



European dealers appreciate their tractors operators

RESULTS 2016





Responses



	2011	2012	2013	2014	2015	2016
BELGIUM	-	-	-	36	40	63
DENMARK	96	76	108	84	92	93
FRANCE	288	269	303	332	308	280
GERMANY	313	305	244	301	274	285
ITALY	58	-	-	-	168	143
POLAND	38	32	30	46	63	42
THE NETHERLANDS	163	168	174	199	176	149
SWITZERLAND	131	100	96	132	-	-
UNITED KINGDOM	-	145	180	122	133	150
	1087	1095	1135	1252	1254	1205



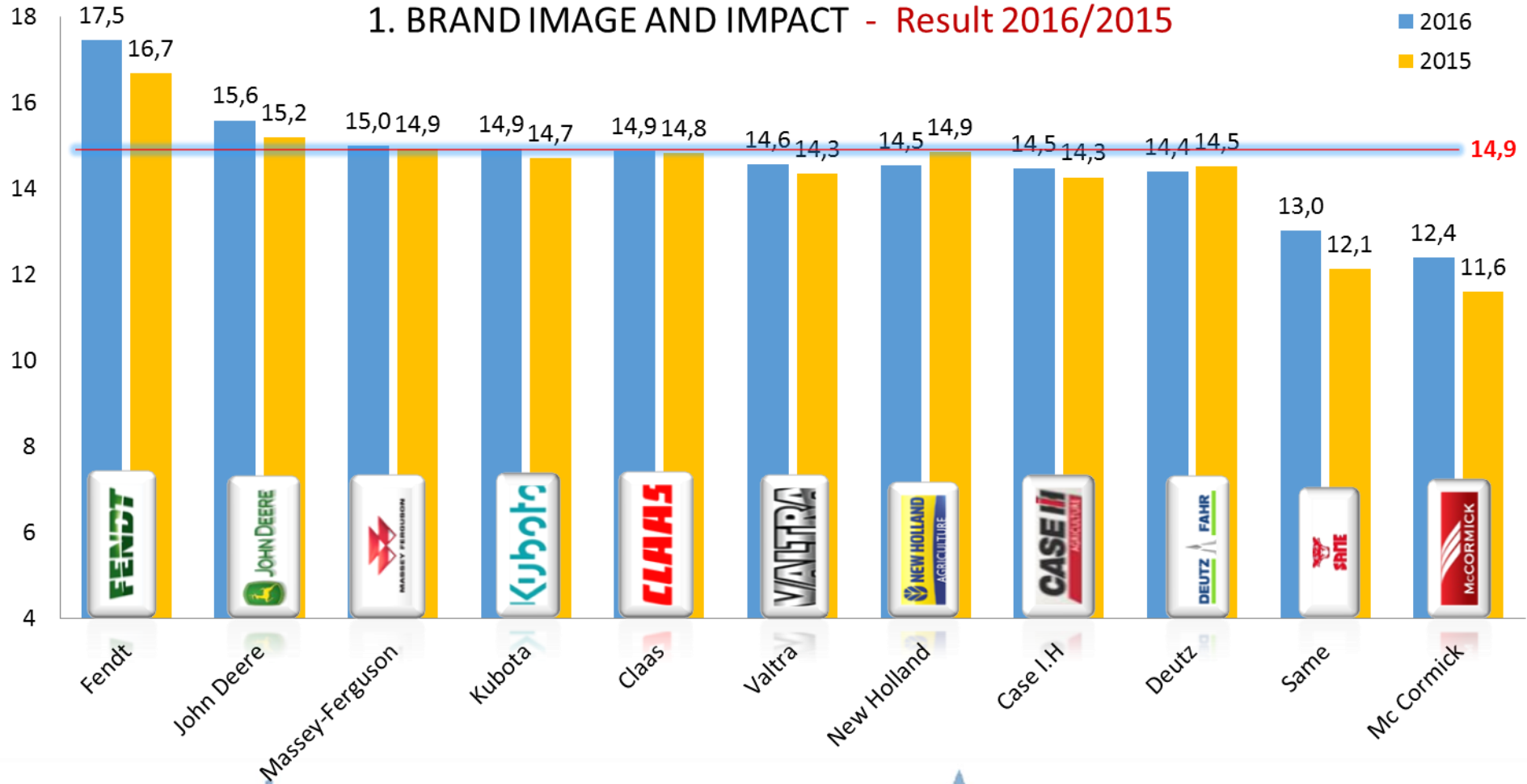


The answers to the questionnaires

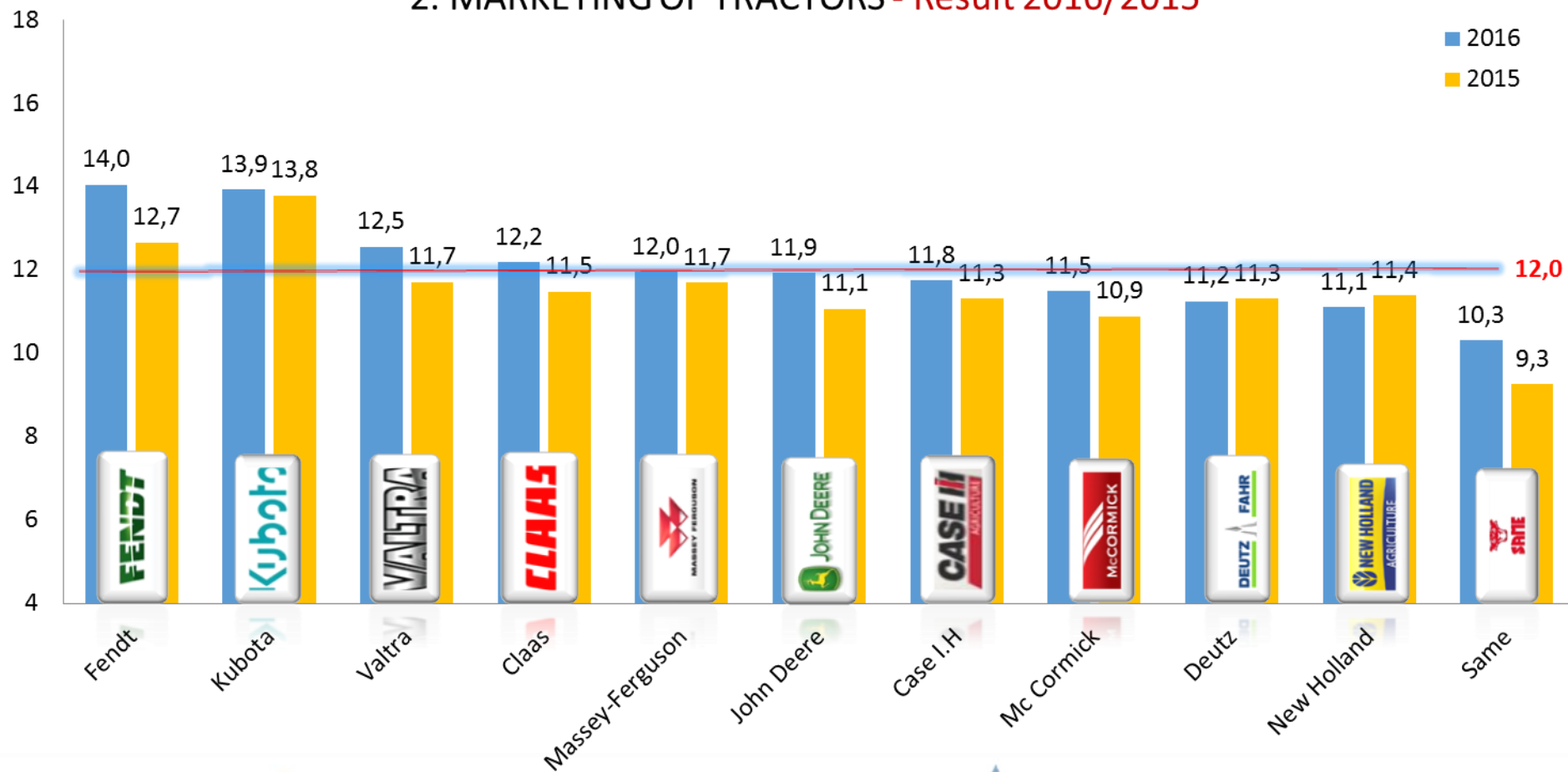


1. BRAND IMAGE AND IMPACT - Result 2016/2015

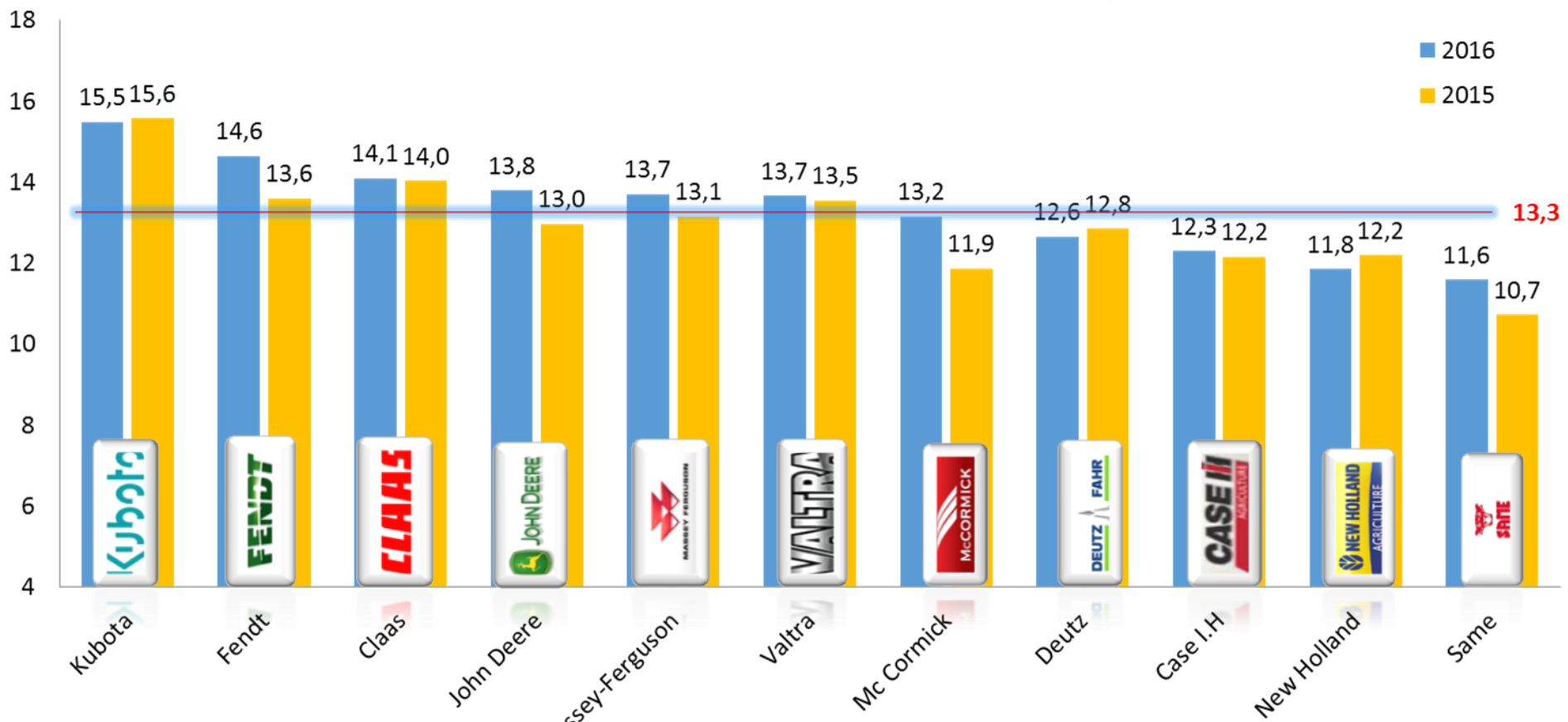
■ 2016
■ 2015



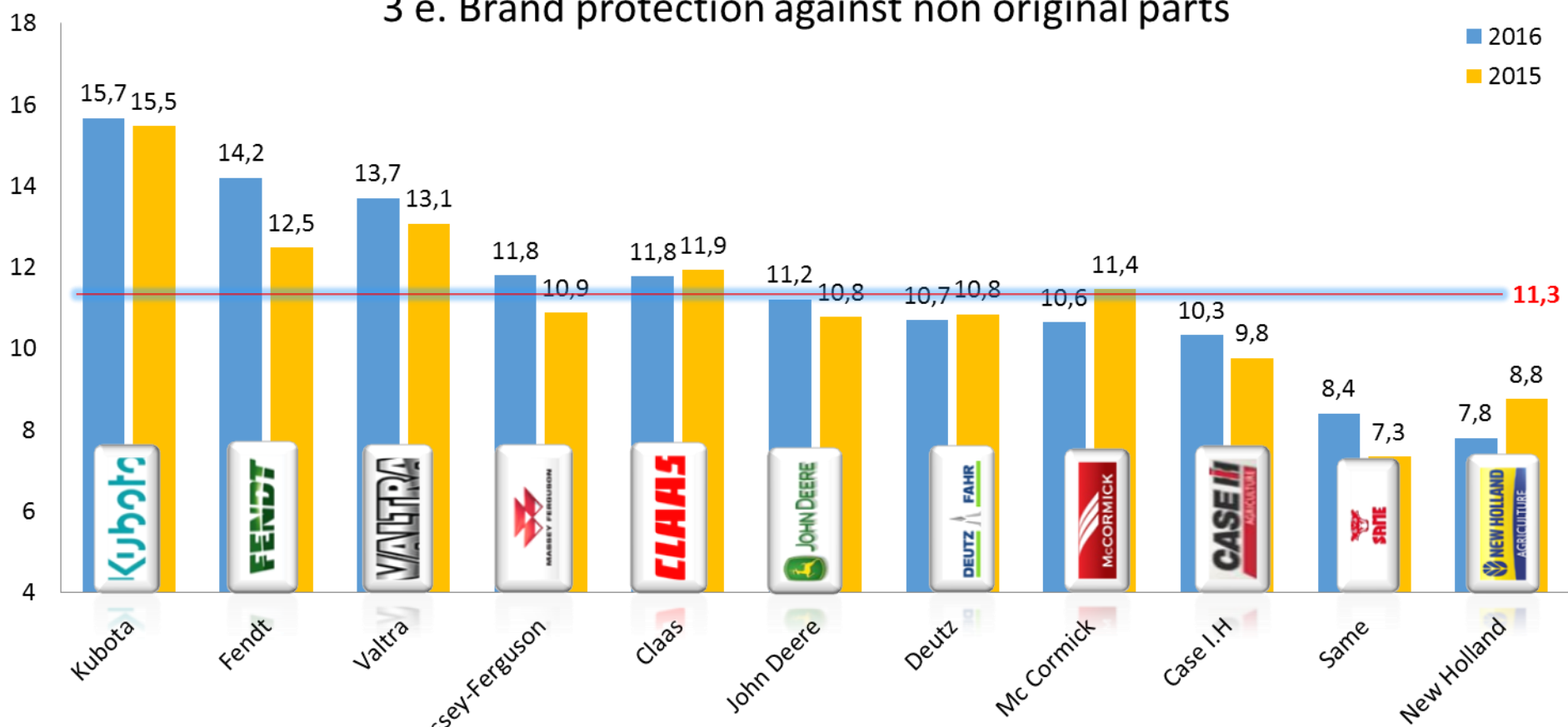
2. MARKETING OF TRACTORS - Result 2016/2015



3. MARKETING OF SPARE PARTS - Result 2016/2015



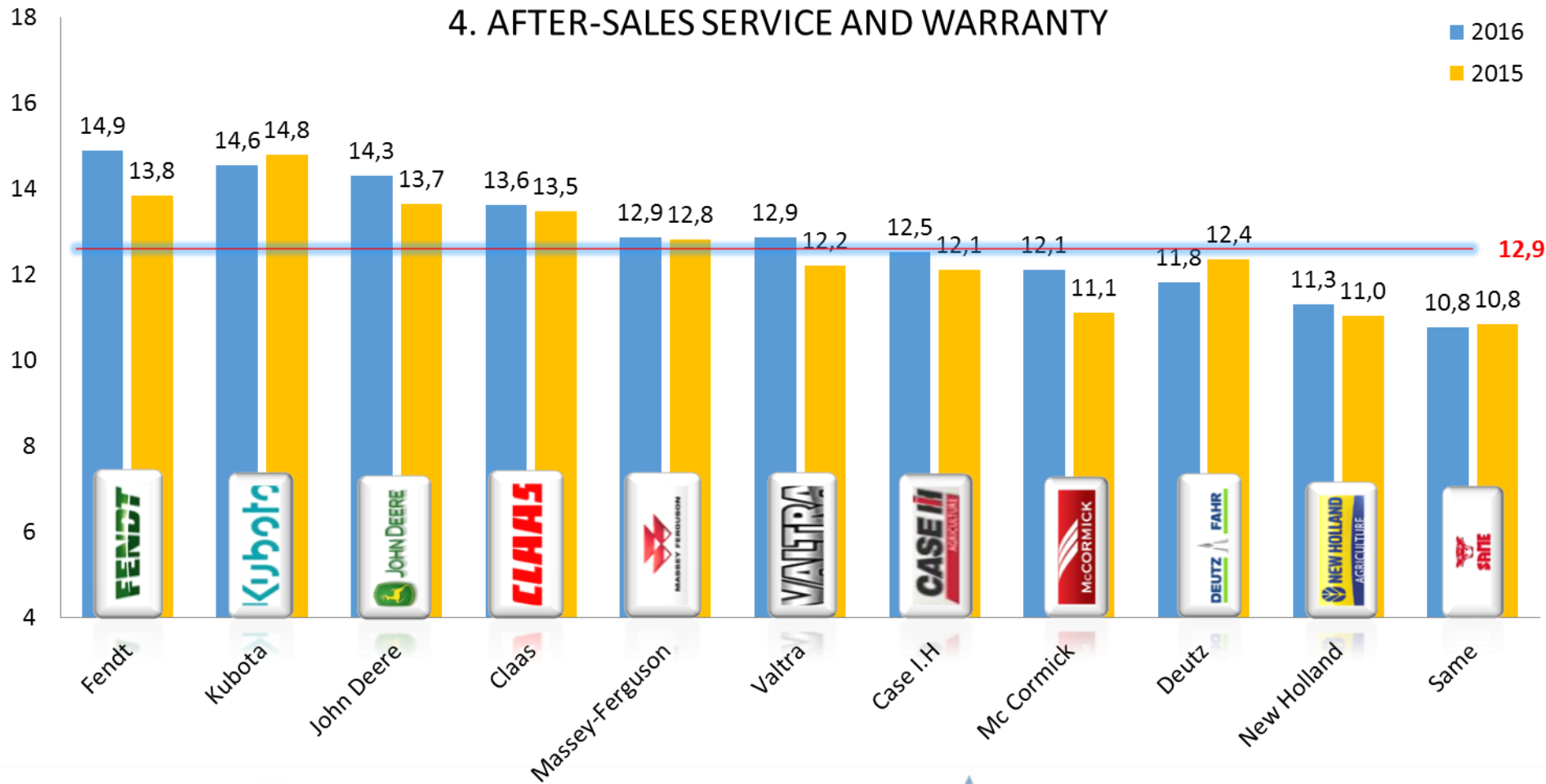
3 e. Brand protection against non original parts



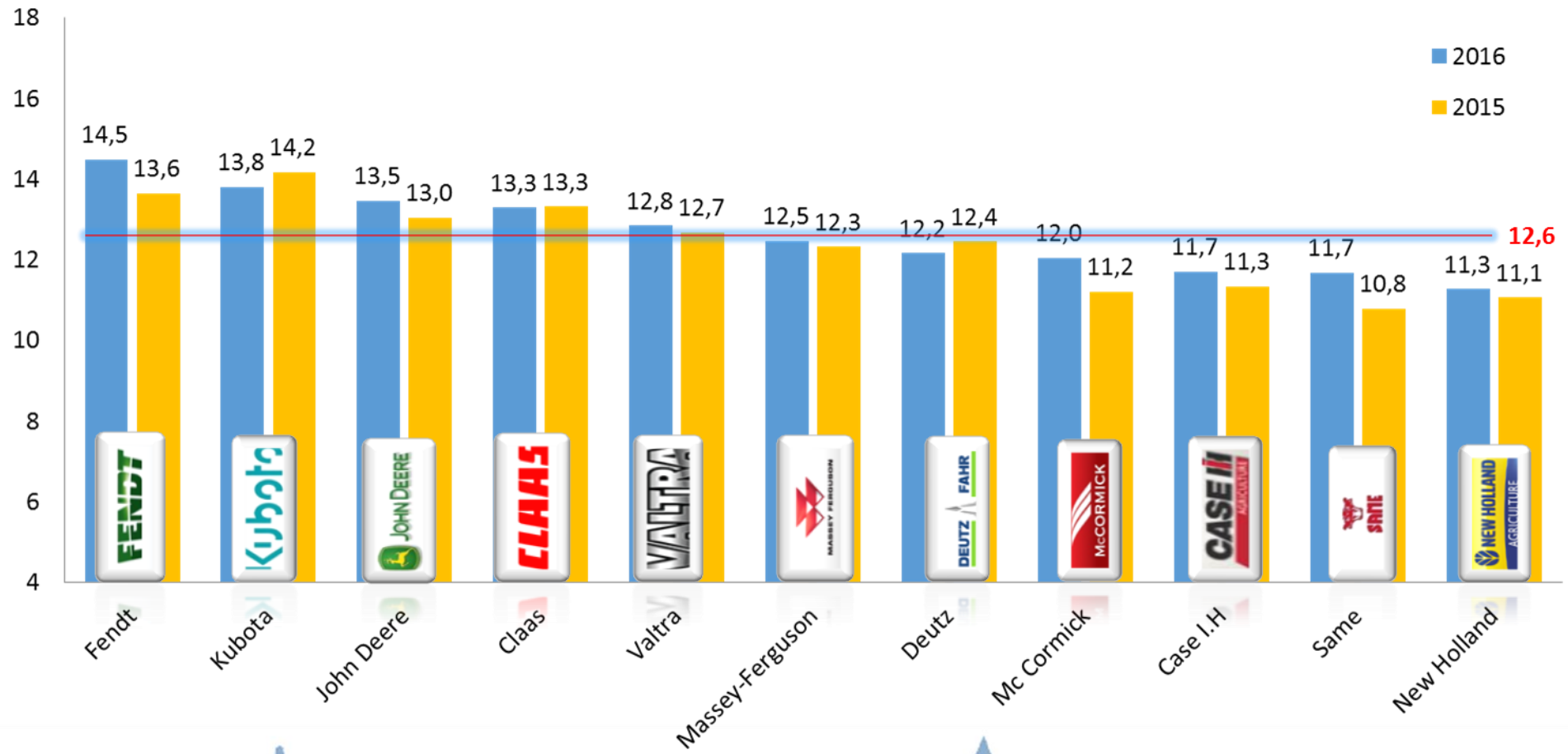


4. AFTER-SALES SERVICE AND WARRANTY

■ 2016
■ 2015

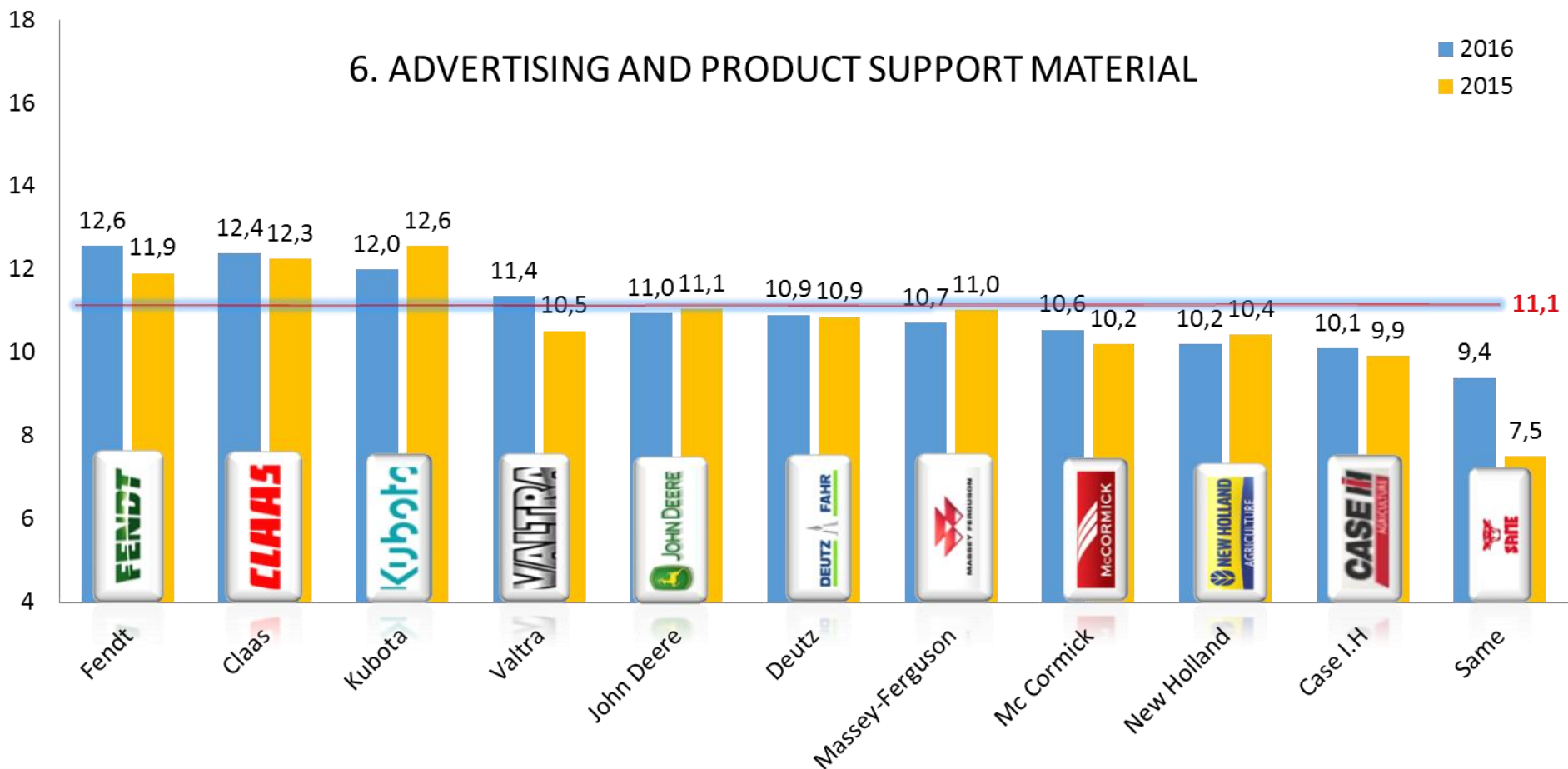


5. COMPUTER SERVICES



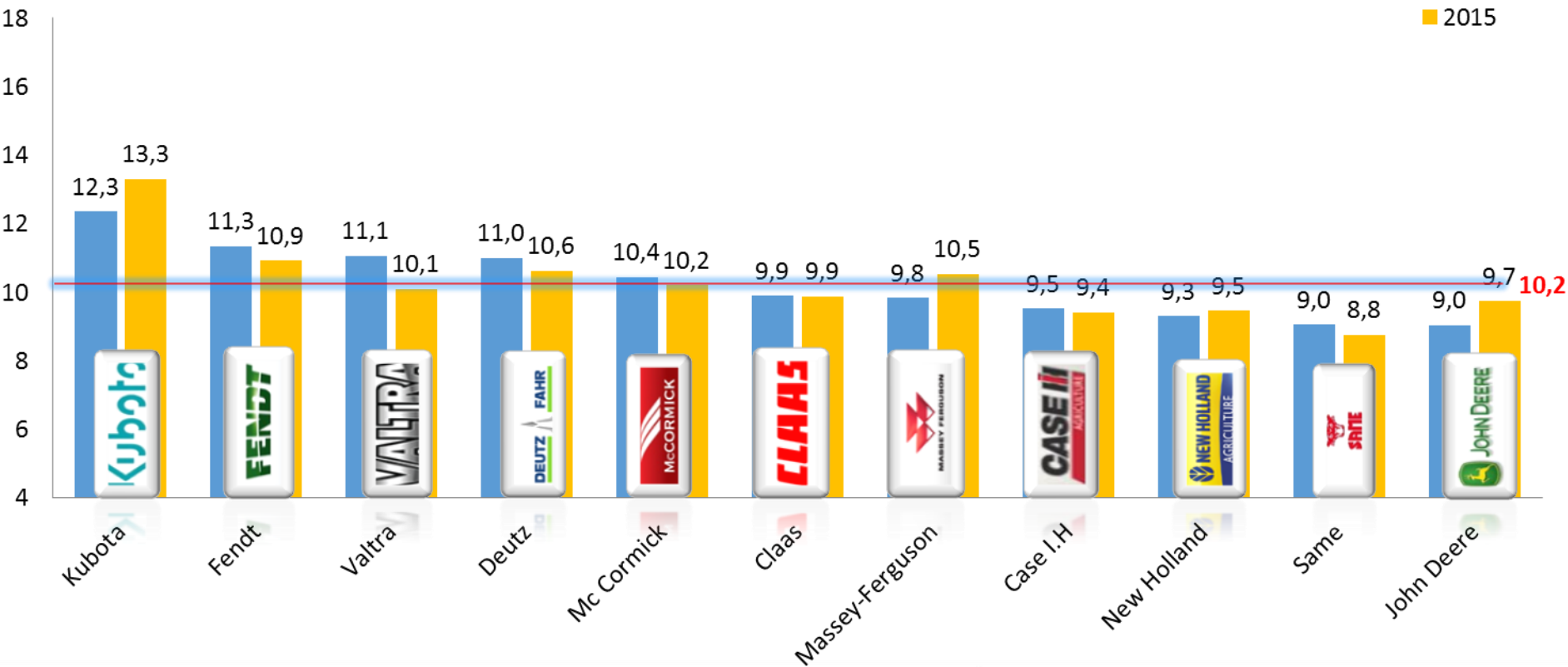
6. ADVERTISING AND PRODUCT SUPPORT MATERIAL

■ 2016
 ■ 2015

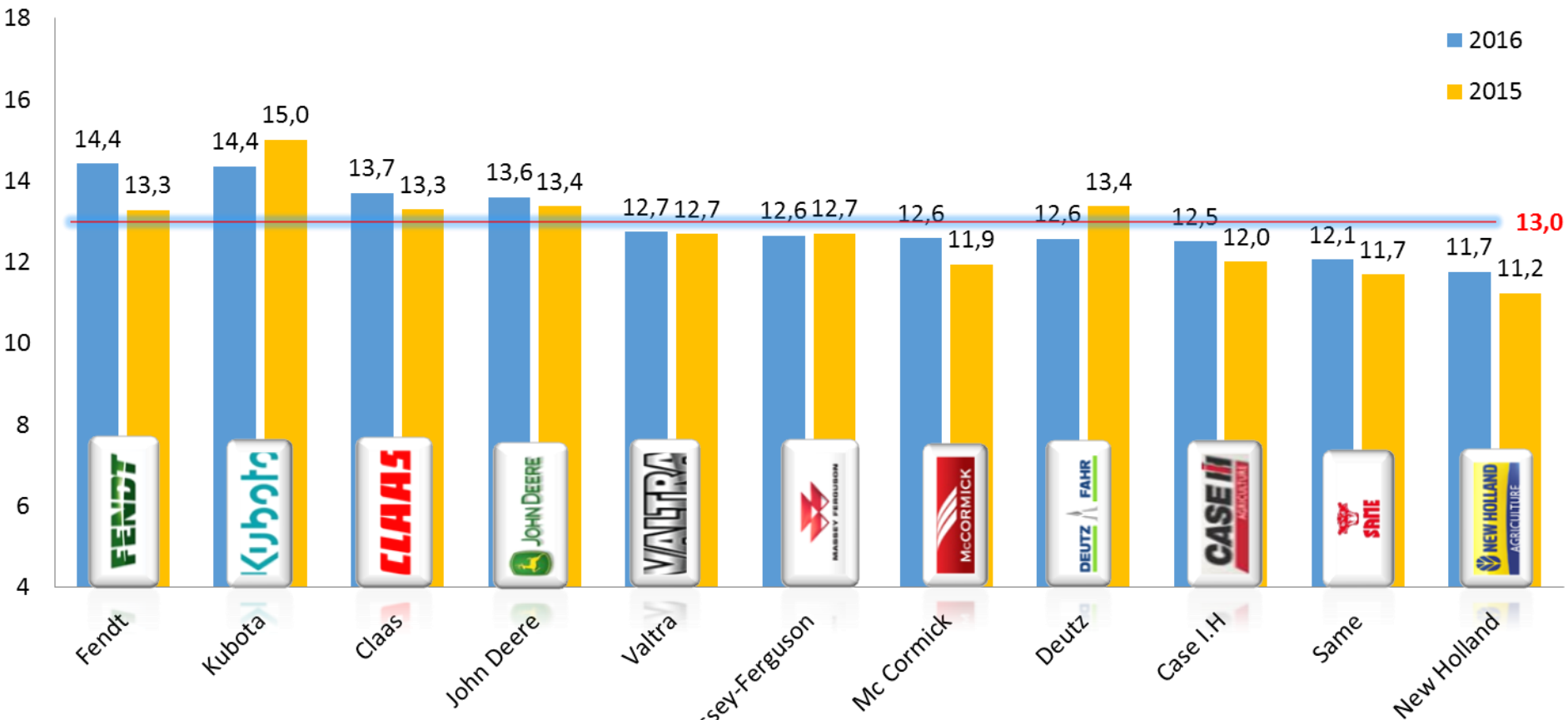


6 c. Your manufacturer's level of participation
in your advertising costs - **Result 2016/2015**

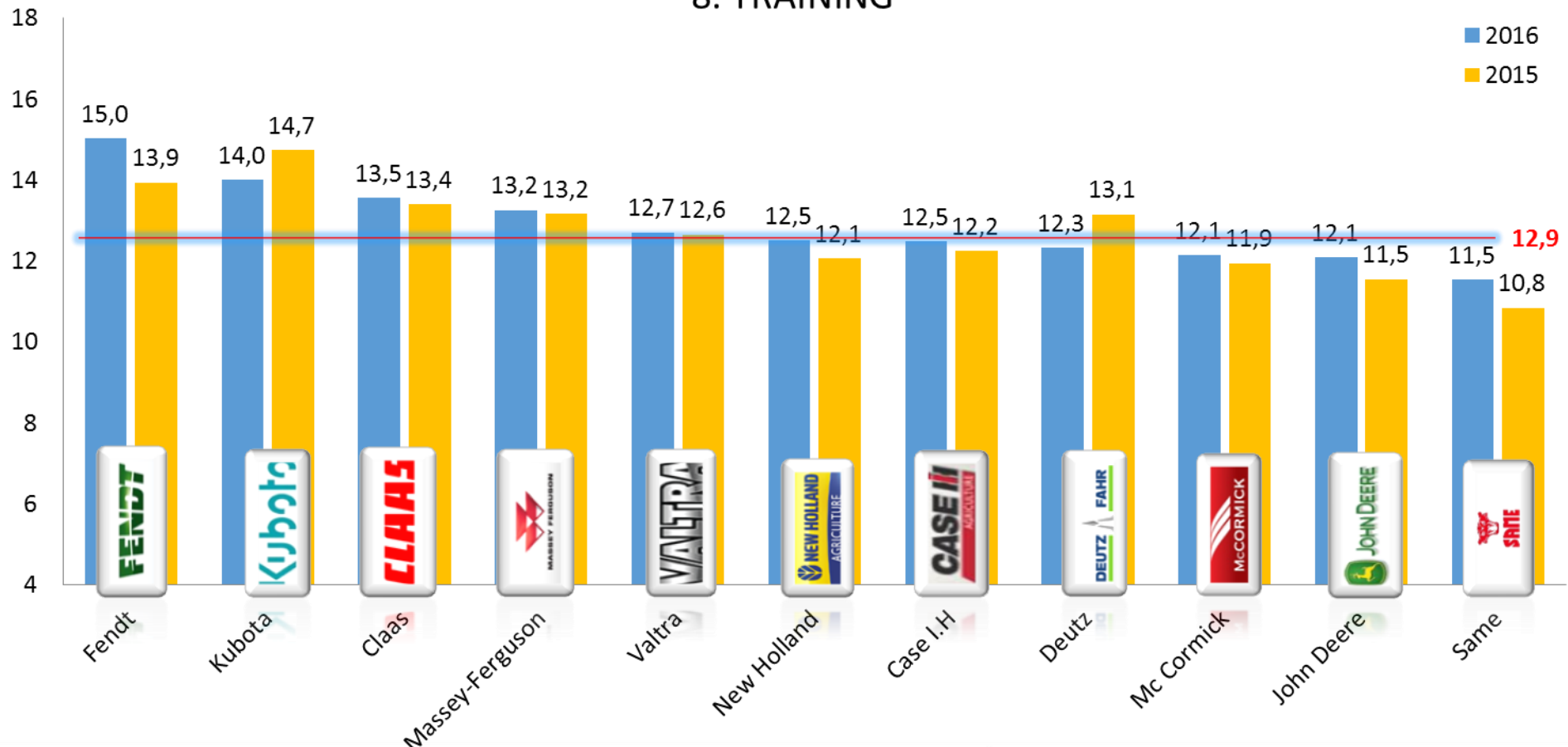
■ 2016
■ 2015



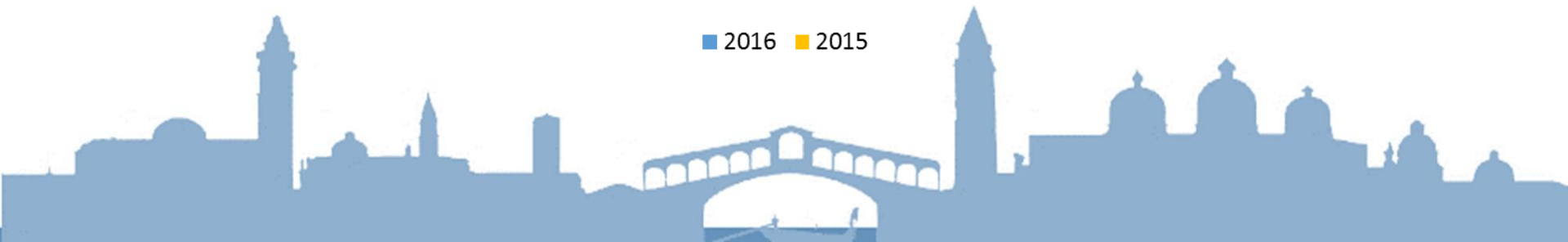
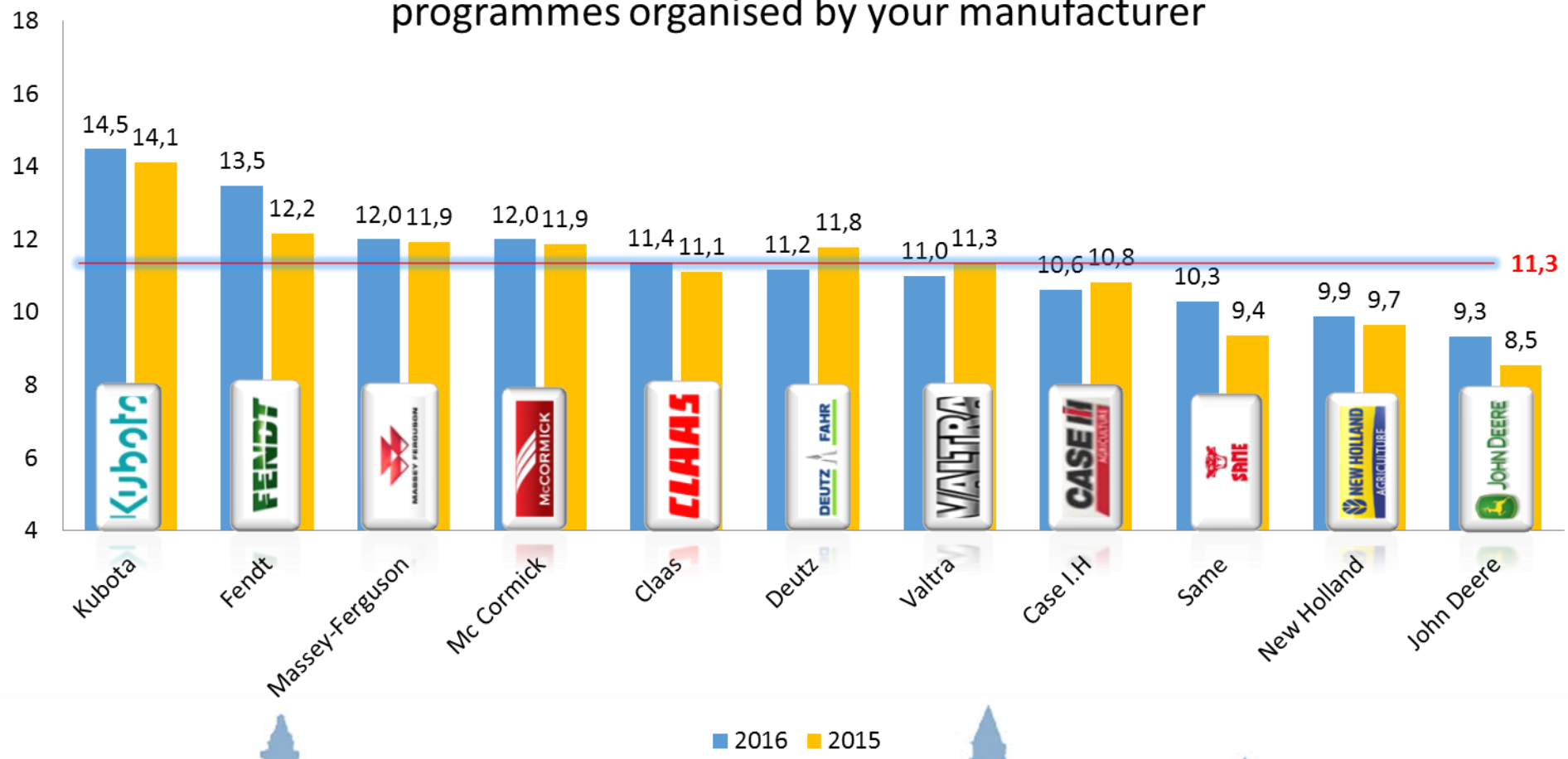
7. ADMINISTRATION AND TERMS OF PAYMENT



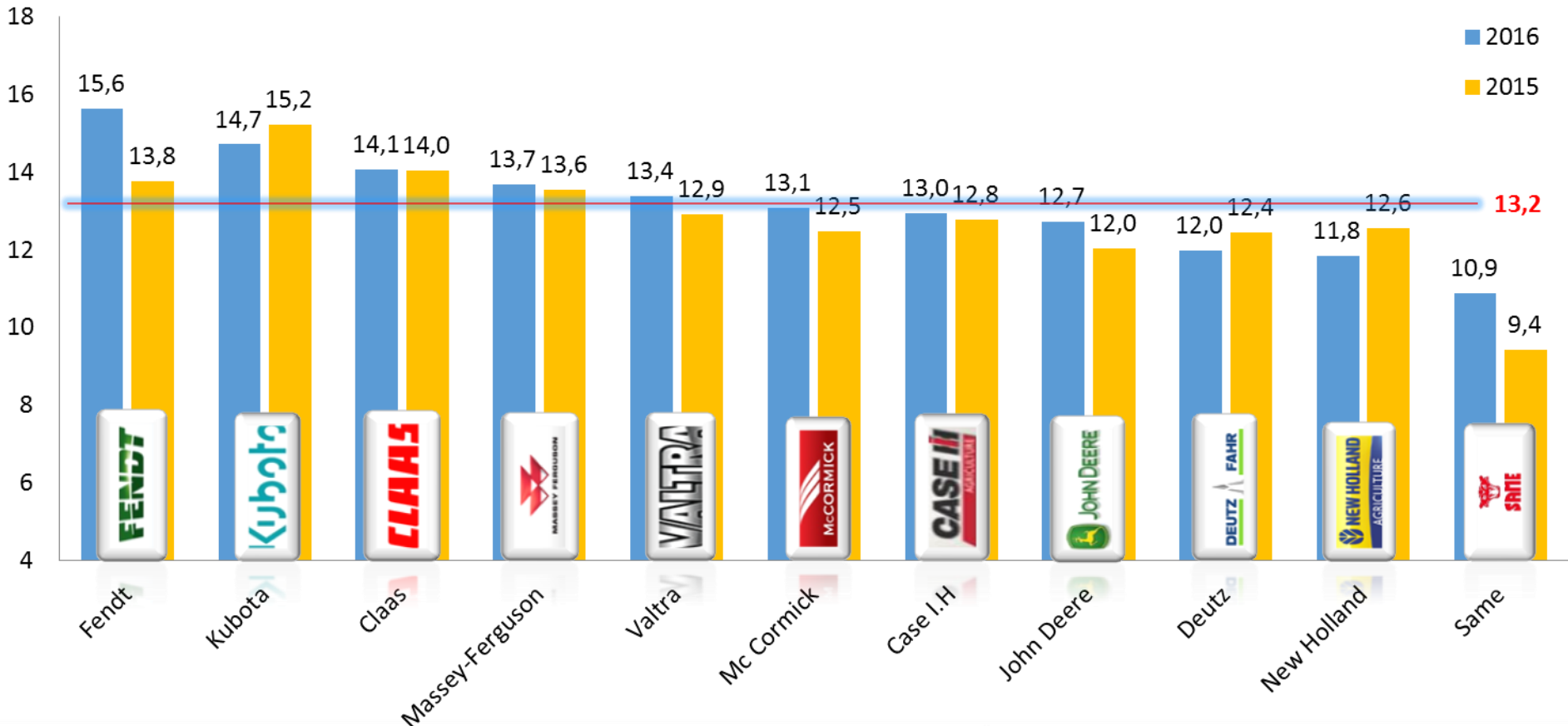
8. TRAINING



**8 e. Quality/price ratio of training
programmes organised by your manufacturer**

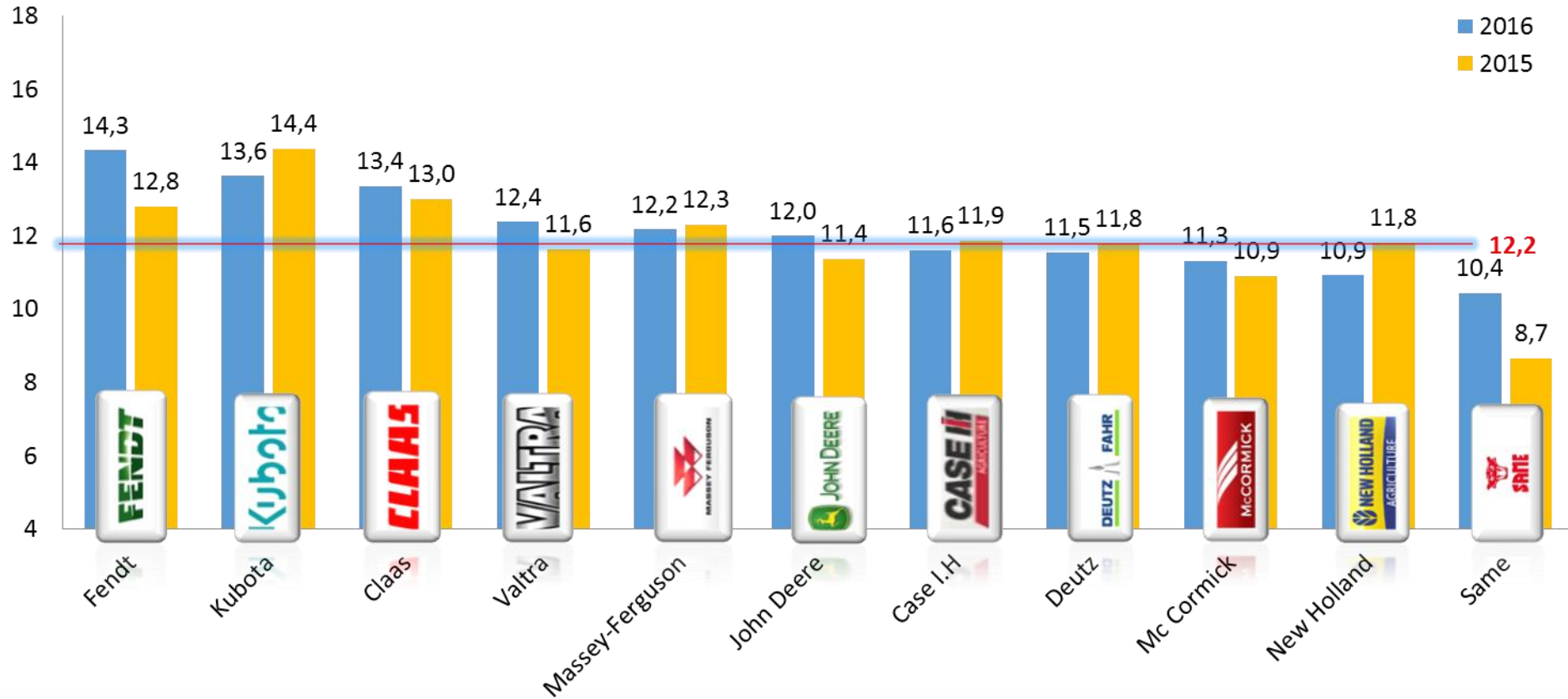


9. THE MANAGEMENT

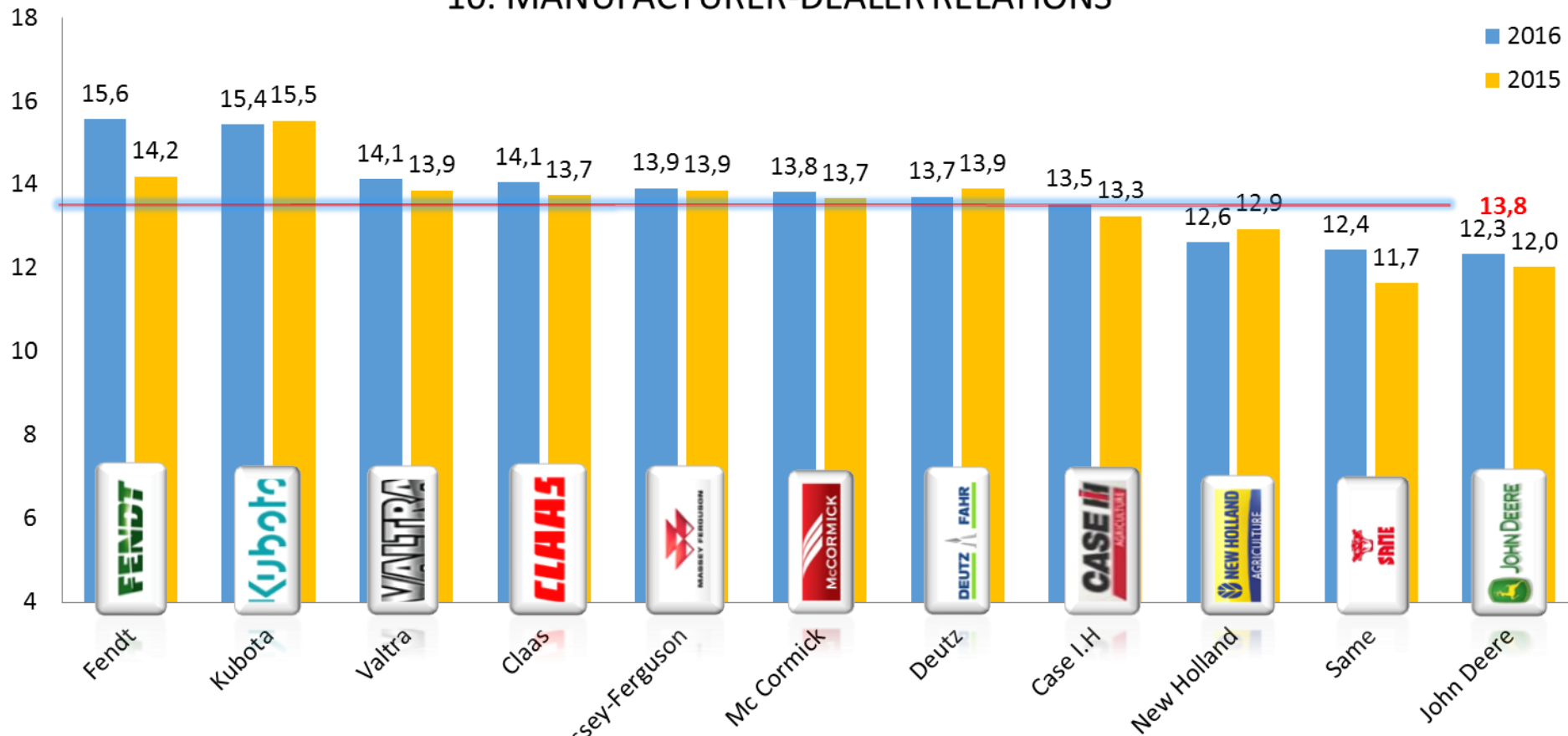




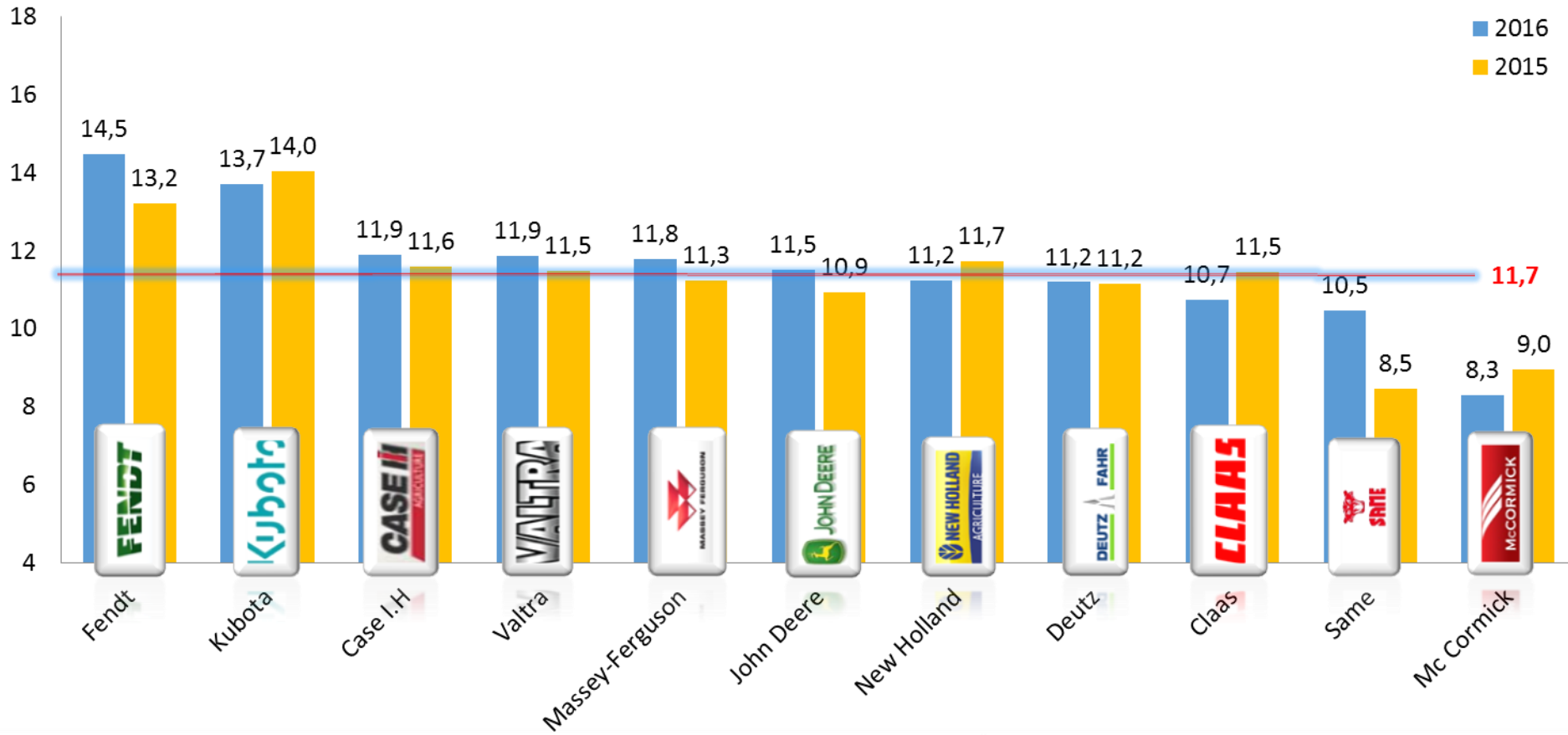
9 e. Communication and realism of manufacturer's strategy



10. MANUFACTURER-DEALER RELATIONS

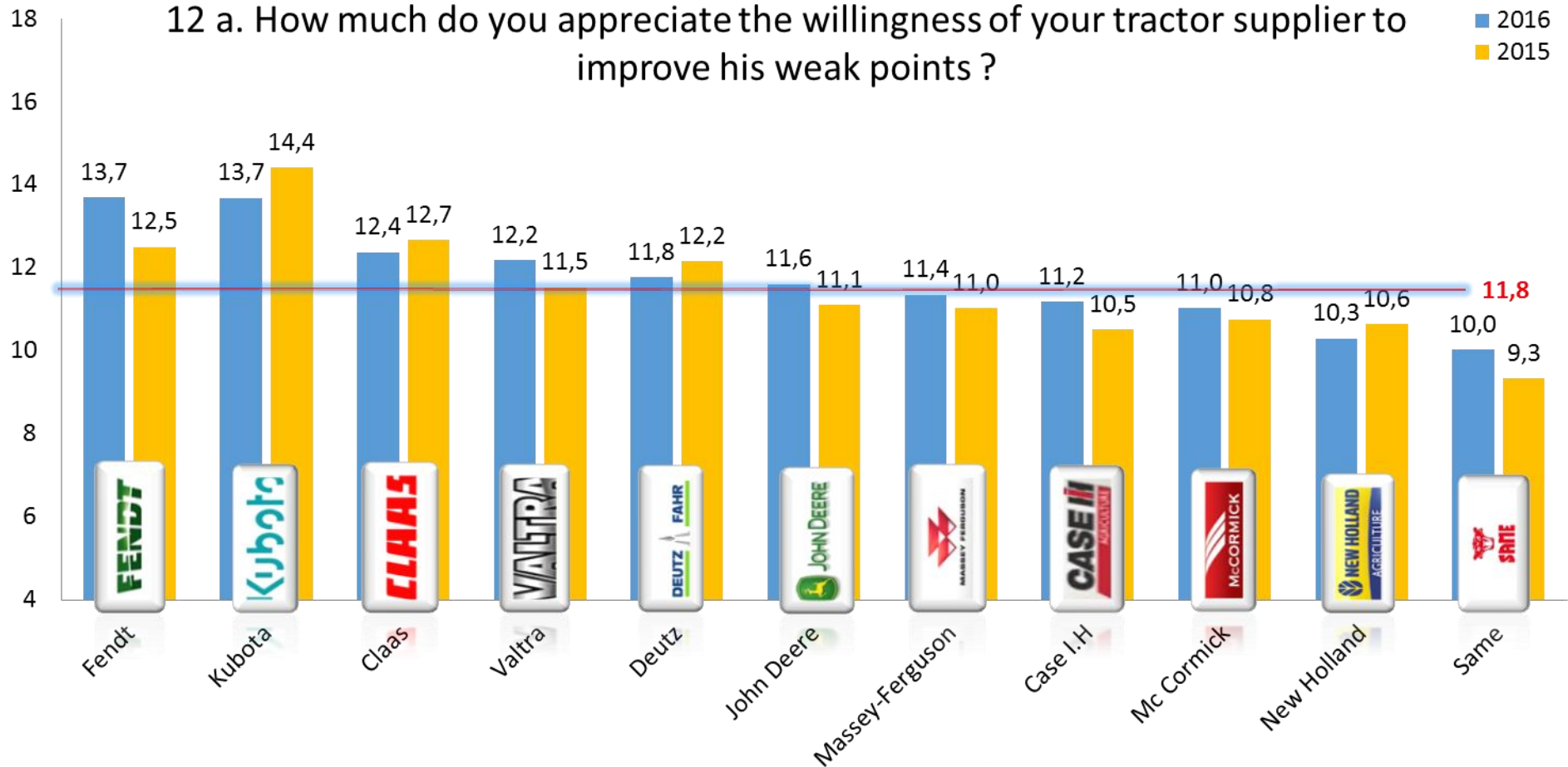


11. PROFITABILITY CONTRIBUTION

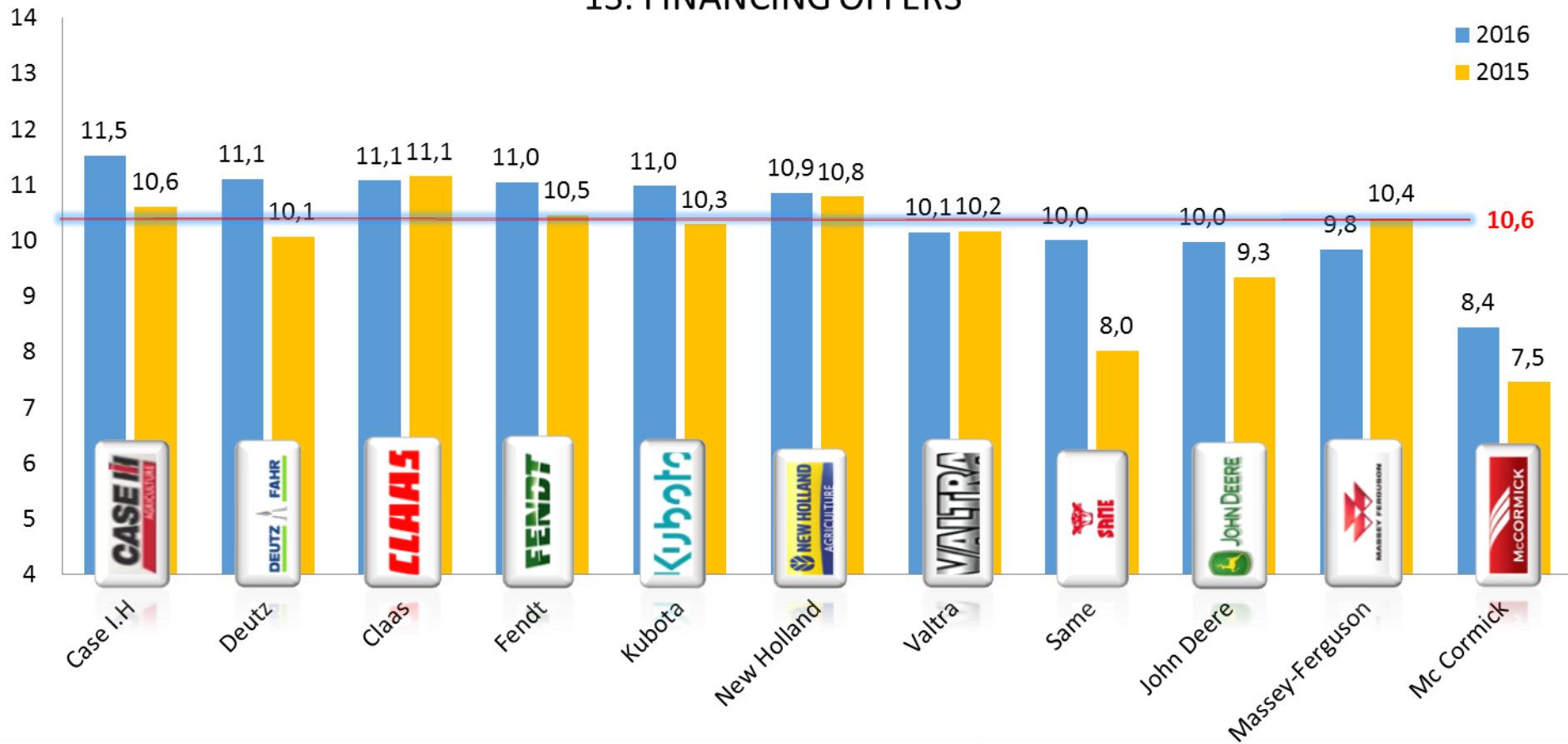


12 a. How much do you appreciate the willingness of your tractor supplier to improve his weak points?

■ 2016
■ 2015



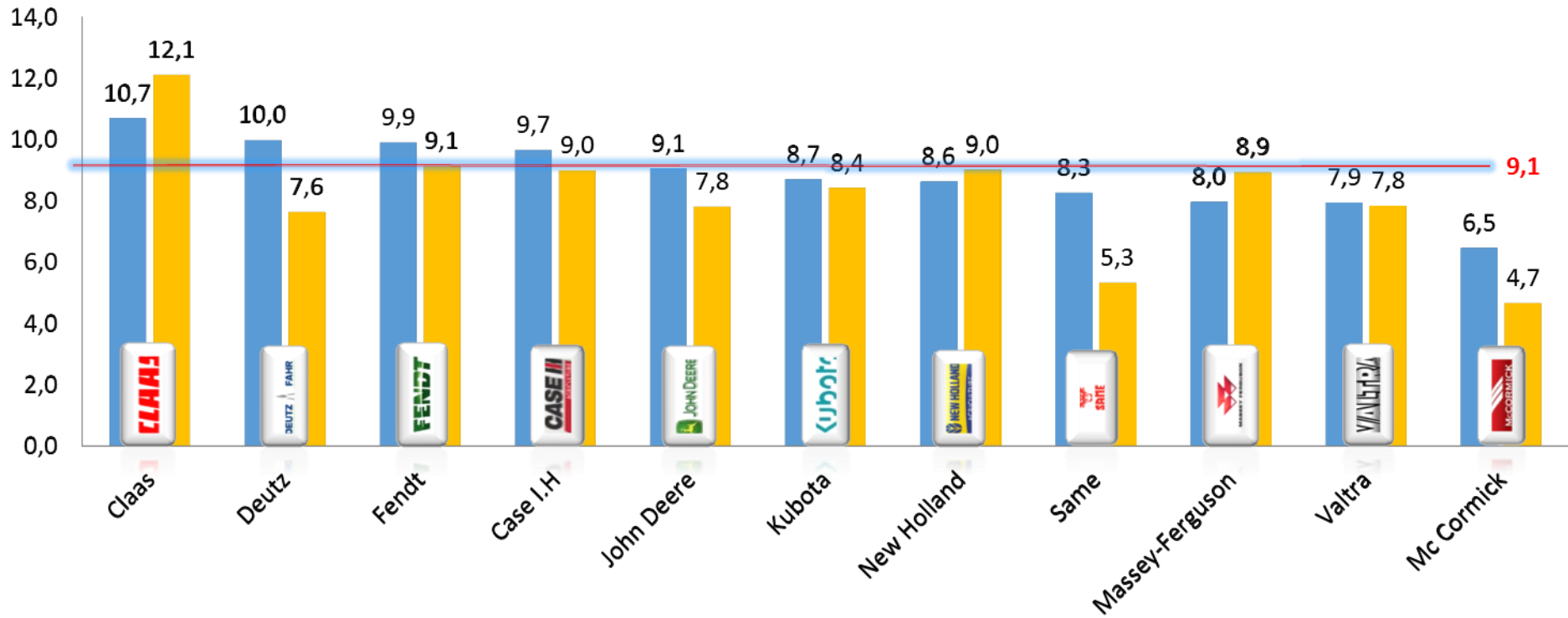
13. FINANCING OFFERS



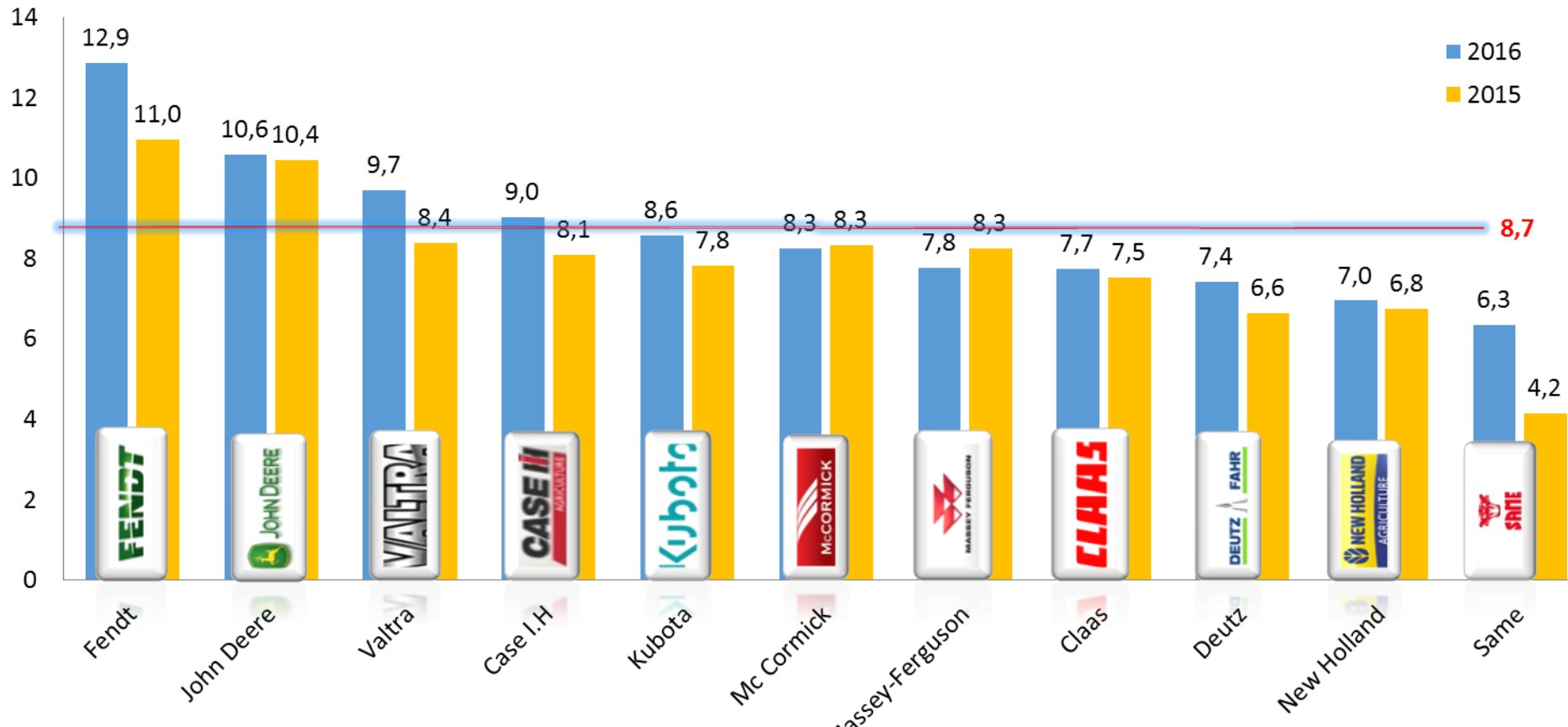


13.f. The help provided for renting equipment - Result 2016/2015

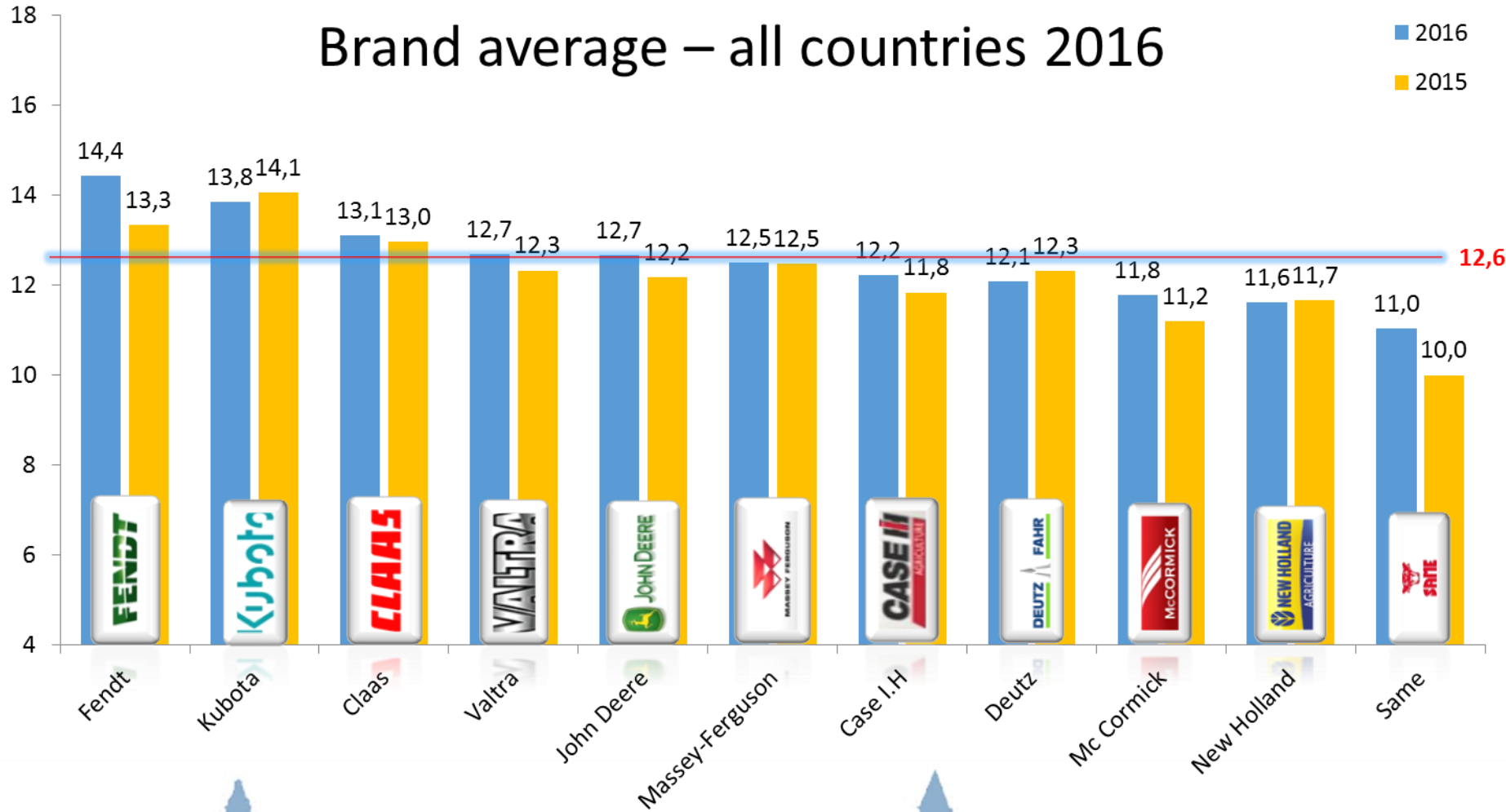
■ 2016 ■ 2015



14. THEFT PROTECTION



Brand average – all countries 2016



Evolution of the general average 2016/2011

