












European Dealers Satisfaction Index

Results 2015





Number of answers by countries

	2011	2012	2013	2014	2015
 • BELGIUM	• -	• -	• -	• 36	• 40
 • DENMARK	• 96	• 76	• 108	• 84	• 92
 • FRANCE	• 288	• 269	• 303	• 332	• 308
 • GERMANY	• 313	• 305	• 244	• 301	• 274
 • ITALY	• 58	• -	• -	• -	• 168
 • POLAND	• 38	• 32	• 30	• 46	• 63
 • THE NETHERLANDS	• 163	• 168	• 174	• 199	• 176
 • SWITZERLAND	• 131	• 100	• 96	• 132	• -
 • UNITED KINGDOM	• -	• 145	• 180	• 122	• 133
	1087	1095	1135	1252	1254

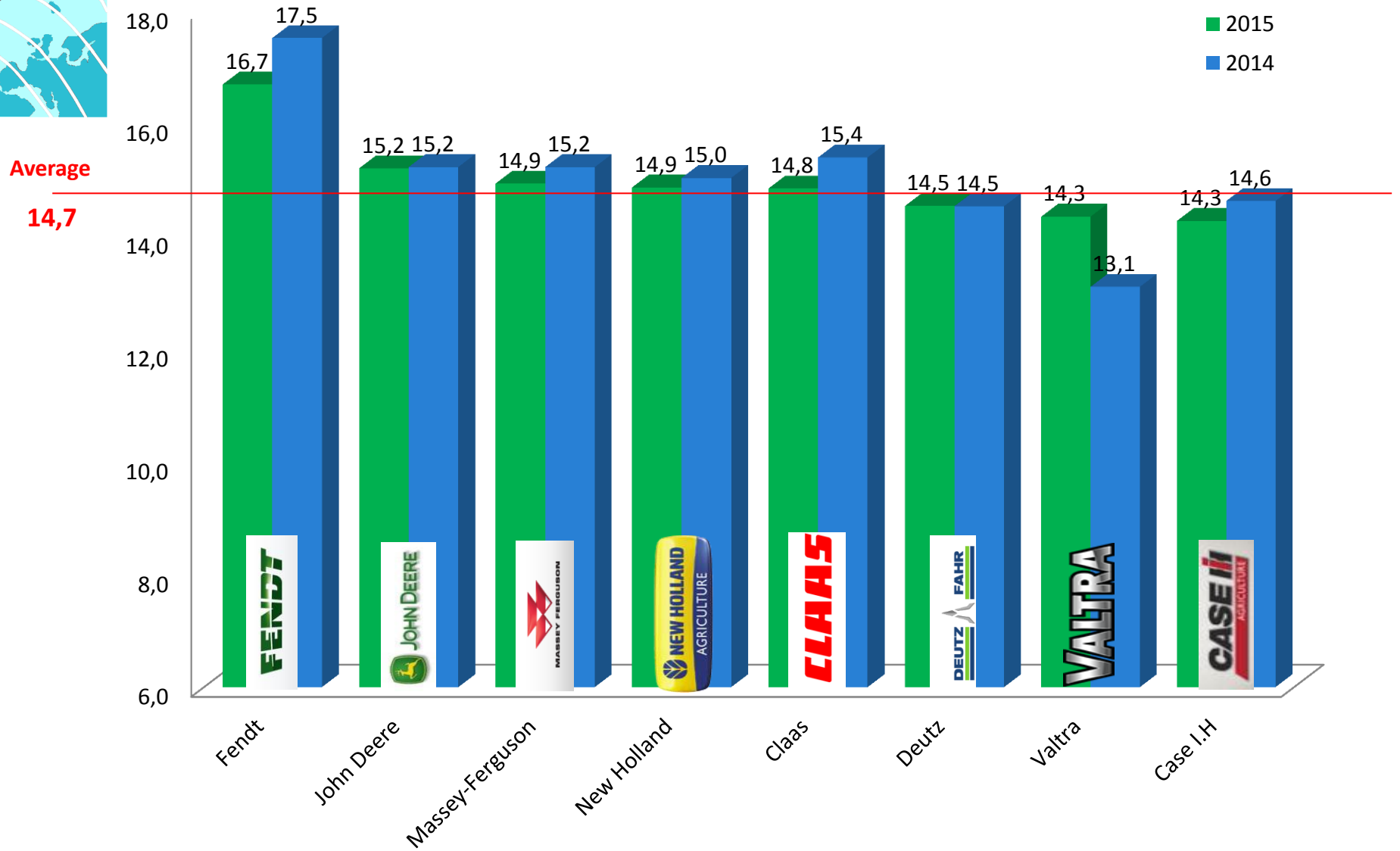


RESULTS BY MAIN CATEGORY AND WITH EVOLUTION 2014 / 2015:

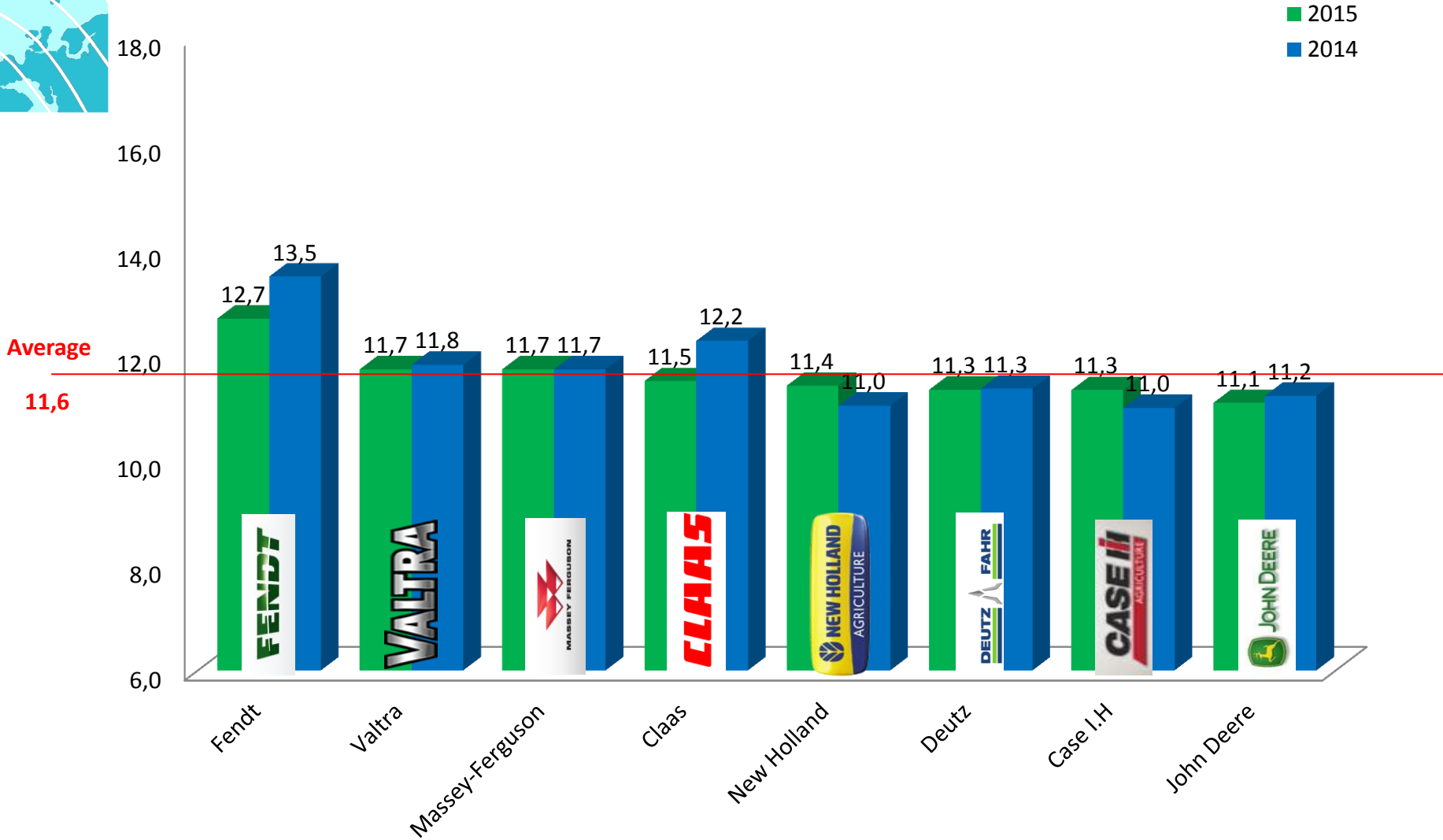
- 1: BRAND IMAGE AND IMPACT
- 2: SALESUPPORT OF TRACTORS
- 3: SALESUPPORT OF SPARE PARTS
- 4: AFTERSALES SERVICES AND WARRANTY
- 5: COMPUTER SERVICES
- 6: ADVERTISING AND PRODUCT SUPPORT MATERIAL
- 7: ADMINISTRATION AND TERMS OF PAYMENT
- 8: TRAINING
- 9: THE MANAGEMENT
- 10: MANUFACTURER – DEALER RELATIONS
- 11: PROFITABILITY CONTRIBUTION
- 12: IMPROVEMENTS
- 13: FINANCING
- 14: ANTI-THEFT



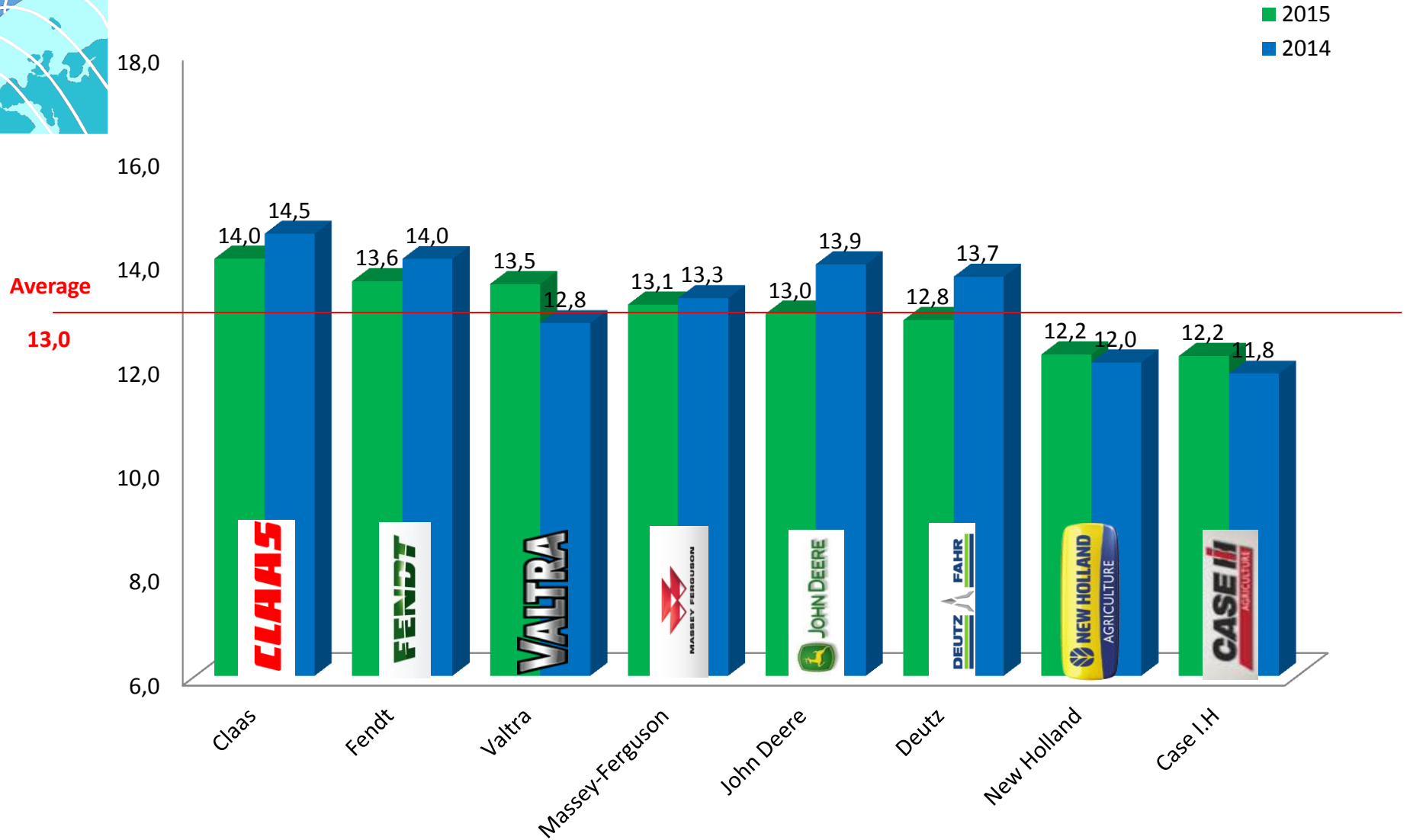
1. BRAND IMAGE AND IMPACT- Result 2015/ 2014



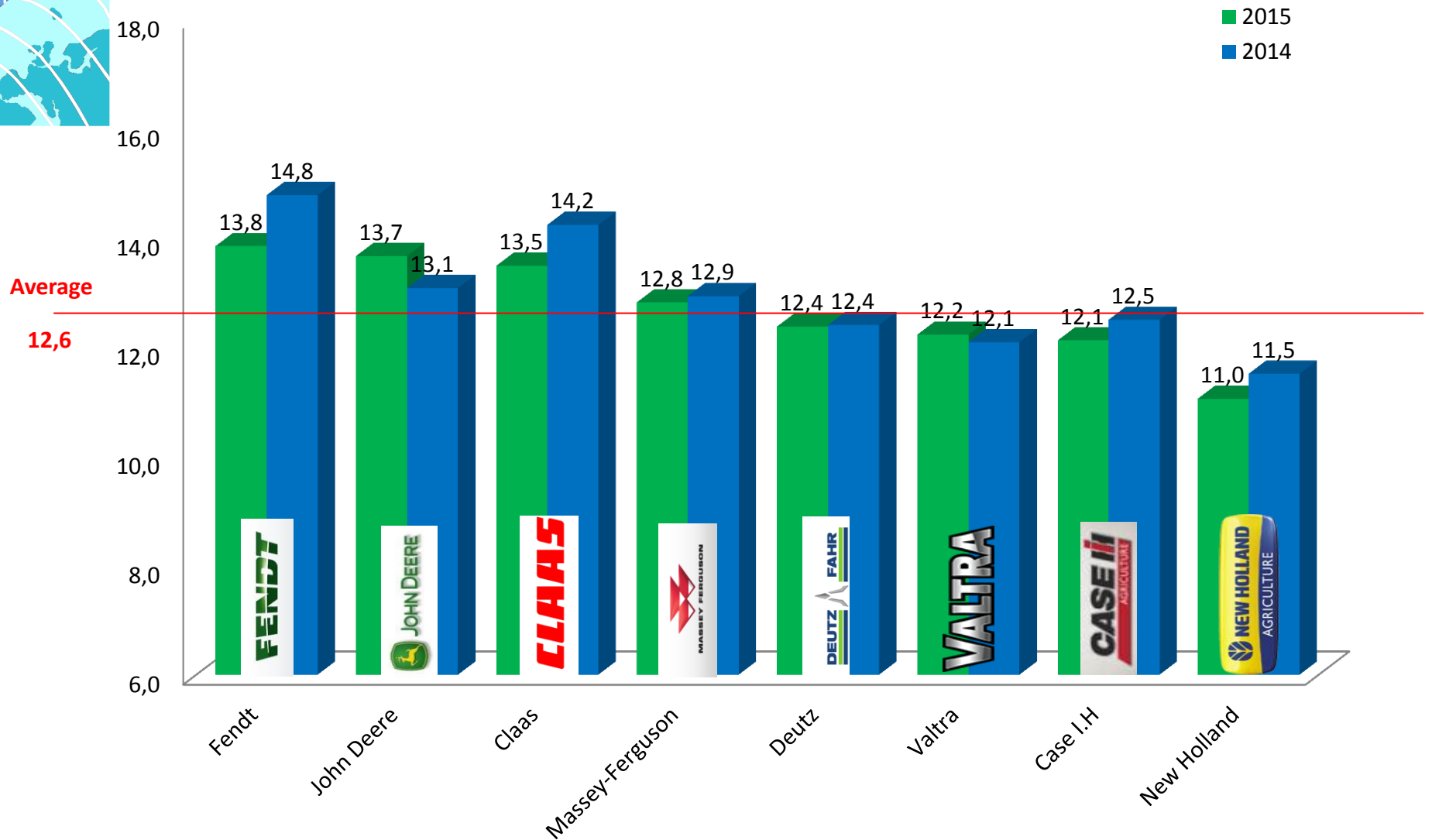
2. SALESUPPORT OF TRACTORS- Result 2015/ 2014



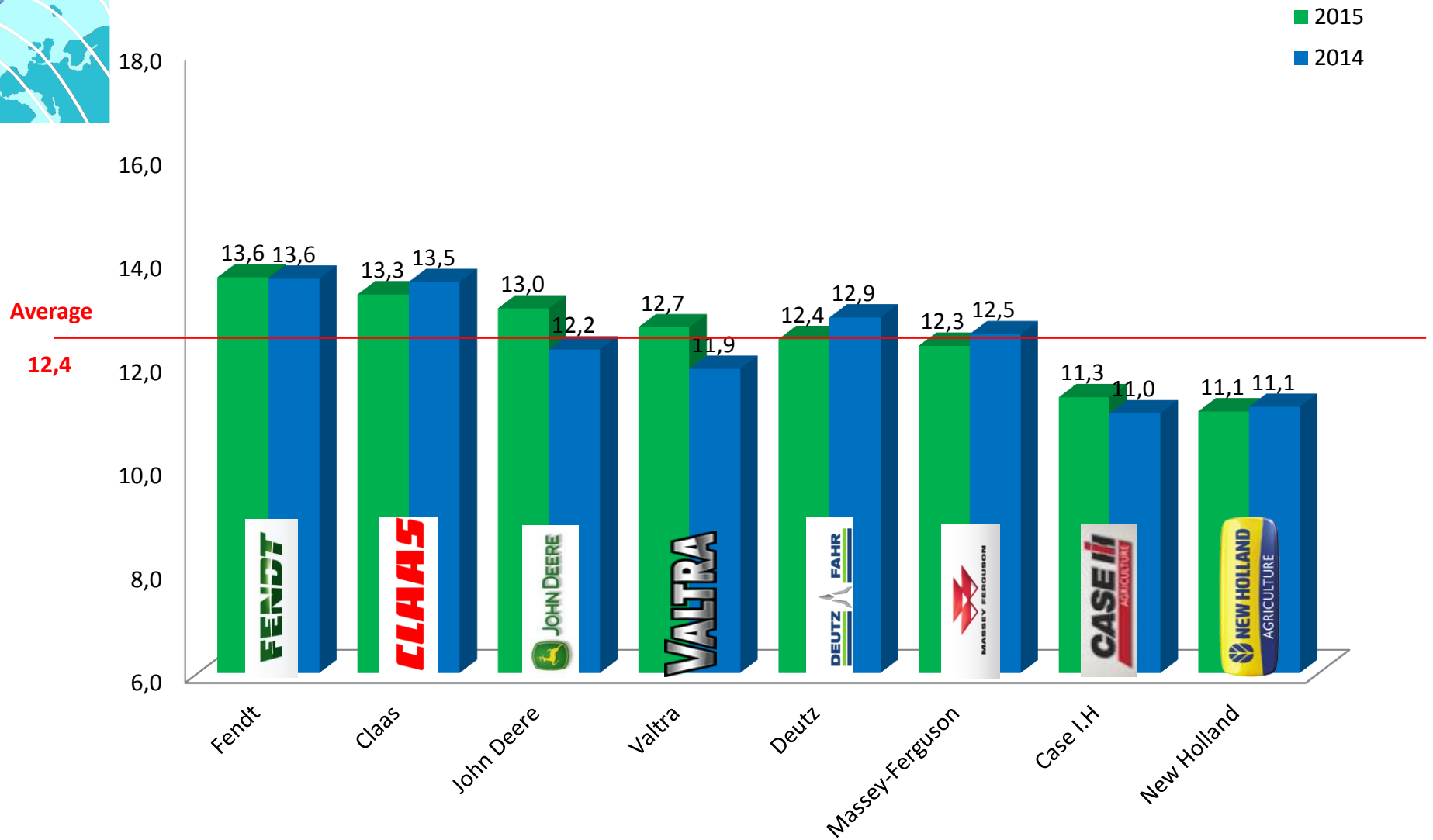
3. SALESSUPPORT OF SPARE-PARTS -Result 2015/ 2014



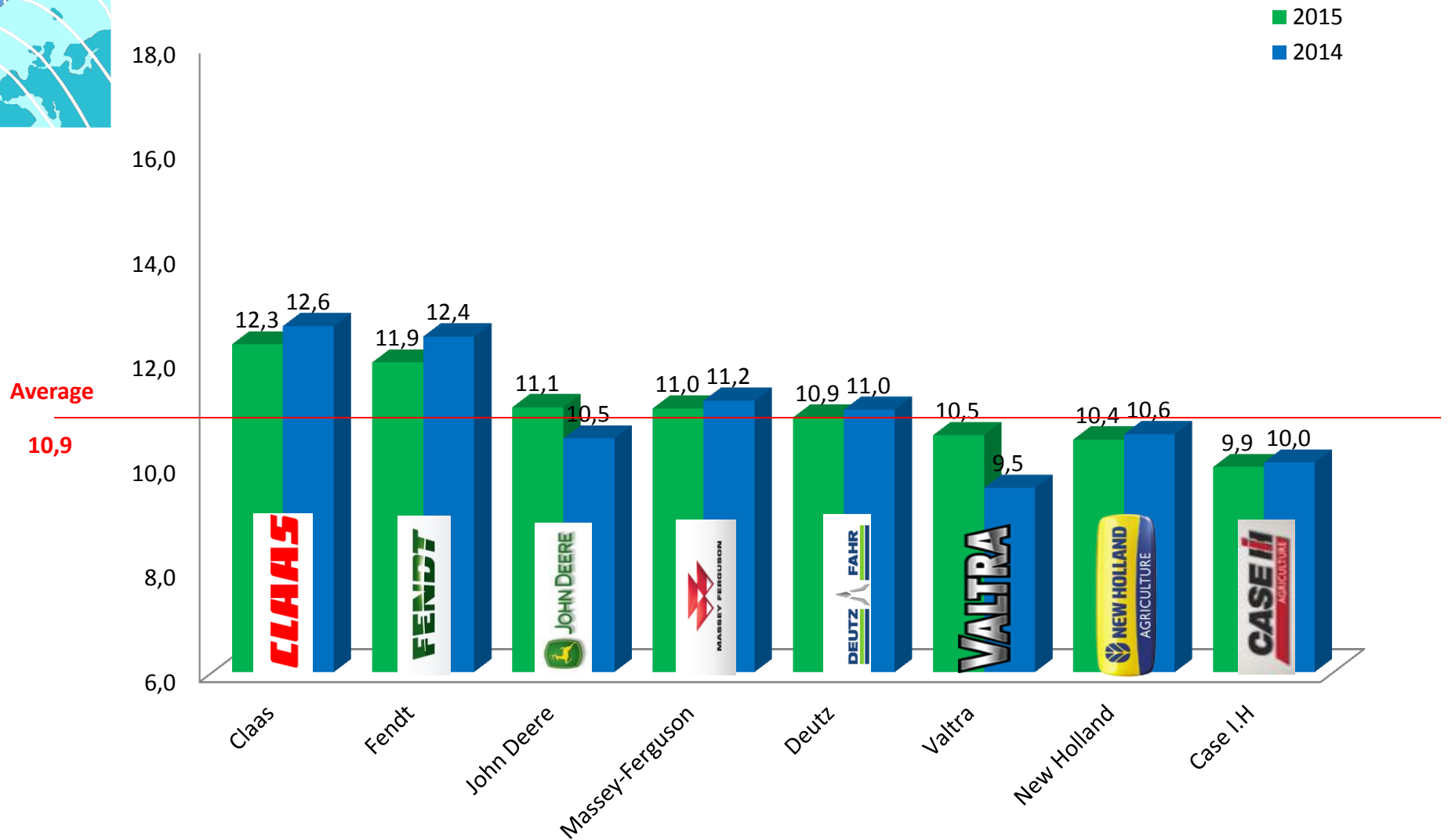
4. AFTER-SALES SERVICE AND WARRANTY - Result 2015/ 2014



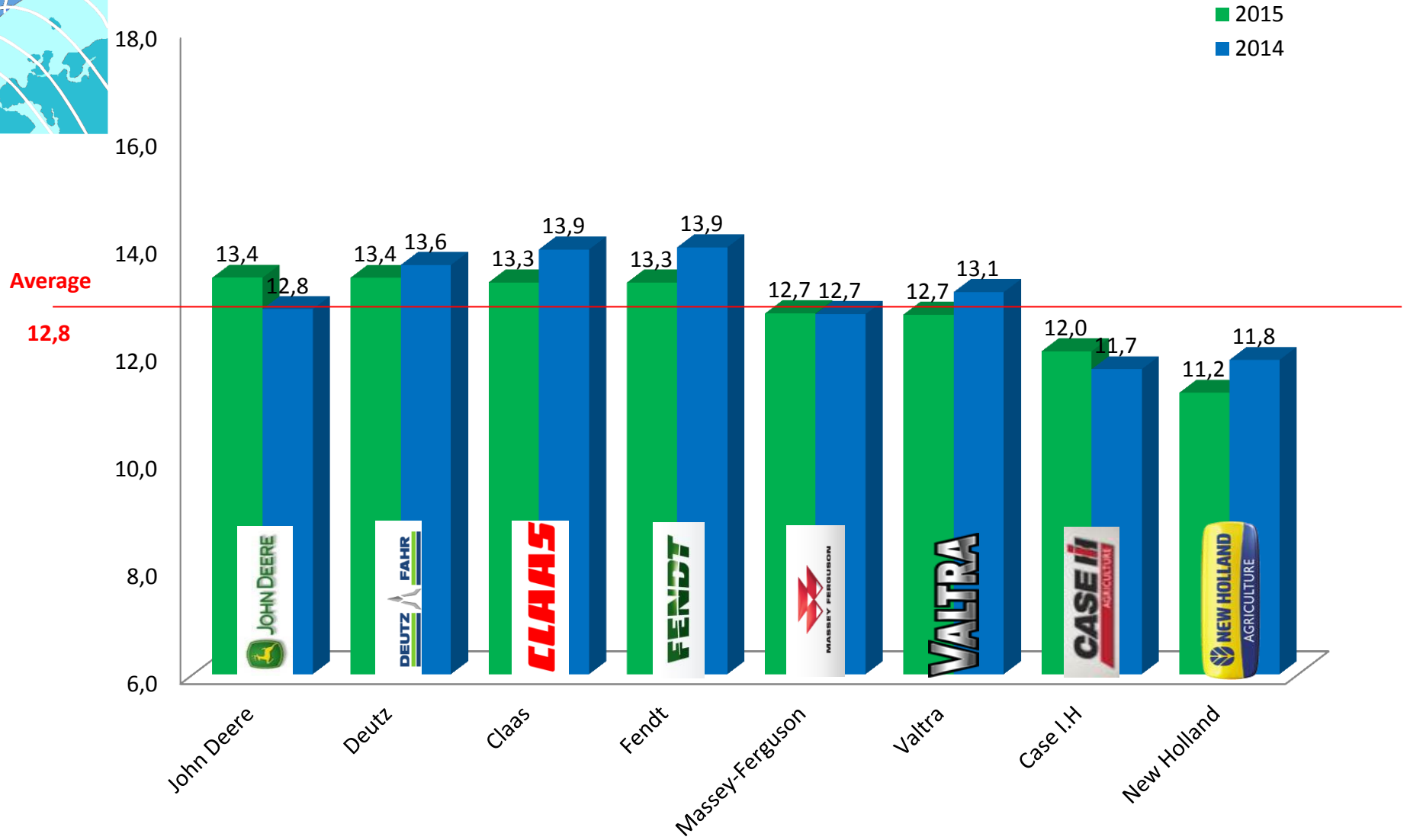
5. COMPUTER SERVICES Result 2015/ 2014



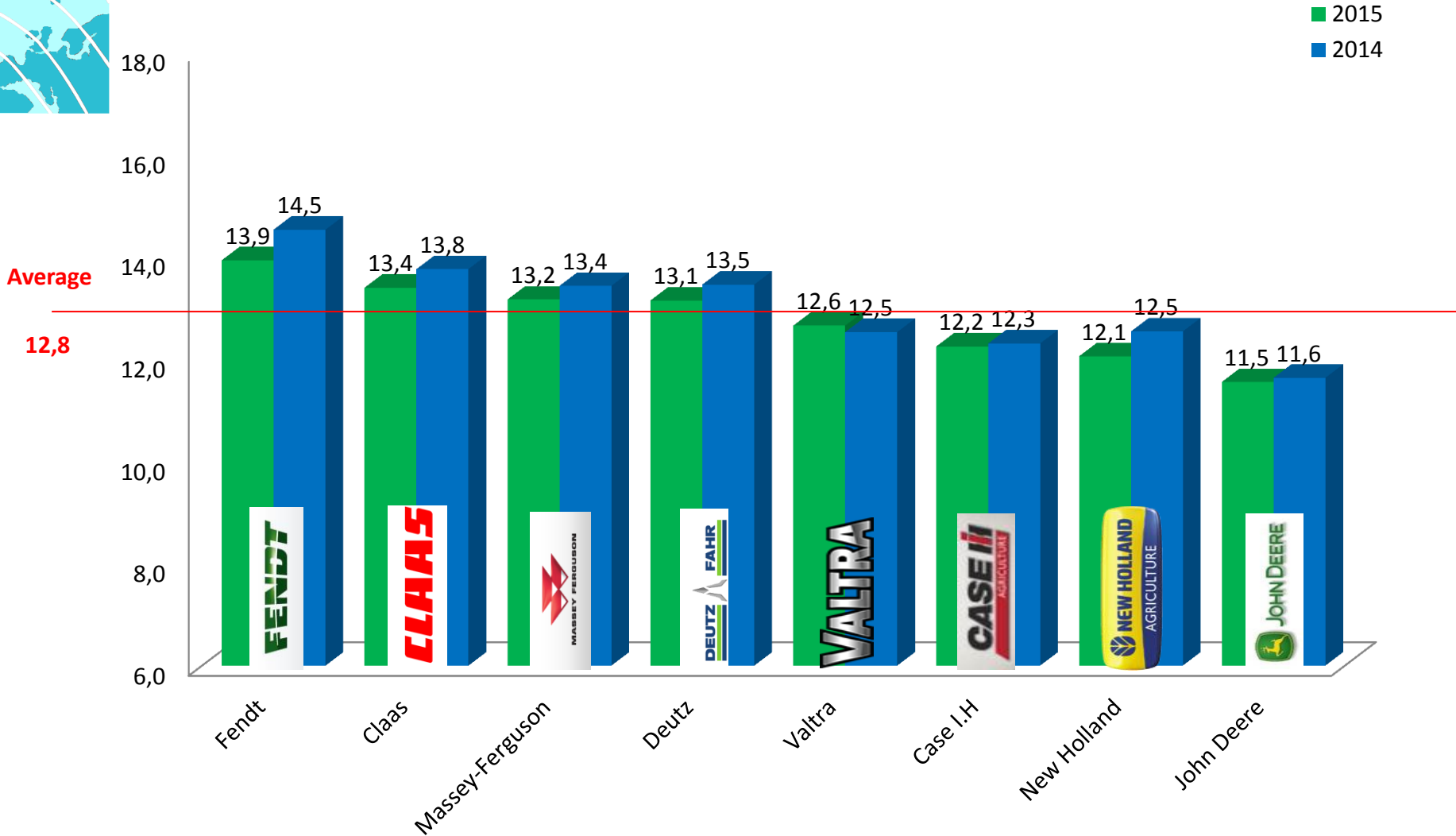
6. ADVERTISING AND PRODUCT SUPPORT MATERIAL- Result 2015/ 2014



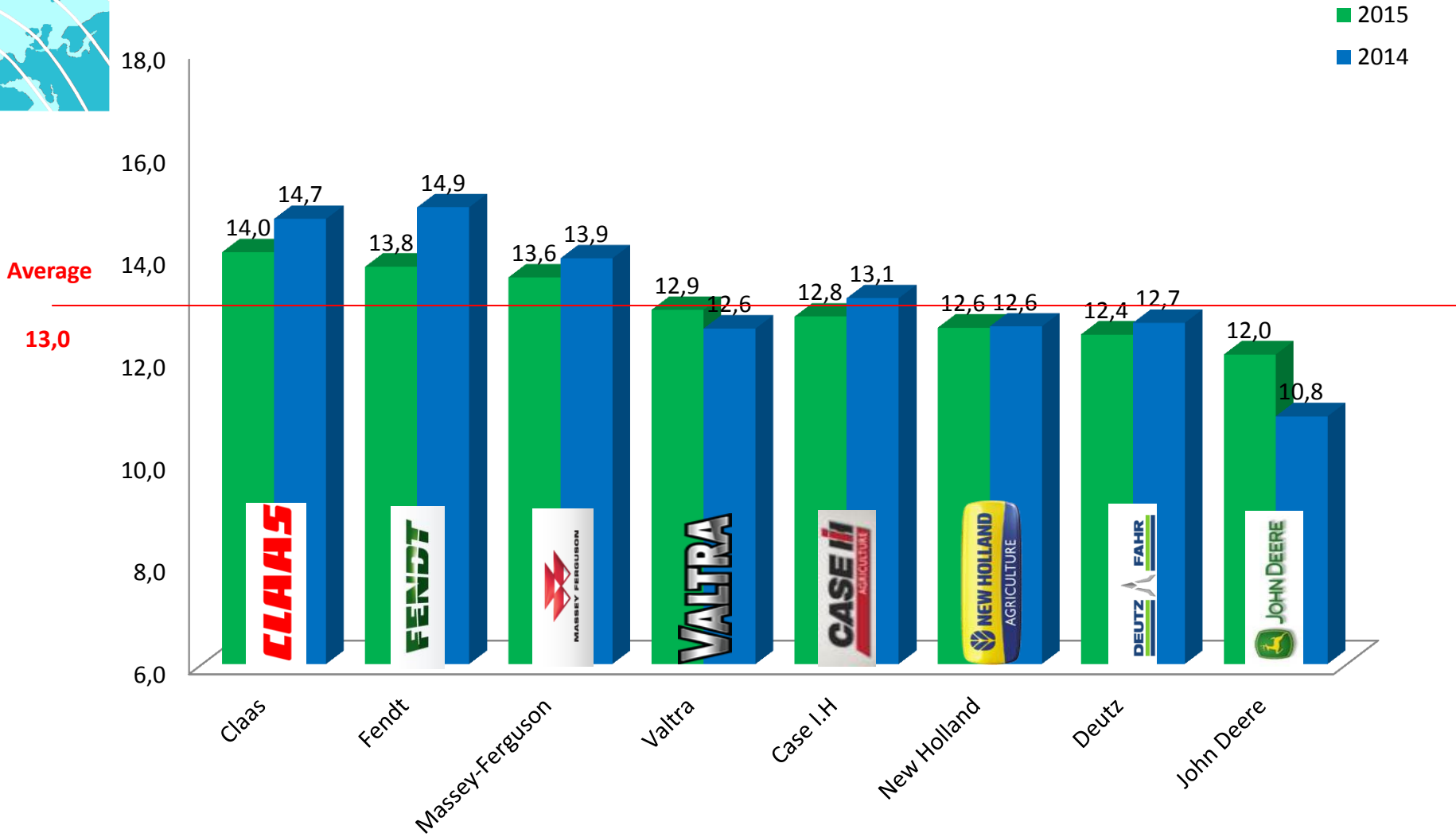
7. ADMINISTRATION AND TERMS OF PAYMENT- Result 2015/ 2014



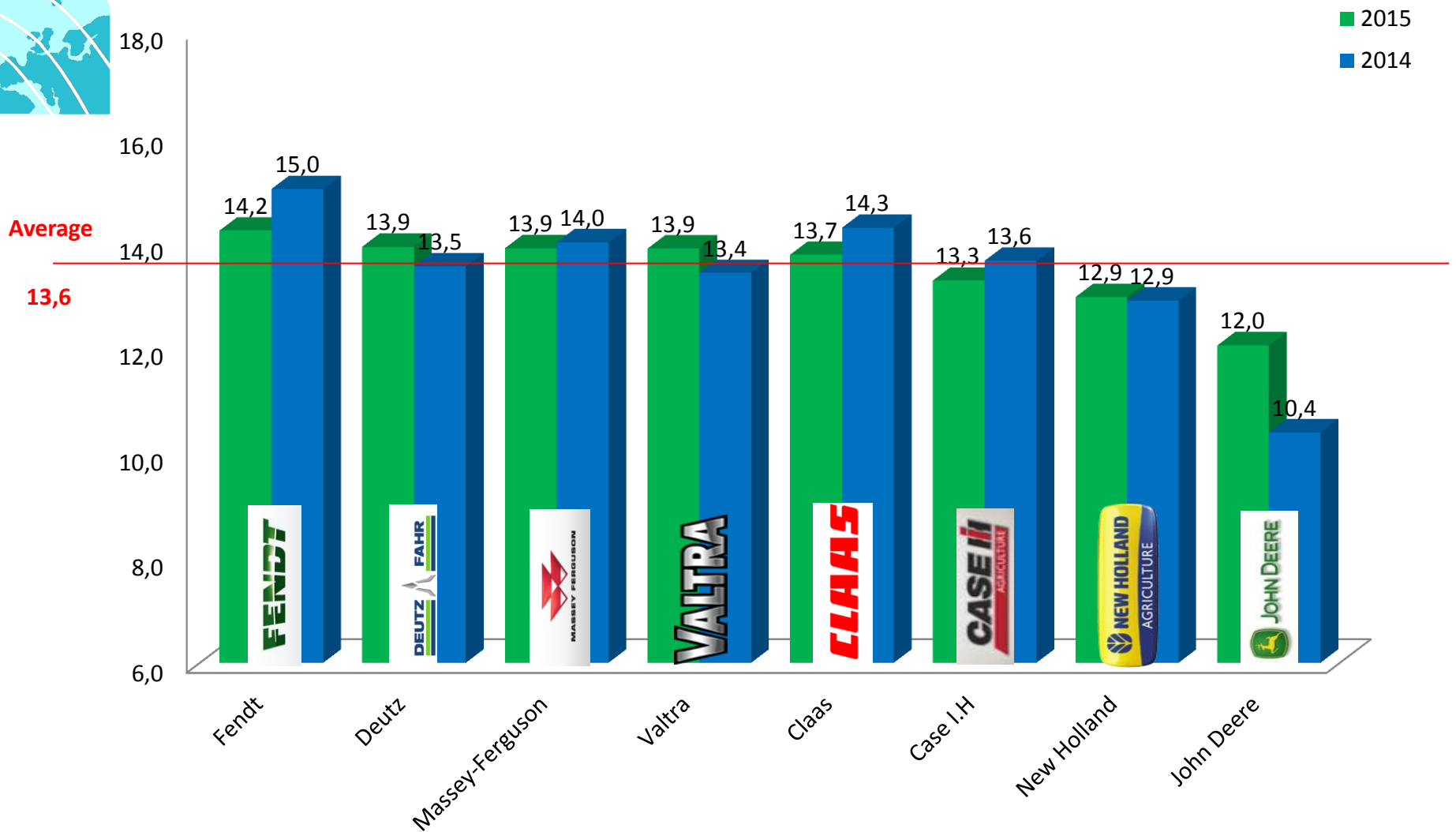
8. TRAINING - Result 2015/ 2014



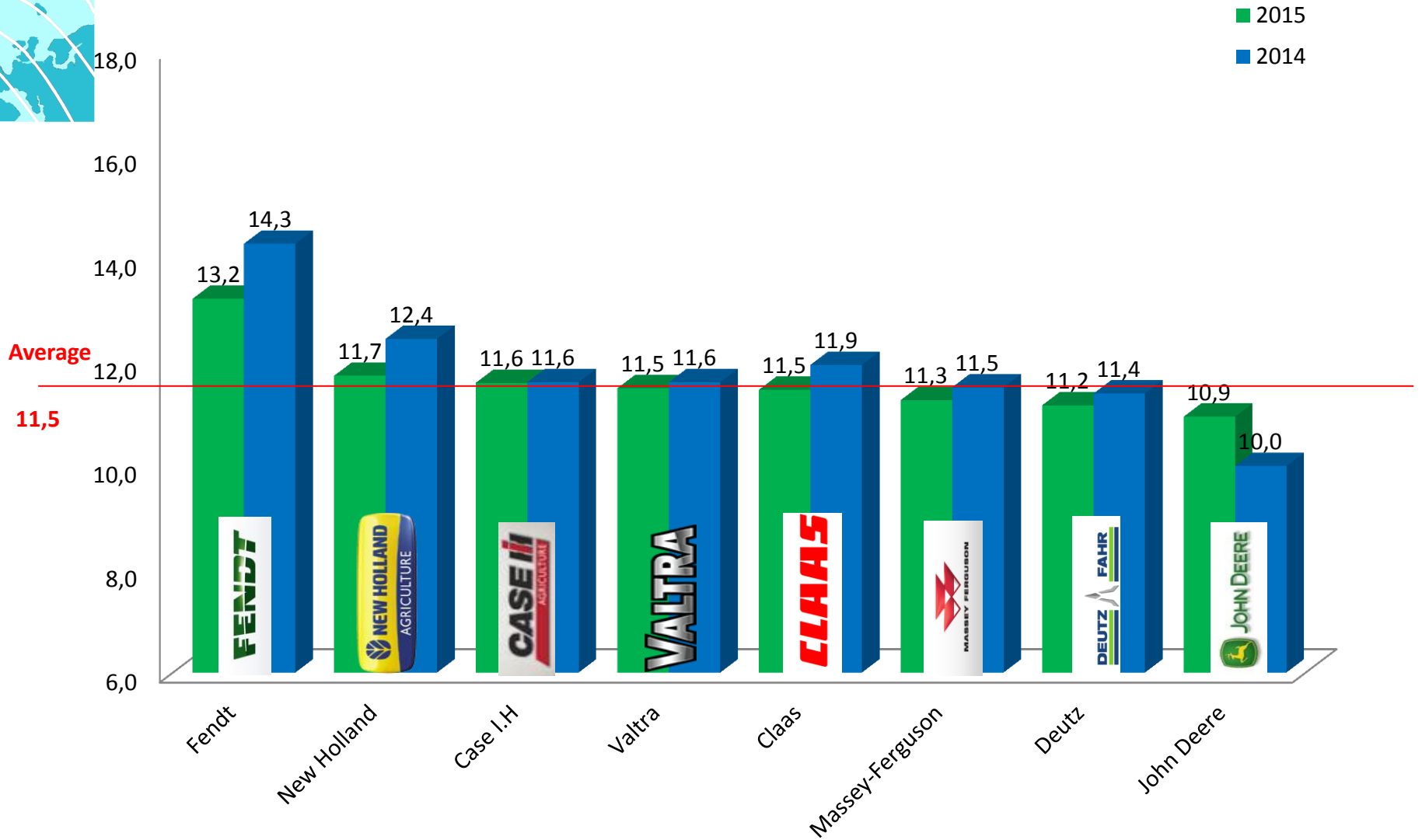
9. THE MANAGEMENT - Result 2015/ 2014



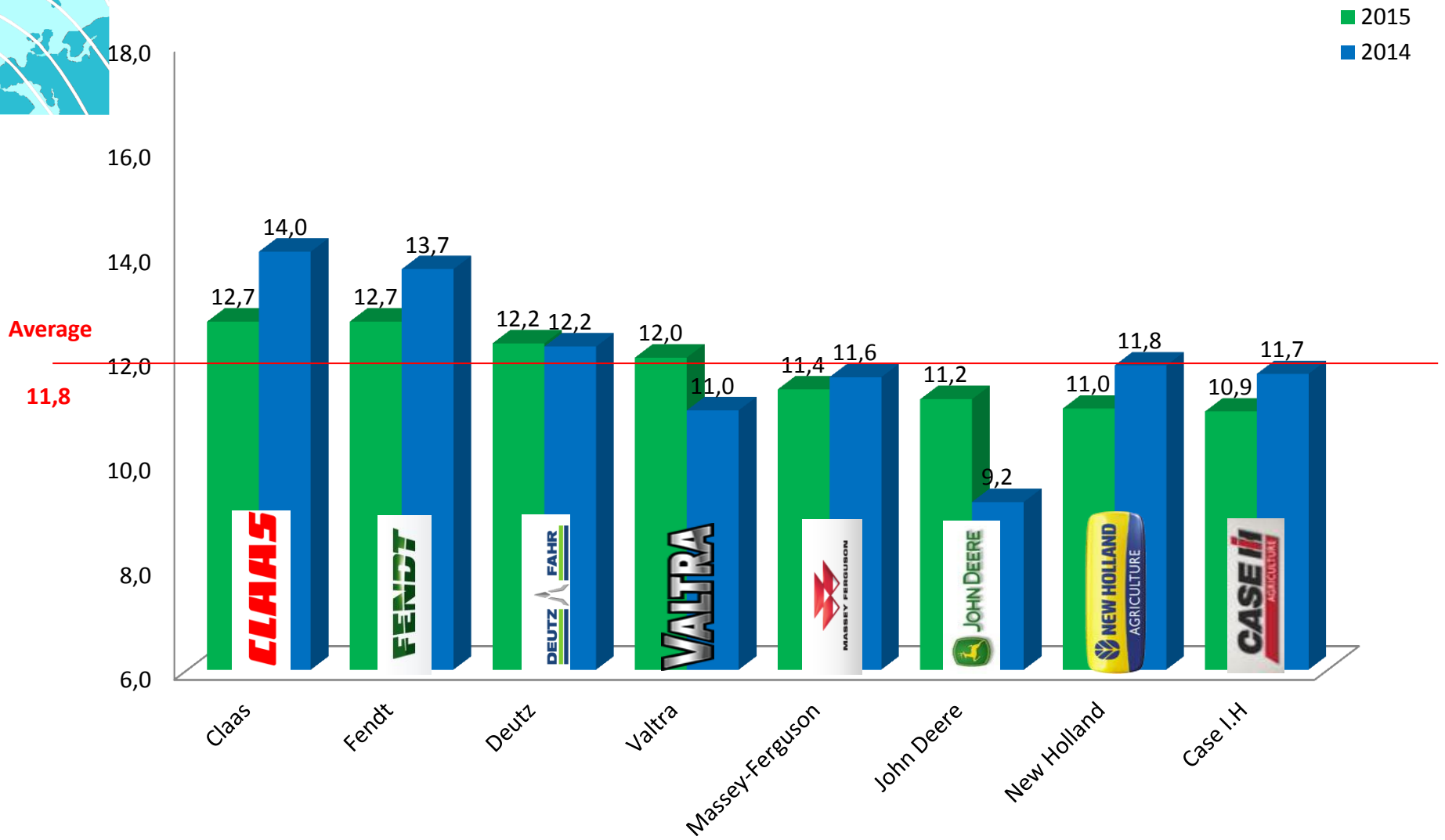
10. MANUFACTURER-DEALER RELATIONS- Result 2015/ 2014



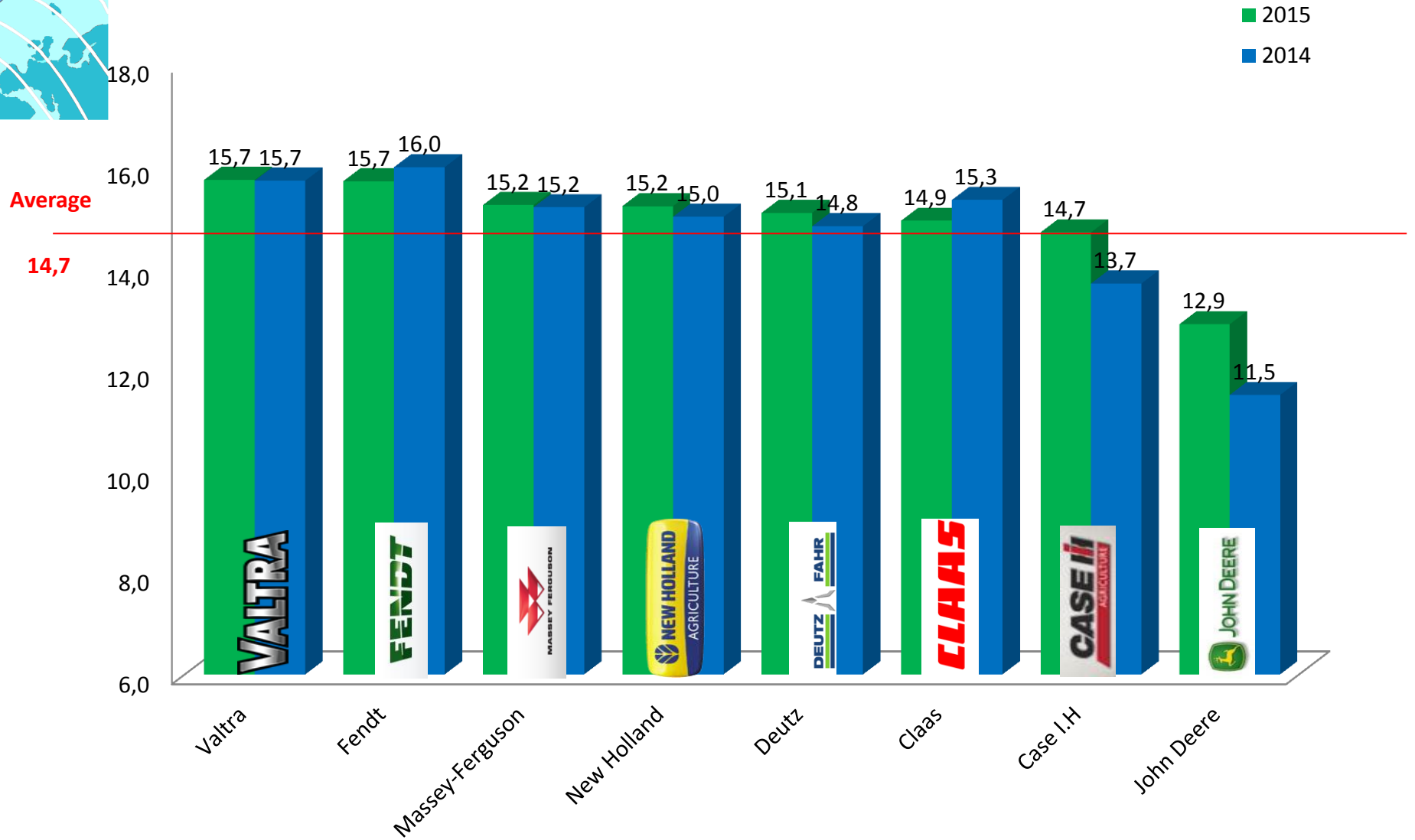
11. PROFITABILITY CONTRIBUTION- Result 2015/ 2014



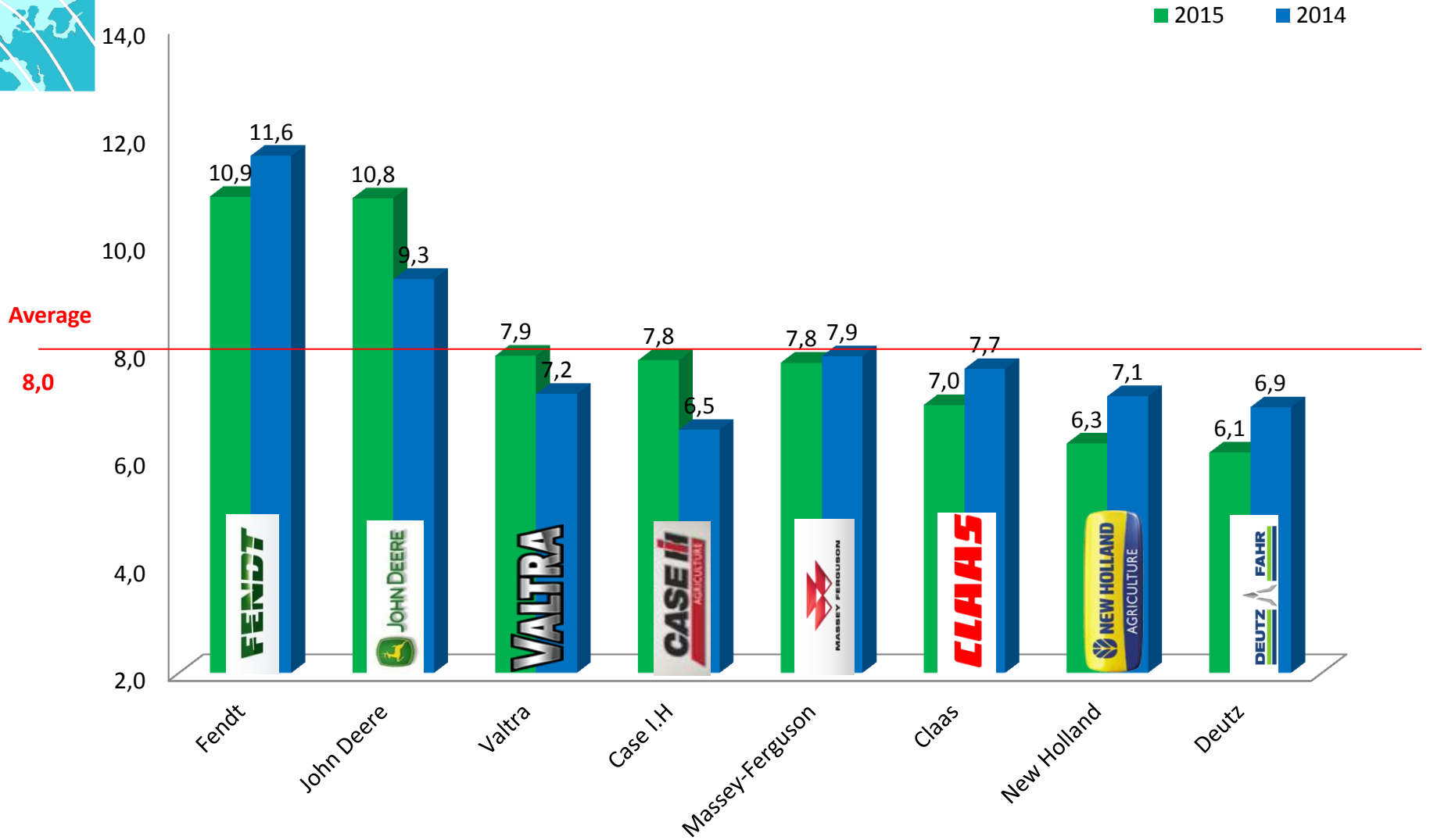
12. IMPROVEMENTS - Result 2015/ 2014



13. FINANCING - Result 2015/ 2014



14. ANTI-THEFT - Result 2015/ 2014



CONCLUSION

Brand average – all countries 2015

