

# European dealers appreciate their tractors operators

Results in 2014

# Board decided in ZEDELGEM

- To add at the DSI survey news questions about :
  - financing,
  - the help to prevent tractor s of being stolen
- To have more countries participating
- To include the answers of all countries even for brands under-represented at national level
- To present the results differently : not more the ranking but also the evolution of the rating



# Presentation summary

## Part 1 :

- Average by brand
- Results for the new questions
- Ranking

## Part 2 :

- Analysis of changes in ratings since 2011












# Part I

- ❑ Global results of DSI for 2014
- ❑ Results of the new questions
- ❑ 2014/2013 Ranking



# Number of answers :

		2011	2012	2013	2014
	• BELGIUM	• -	• -	• -	• <b>36</b>
	• DENMARK	• <b>96</b>	• 76	• <b>108</b>	• <b>84</b>
	• FRANCE	• <b>288</b>	• 269	• <b>303</b>	• <b>332</b>
	• GERMANY	• <b>313</b>	• 305	• <b>244</b>	• <b>301</b>
	• ITALY	• <b>58</b>	• -	• -	• -
	• POLAND	• <b>38</b>	• 32	• <b>30</b>	• <b>46</b>
	• THE NETHERLANDS	• <b>163</b>	• 168	• <b>174</b>	• <b>199</b>
	• SWITZERLAND	• <b>131</b>	• 100	• <b>96</b>	• <b>132</b>
	• UNITED KINGDOM	• -	• 145	• <b>180</b>	• <b>122</b>
		<b>1087</b>	<b>1095</b>	<b>1135</b>	<b>1252</b>

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# Number of answers by brands and countries

	Belgium	Denmark	France	Germ	Netherl.	Poland	UK	Total
Case I.H		7	33	18	18	4	6	<b>86</b>
Claas	4	11	39	24	27	4	9	<b>118</b>
Deutz	7	10	36	49	24	5	8	<b>139</b>
Fendt	6	8	29	26	22		12	<b>103</b>
John Deere	3	4	33	27	15	5	10	<b>97</b>
<b>Kubota</b>		3	18	20	9	6		<b>56</b>
Massey-Fergus.	3	9	37	21	26		16	<b>112</b>
Mc Cormick			13			3	17	<b>33</b>
New Holland	9	11	45	26	12	4	21	<b>128</b>
Same		3	23	20		1	2	<b>49</b>
Valtra	2	14	26	28	12	3	5	<b>90</b>
<b>Total</b>	<b>34</b>	<b>80</b>	<b>332</b>	<b>259</b>	<b>165</b>	<b>35</b>	<b>106</b>	<b>1011</b>

In 2014 : Kubota come in the ranking

# 2014 Results

## ✓ New questions

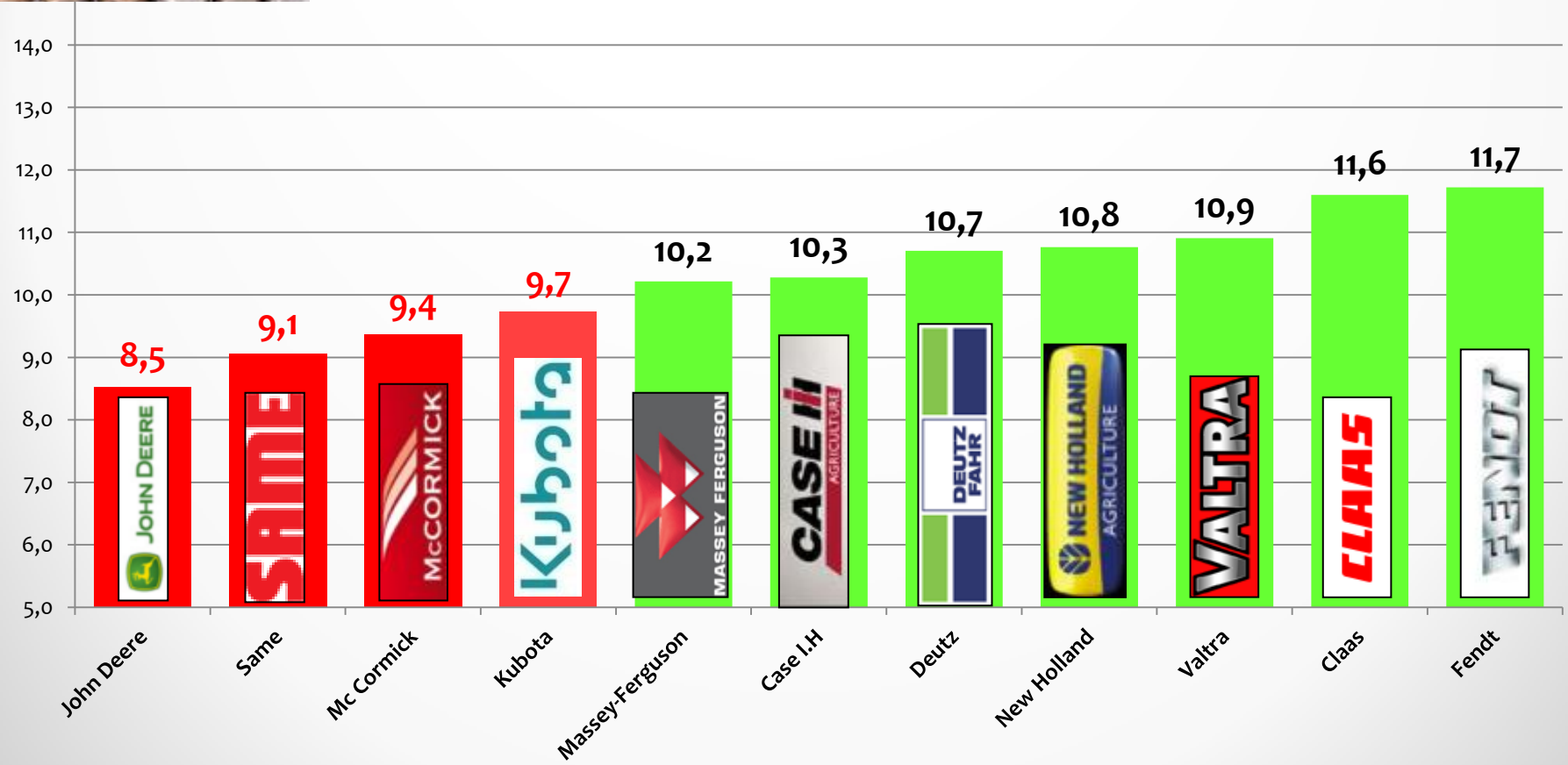


## ✓ 2014 Ranking



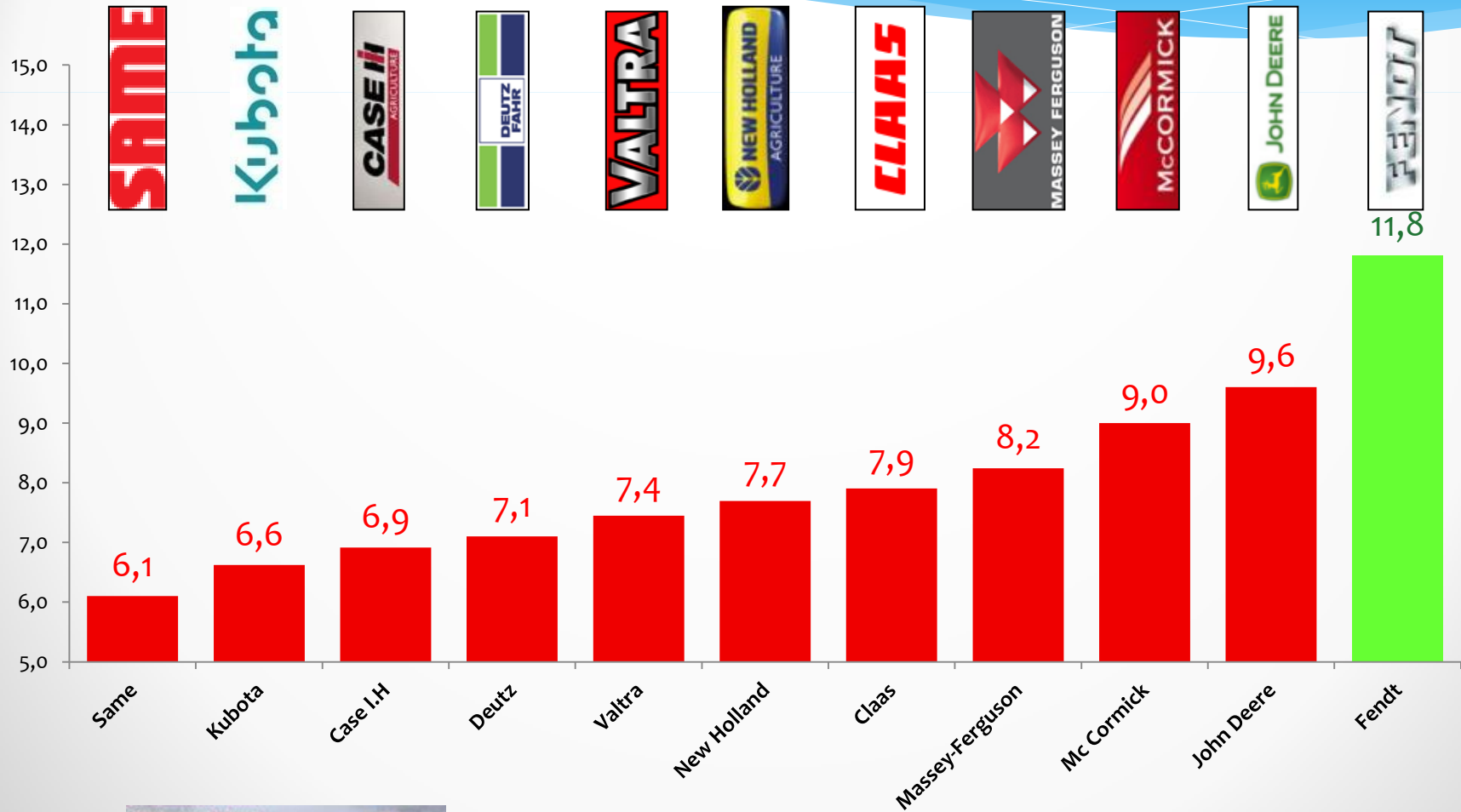


# 13. Financing offers

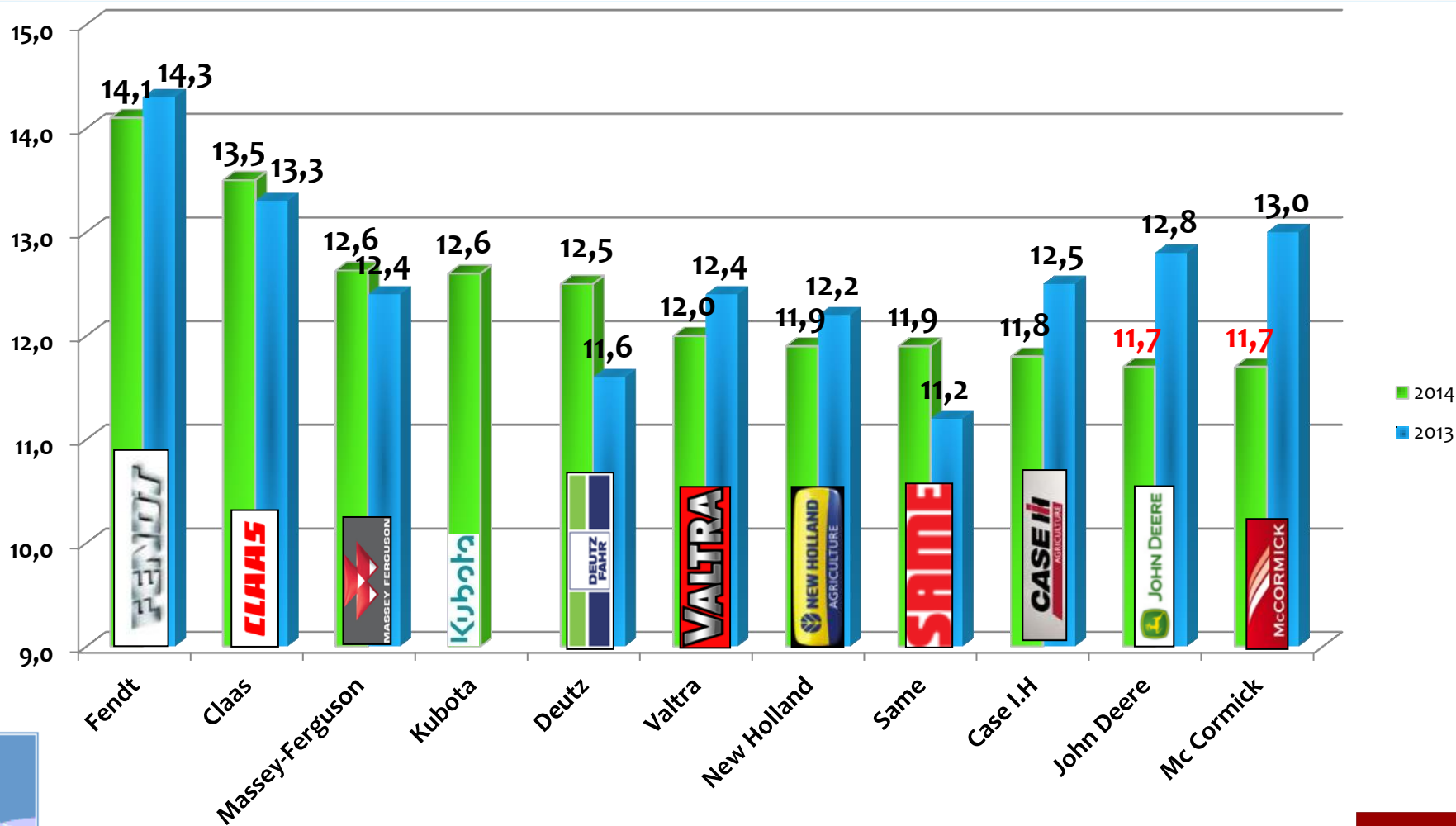




# 14. Theft protection



# Climmar Ranking for 2014



# Comparative 2014 ranking



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# PART- II

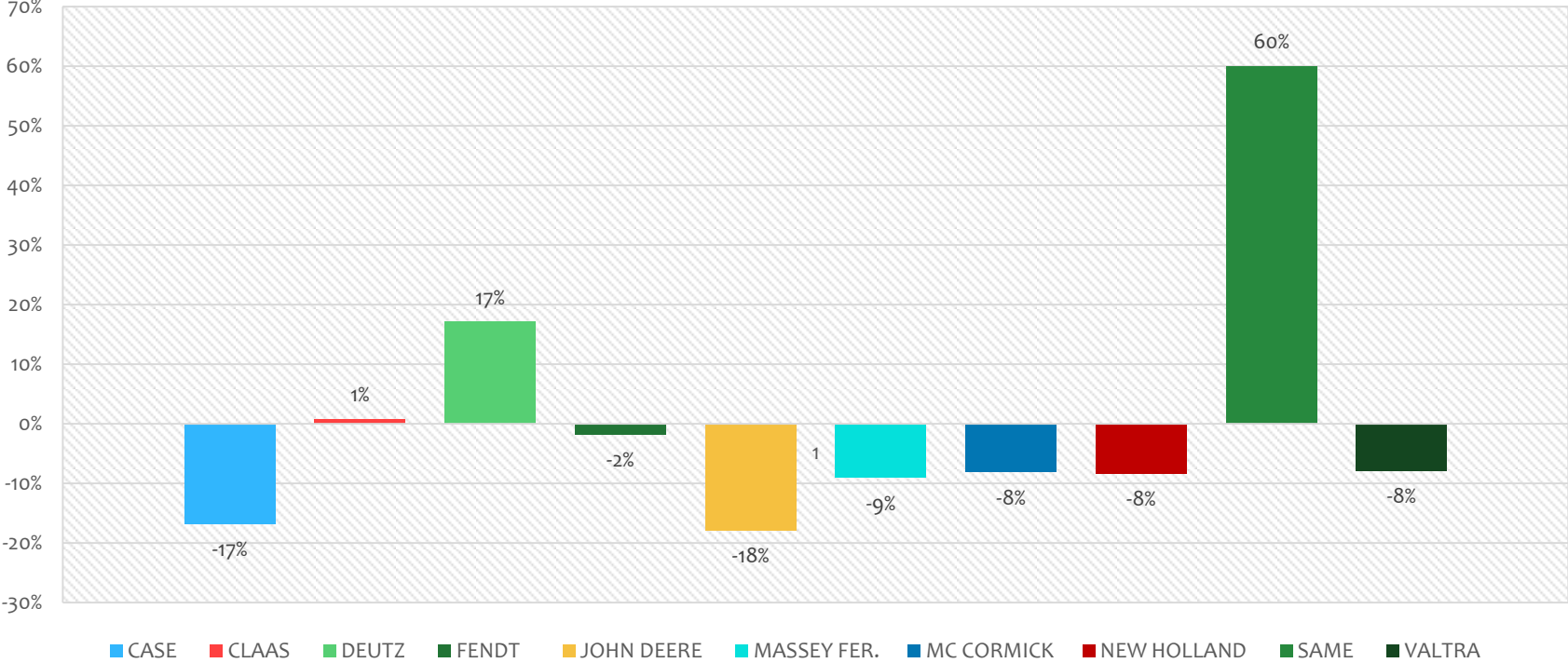
## Analysis of changes in ratings since 2011

- Overall average
- After sales service and warranty
- Administration and terms of payment
- Authority in settling disputes
- Communication and realism of manufacturers's strategy
- Respect of your autonomy
- Profitability contribution
- Improvement of weaknesses

■ Conclusion



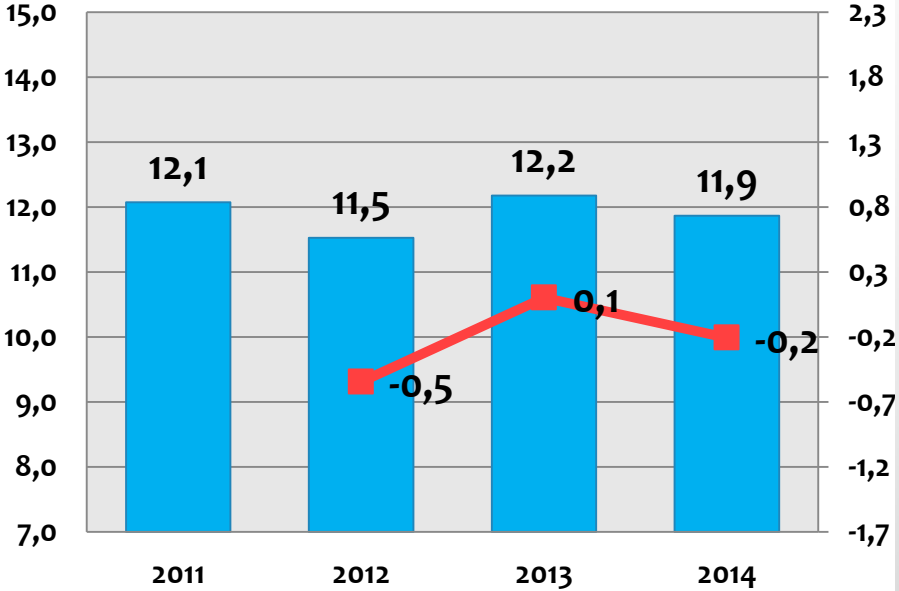
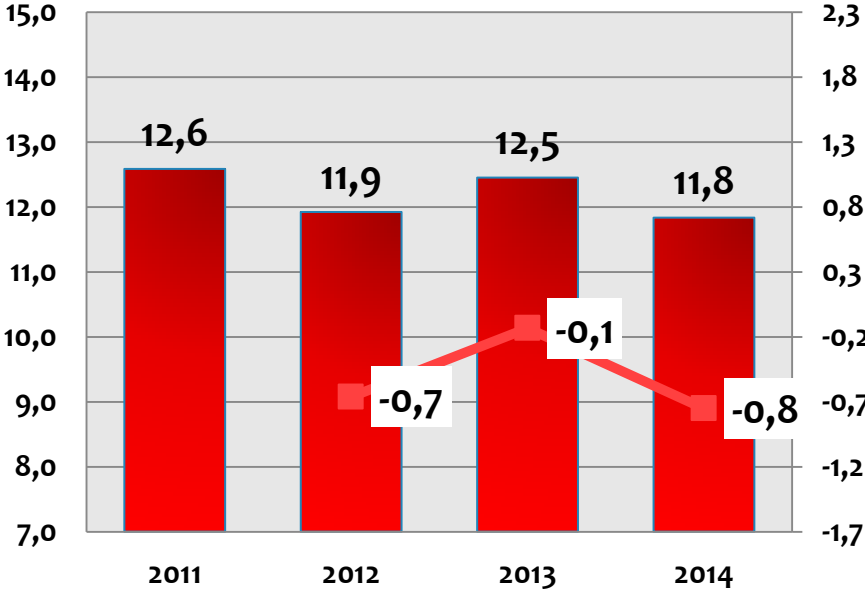
# Turnout trends by brand since 2011



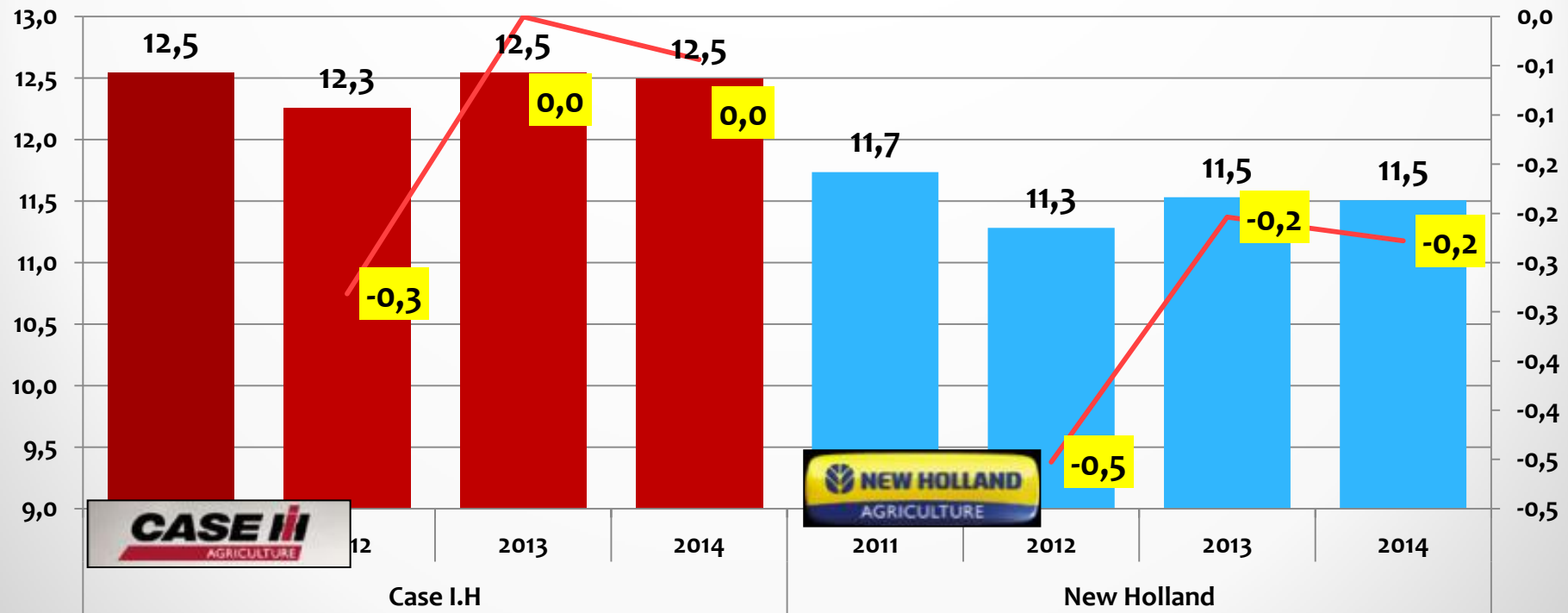
# The rating evolution for



# Overall average

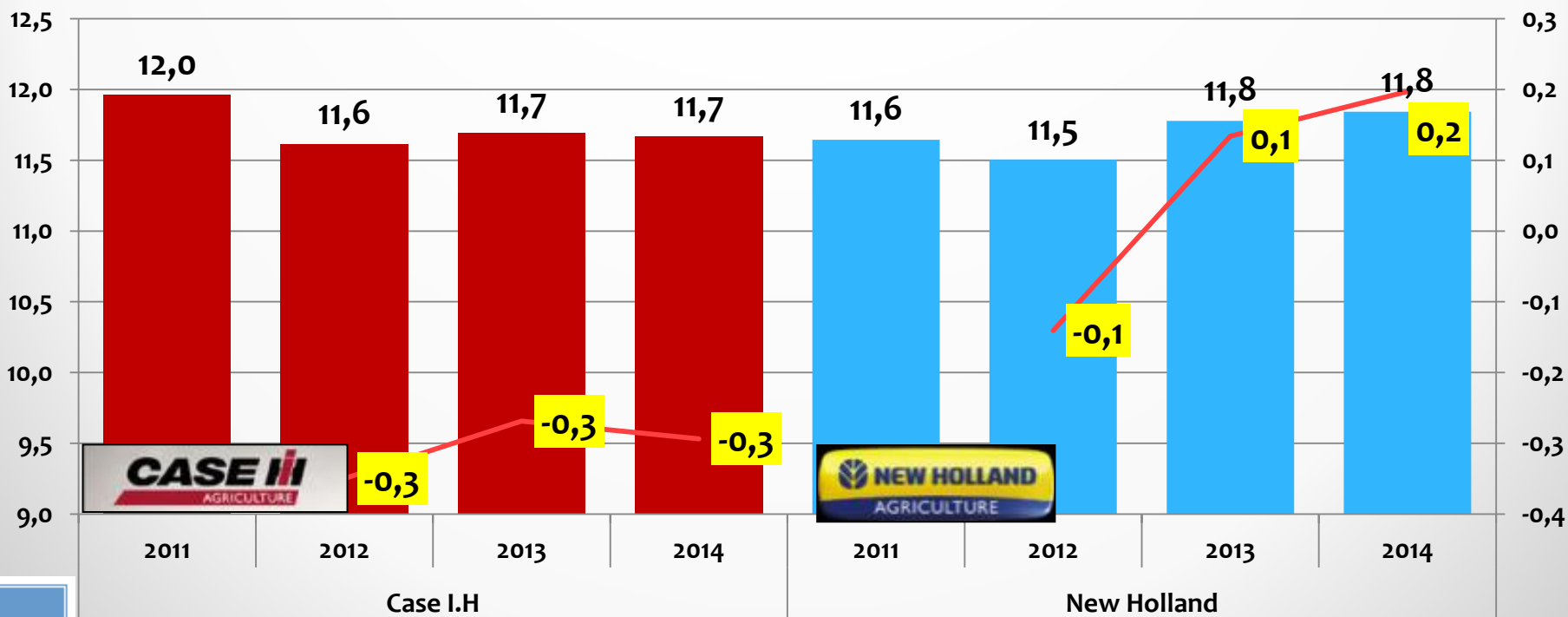


# 4. After sales service and warranty

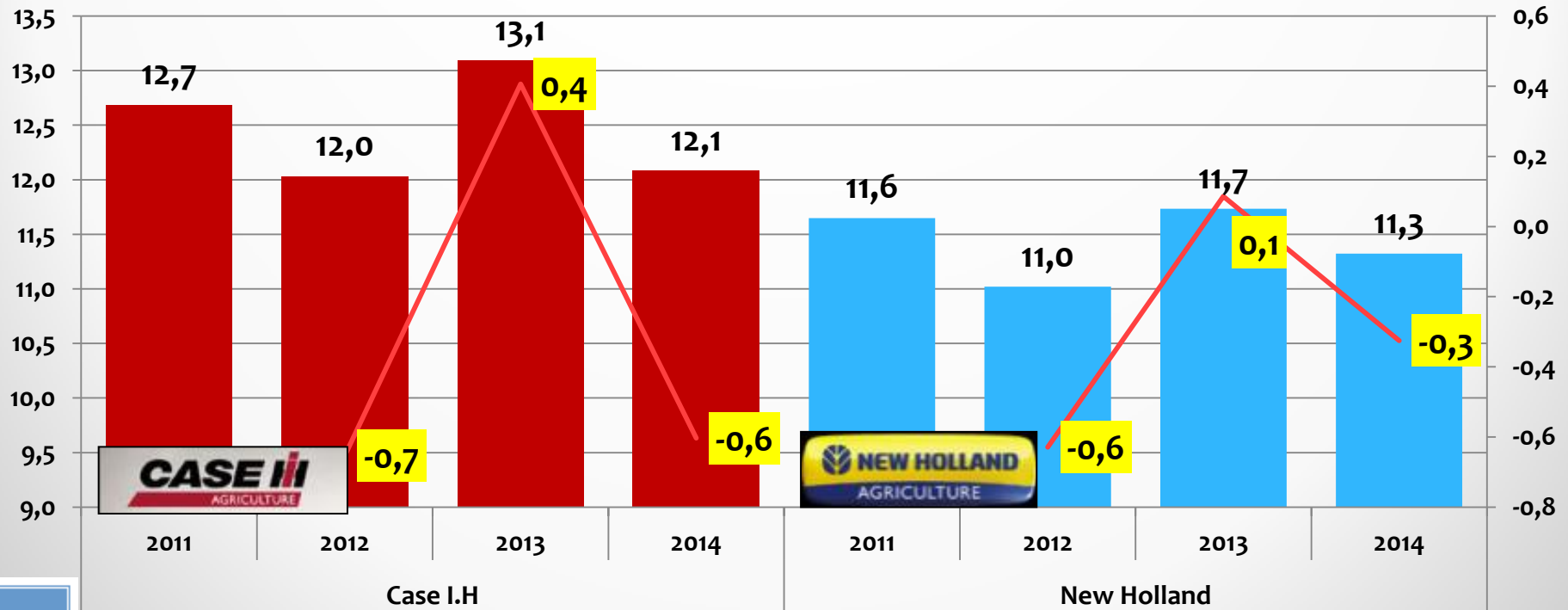




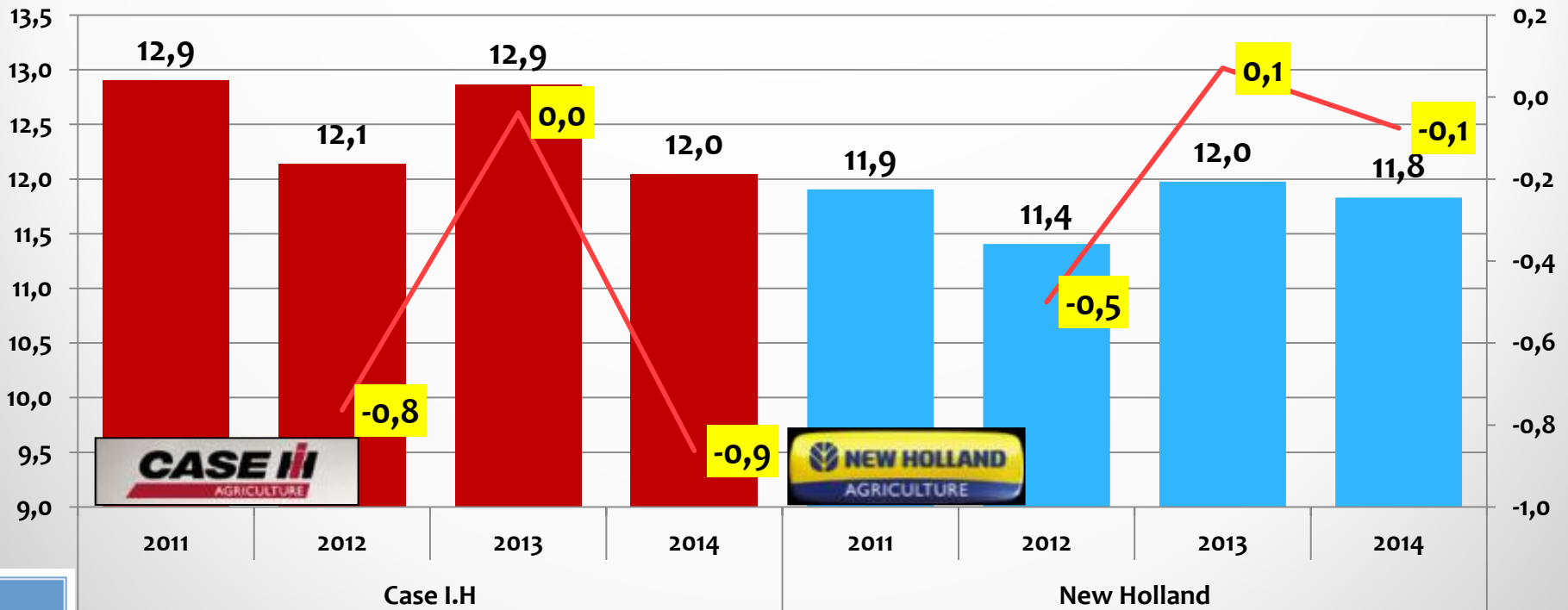
# 7. Administration and terms of payment



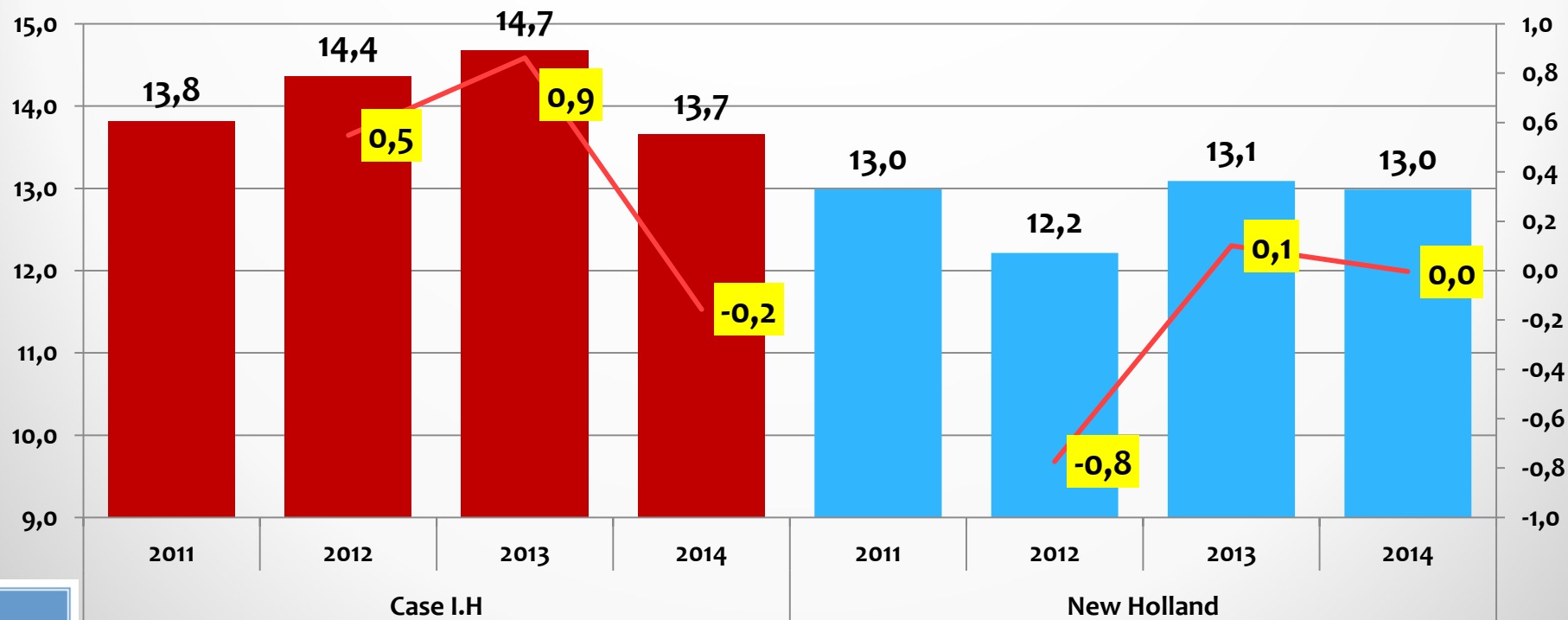
# 9 d. Authority in settling disputes



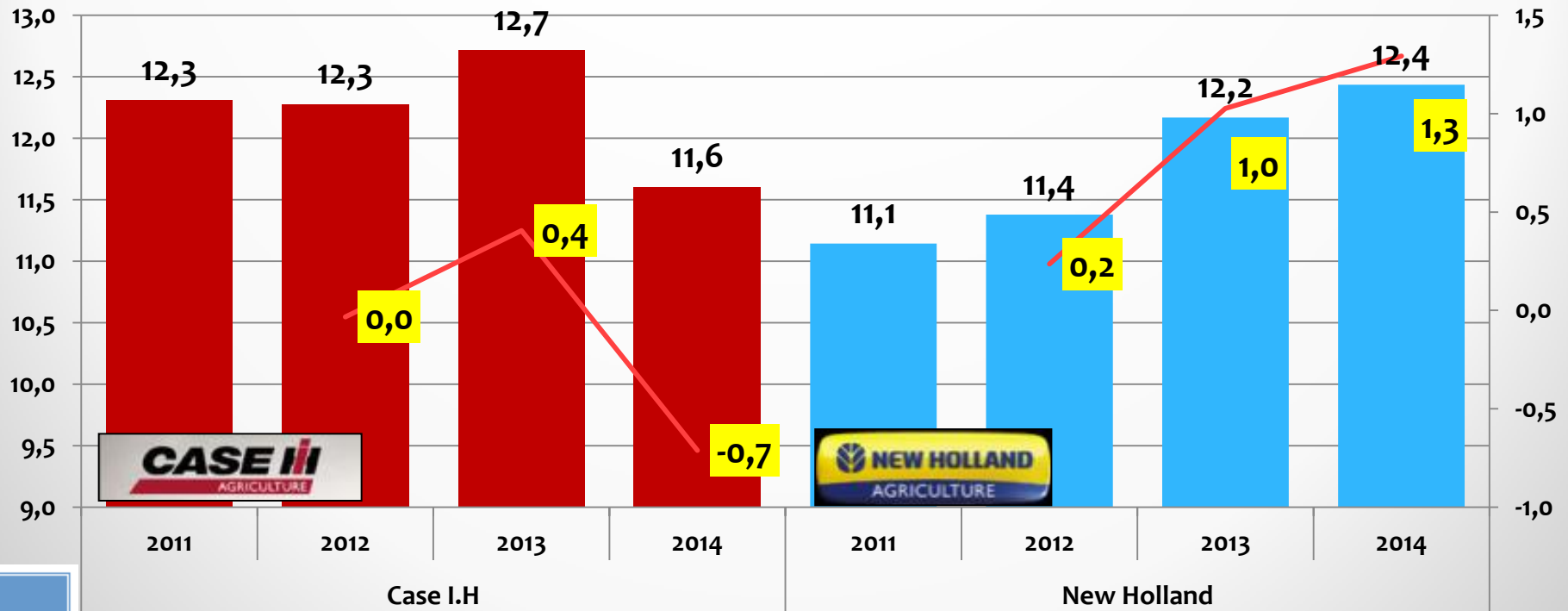
# 9 e. Communication and realism of manufacturer's strategy



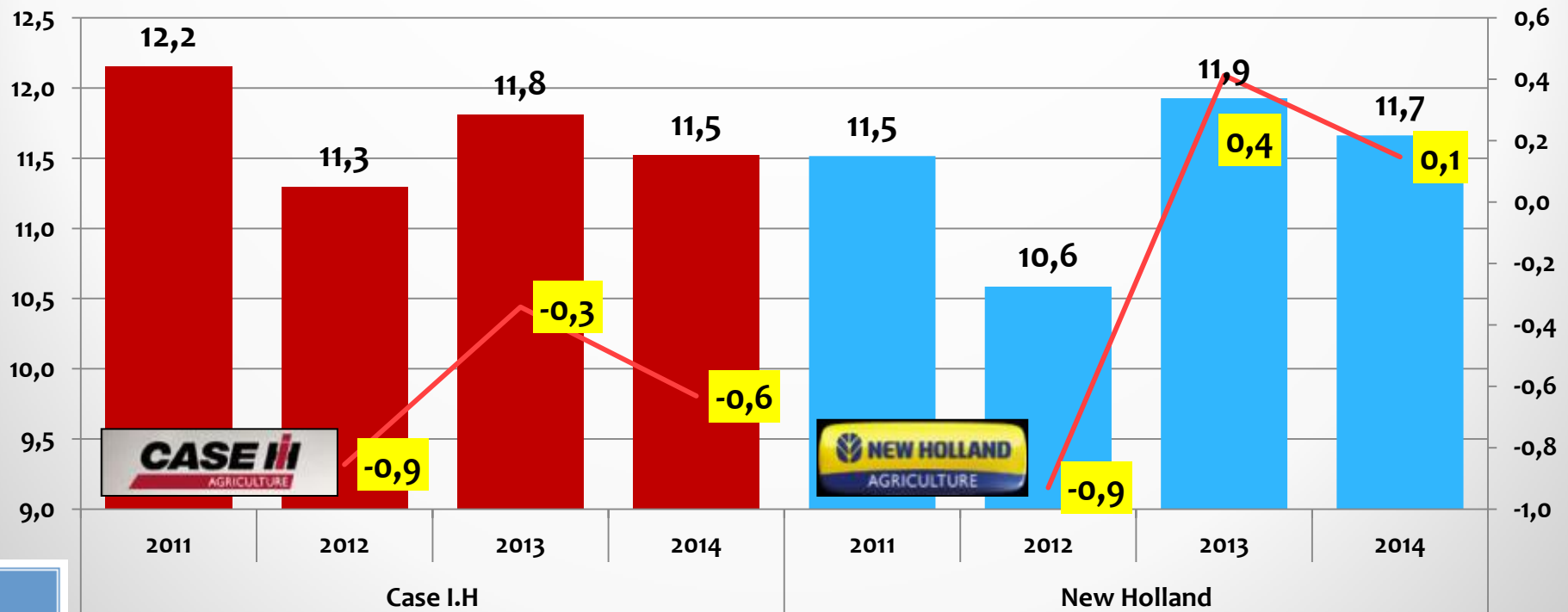
# 10 b. Respect of your autonomy



# 11. Profitability contribution



# 12 a. Willingness to improve his weaknesses

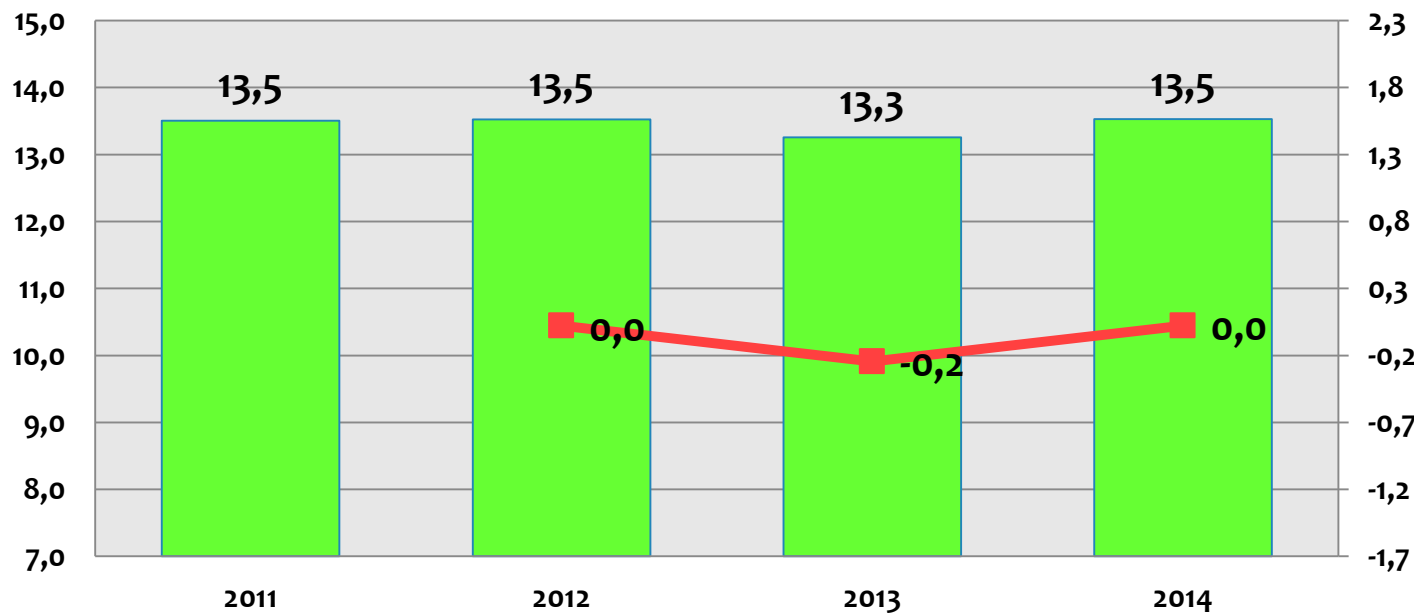


# The evolution for

The CLAAS logo is displayed in a white rectangular box with a black border. The word "CLAAS" is written in a bold, red, italicized sans-serif font.

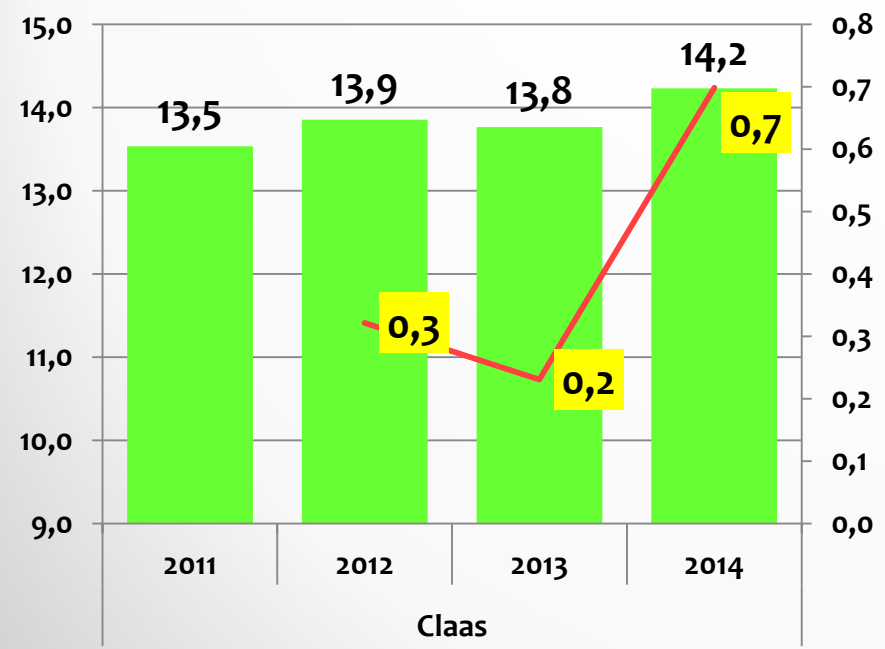
***CLAAS***

# OVERALL AVERAGE

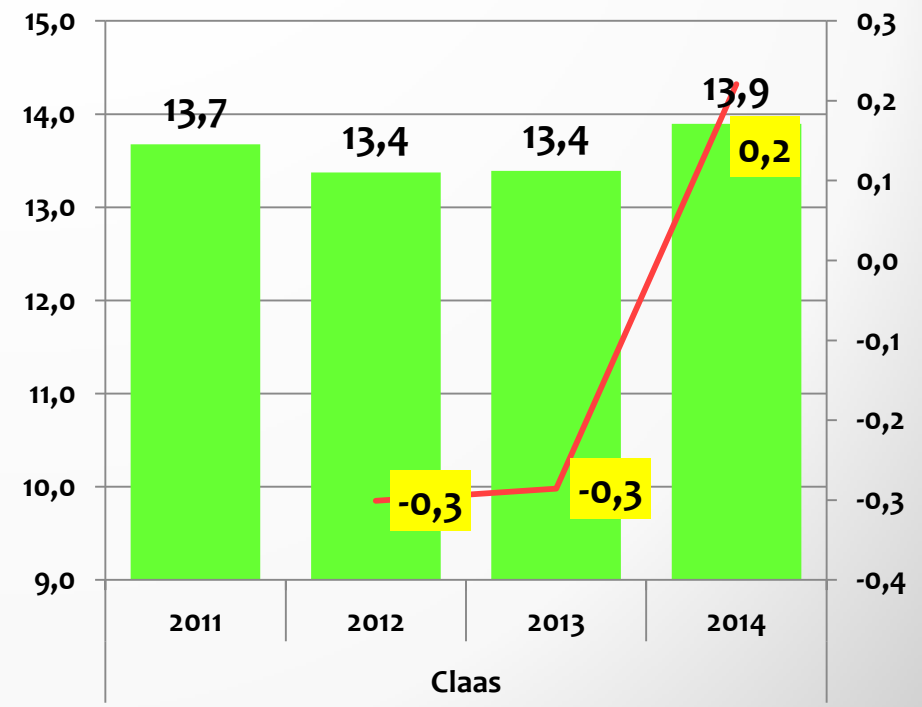




## 4 After sales service and warranty

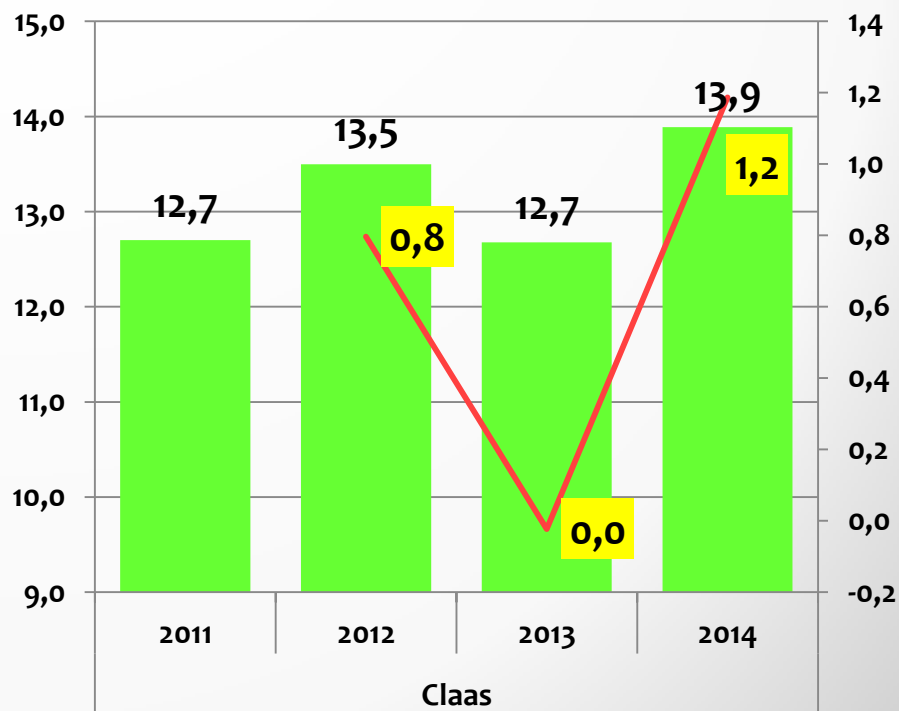
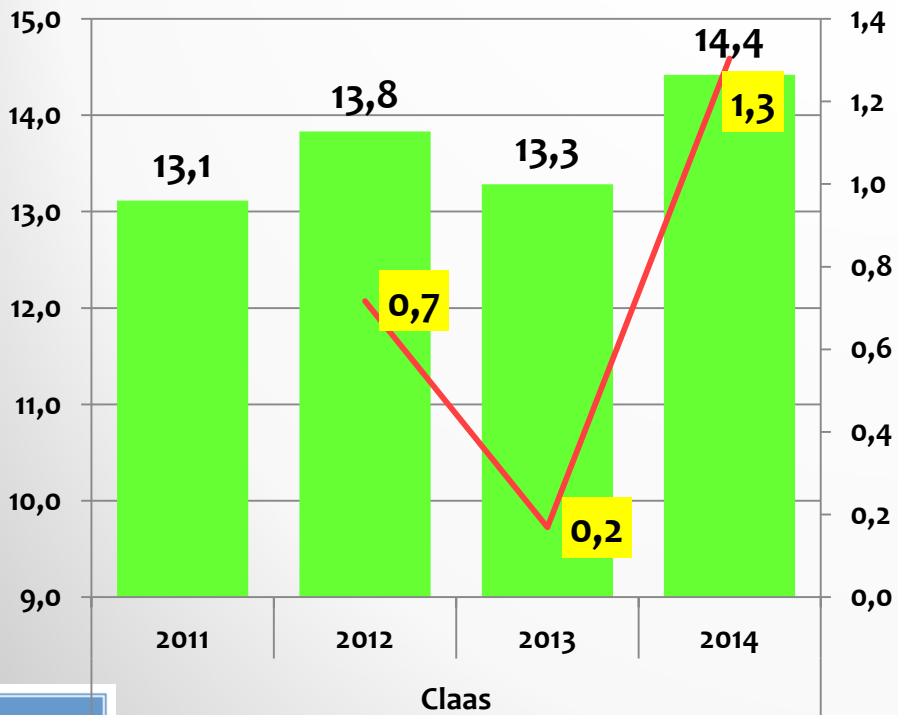


## 7. Administration and terms of payment



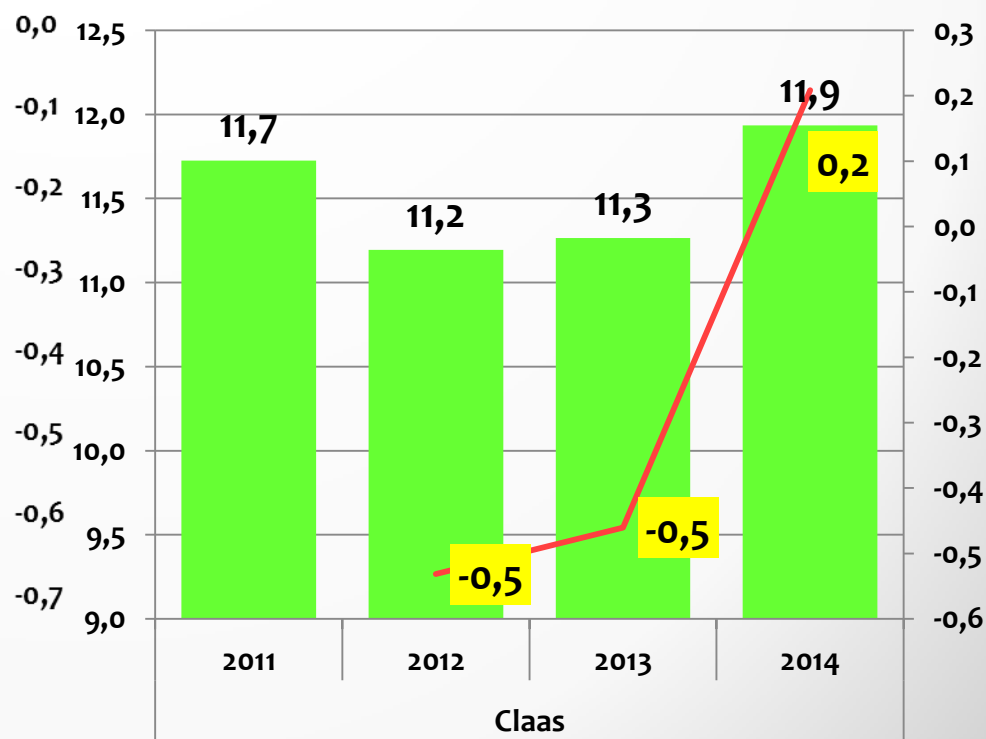
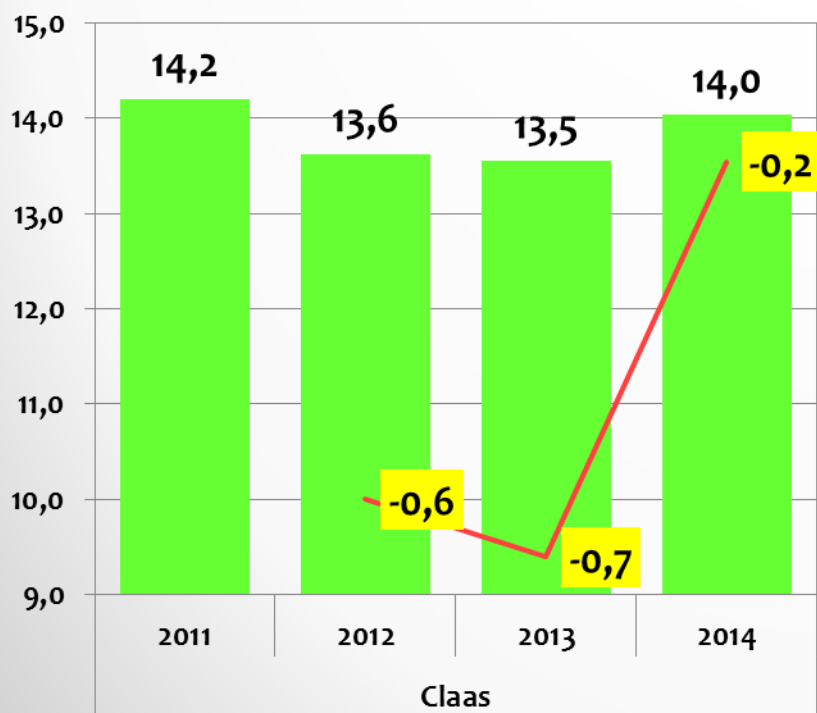
9 d. Your representative's authority in settling disputes

9e. Communication and realism of manufacturer's strategy

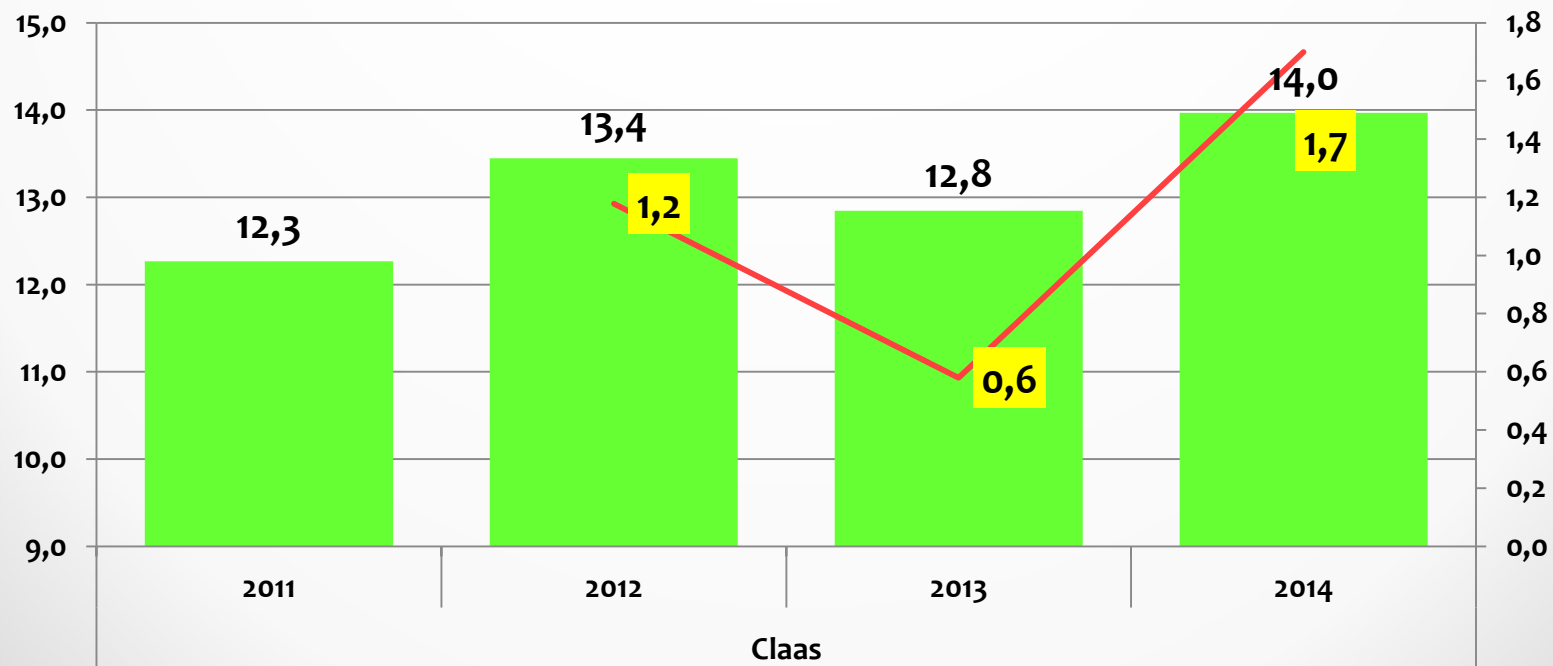


## 10 b. respect of your autonomy

## 11. Profitability contribution

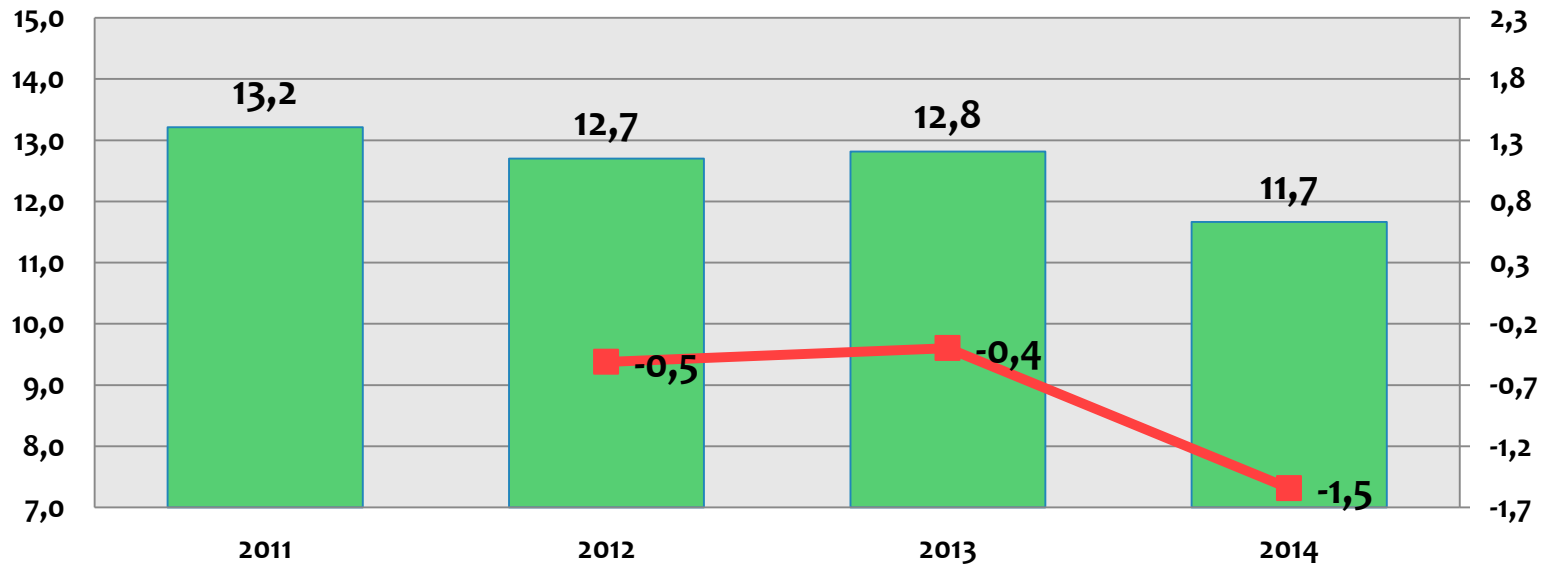


## 12 a. Willingness to improve his weaknesses

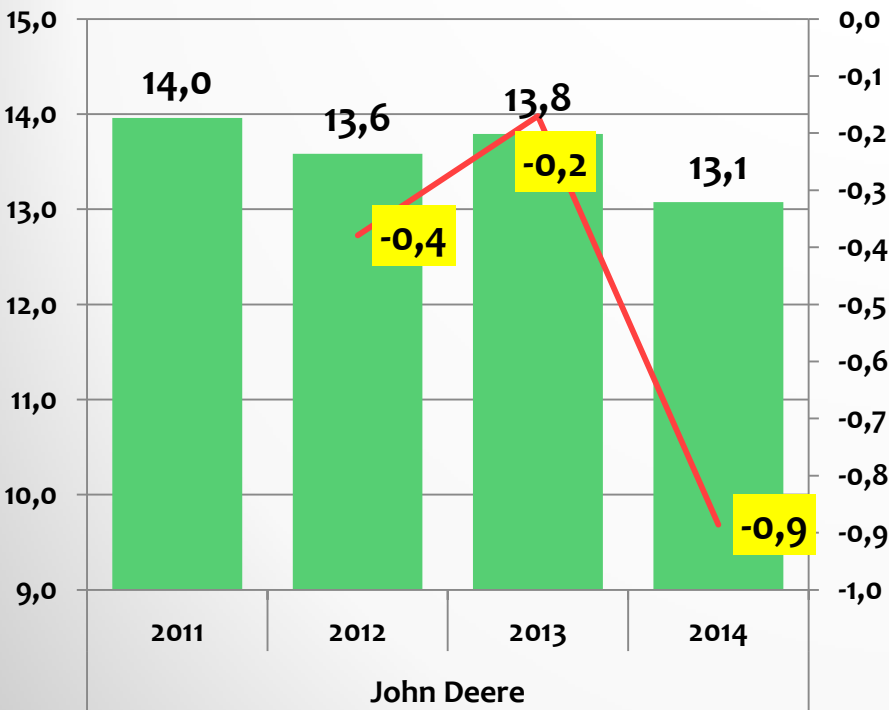




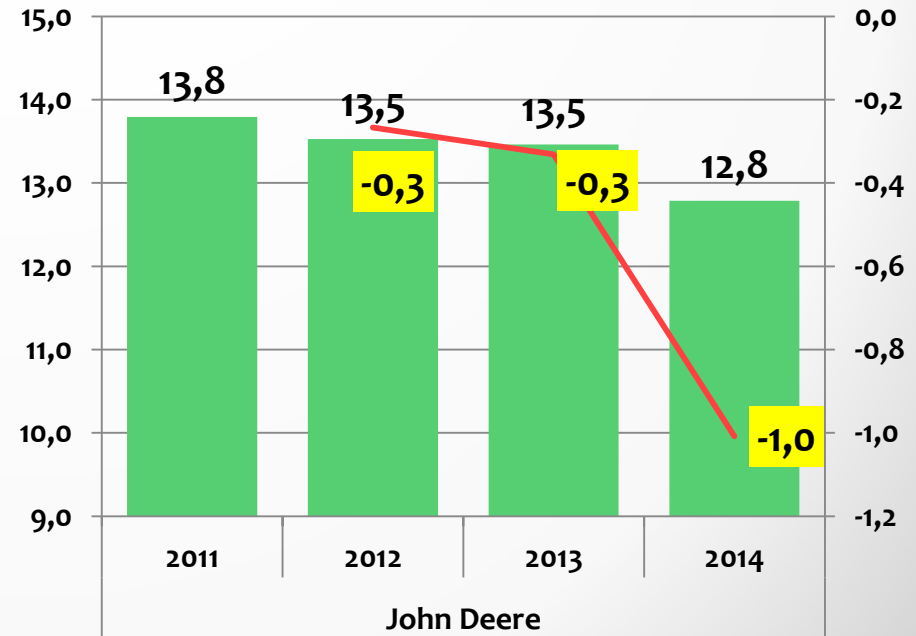
## Overall average



## 4. After sales service and warranty

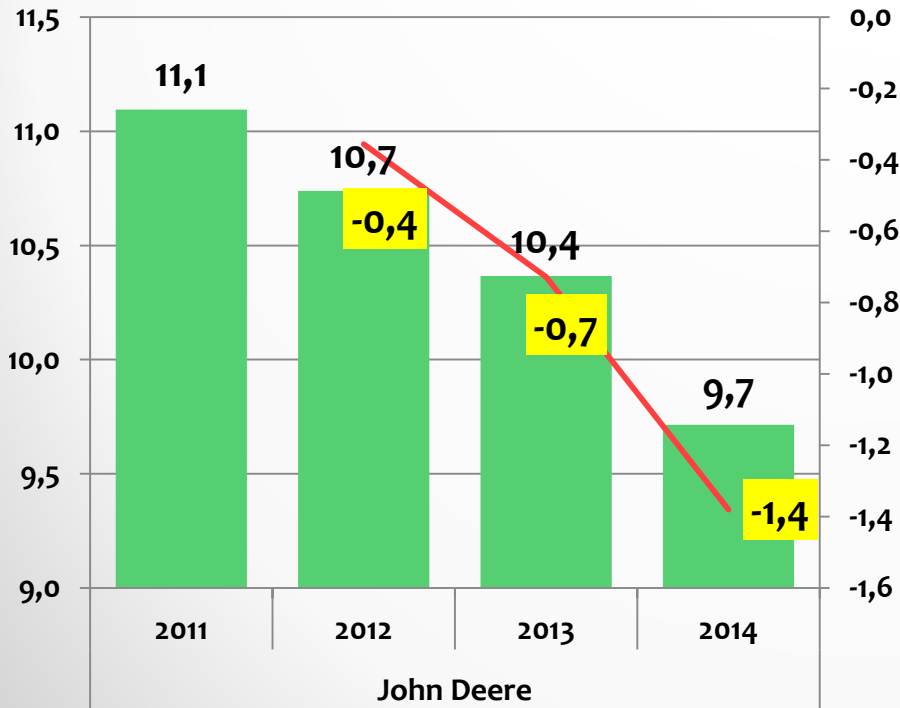


## 7. Administration and terms of payment

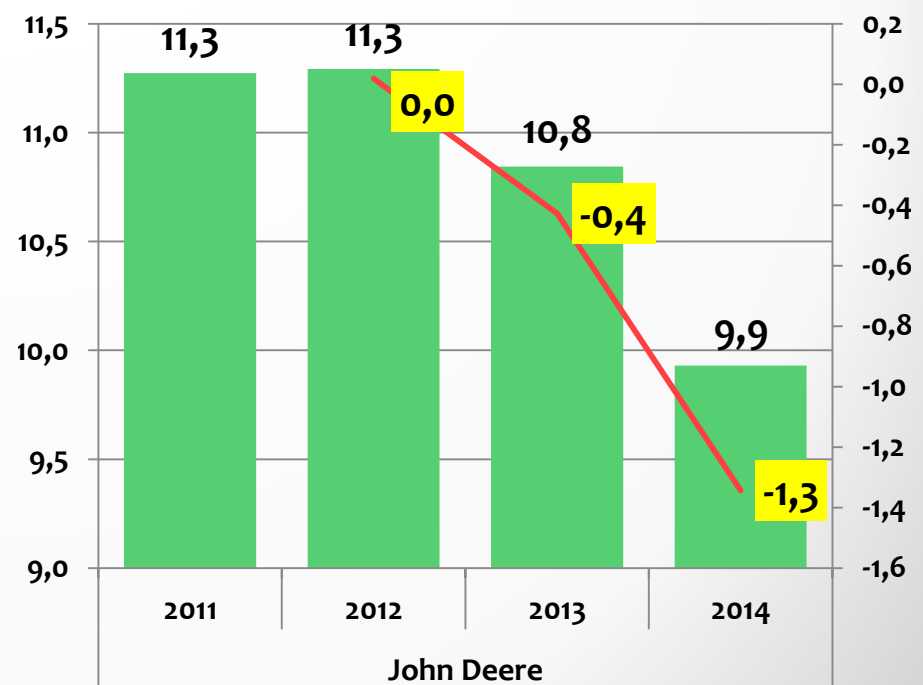




### 9 d. Your representative's authority in settling disputes



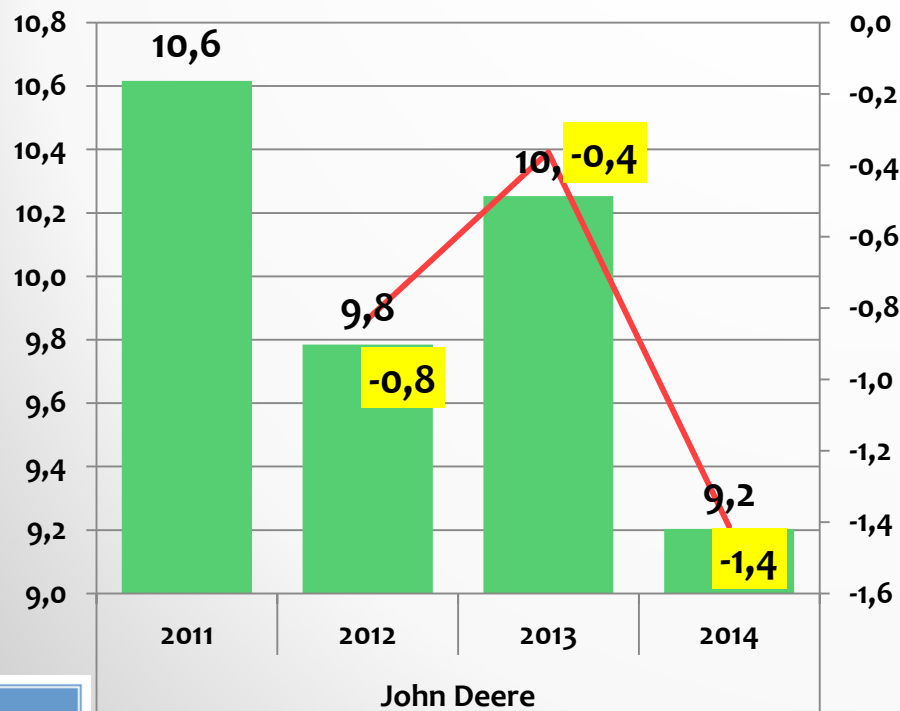
### 9e Communication and realism of manufacturer's strategy



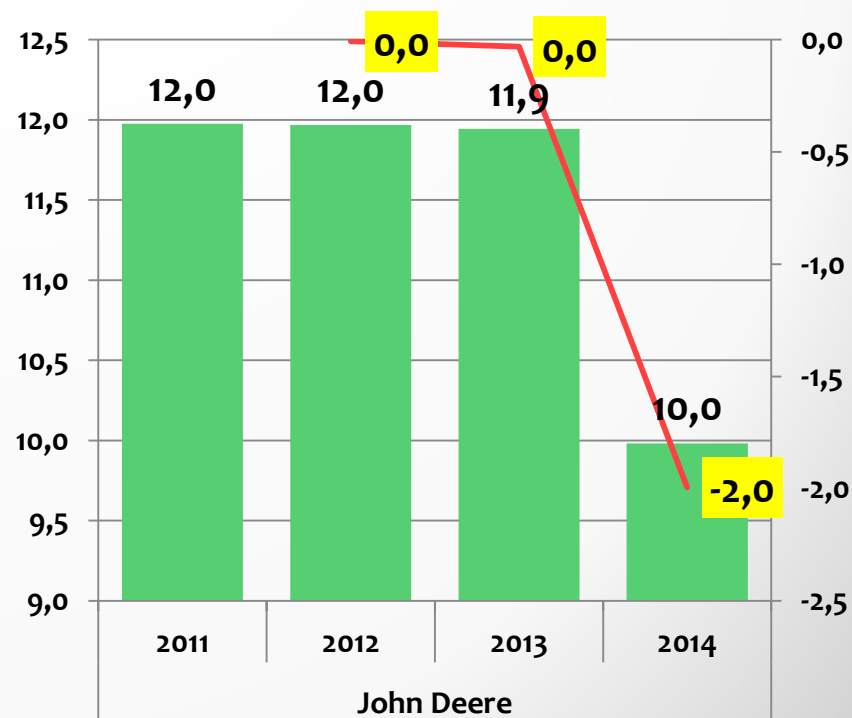




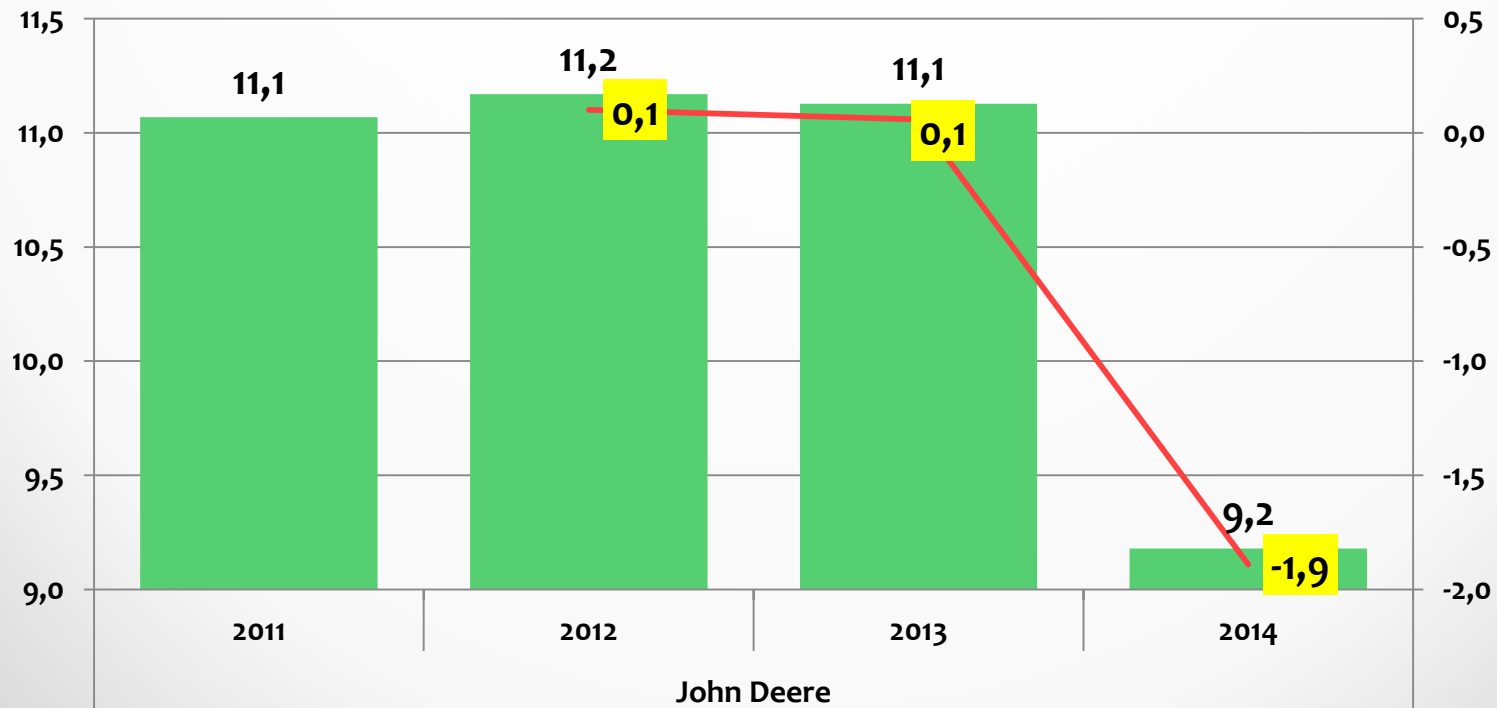
## 10 b. Respect of your autonomy



## 11. Profitability contribution



# 12 a. Willingness of your tractor supplier to improve his weaknesses





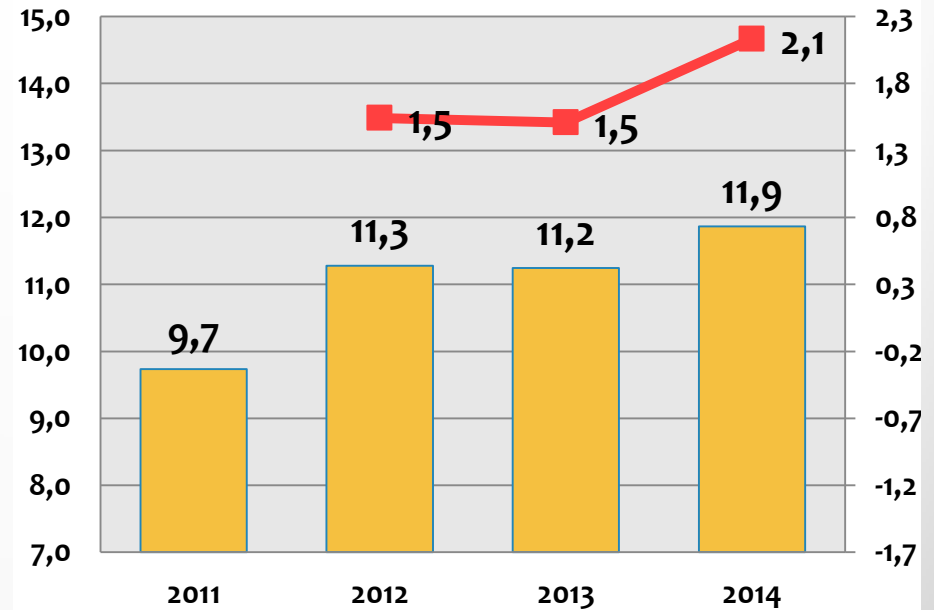
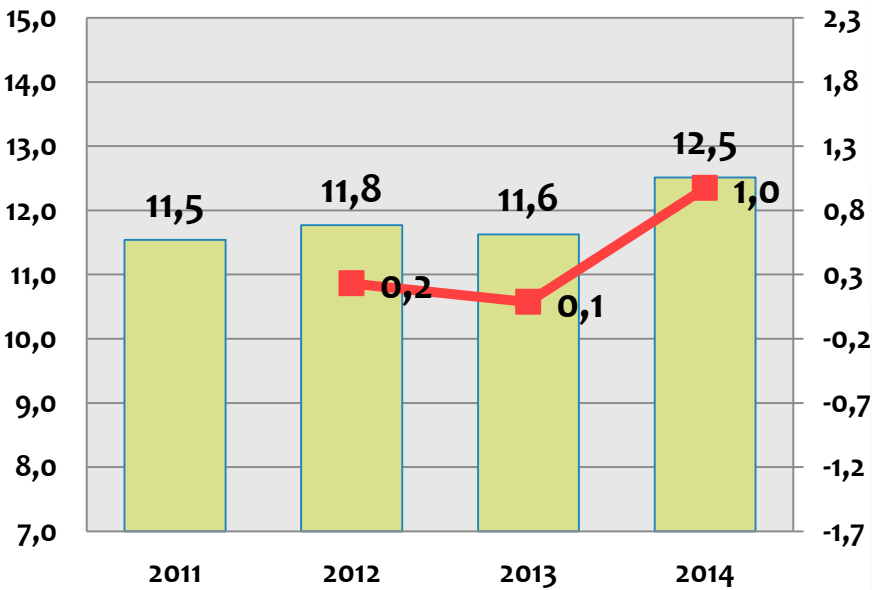
**SAME**



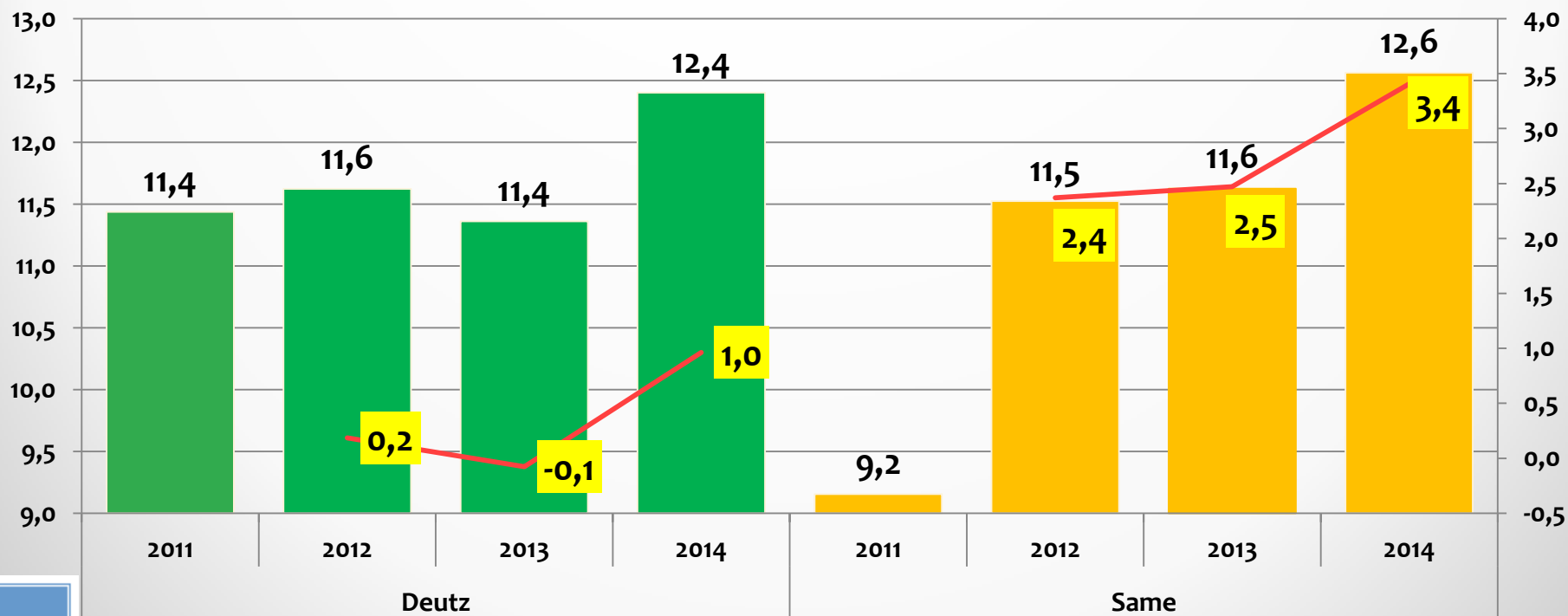
# Overall average



**SAME**



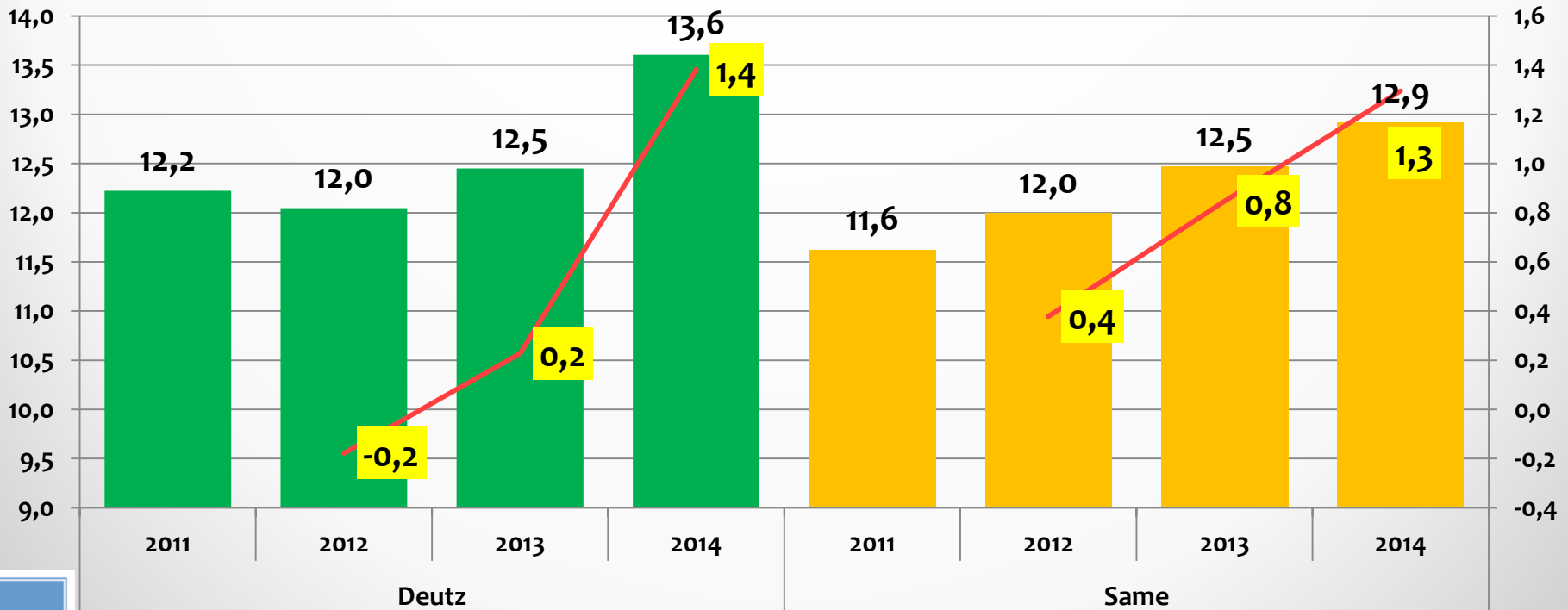
# 4. After sales service and warranty



# 7. Administration and terms of payment



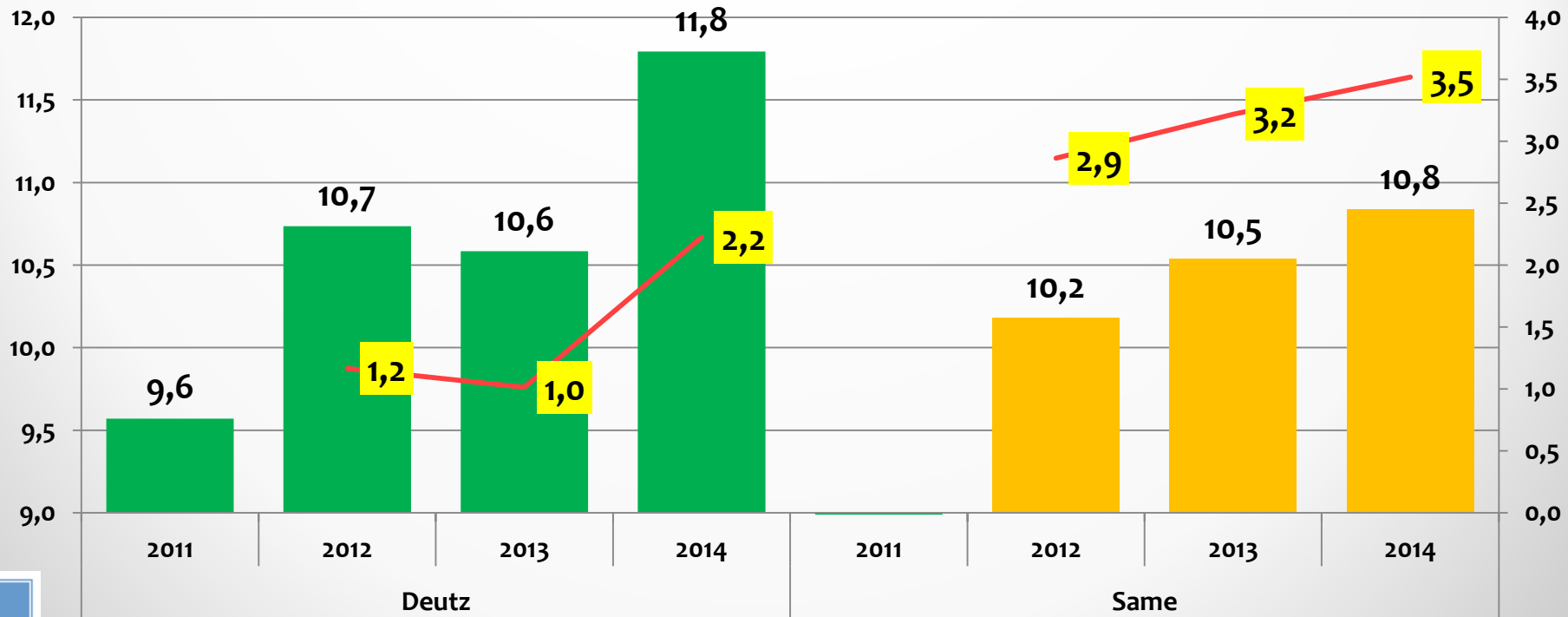
**SAME**



# 9 e. Communication and realism of manufacturer's strategy



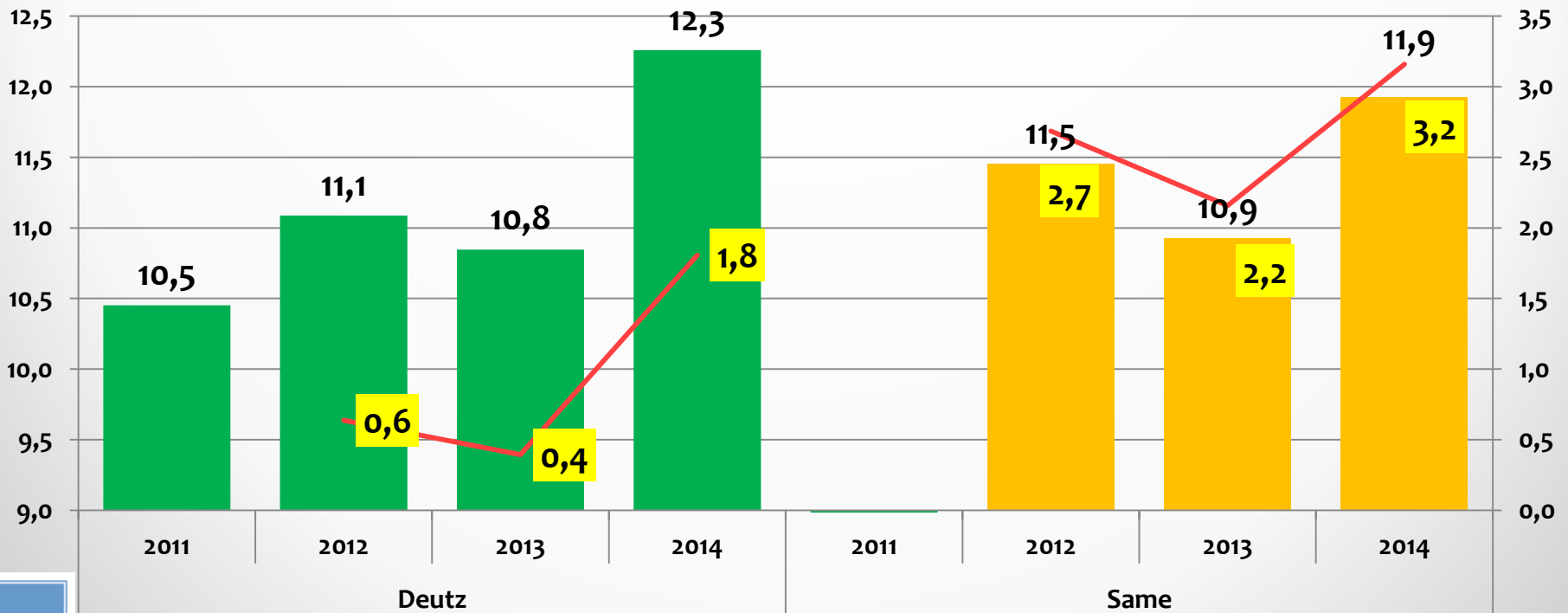
**SAME**



# 9 d. authority in settling disputes

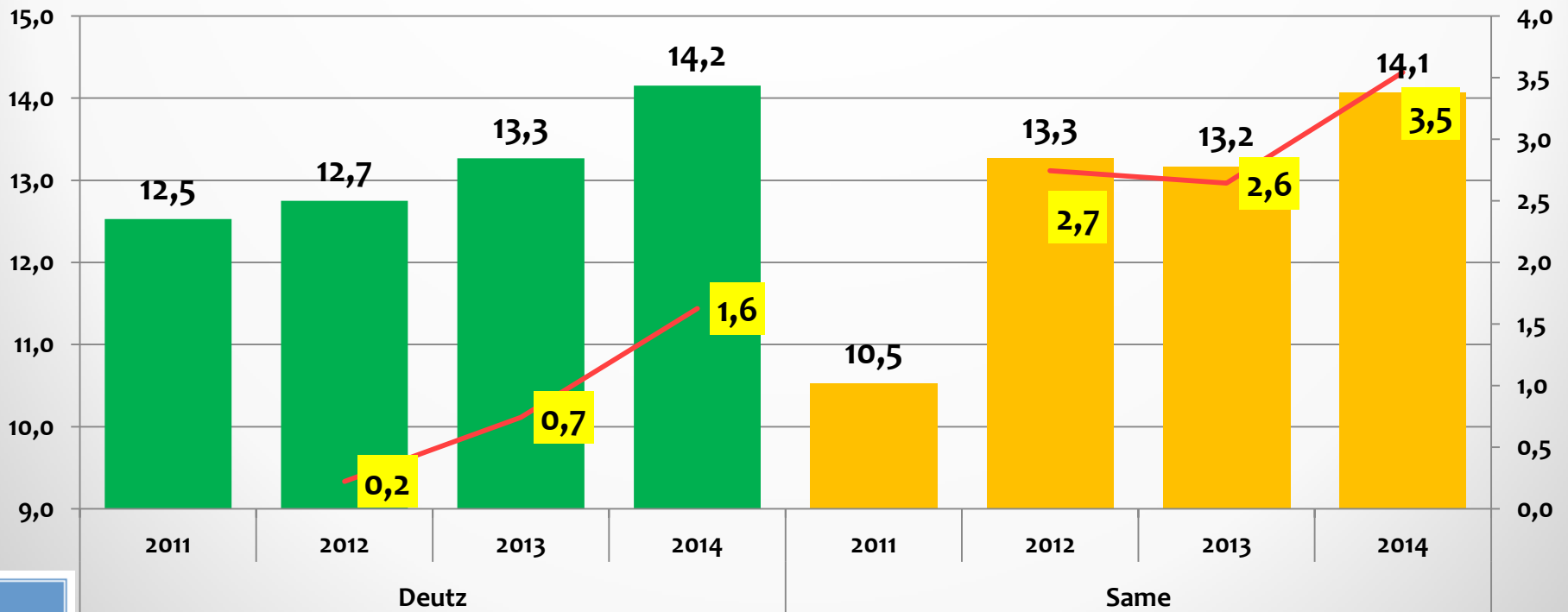


**SAME**





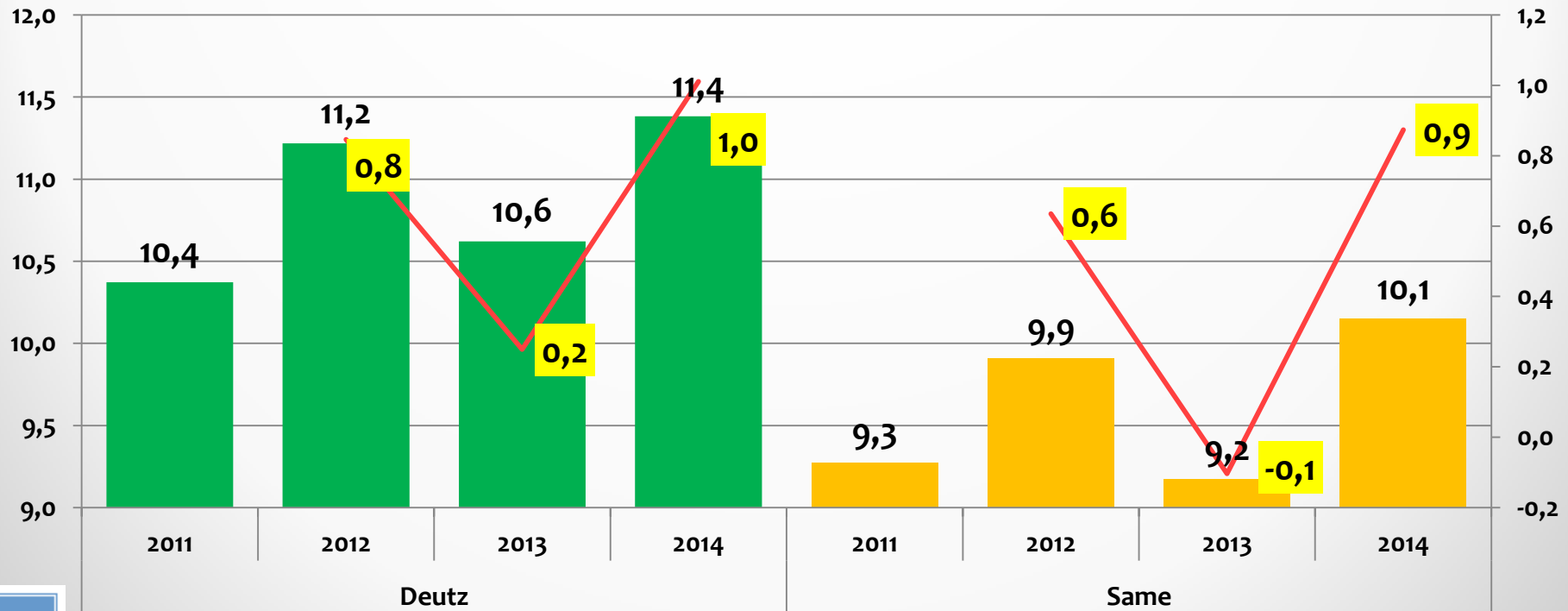
# 10 b. Respect of your autonomy



# 11. Profitability contribution



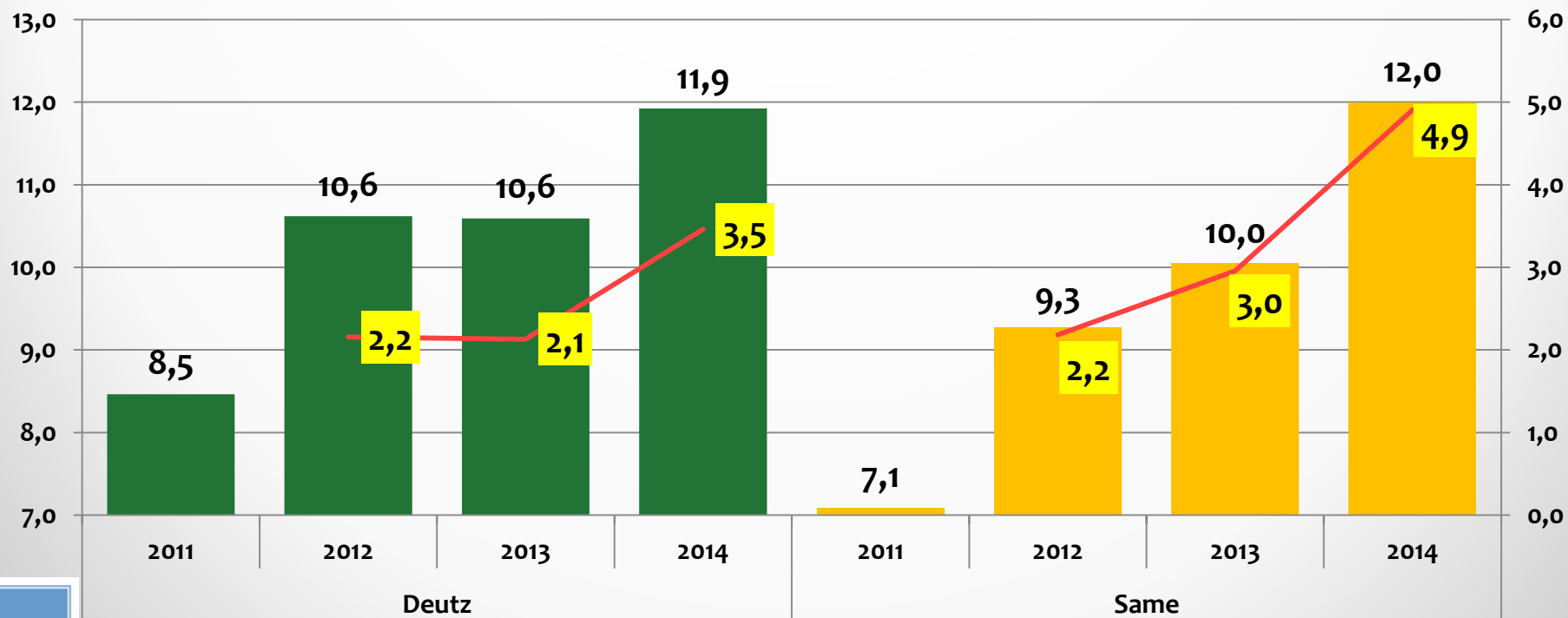
**SAME**



# 12 a. Willingness to improve his weaknesses



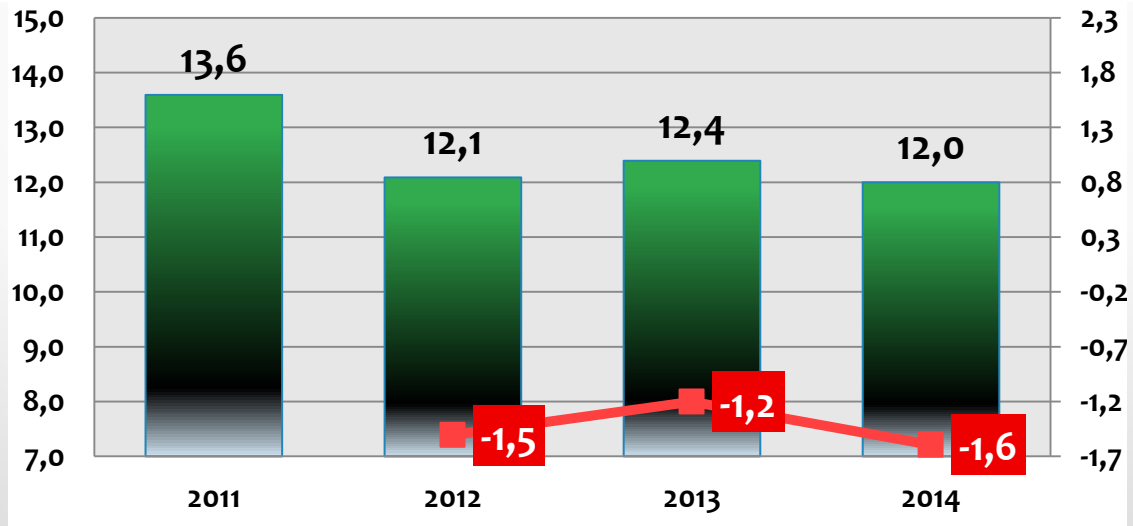
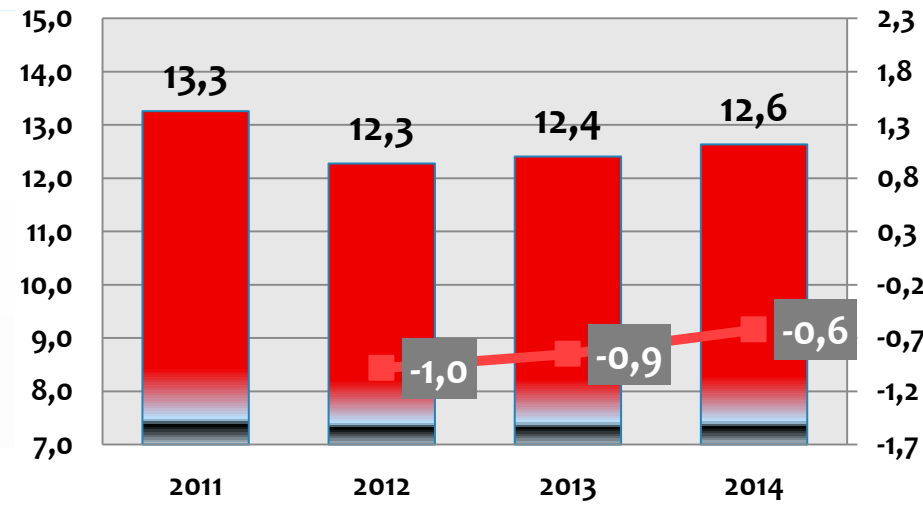
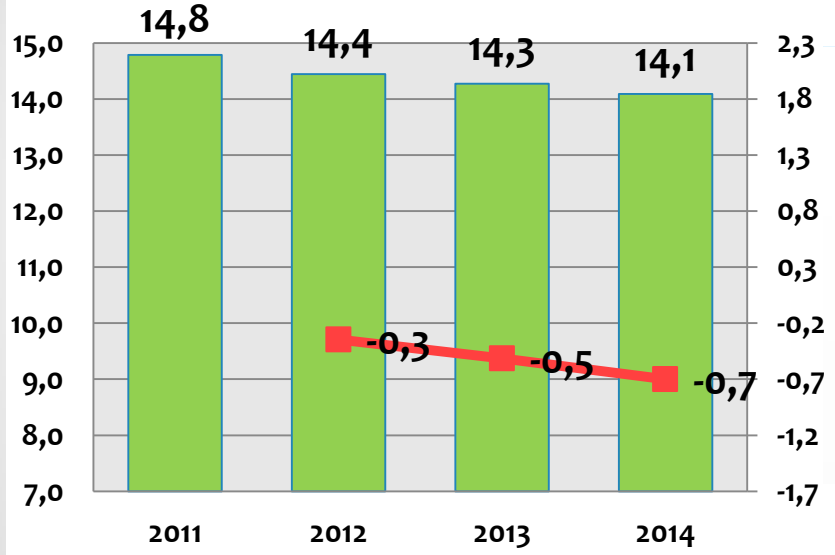
**SAME**



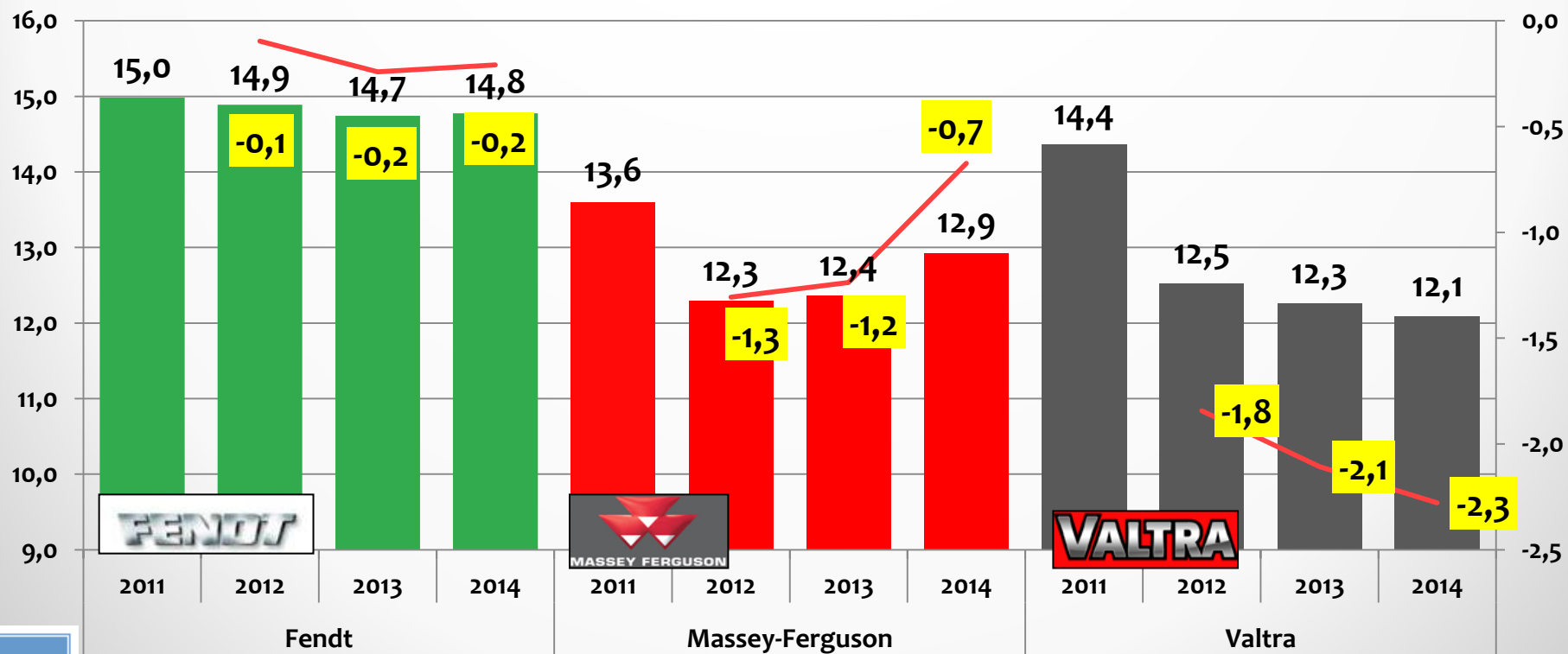
# AGCO



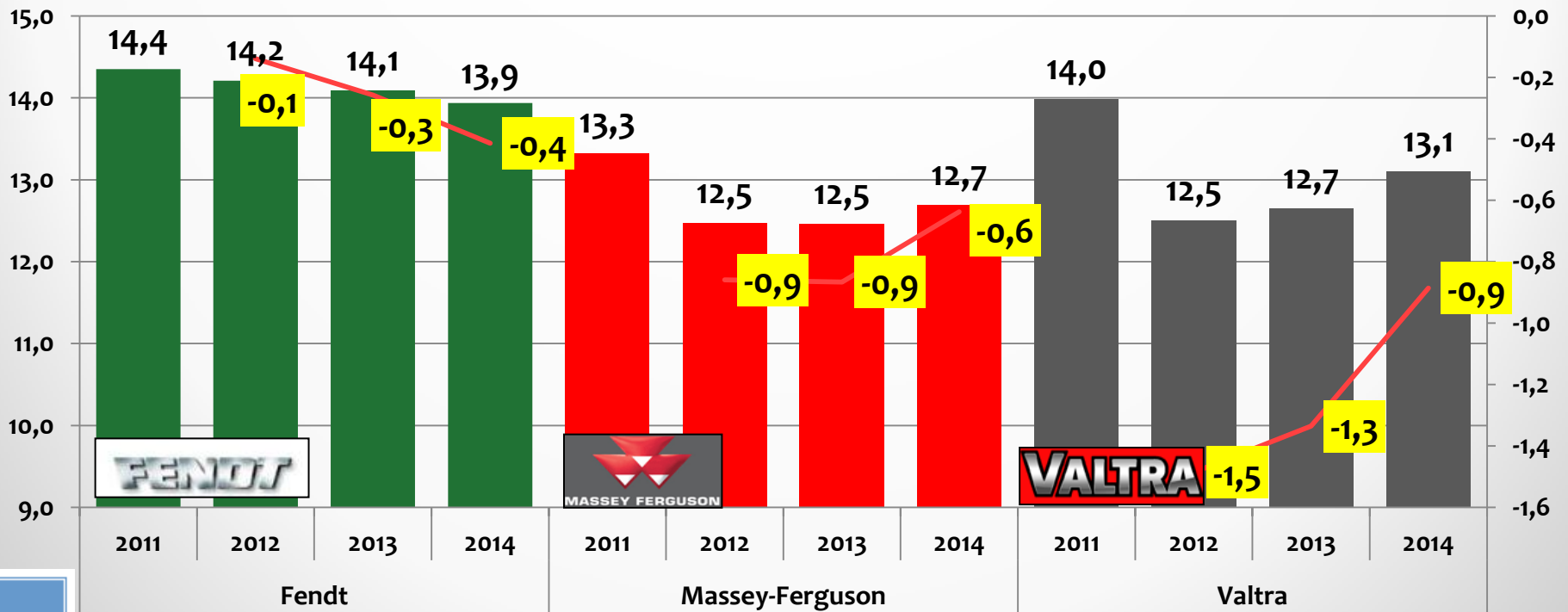
# Overall average



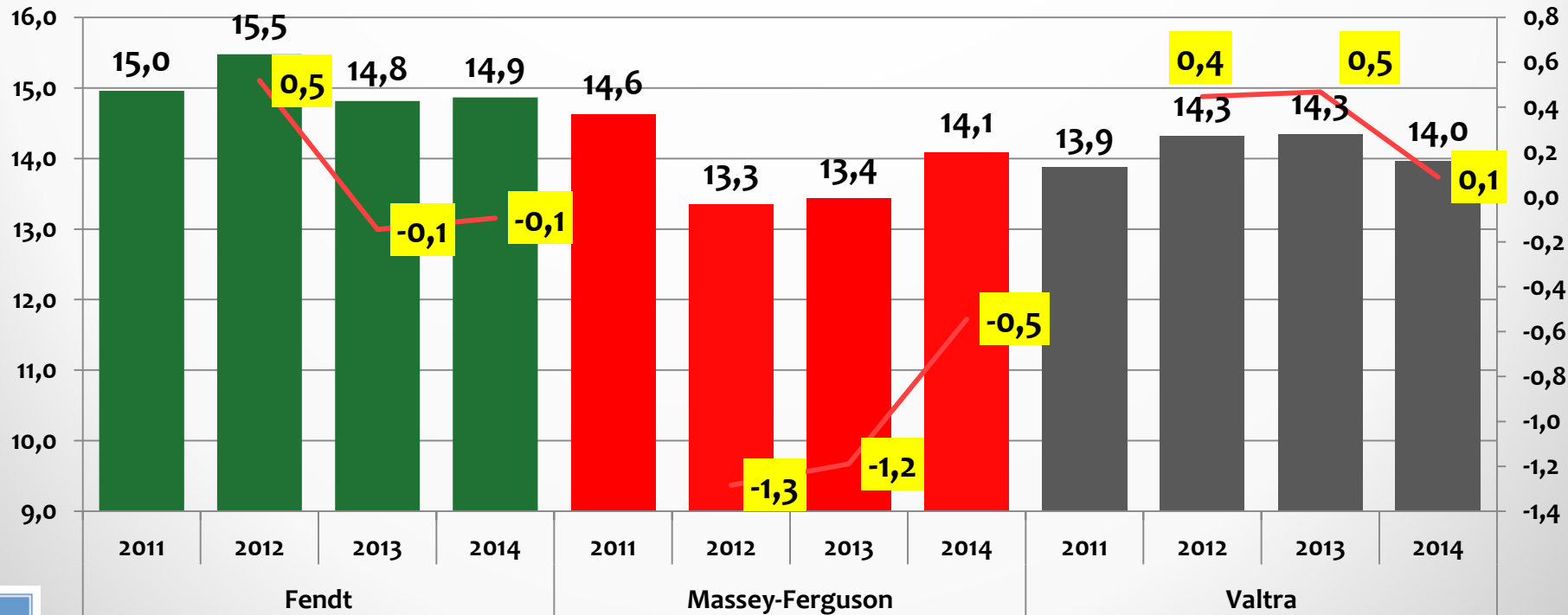
# 4. After sales service and warranty



# 7. Administration and terms of payment

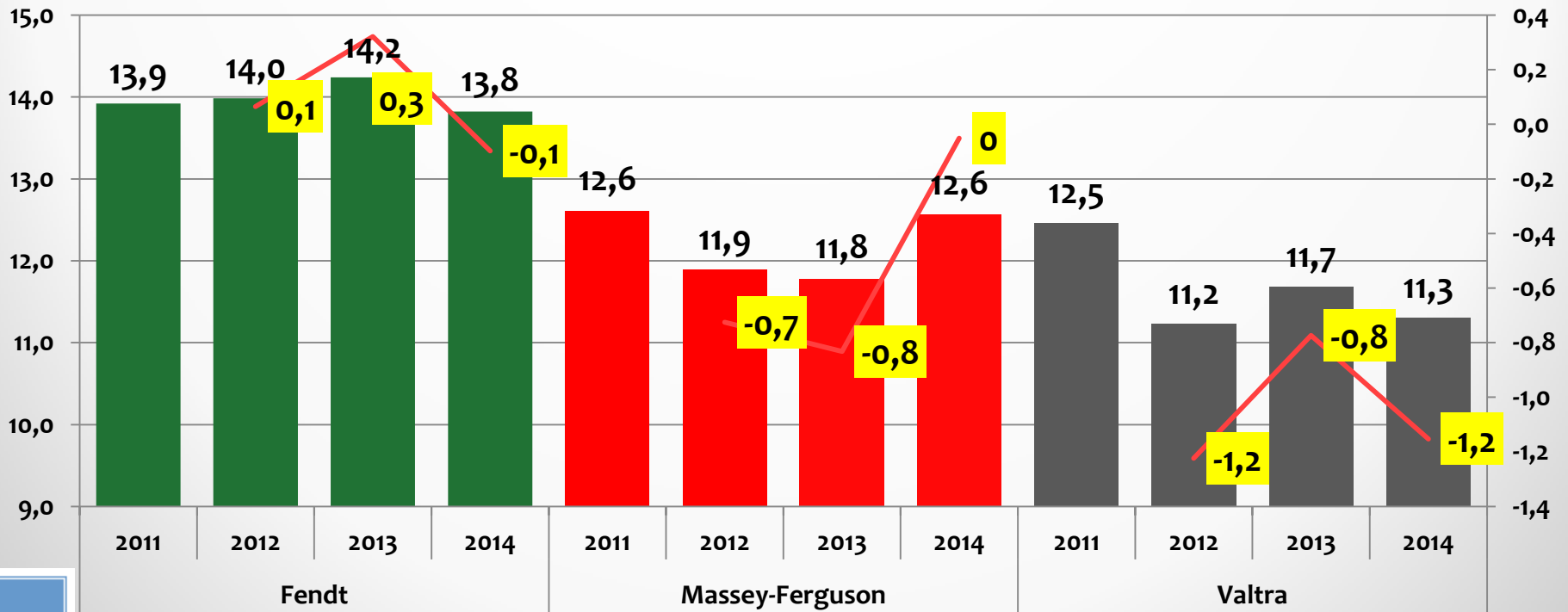


# 10 b. Respect of your autonomy





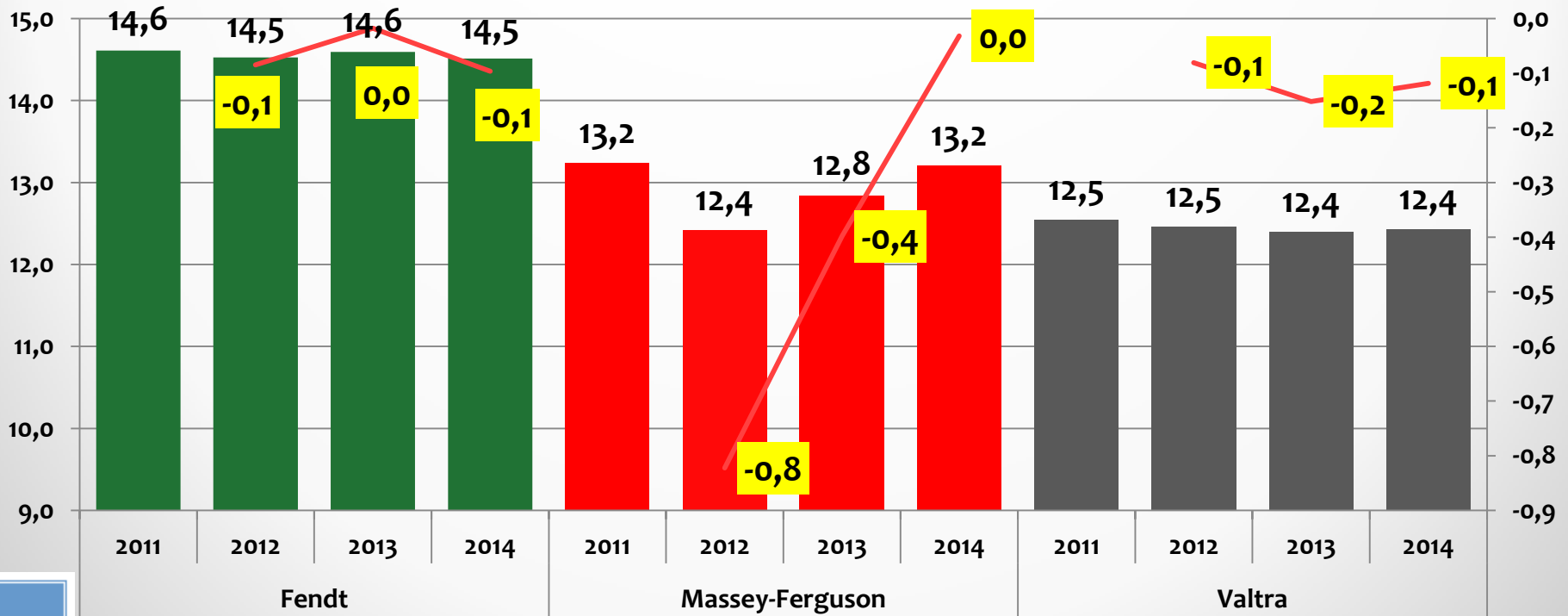
# 9 e. Communication and realism of manufacturer's strategy



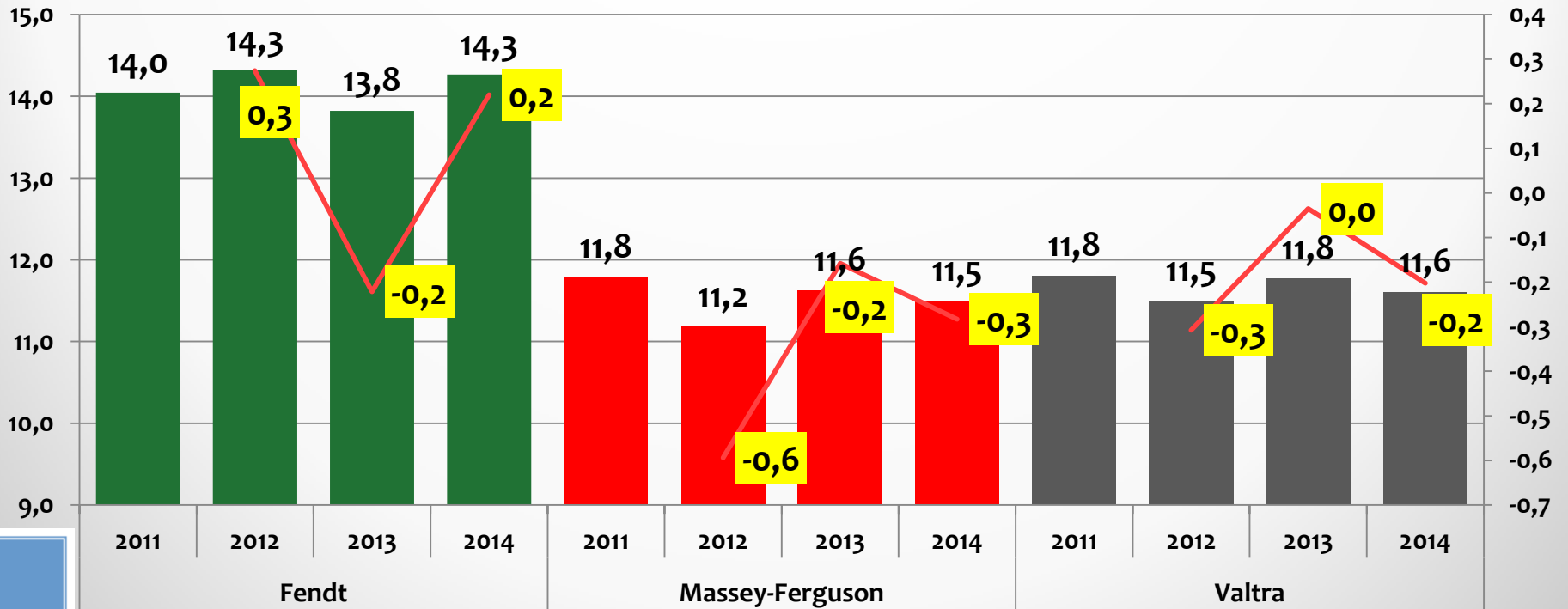
# 9 d. authority in settling disputes



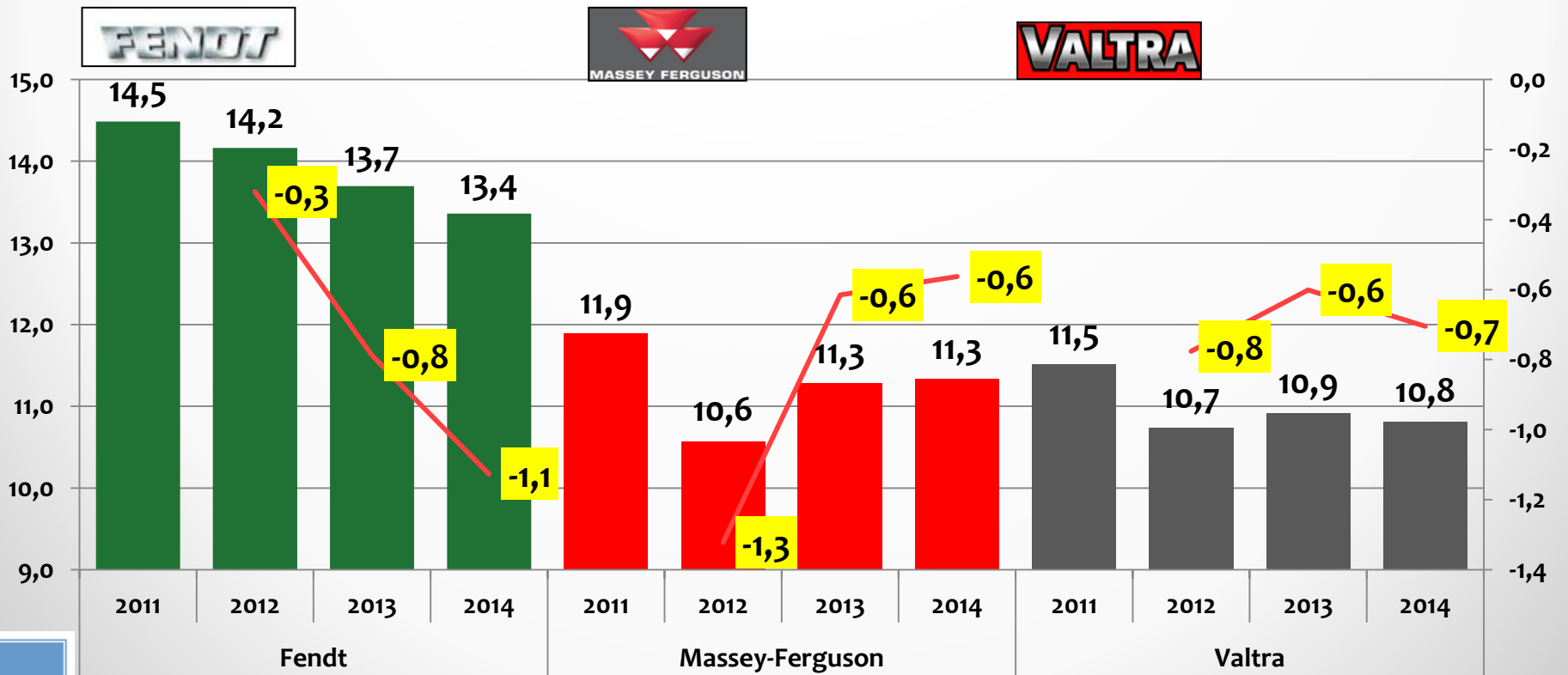
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# 11. Profitability contribution

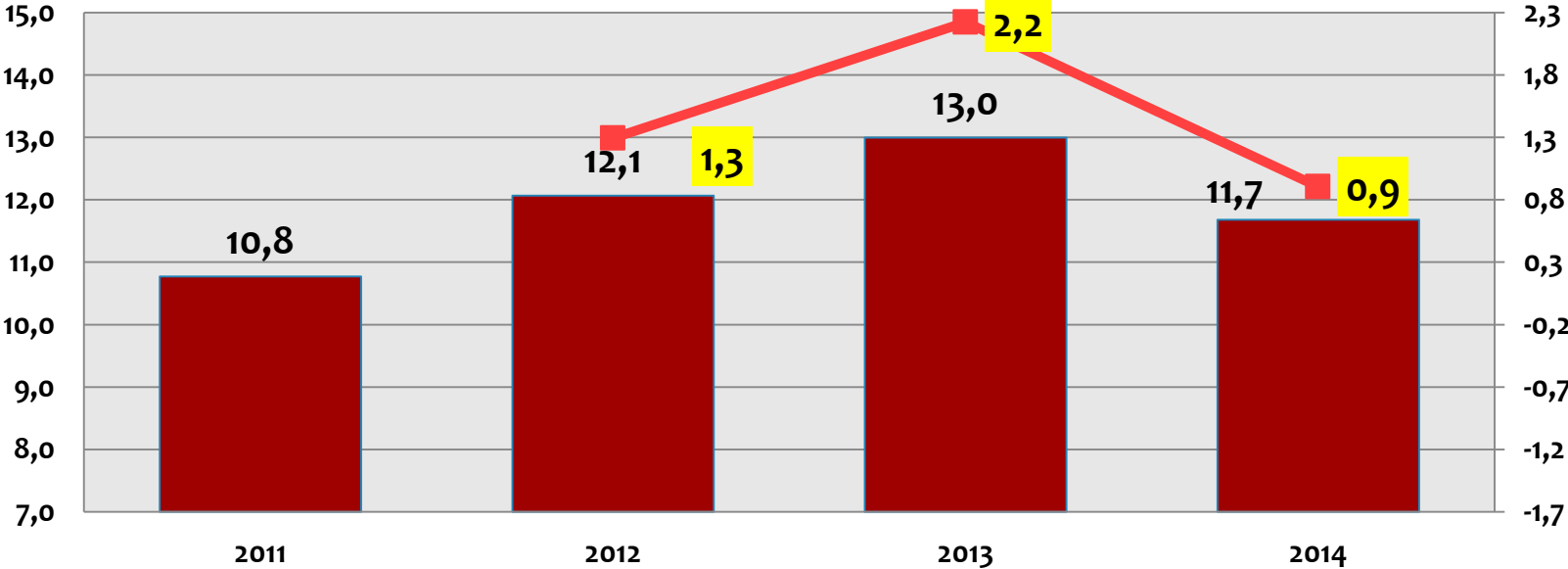


# 12 a. Willingness to improve his weaknesses

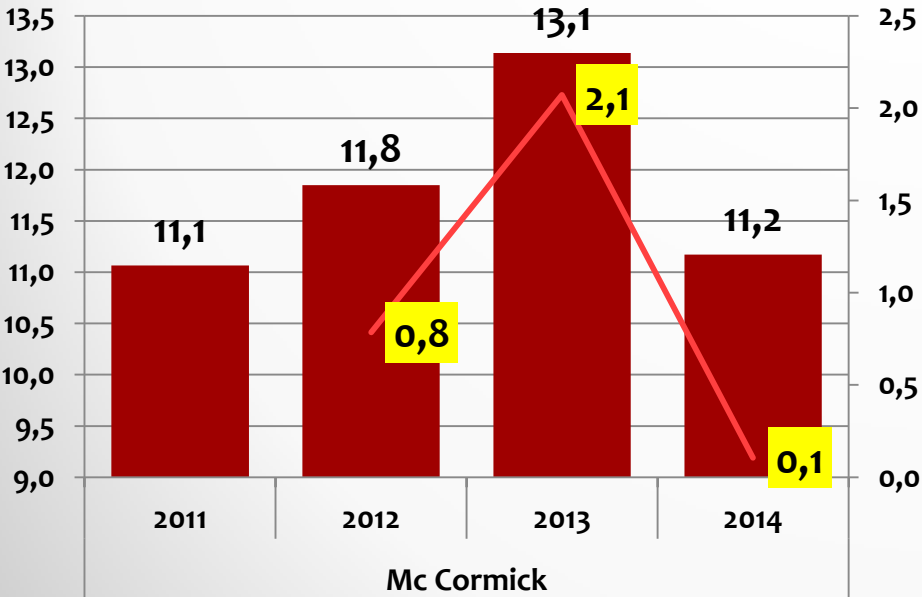




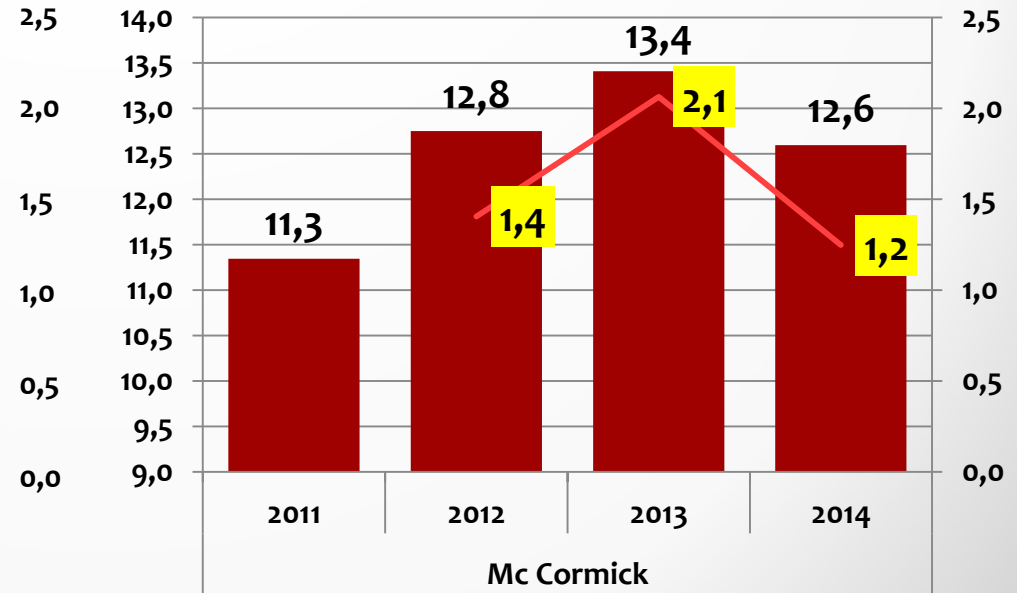
# Overall average



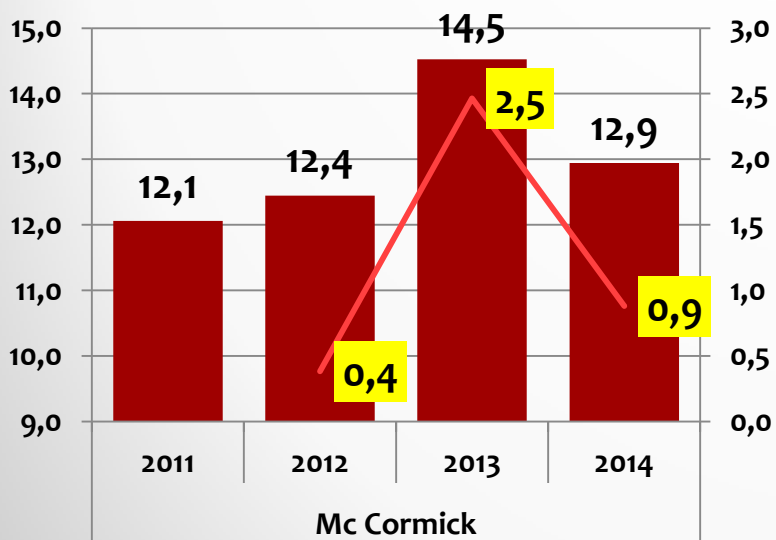
## 4. After sales service and warranty



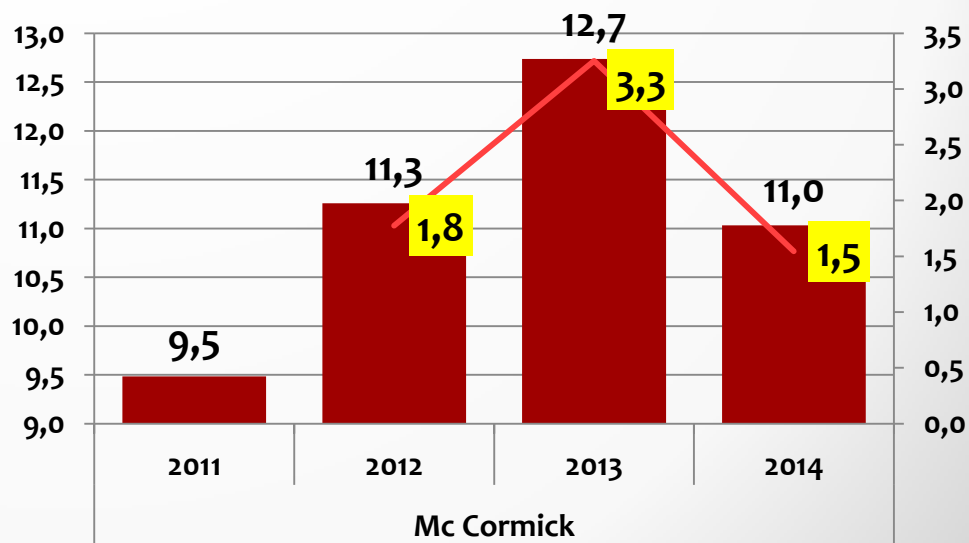
## 7. Administration and terms of payment



## 9 d. Authority in settling disputes

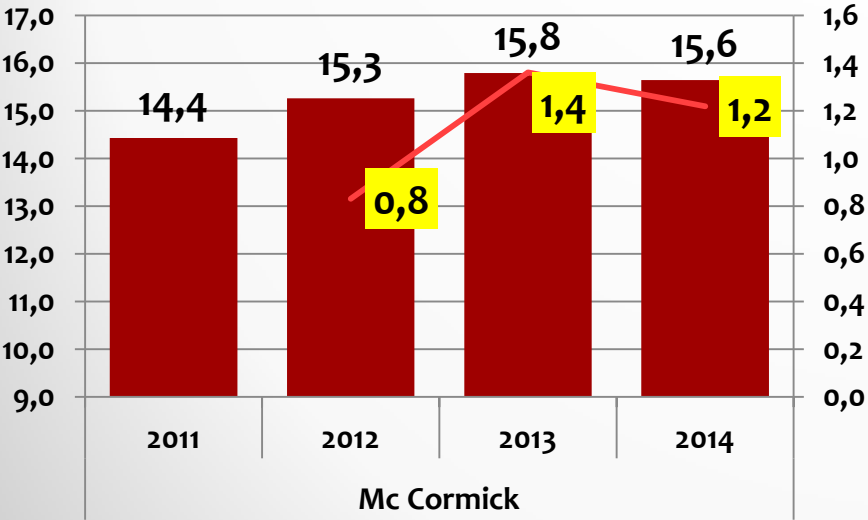


## 9 e. Communication and realism of manufacturer's strategy

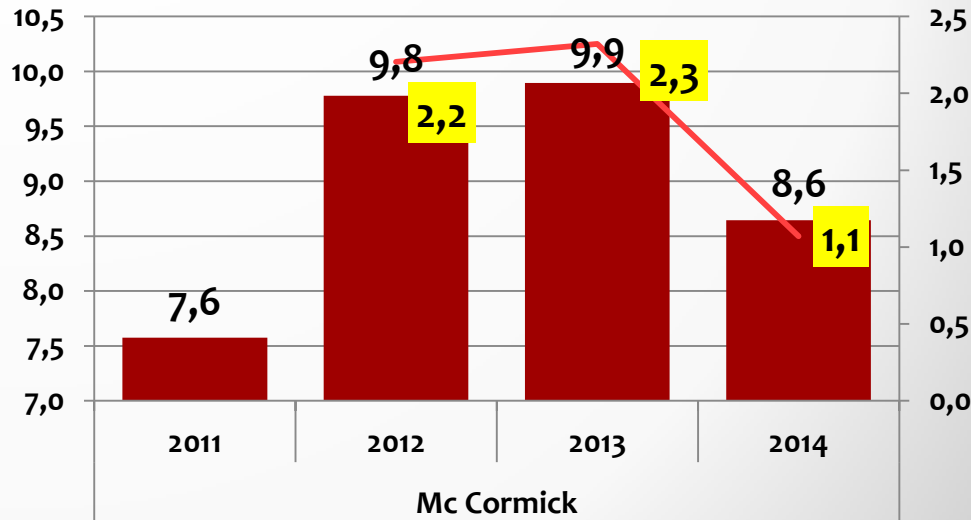




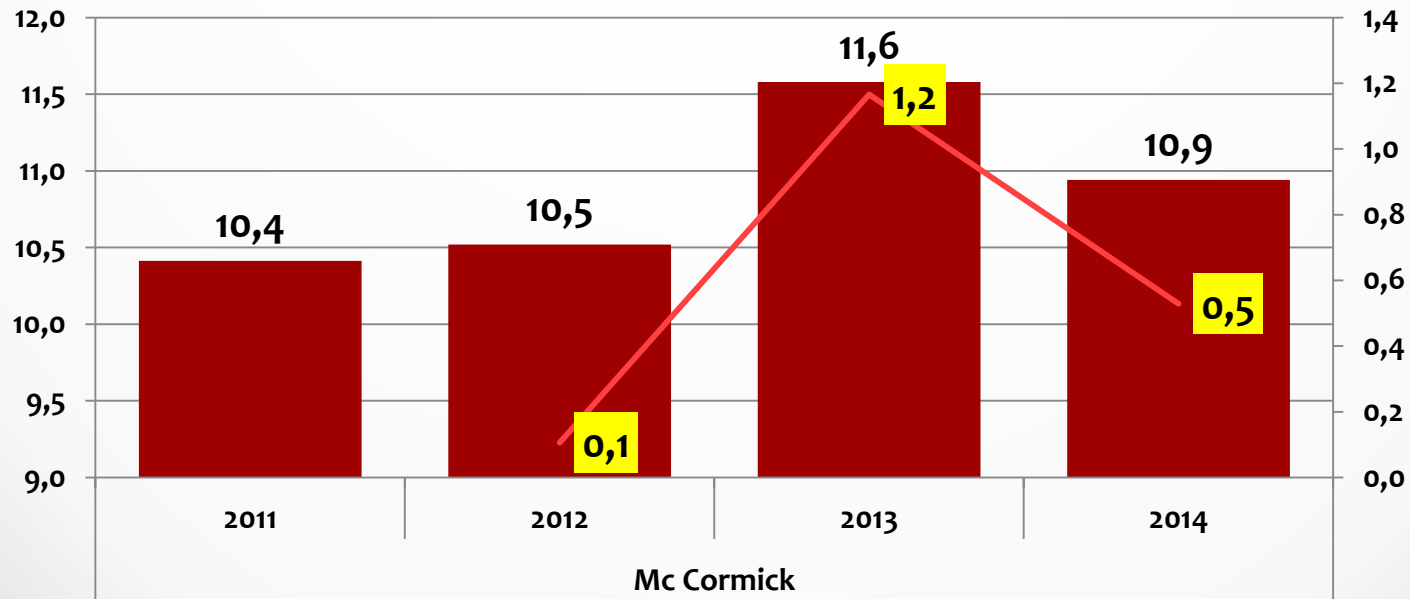
### 10 b. Respect of your autonomy as head of your enterprise



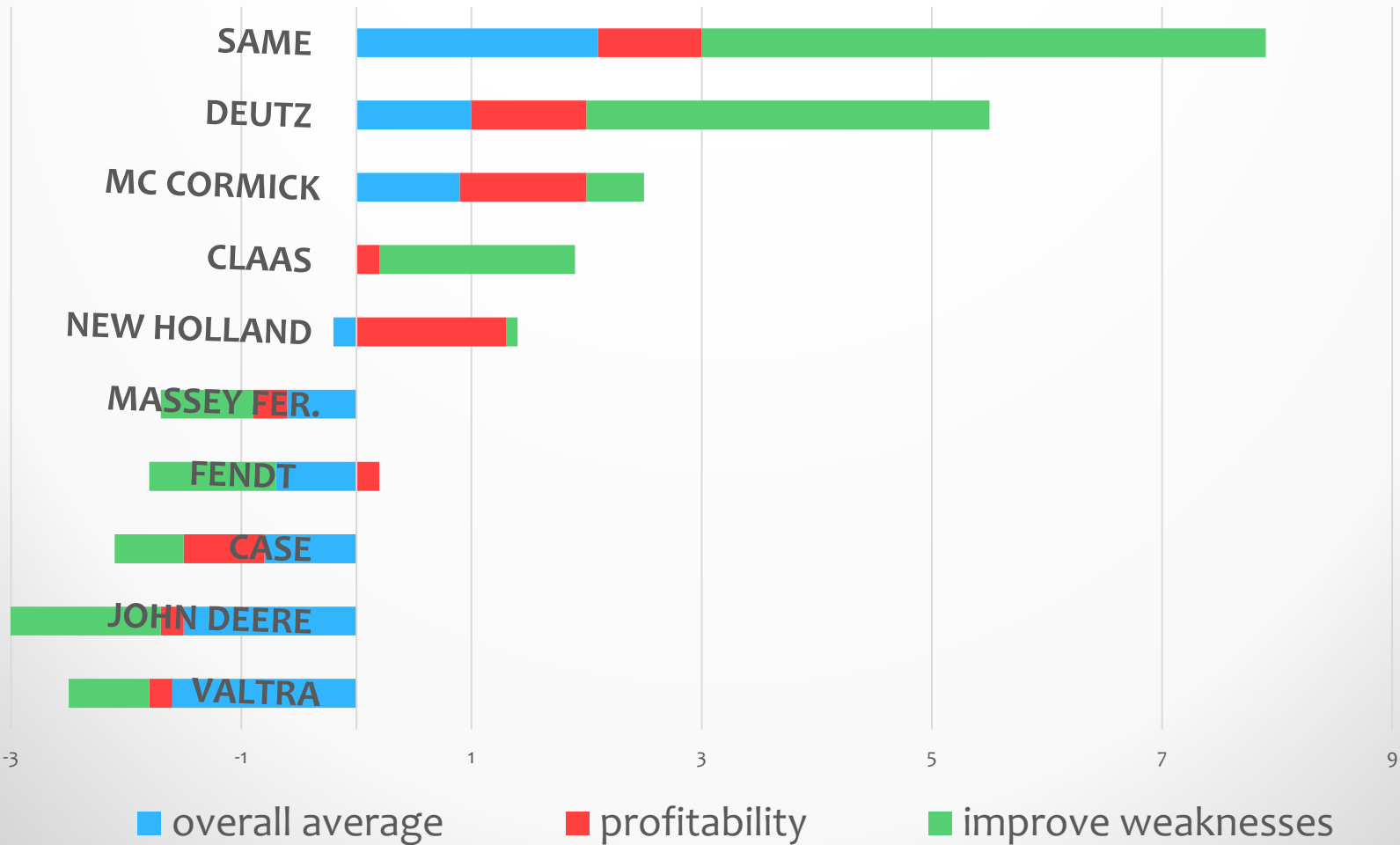
### 11. Profitability contribution



# 12 a. Willingness to improve his weaknesses



# In conclusion, which brand got the best feedbacks on these 3 following topics ?



**Thank you very much for  
your attention**



**see you next year**

**with even more answers  
and participating countries**