8			

Note: Minimum of 5 responses needed for an OEM to be included for each question.

# Vehicle Purchasing Process Scores



New vehicle lead times		
1	MG	8.2
2	Tesla	8.1
3	Polestar	7.6
4	Mazda	7.4
5	BMW	7.3
6=	Kia	7.2
6=	Mercedes-Benz	7.2
6=	Skoda	7.2
6=	Volvo	7.2
6=	Audi	7.2
11=	Toyota	7.1
11=	Volkswagen	7.1
13	Hyundai	7.0
14=	Vauxhall	6.8
14=	Nissan	6.8
16=	SEAT	6.7
16=	Renault	6.7
18=	Jaguar	6.5
18=	Mini	6.5
18=	Ford	6.5
21	Citroën	6.4
22	Peugeot	5.7
23	Land Rover	4.9

Vehicle logistic services and vehicle handover		
1=	Volkswagen	8.7
1=	Mercedes-Benz	8.7
3=	Volvo	8.6
3=	Audi	8.6
5	BMW	8.5
6=	SEAT	8.4
6=	MG	8.4
8	Skoda	8.3
9	Toyota	8.2
10	Nissan	8.0
11	Kia	7.9
12=	Hyundai	7.7
12=	Polestar	7.7
14	Land Rover	7.6
15	Renault	7.4
16	Ford	7.3
17=	Vauxhall	6.7
17=	Jaguar	6.7
19	Citroën	6.5
20	Peugeot	6.2
21	Tesla	4.7

Order notifications and updates		
1=	Mazda	7.4
1=	MG	7.4
3	Kia	7.2
4=	Jaguar	7.0
4=	Nissan	7.0
4=	Volvo	7.0
7=	Mercedes-Benz	6.9
7=	Hyundai	6.9
7=	Renault	6.9
7=	Audi	6.9
7=	BMW	6.9
12	Volkswagen	6.8
13	Polestar	6.7
14	Skoda	6.6
15=	Toyota	6.5
15=	SEAT	6.5
17	Ford	6.4
18	Mini	6.3
19	Land Rover	6.0
20	Vauxhall	5.7
21	Peugeot	5.3
22	Citroën	5.2
23	Tesla	4.7

Future supply agreements		
1	MG	8.2
2	Audi	7.8
3=	Mercedes-Benz	7.7
3=	Hyundai	7.7
5	BMW	7.6
6=	Volkswagen	7.5
6=	Renault	7.5
8=	Polestar	7.4
8=	Nissan	7.4
8=	Volvo	7.4
8=	SEAT	7.4
8=	Kia	7.4
13=	Skoda	7.3
13=	Vauxhall	7.3
15	Toyota	7.2
16	Ford	7.0
17	Land Rover	6.9
18	Citroën	6.6
19	Peugeot	6.1
20	Tesla	5.9

Note: Minimum of 5 responses needed for an OEM to be included for each question.

# Products and Services Scores



Range of vehicles		
1	BMW	8.8
2	Audi	8.5
3=	Skoda	8.4
3=	SEAT	8.4
3=	Volvo	8.4
6=	Volkswagen	8.3
6=	Mercedes-Benz	8.3
8	Kia	8.1
9	Hyundai	7.8
10=	MG	7.6
10=	Vauxhall	7.6
12	Citroën	7.4
13=	Peugeot	7.3
13=	Tesla	7.3
15=	Toyota	7.2
15=	Ford	7.2
17	Renault	7.1
18=	Polestar	6.9
18=	Nissan	6.9
20	Jaguar	6.6
21	Land Rover	6.5

Marketing support received		
1	Volkswagen	7.1
2=	Audi	7.0
2=	BMW	7.0
2=	Mini	7.0
5=	Volvo	6.5
5=	Skoda	6.5
7	Polestar	6.4
8=	MG	6.3
8=	Hyundai	6.3
10	Nissan	6.2
11=	Vauxhall	6.1
11=	SEAT	6.1
13	Mazda	6.0
14	Kia	5.7
15=	Ford	5.5
15=	Renault	5.5
17	Mercedes-Benz	5.3
18	Citroën	5.2
19	Land Rover	5.0
20	Toyota	4.8
21	Peugeot	4.6
22	Tesla	3.9

Availability and pricing of vehicle connected services		
1	BMW	7.6
2=	Mercedes-Benz	6.7
2=	MG	6.7
4	Volvo	6.6
5=	Kia	6.4
5=	Nissan	6.4
5=	Volkswagen	6.4
8	Hyundai	6.3
9=	Tesla	6.2
9=	Ford	6.2
9=	Polestar	6.2
9=	Vauxhall	6.2
13	Audi	6.1
14=	SEAT	6.0
14=	Skoda	6.0
16	Land Rover	5.7
17	Renault	5.5
18	Peugeot	5.1
19	Citroën	4.4

Digital presence (website & customer portal)		
1	BMW	8.1
2	Volkswagen	7.8
3	Volvo	7.7
4	Kia	7.6
5	Skoda	7.4
6	Audi	7.3
7	Hyundai	7.2
8=	Polestar	7.0
8=	SEAT	7.0
10	Land Rover	6.7
11	Tesla	6.5
12	Mercedes-Benz	6.4
13	Renault	6.3
14	Toyota	6.0
15	MG	5.9
16	Ford	5.7
17	Peugeot	5.5
18	Vauxhall	5.4
19	Citroën	5.2

Note: Minimum of 5 responses needed for an OEM to be included for each question.

# In Life Services Scores - 1



Servicing network		
1	Mini	9.0
2	BMW	8.8
3	Audi	8.7
4	Volkswagen	8.3
5	Mercedes-Benz	8.0
6=	Skoda	7.9
6=	Volvo	7.9
8	SEAT	7.8
9	Toyota	7.6
10	Hyundai	7.1
11	Polestar	7.0
12	Nissan	6.9
13	Ford	6.8
14	Renault	6.7
15	Kia	6.5
16	Land Rover	6.1
17	Peugeot	5.8
18	MG	5.7
19	Jaguar	5.6
20=	Citroën	5.4
20=	Vauxhall	5.4
20=	Tesla	5.4

Speed of warranty claim acceptance		
1	Volkswagen	7.7
2	BMW	7.6
3=	Audi	7.4
3=	SEAT	7.4
3=	Skoda	7.4
3=	Volvo	7.4
7	Mercedes-Benz	7.1
8	Tesla	6.9
9	Vauxhall	6.5
10	Citroën	6.4
11	Peugeot	6.3
12	Renault	6.2
13=	Ford	6.0
13=	Land Rover	6.0
15	MG	5.8
16	Kia	5.7

Access to technical data		
1	BMW	7.9
2=	Hyundai	7.5
2=	Audi	7.5
4	Volvo	7.4
5	Skoda	7.3
6	Toyota	7.2
7=	Mercedes-Benz	7.0
7=	Nissan	7.0
7=	SEAT	7.0
10	Land Rover	6.9
11=	Kia	6.8
11=	Volkswagen	6.8
13	Ford	6.5
14	Renault	6.3
15=	Peugeot	5.7
15=	Vauxhall	5.7
17	Citroën	5.6
18	Tesla	5.5

Speed of warranty work completion		
1	BMW	7.4
2=	Skoda	7.2
2=	Audi	7.2
4=	Volkswagen	7.0
4=	Volvo	7.0
6	Toyota	6.8
7	SEAT	6.7
8	Mercedes-Benz	6.6
9	Tesla	6.4
10	Land Rover	6.1
11	Ford	5.9
12	Renault	5.8
13	MG	5.2
14=	Peugeot	4.9
14=	Citroën	4.9
16	Kia	4.8
17	Vauxhall	4.7

Note: Minimum of 5 responses needed for an OEM to be included for each question.

## In Life Services Scores - 2



Cost of servicing and maintenance			Technical support			Service Information data		
1	BMW	7.1	1	BMW	8.5	1	BMW	8.3
2	Vauxhall	6.9	2	Volkswagen	8.1	2	Audi	7.7
3	Audi	6.7	3	Audi	8.0	3	Mercedes-Benz	7.1
4=	Kia	6.4	4=	Skoda	7.5	4	Volkswagen	7.0
4=	Renault	6.4	4=	Toyota	7.5	5=	Volvo	6.8
4=	Skoda	6.4	6	Volvo	7.4	5=	Land Rover	6.8
7	Volkswagen	6.3	7=	Mercedes-Benz	7.3	7=	Ford	6.7
8=	Citroën	6.2	7=	SEAT	7.3	7=	Skoda	6.7
8=	Hyundai	6.2	9	Nissan	7.2	9	SEAT	6.4
8=	Toyota	6.2	10=	Hyundai	7.0	10	Renault	6.2
11	Volvo	6.1	10=	Polestar	7.0	11	Vauxhall	5.9
12=	Ford	5.9	12=	Ford	6.6	12	Kia	5.7
12=	Mercedes-Benz	5.9	12=	Renault	6.6	13	Tesla	5.6
14	SEAT	5.8	14	Land Rover	6.4	14=	Citroën	5.5
15	Peugeot	5.7	15	Jaguar	6.2	14=	Peugeot	5.5
16	Nissan	5.6	16	Citroën	5.8			
17	MG	5.4	17	Kia	5.7			
18	Land Rover	5.3	18=	Peugeot	5.6			
19	Tesla	4.1	18=	MG	5.6			
			20	Vauxhall	5.5			
			21	Tesla	4.0			

Note: Minimum of 5 responses needed for an OEM to be included for each question.

# Electric Vehicles Scores



Electric vehicle range		
1	BMW	8.1
2	Polestar	7.9
3	Tesla	7.8
4	Audi	7.7
5	Volkswagen	7.6
6	Mercedes-Benz	7.5
7=	Kia	7.1
7=	Hyundai	7.1
7=	Volvo	7.1
10	MG	6.8
11=	Citroën	6.1
11=	Skoda	6.1
13=	Nissan	6.0
13=	Peugeot	6.0
15	Renault	5.8
16	Vauxhall	5.7
17	SEAT	5.5
18	Mini	5.0
19	Toyota	4.2
20	Ford	4.1
21	Mazda	4.0
22	Jaguar	3.5
23	Land Rover	3.1

Technical support		
1	BMW	8.4
2	Audi	7.9
3	Hyundai	7.2
4	Skoda	7.1
5=	SEAT	7.0
5=	Volvo	7.0
7=	Polestar	6.8
7=	Volkswagen	6.8
9	Land Rover	6.3
10	Mercedes-Benz	6.2
11=	Ford	6.0
11=	MG	6.0
13=	Renault	5.8
13=	Kia	5.8
15	Vauxhall	4.9
16=	Citroën	4.4
16=	Peugeot	4.4
18	Tesla	4.1

Driver support		
1	BMW	8.1
2	Mercedes-Benz	7.8
3	Volvo	7.7
4	SEAT	7.4
5	Skoda	7.3
6=	Audi	7.2
6=	Polestar	7.2
8	Volkswagen	6.7
9	Kia	6.6
10	Renault	6.4
11	Citroën	6.2
12	Vauxhall	6.0
13=	Ford	5.6
13=	Peugeot	5.6
15	Tesla	4.7

Note: Minimum of 5 responses needed for an OEM to be included for each question.

# Financial Support Scores



Level of support terms			Consistency of support terms			Actions to support residual values		
1	Audi	7.9	1	Mini	8.8	1	Hyundai	7.4
2	Volkswagen	7.6	2	Volvo	8.4	2	Jaguar	7.2
3	BMW	7.5	3	BMW	8.2	3=	MG	7.1
4	Polestar	7.3	4	Polestar	8.0	3=	Skoda	7.1
5=	SEAT	7.2	5=	Audi	7.7	3=	Volkswagen	7.1
5=	Skoda	7.2	5=	Volkswagen	7.7	6=	BMW	7.0
7	Kia	7.1	5=	Toyota	7.7	6=	Mini	7.0
8	MG	7.0	8	Mazda	7.6	8	Audi	6.9
9	Nissan	6.9	9=	Hyundai	7.4	9	Volvo	6.8
10	Volvo	6.8	9=	SEAT	7.4	10=	Citroën	6.7
11	Hyundai	6.6	9=	Renault	7.4	10=	Mercedes-Benz	6.7
12=	Ford	6.5	9=	Mercedes-Benz	7.4	10=	SEAT	6.7
12=	Toyota	6.5	13	Skoda	7.3	13=	Nissan	6.6
12=	Vauxhall	6.5	14	MG	7.0	13=	Kia	6.6
15	Citroën	6.3	15	Kia	6.9	13=	Toyota	6.6
16	Mercedes-Benz	6.1	16=	Jaguar	6.8	16=	Vauxhall	6.5
17	Peugeot	5.9	16=	Nissan	6.8	16=	Polestar	6.5
18=	Renault	5.8	18	Vauxhall	6.3	18=	Renault	6.4
18=	Land Rover	5.8	19	Citroën	6.2	18=	Mazda	6.4
20	Jaguar	5.6	20=	Ford	5.9	20	Ford	6.3
21	Tesla	4.5	20=	Land Rover	5.9	21=	Peugeot	6.1
			22	Peugeot	5.5	21=	Land Rover	6.1
			23	Tesla	5.1	23	Tesla	3.7

Note: Minimum of 5 responses needed for an OEM to be included for each question.

# **BVRLA** **OEM** Relationship Survey



**Feedback?**

**If you have any feedback or comments about our survey, please get in touch!**

Feedback or comments on this survey – Phil Garthside, Research Manager – [Phil@bvrla.co.uk](mailto:Phil@bvrla.co.uk)

Interested in working more closely with the BVRLA and its members – Amanda Brandon, Director of Member Engagement – [Amanda@bvrla.co.uk](mailto:Amanda@bvrla.co.uk)