



European Dealer Satisfaction Index 2017





Participation

Countries	2016	2017	diff/2016	%
Belgium	63	58	-5	-8%
Denmark	93	81	-12	-13%
France	280	307	27	10%
Germany	285	274	-11	-4%
Italy	143	181	38	27%
Poland	42	32	-10	-24%
The Netherlands	149	146	-3	-2%
United Kingdom	150	79	-71	-47%
Total	1205	1158	-47	-4%

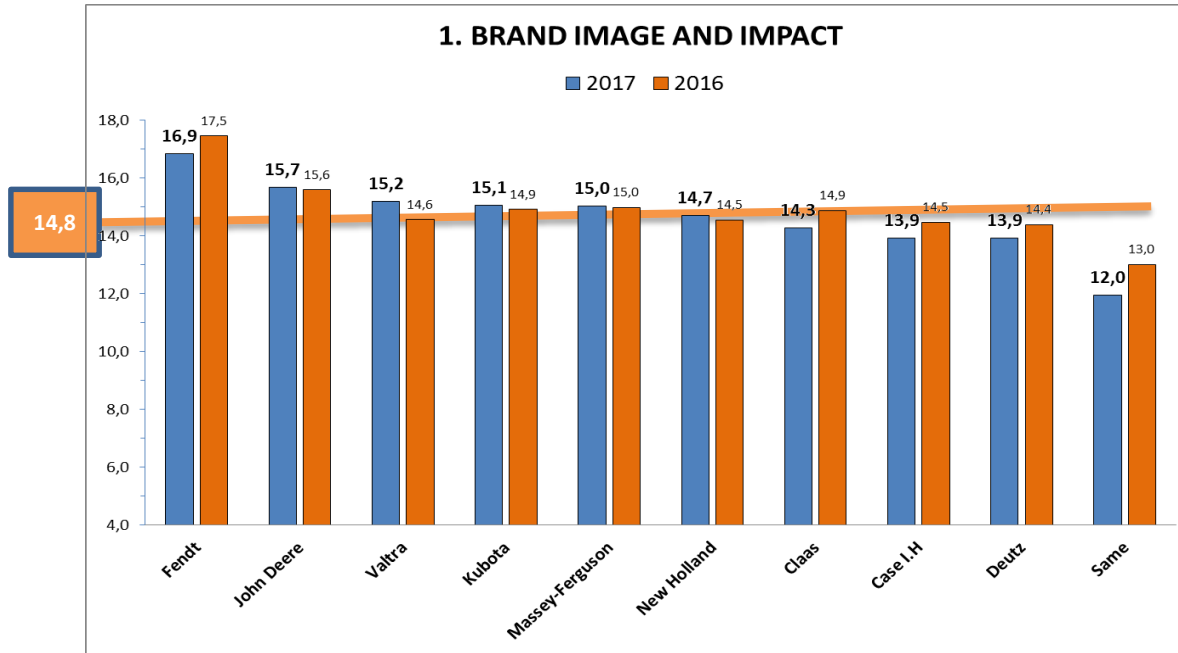


RESULTS BY MAIN CATEGORY AND WITH EVOLUTION 2016 / 2017:

- 1: BRAND IMAGE AND IMPACT
 - 2: MARKETING OF TRACTORS
 - 3: MARKETING 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
- BRAND AVERAGE – ALL COUNTRIES 2016



1. BRAND IMAGE AND IMPACT

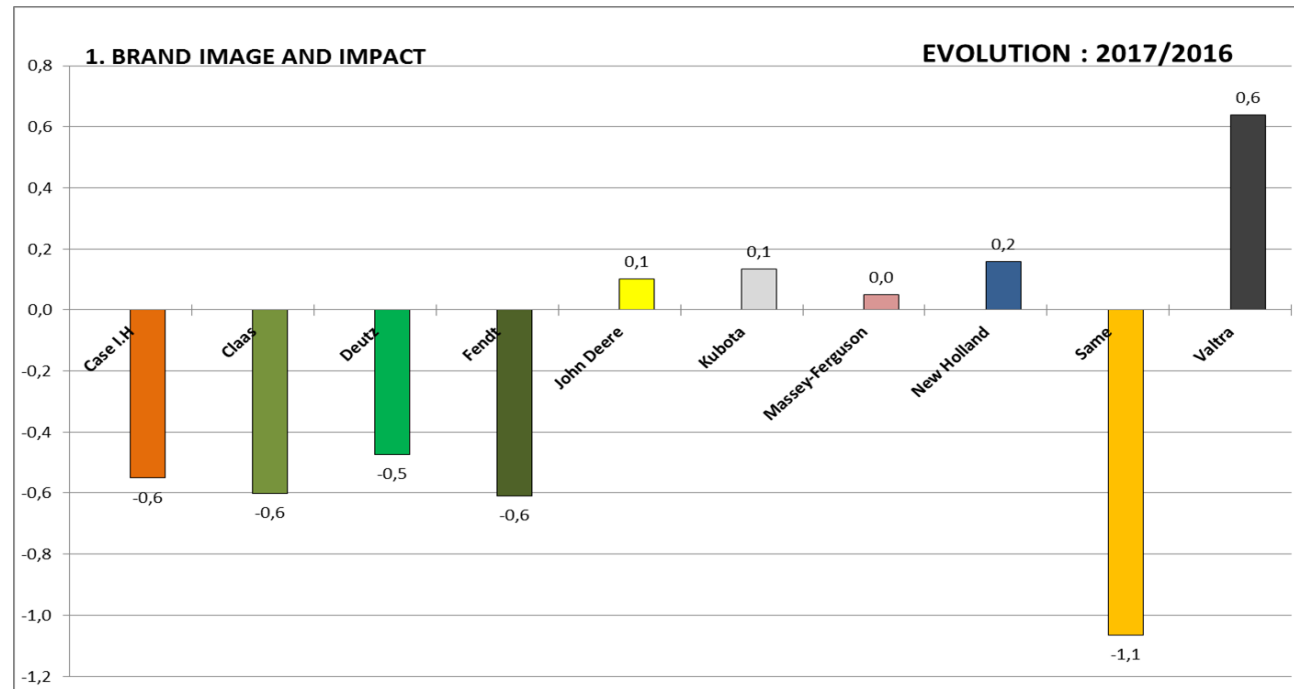


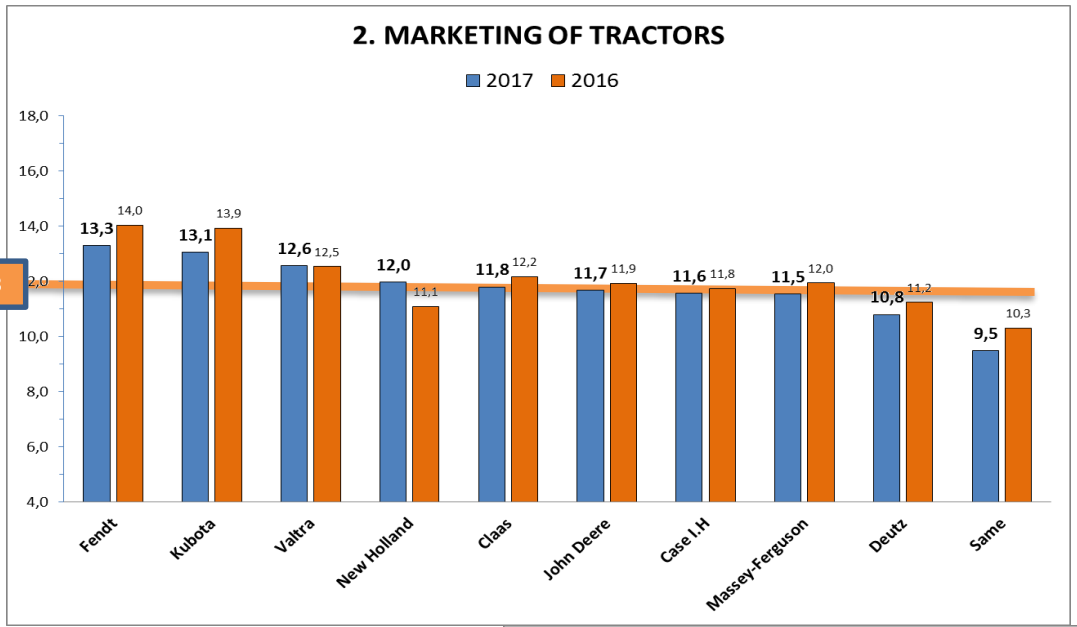
Evolution Average:

2017/2016: 14,8
 2016/2015: 14,9
 Result: -0,1

1. BRAND IMAGE AND IMPACT

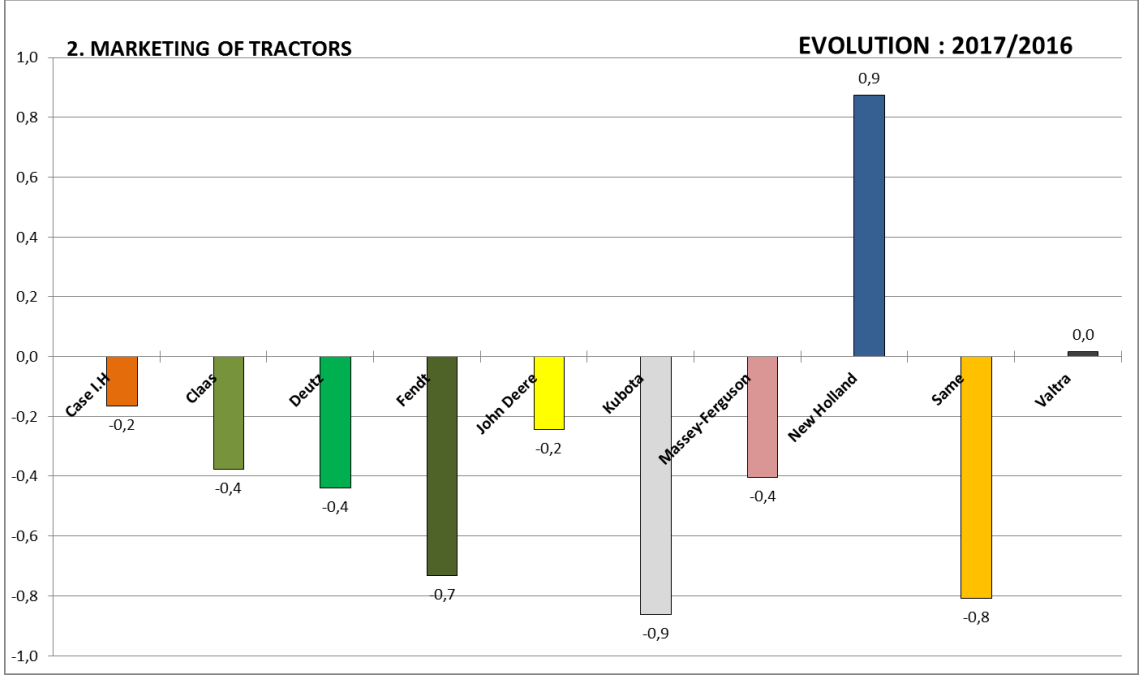
EVOLUTION : 2017/2016





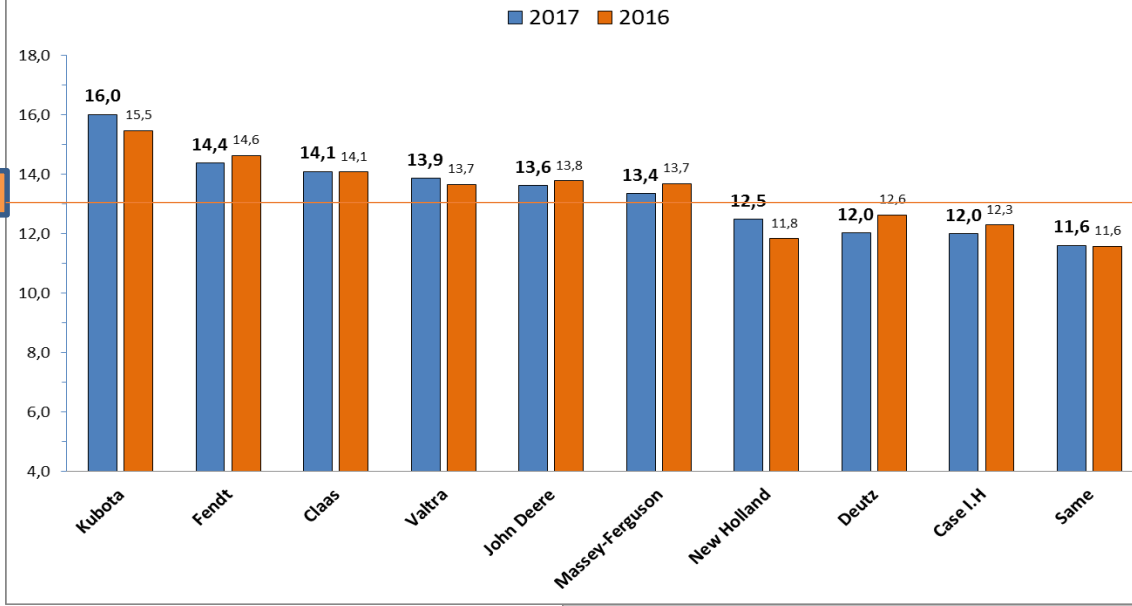
Evolution Average:

2017/2016: 11,8
 2016/2015: 12,0
 Result: -0,2



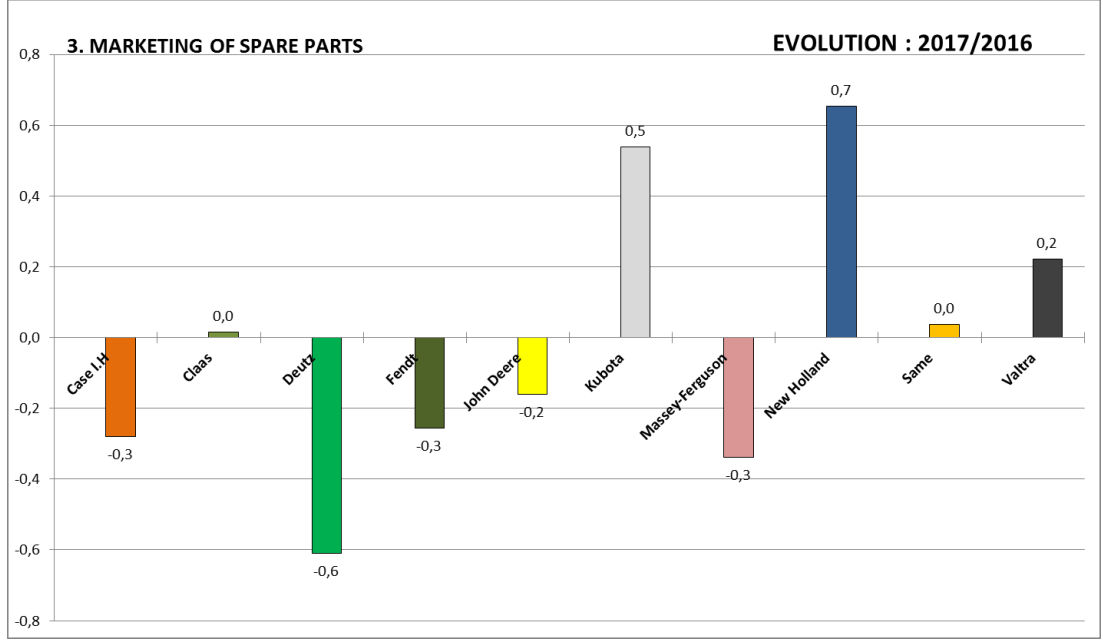


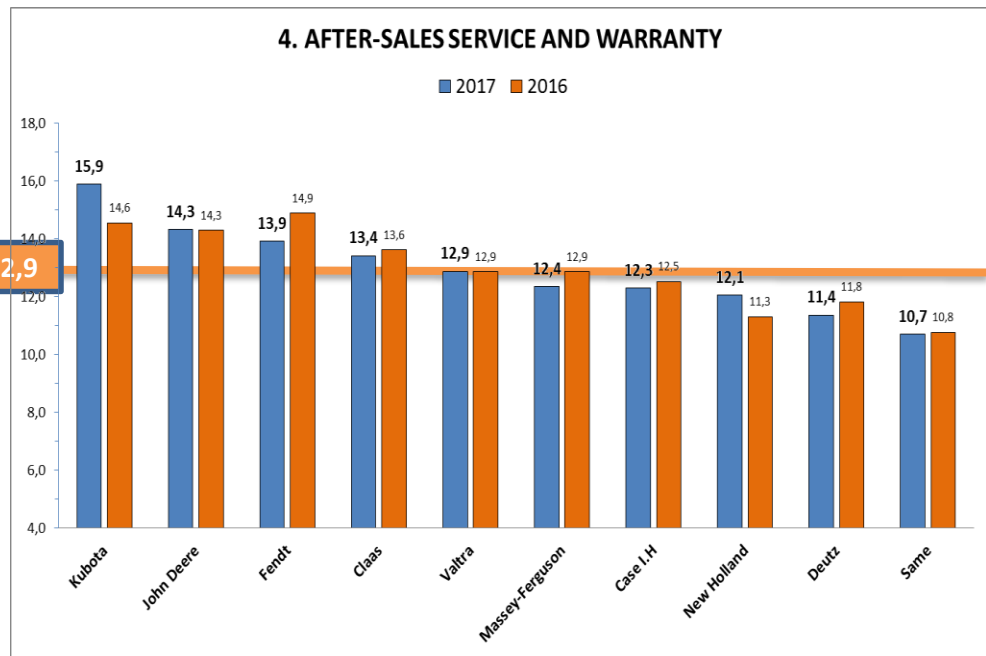
3. MARKETING OF SPARE PARTS



Evolution Average:

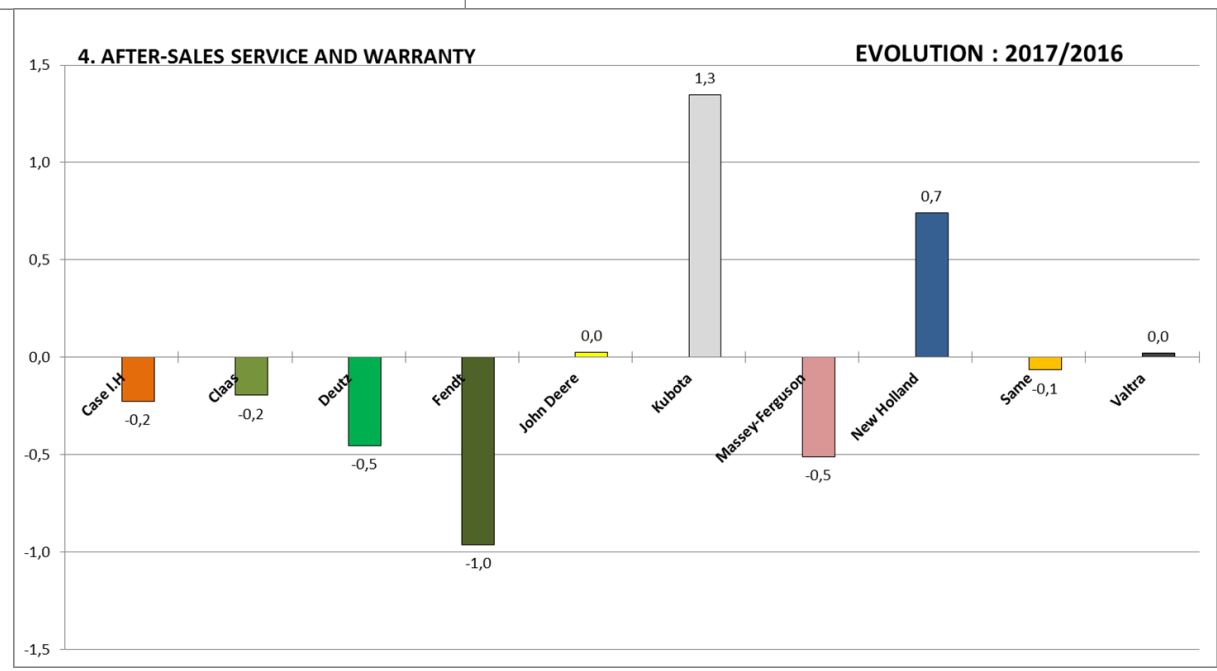
2017/2016: 13,3
2016/2015: 13,3
 Result: 0,0





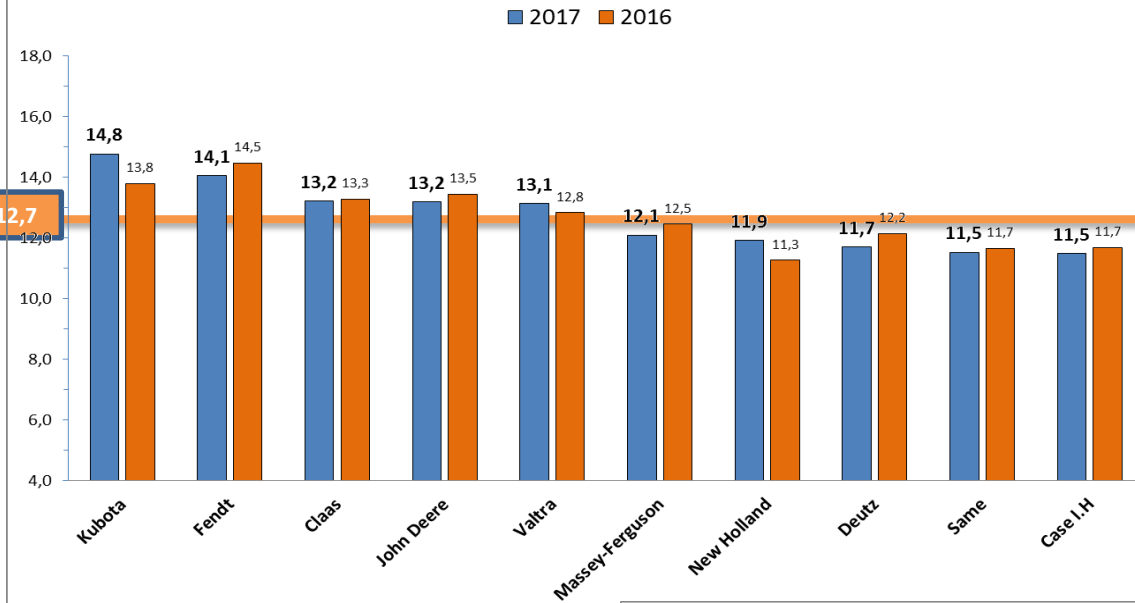
Evolution Average:

2017/2016: 12,9
2016/2015: 12,9
 Result: 0,0





5. COMPUTER SERVICES

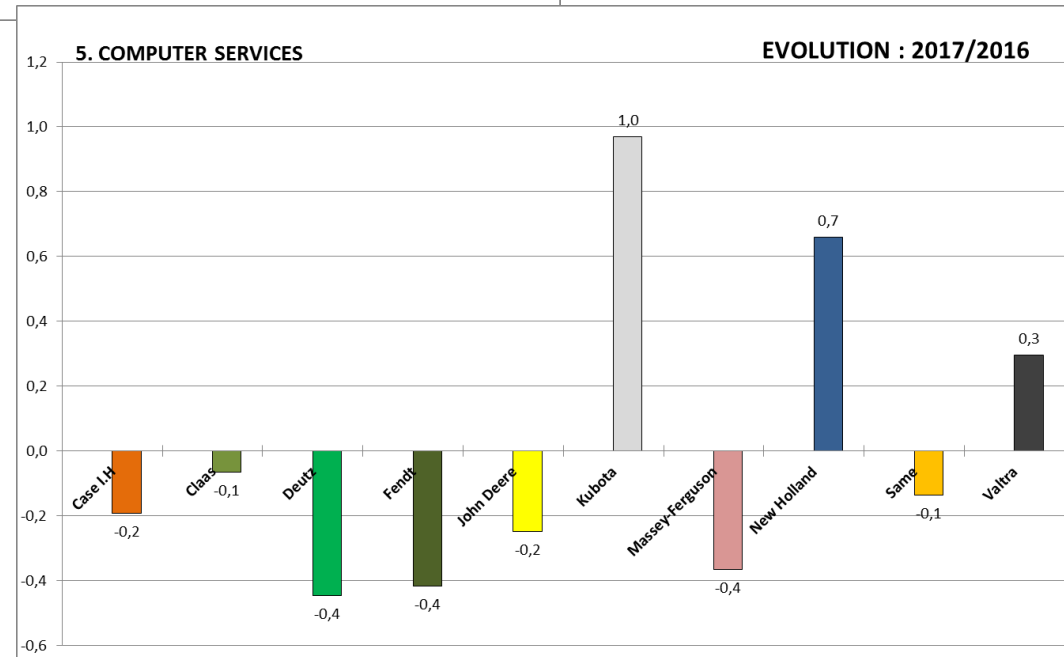


Evolution Average:

2017/2016: 12,7

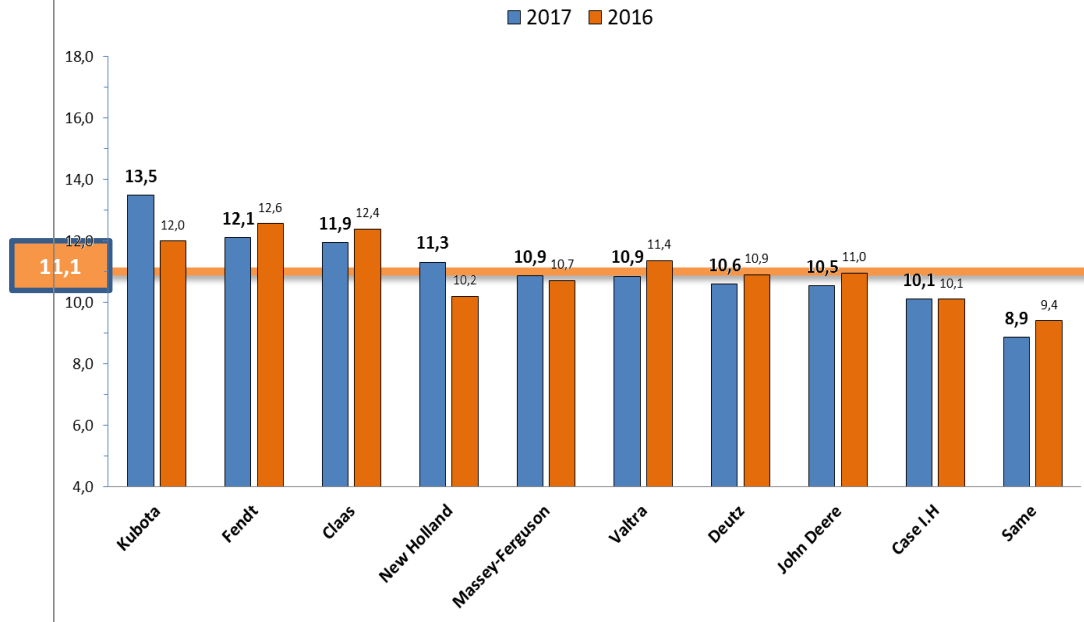
2016/2015: 12,6

Result: +0,1





6. ADVERTISING AND PRODUCT SUPPORT MATERIAL

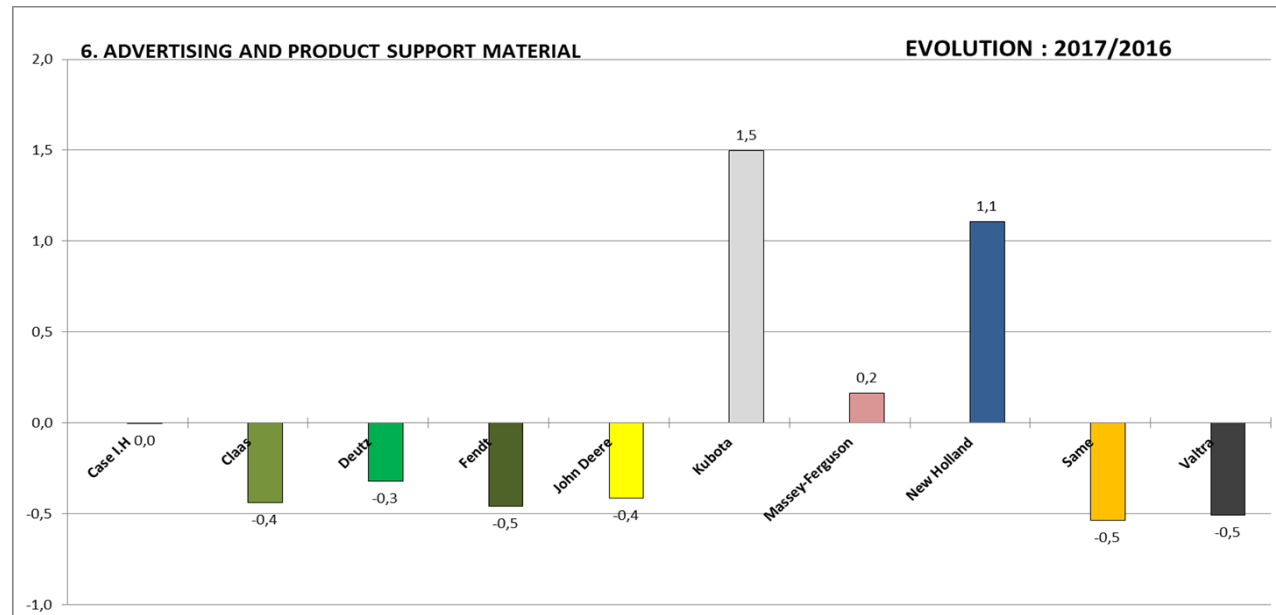


Evolution Average:

2017/2016: 11,1

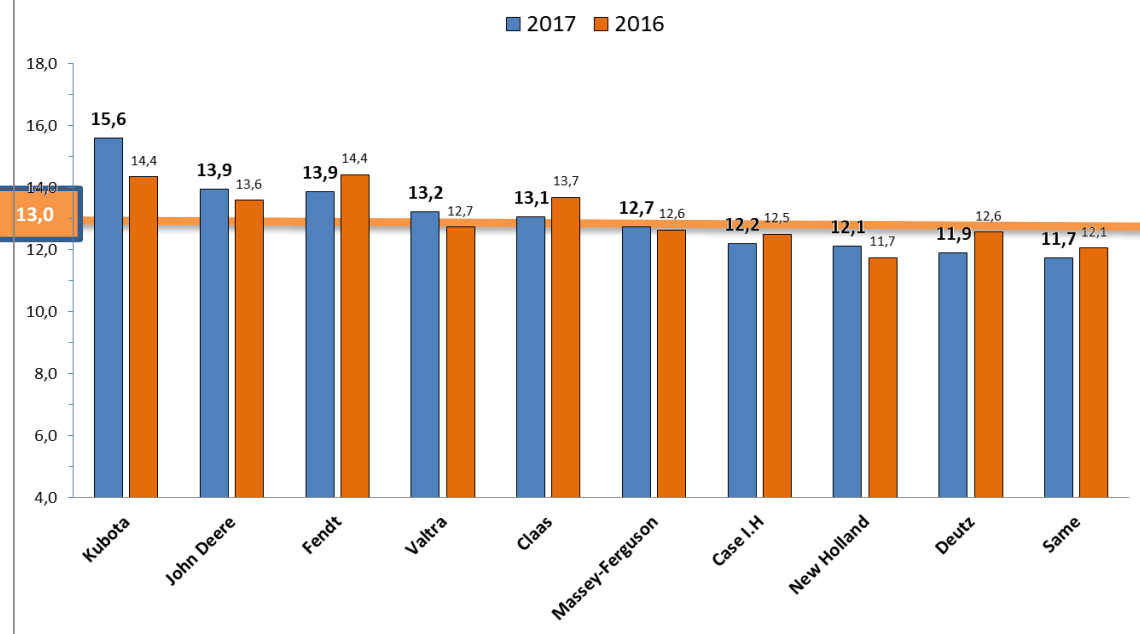
2016/2015: 11,1

Result: 0,0



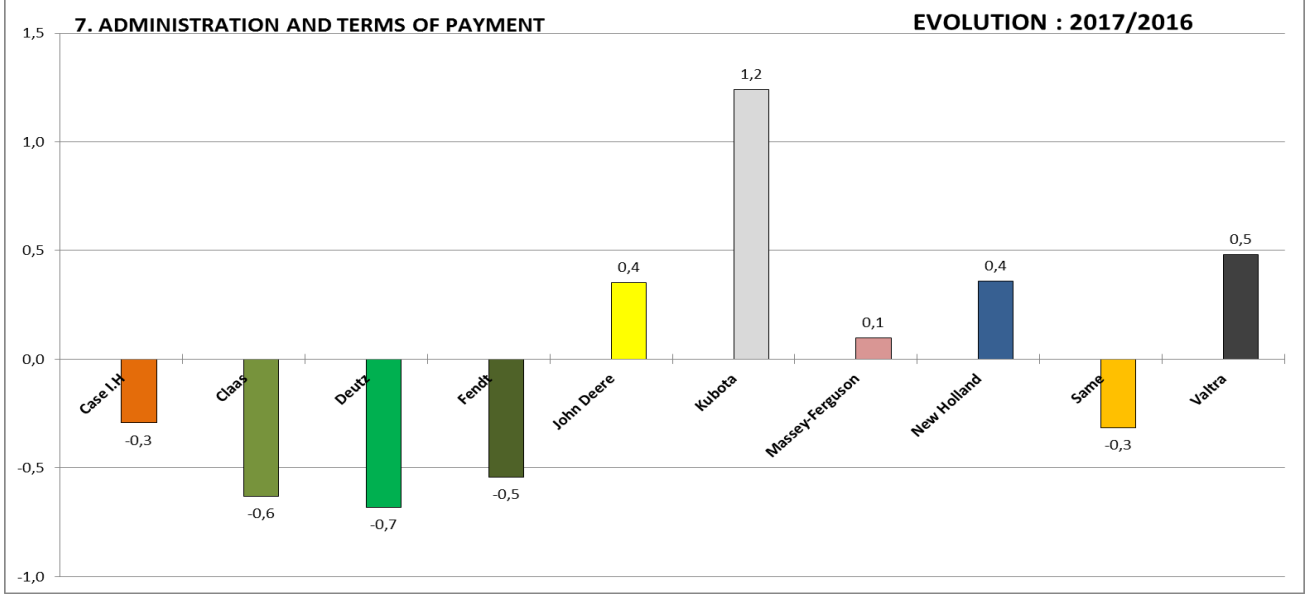


7. ADMINISTRATION AND TERMS OF PAYMENT



Evolution Average:

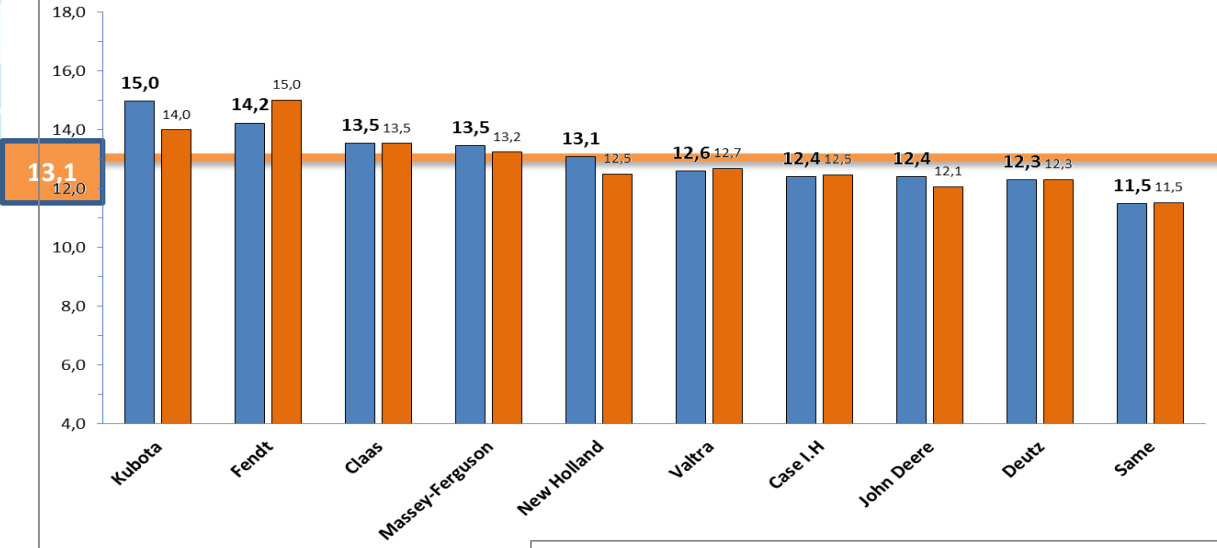
2017/2016: 13,0
2016/2015: 13,0
Result: 0,0





8. TRAINING

■ 2017 ■ 2016

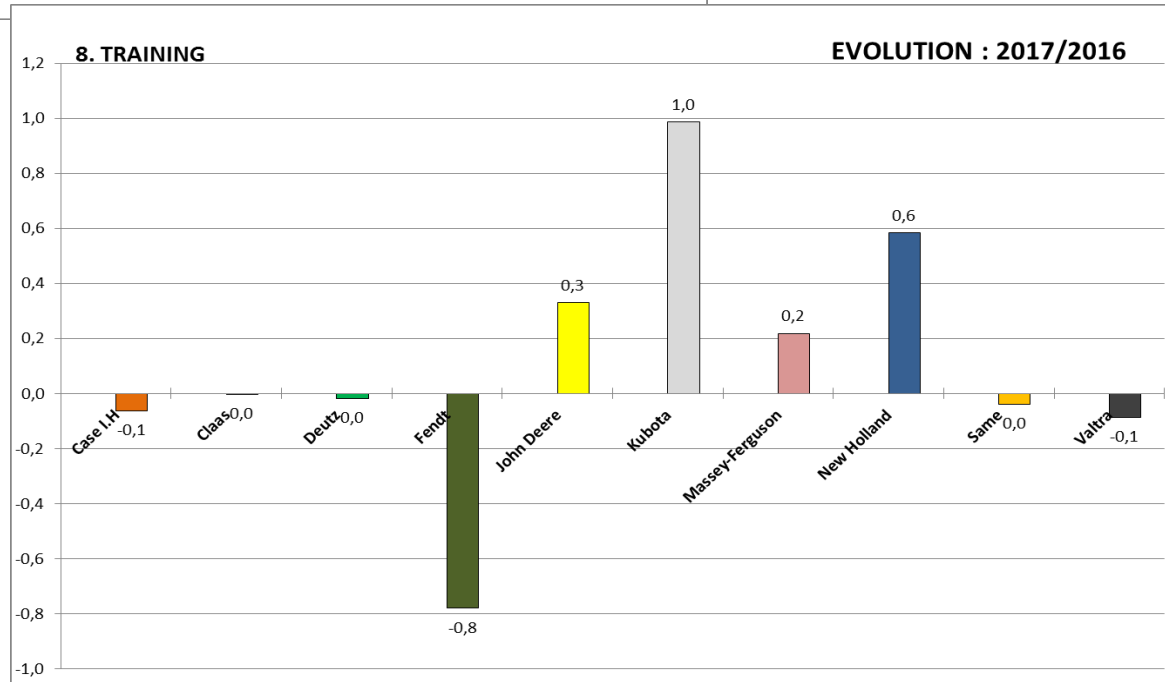


Evolution Average:

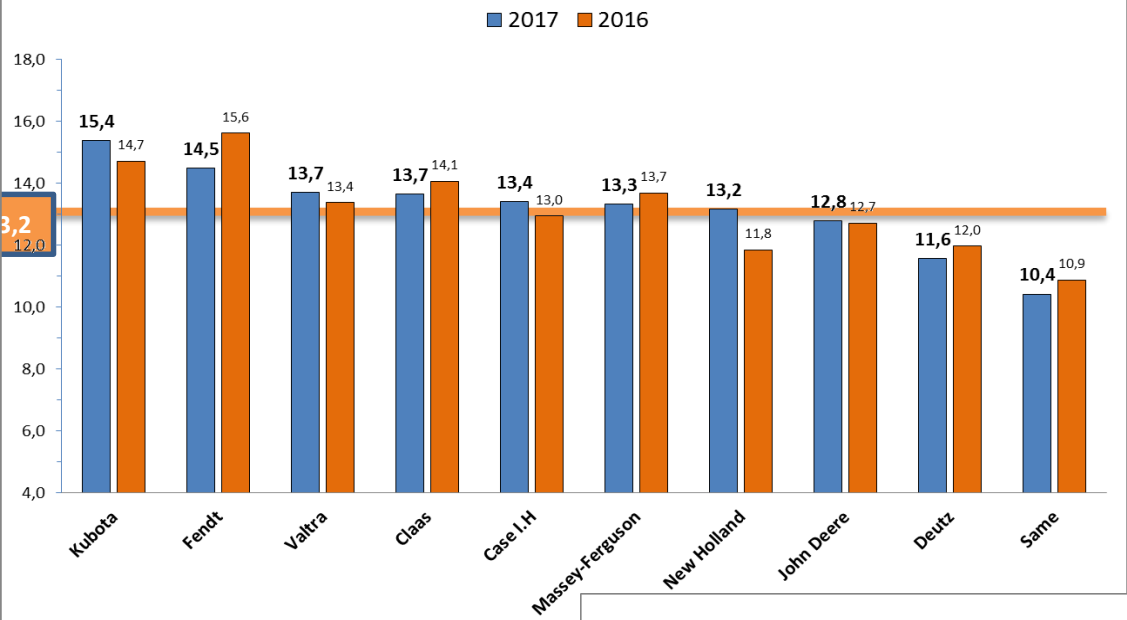
2017/2016: 13,1

2016/2015: 12,9

Result: +0,2

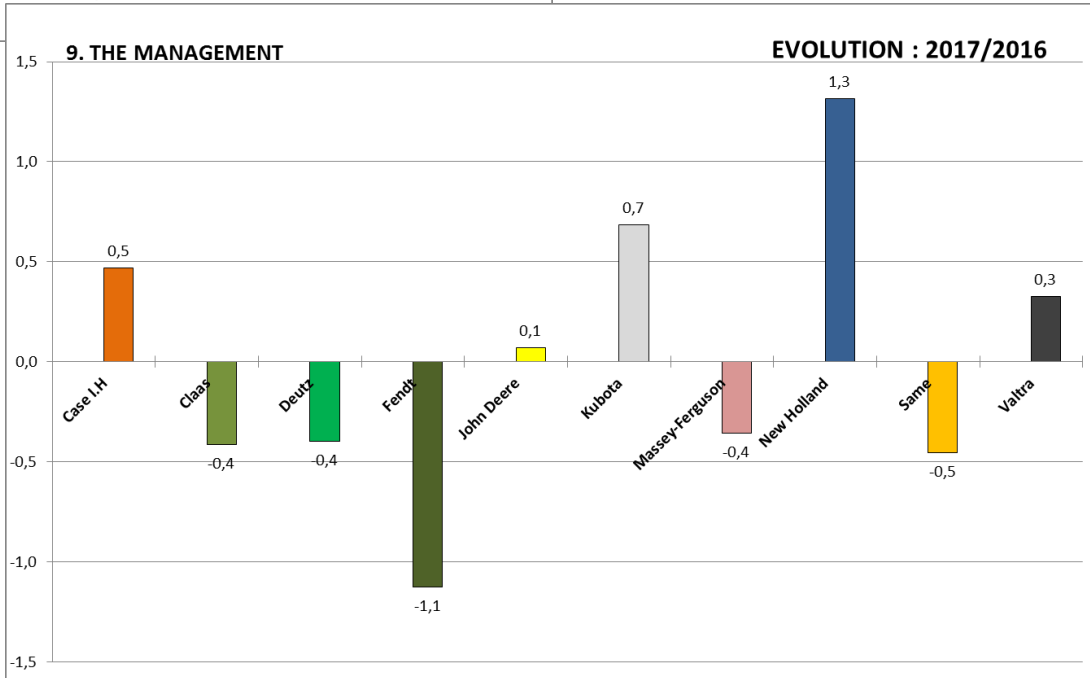


9. THE MANAGEMENT



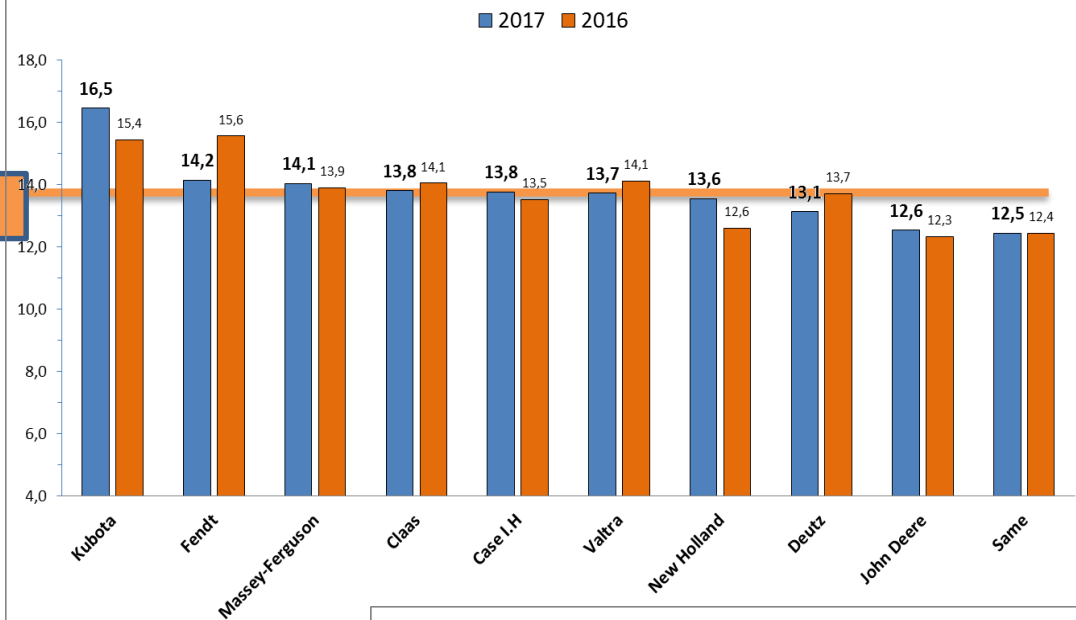
Evolution Average:

2017/2016: 13,2
 2016/2015: 13,2
 Result: 0,0



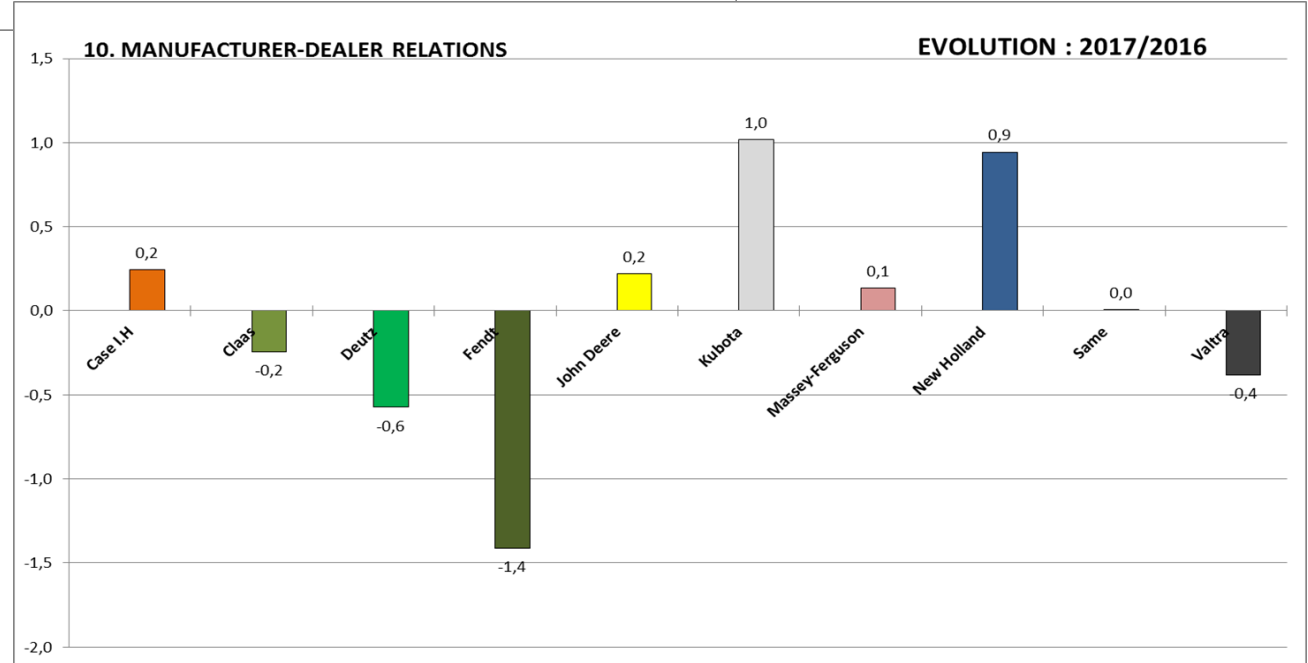


10. MANUFACTURER-DEALER RELATIONS



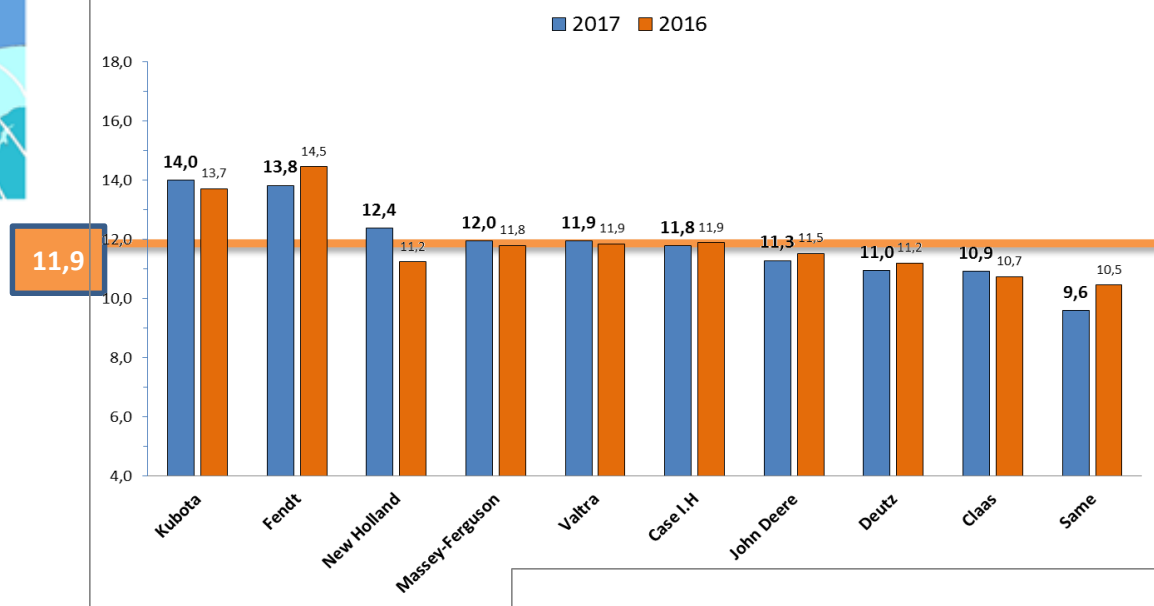
Evolution Average:

2017/2016: 13,8
 2016/2015: 13,8
 Result: 0,0





11. PROFITABILITY CONTRIBUTION

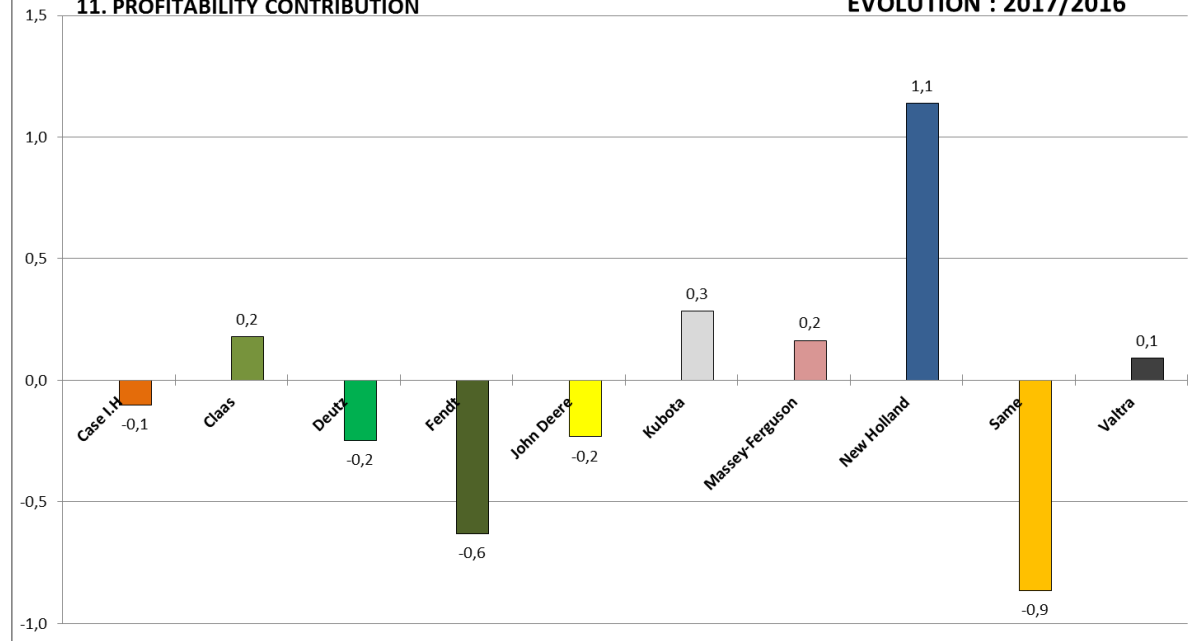


Evolution Average:

2017/2016: 11,9
 2016/2015: 11,7
 Result: +0,2

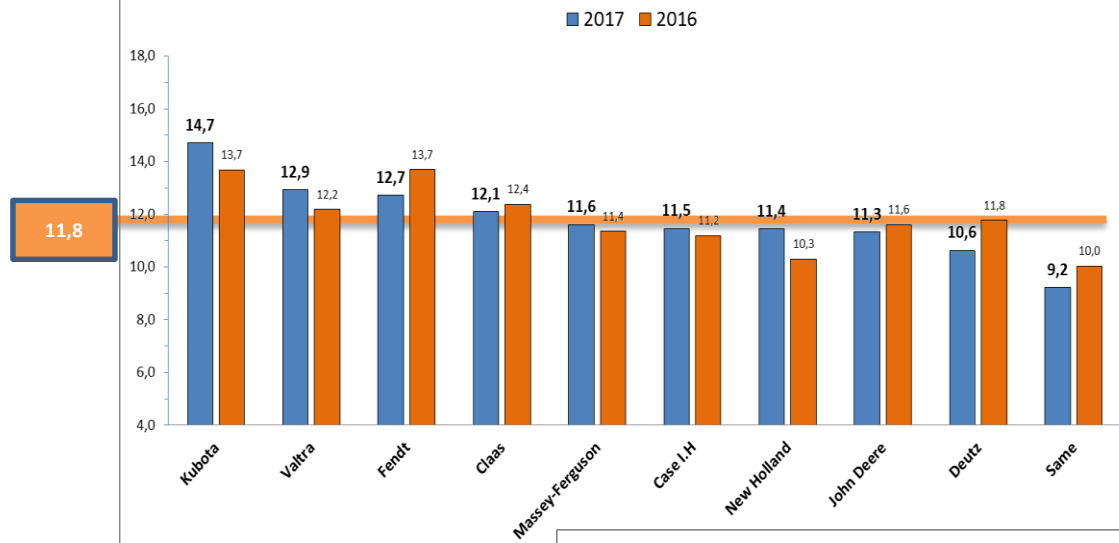
11. PROFITABILITY CONTRIBUTION

EVOLUTION : 2017/2016





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



Evolution Average:

2017/2016: 11,8

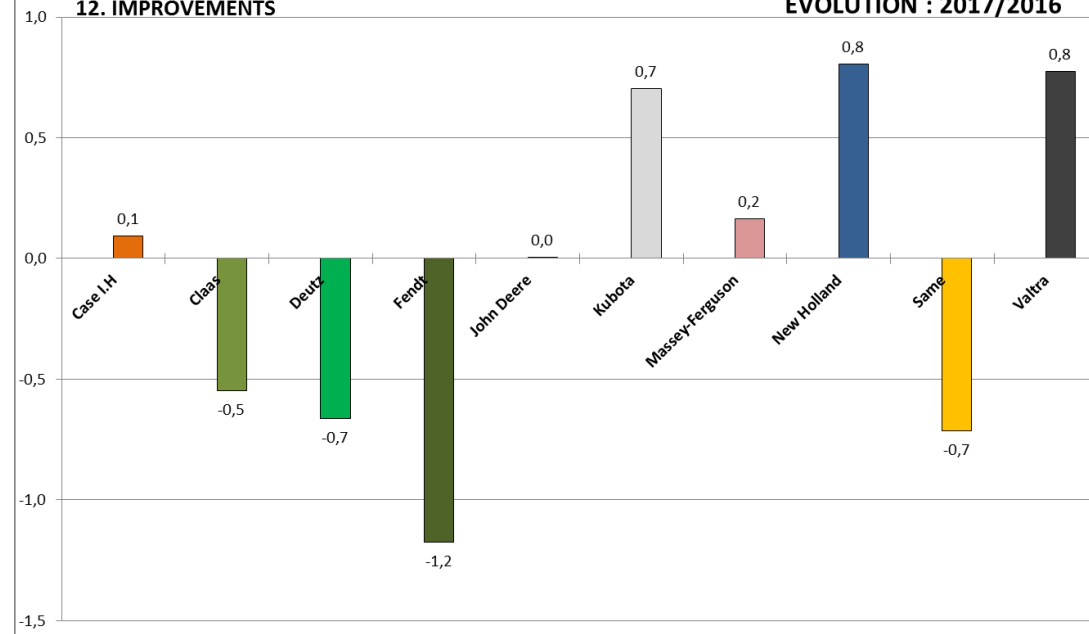
2016/2015: 11,8

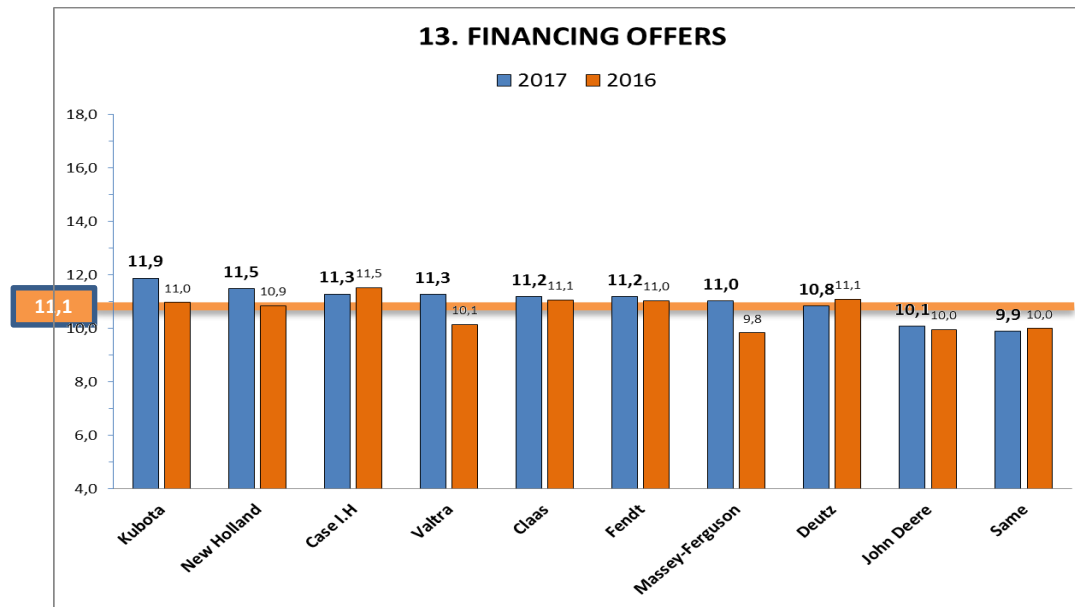
Result: 0,0

11,8

12. IMPROVEMENTS

EVOLUTION : 2017/2016



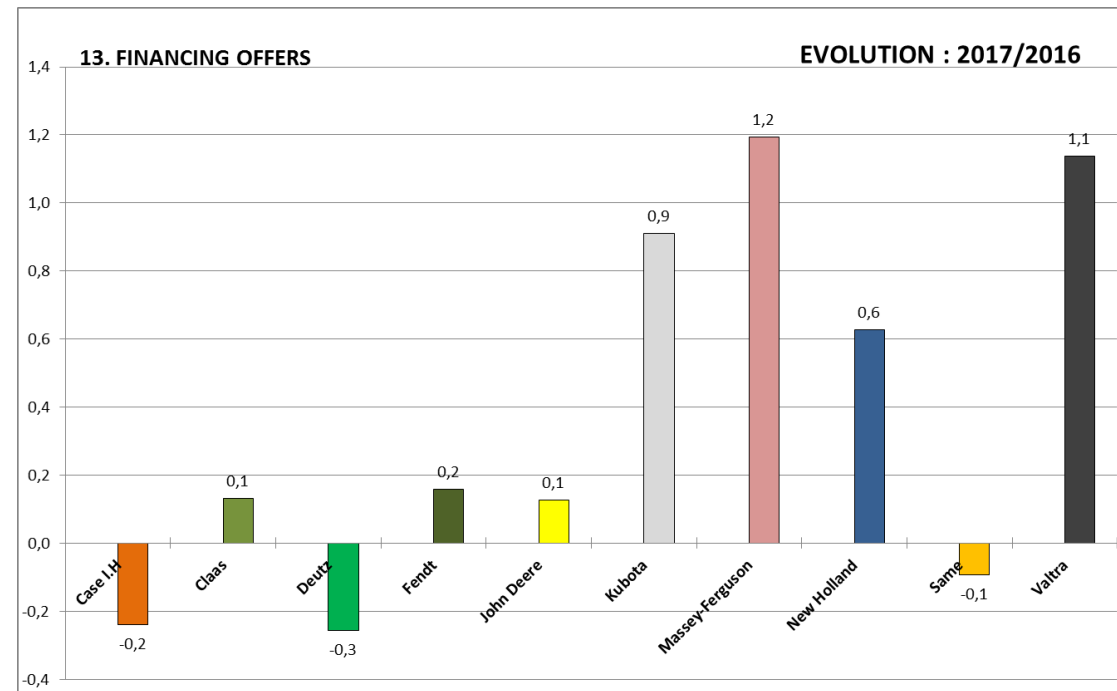


Evolution Average:

2017/2016: 11,1

2016/2015: 10,6

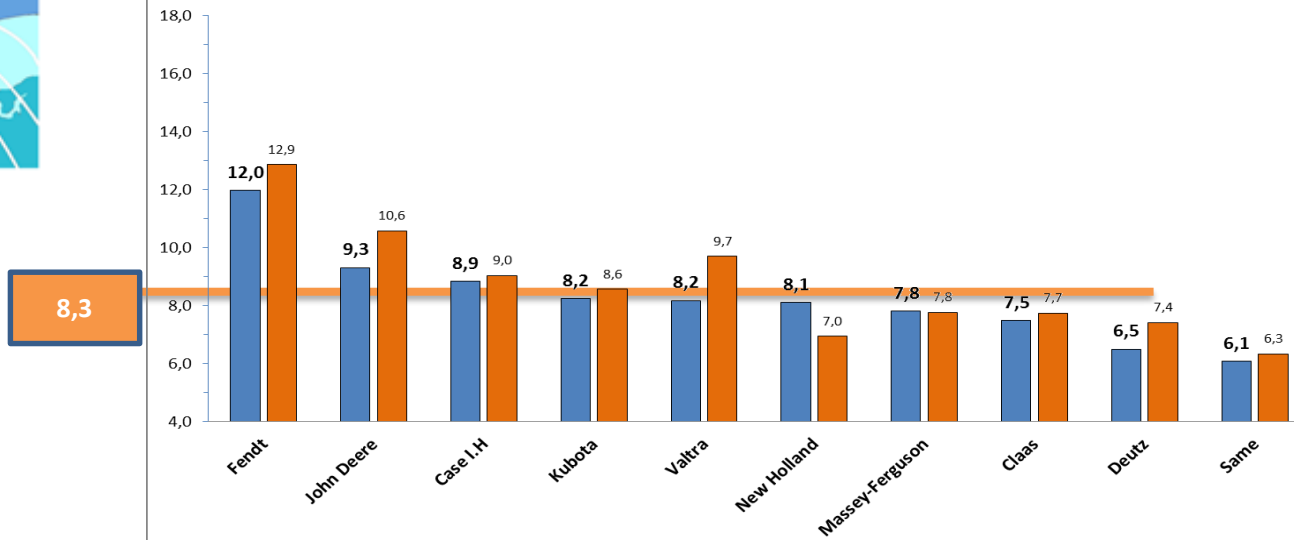
Result: + 0,5





14. THEFT PROTECTION

■ 2017 ■ 2016



Evolution Average:

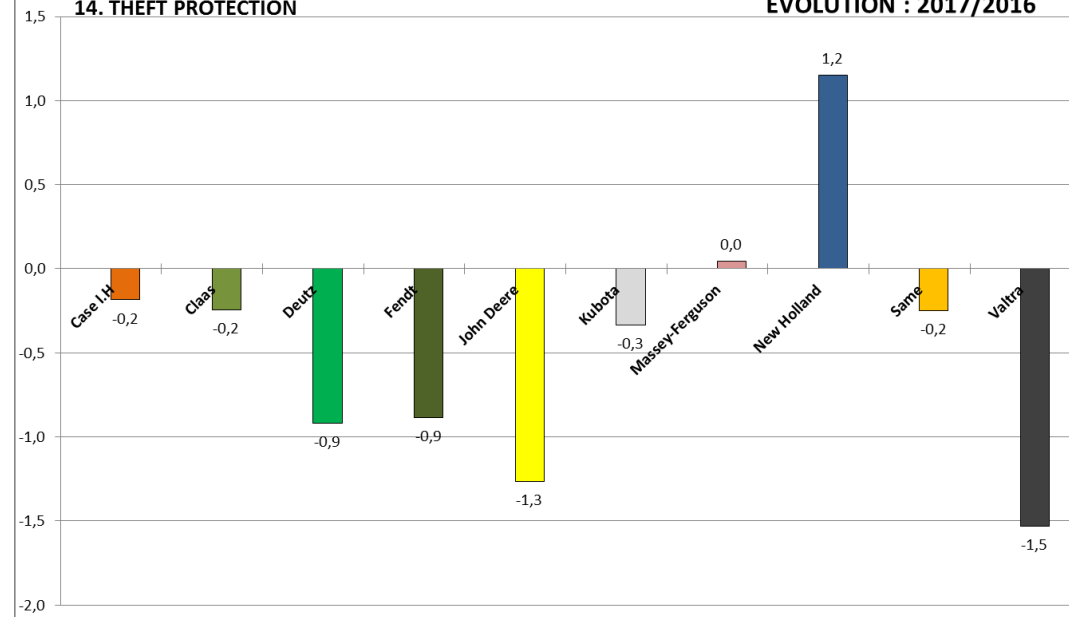
2017/2016: 8,3

2016/2015: 8,7

Result: **-0,4**

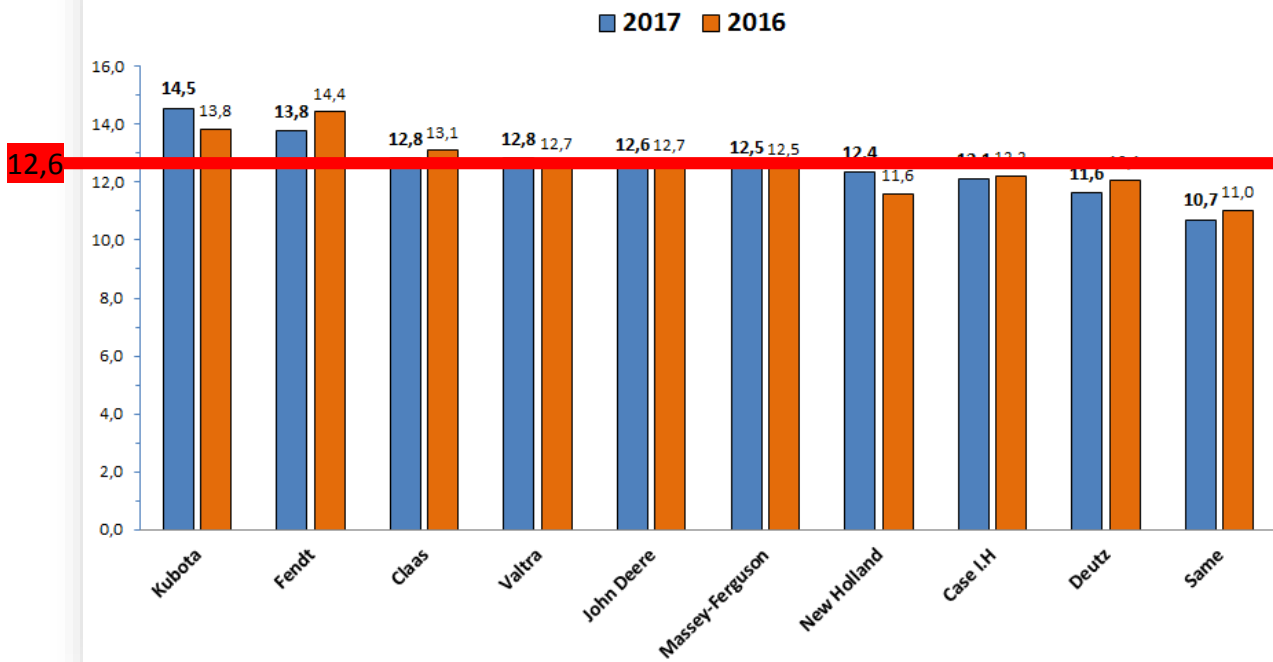
14. THEFT PROTECTION

EVOLUTION : 2017/2016





Brand average - all countries 2017



Evolution Average:

2017/2016:	12,6
2016/2015:	12,6
Result:	0,0

Evolution of the grades - all countries 2017/2016

