



2019 DSI

9th survey



**CLIMMAR
Congress
2019**



**AGROTEC
SUISS**

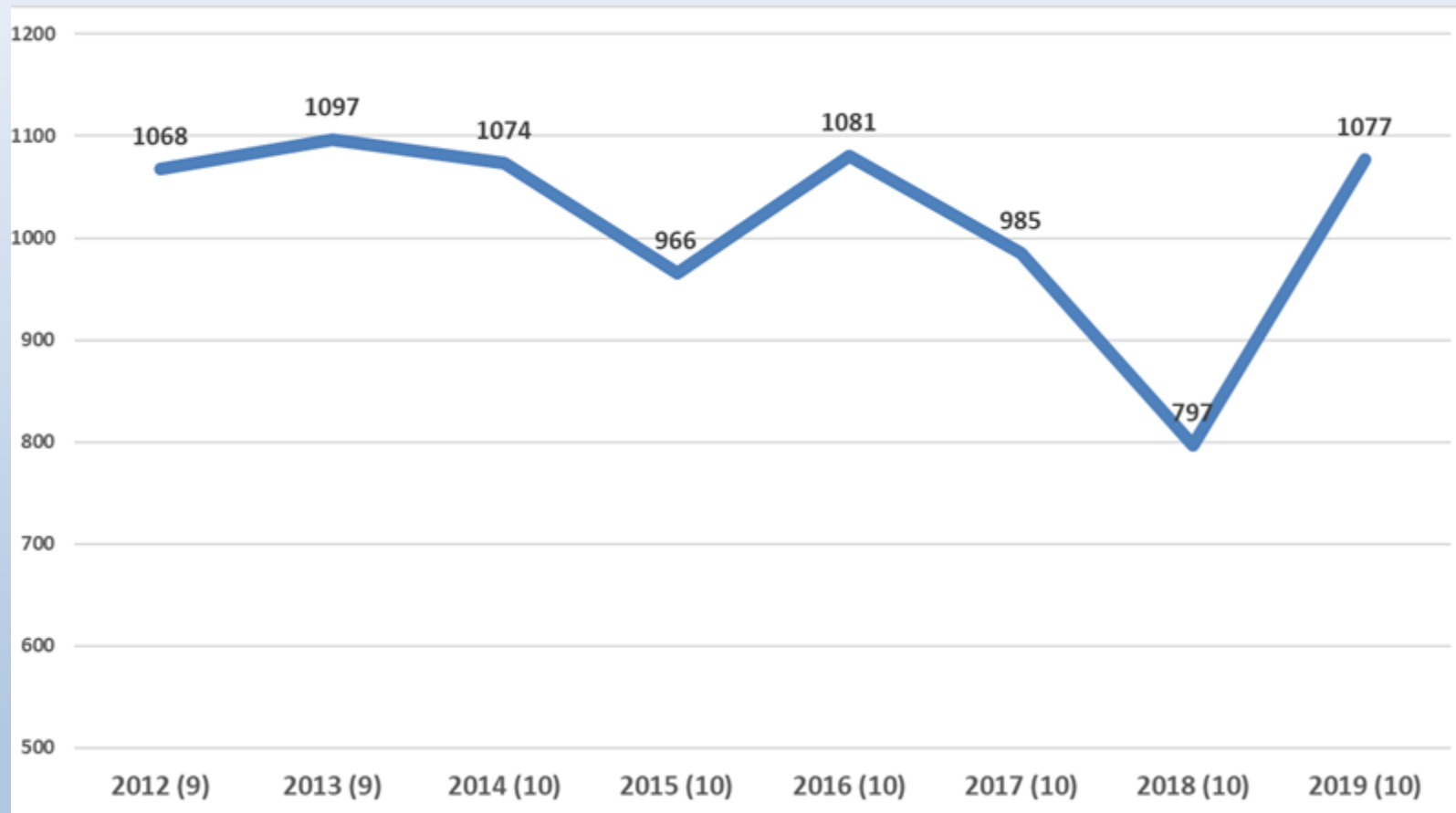
Thun 
Switzerland
24th–27th October

ONLINE SURVEY

- Start : April 8th
- End : June 4th
- 3 reminders sent
- 10 countries included



A good level of answers for 2019



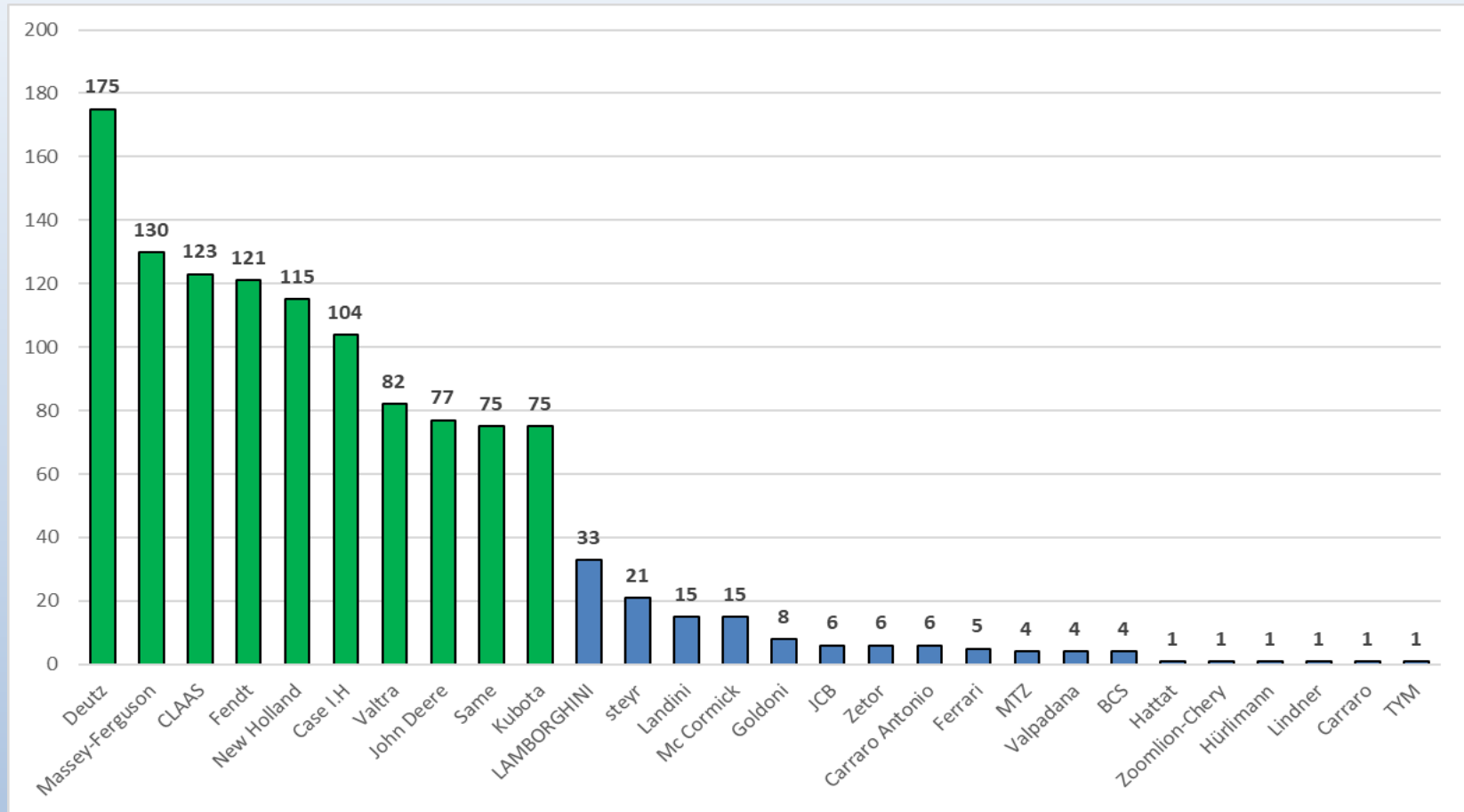
**CLIMMAR
Congress
2019**



**AGROTEC
SUISE**

Thun 
3 **Switzerland**
24th–27th October

ANSWERS FOR 2019 BY BRAND



NUMBER OF ANSWERS 2019 vs 2018

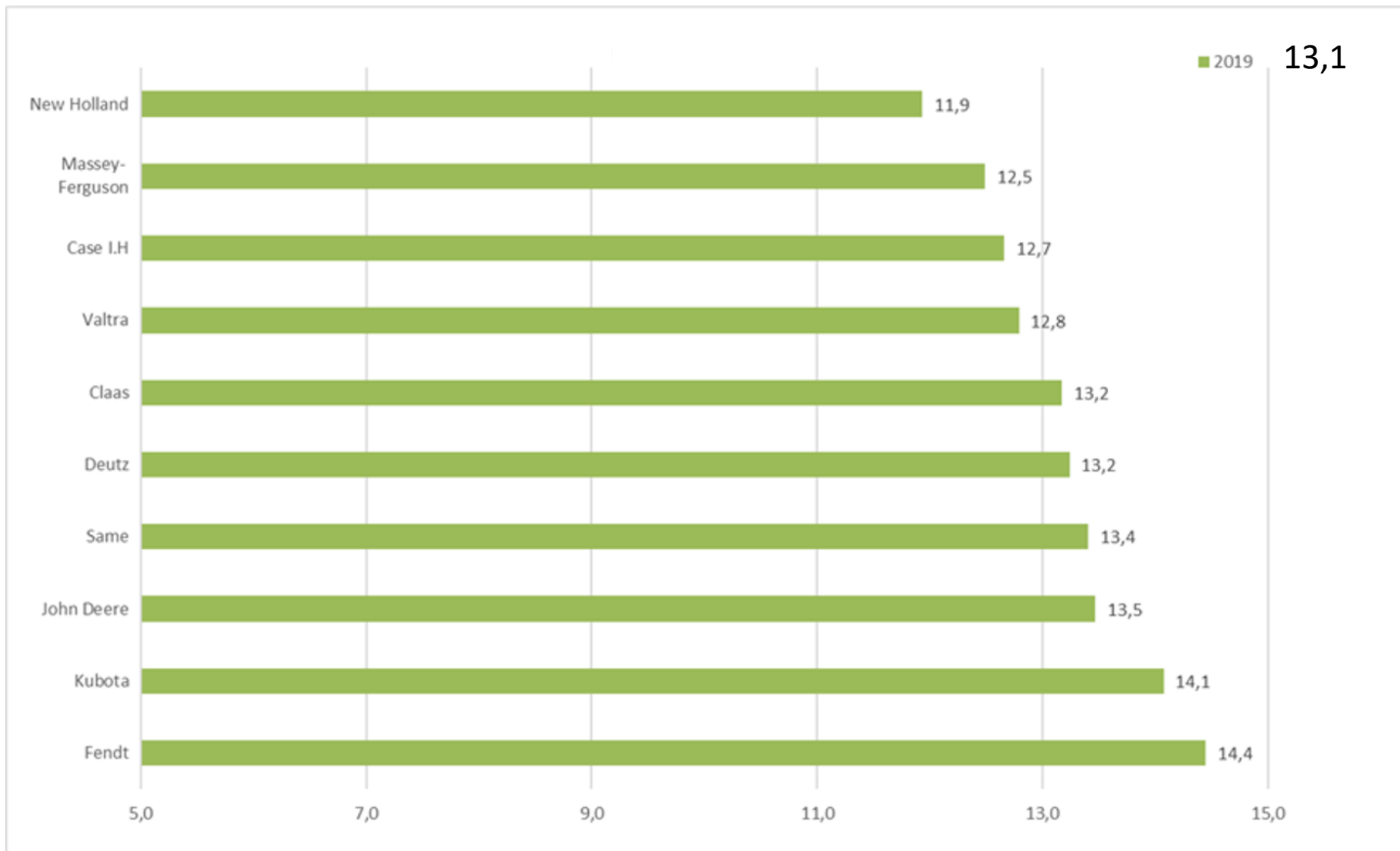
Brands\year	2019	2018	diff	%
Deutz	175	101	74	73%
Massey-Ferguson	130	86	44	51%
Claas	123	88	35	40%
Fendt	121	97	24	25%
New Holland	115	88	27	31%
Case I.H	104	92	12	13%
Valtra	82	68	14	21%
John Deere	77	61	16	26%
Kubota	75	70	5	7%
Same	75	46	29	63%
Total général	1077	797	280	35%



PART II - 2019 RESULTS /2018

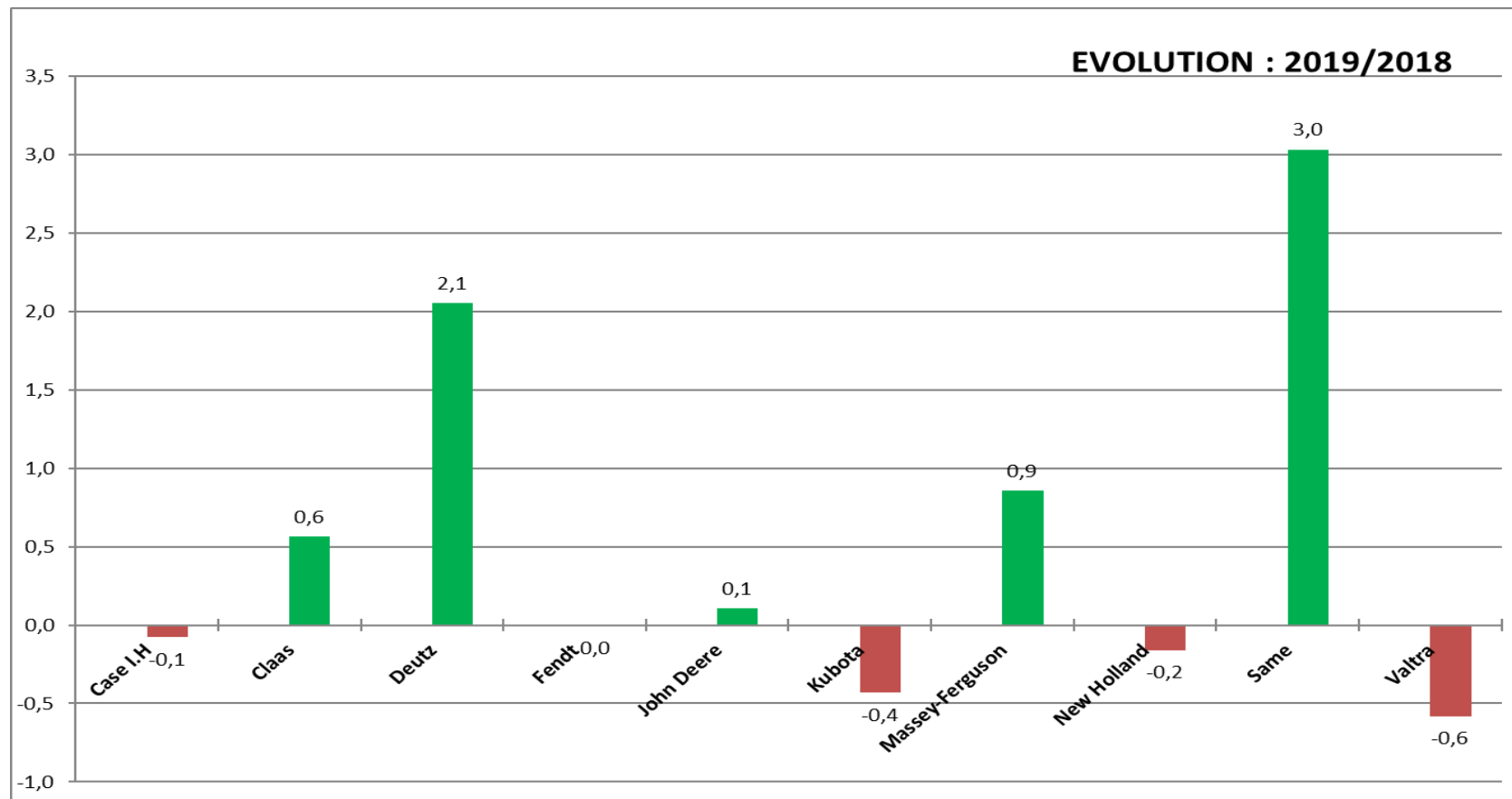


OVERALL AVERAGE FOR EACH BRAND





OVERALL AVERAGE FOR EACH BRAND

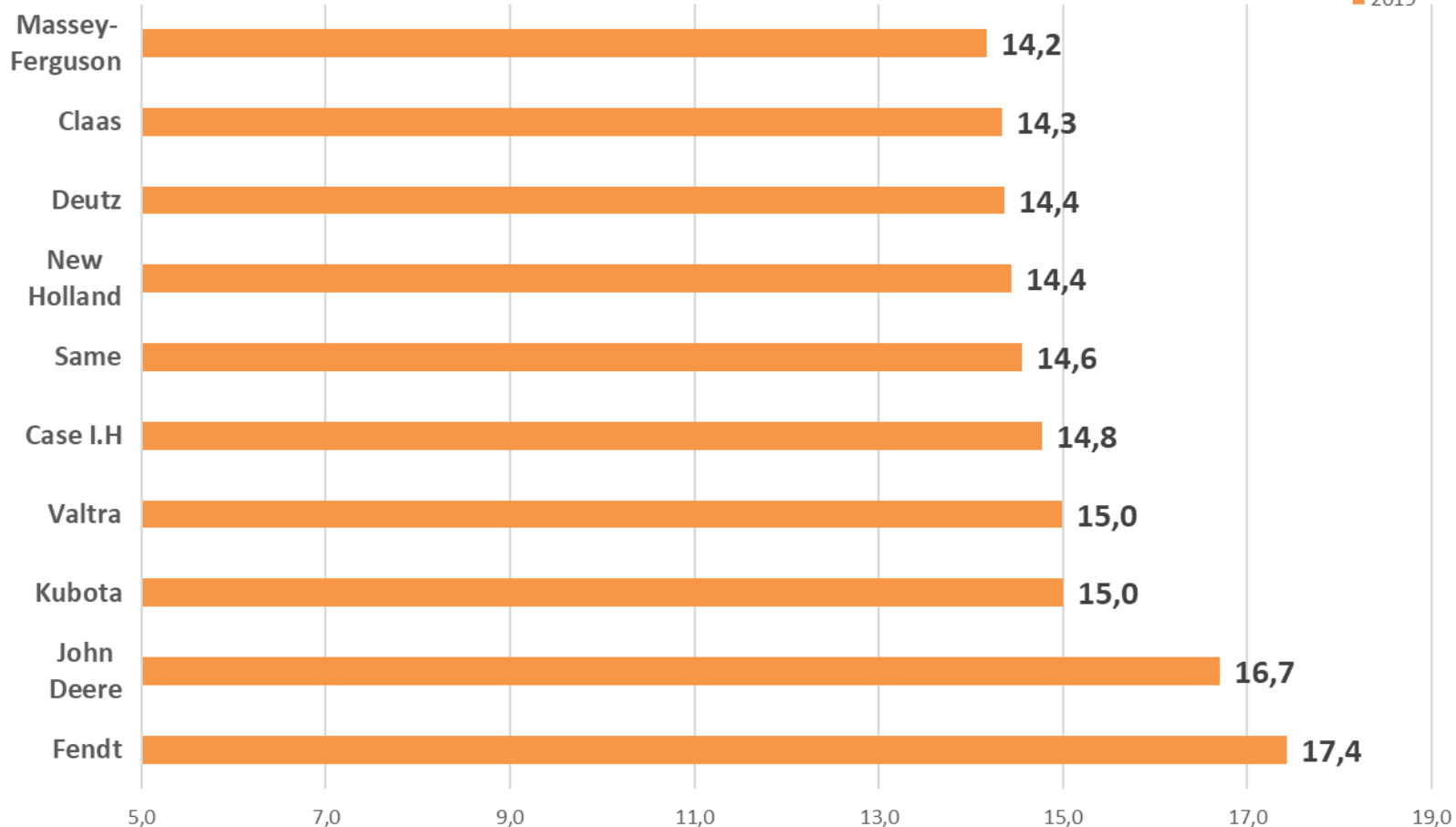




AVERAGE FOR BRAND IMAGE

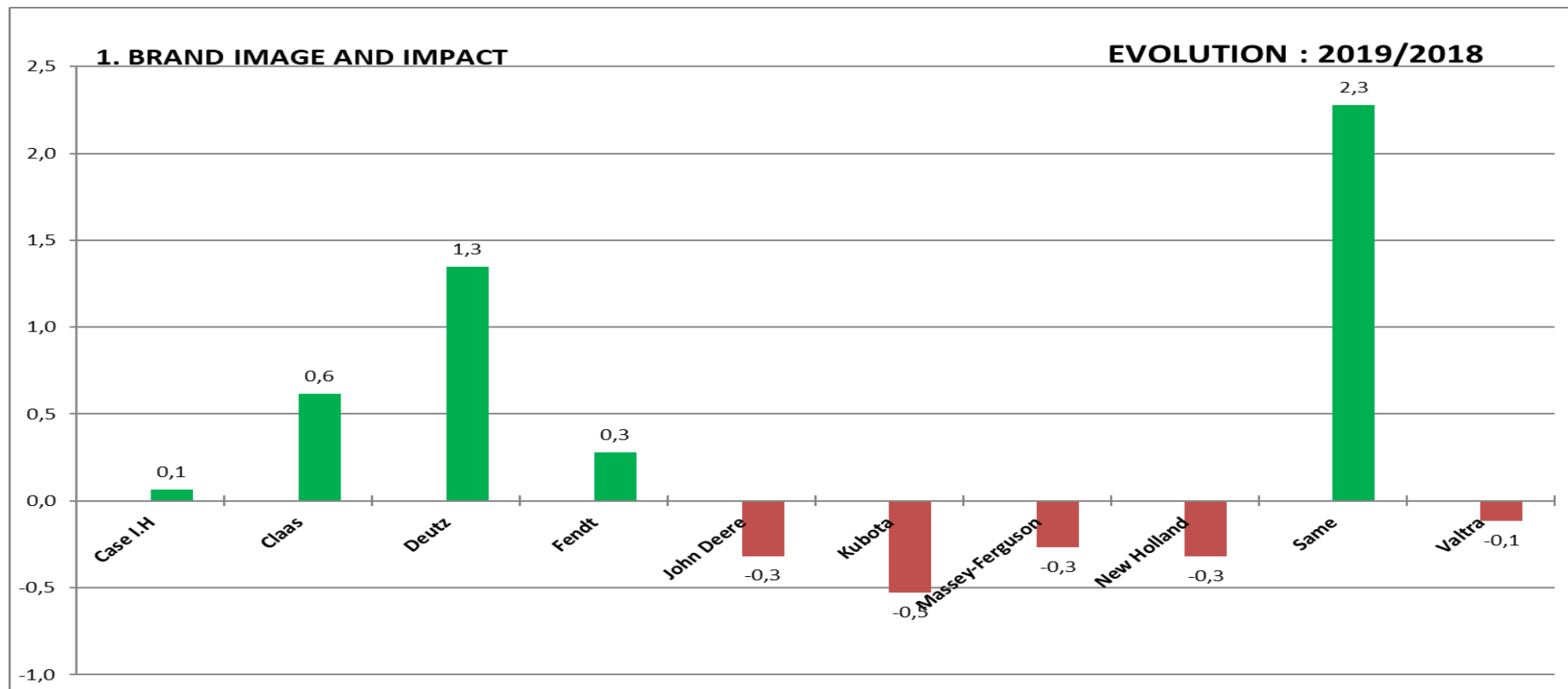
1. BRAND IMAGE AND IMPACT

2019 15



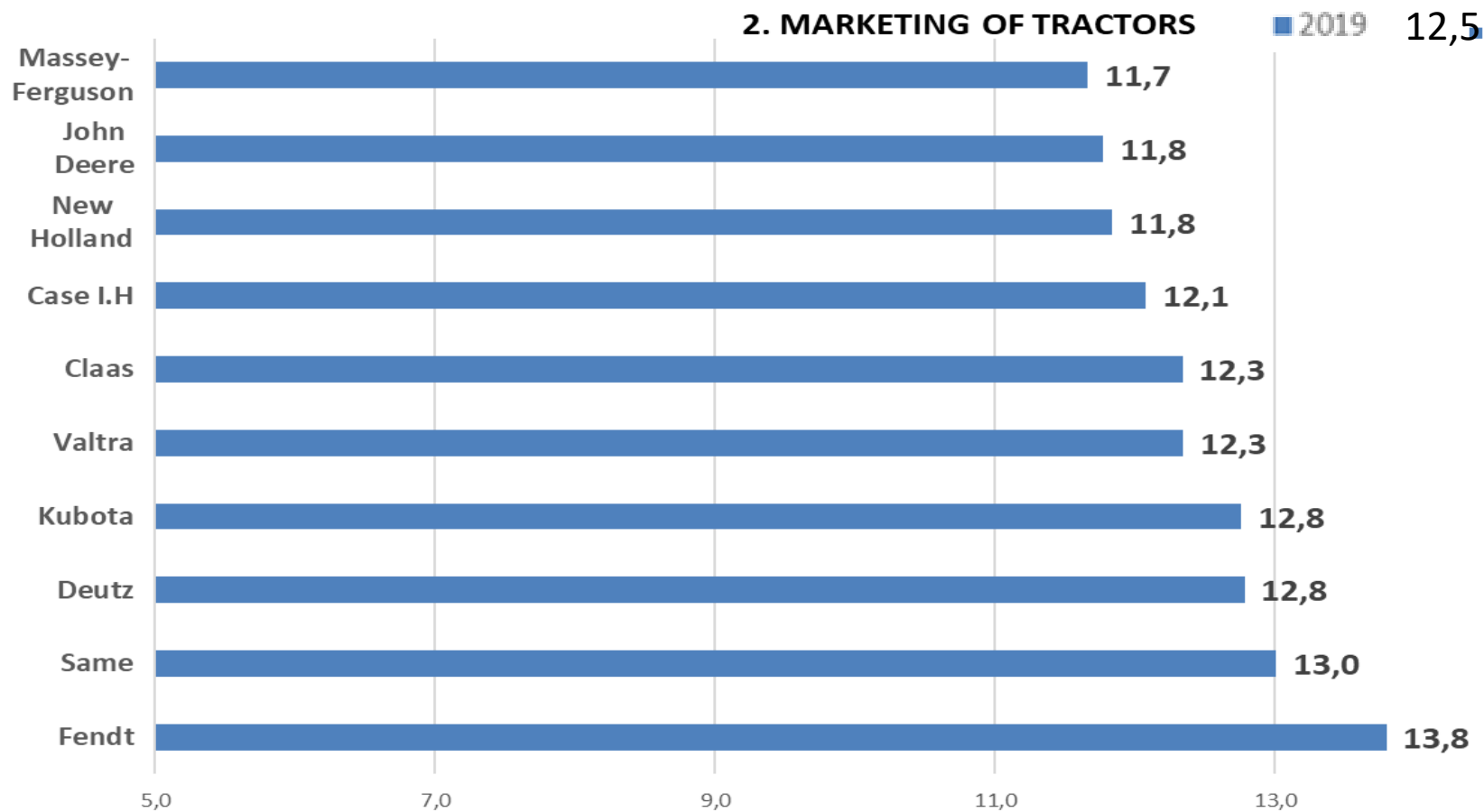


AVERAGE FOR BRAND IMAGE



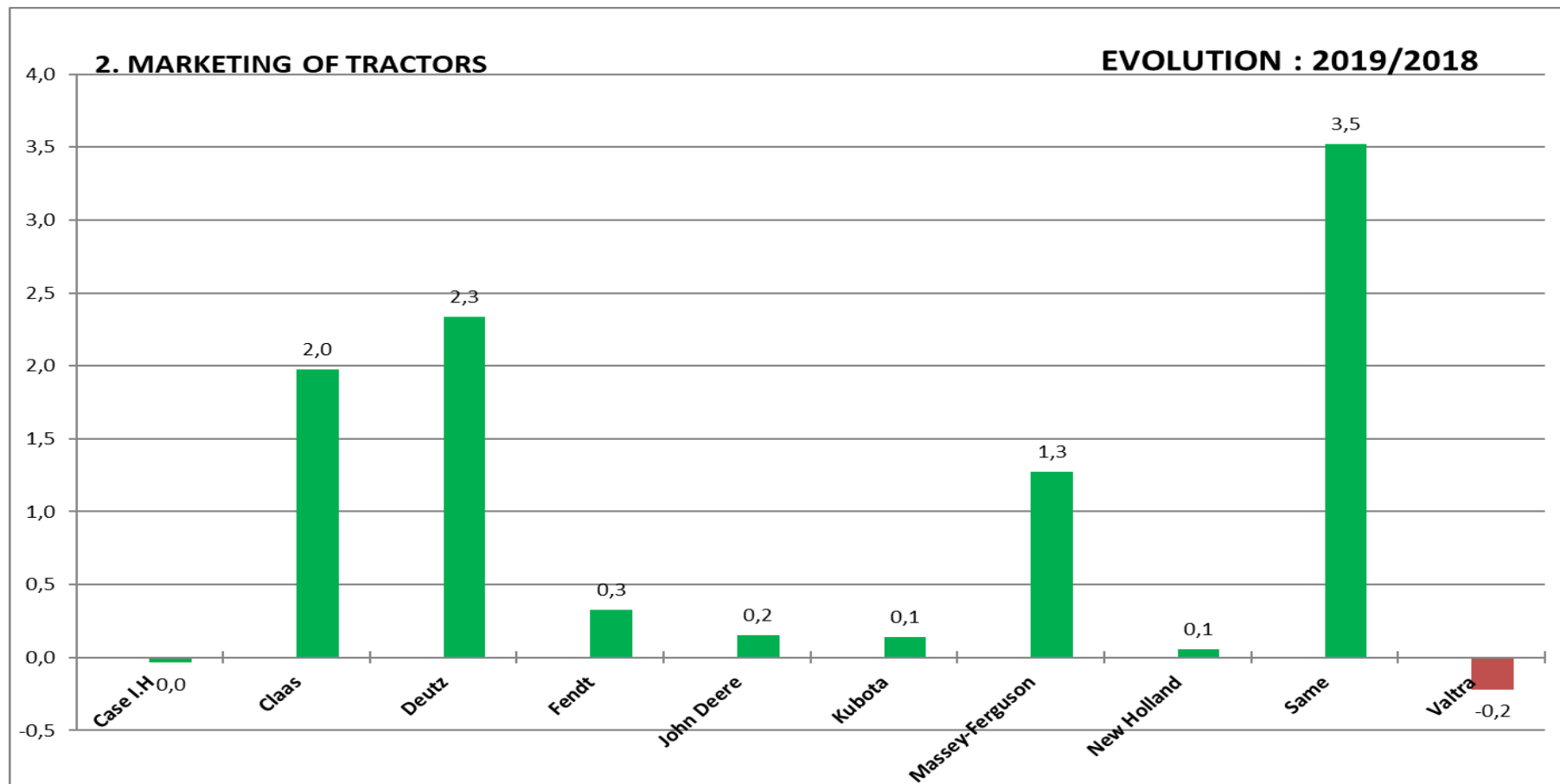


AVERAGE FOR MARKETING OF TRACTORS



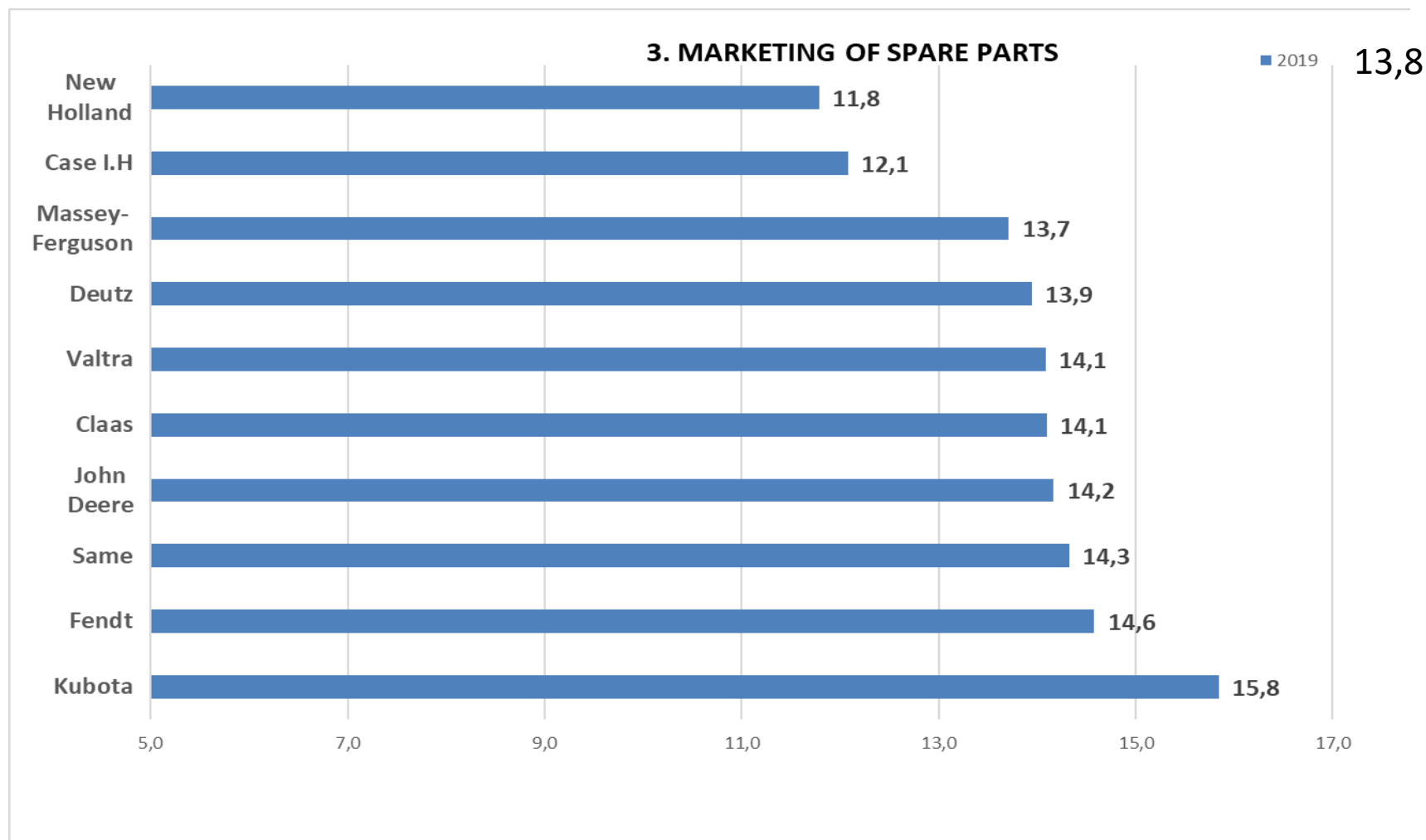


AVERAGE FOR MARKETING OF TRACTORS



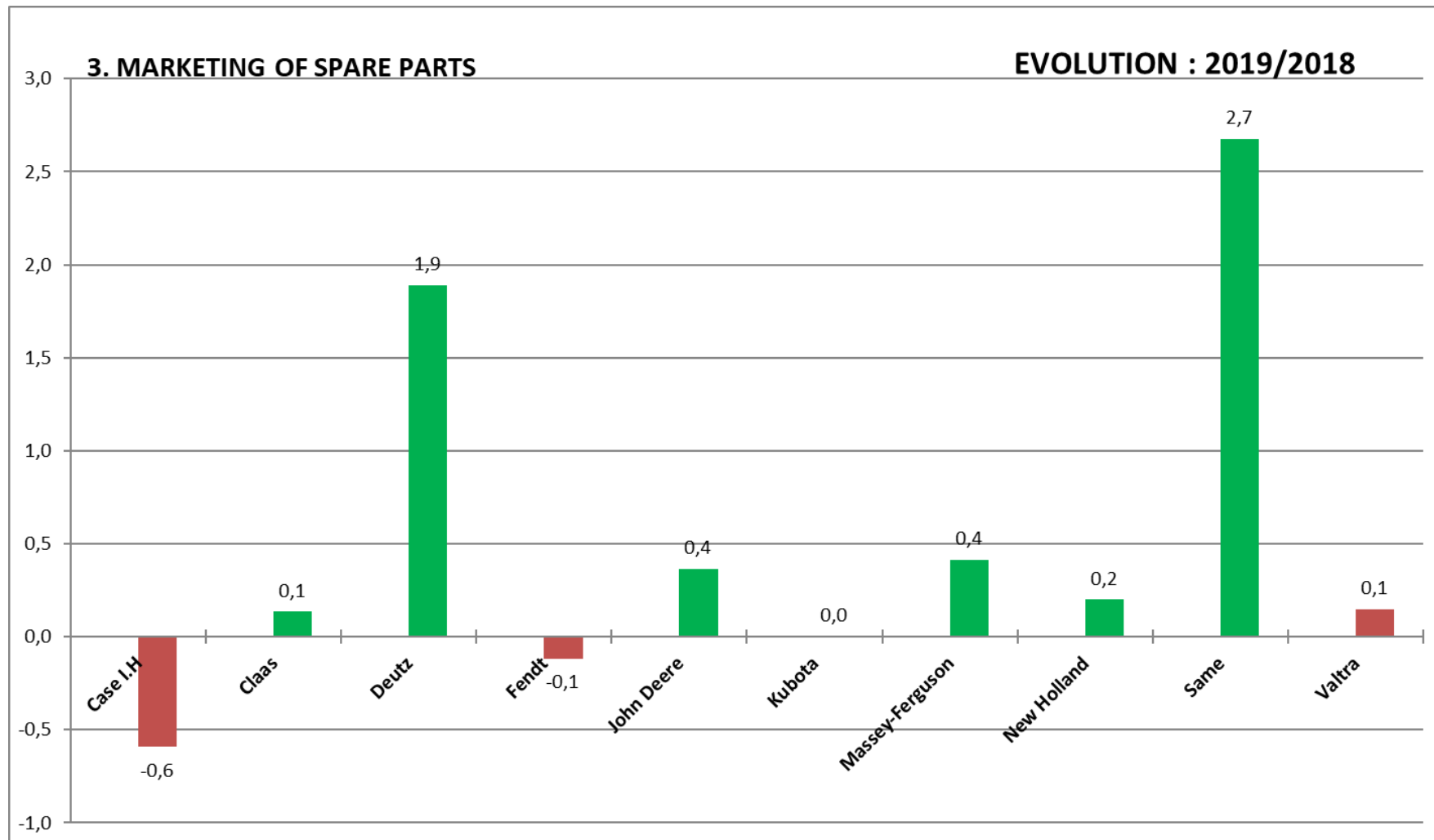


AVERAGE FOR MARKETING OF SPARE PARTS





AVERAGE FOR MARKETING OF SPARE PARTS

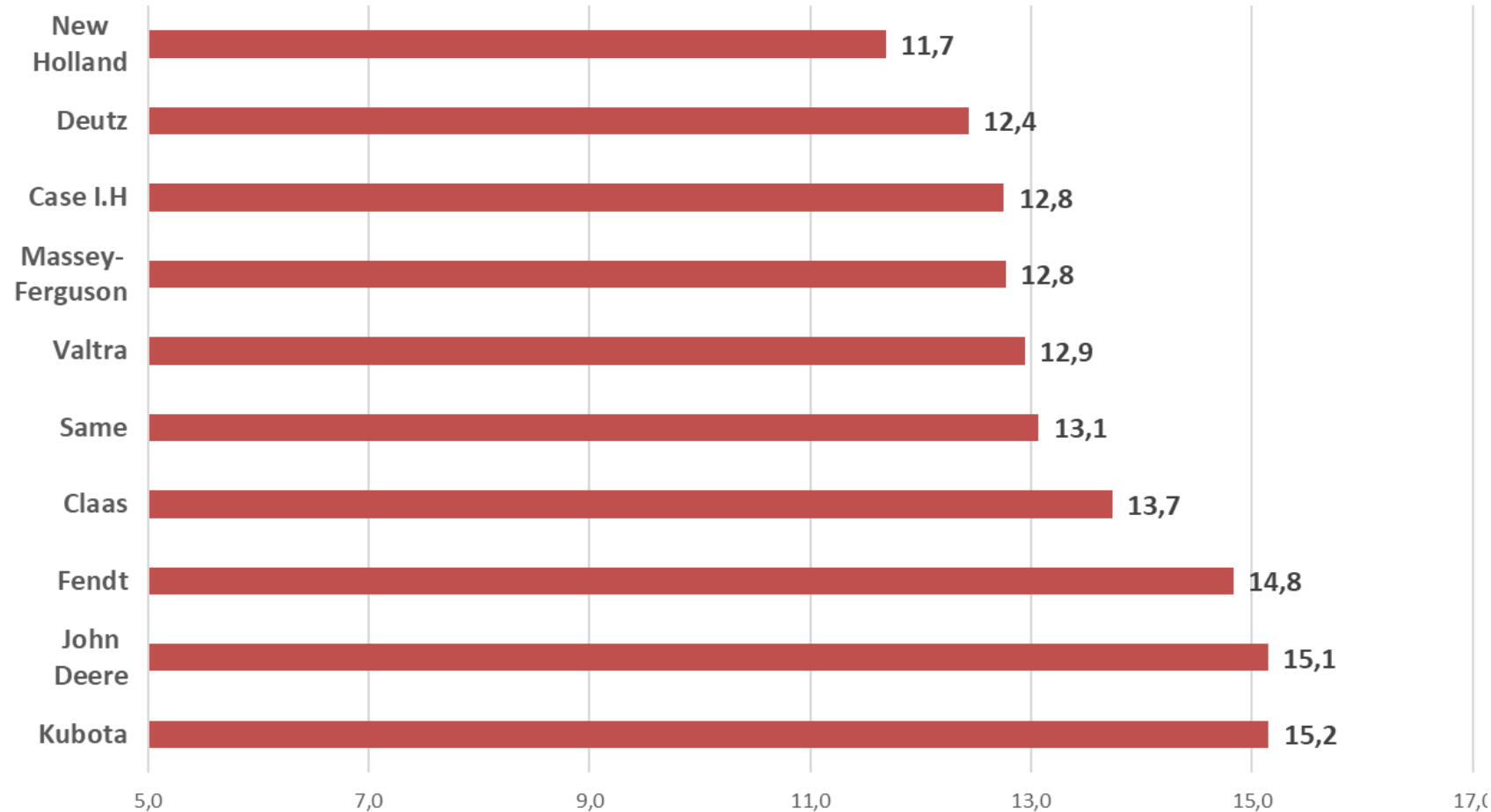




AVERAGE FOR AFTER-SALES SERVICE & WARRANTY

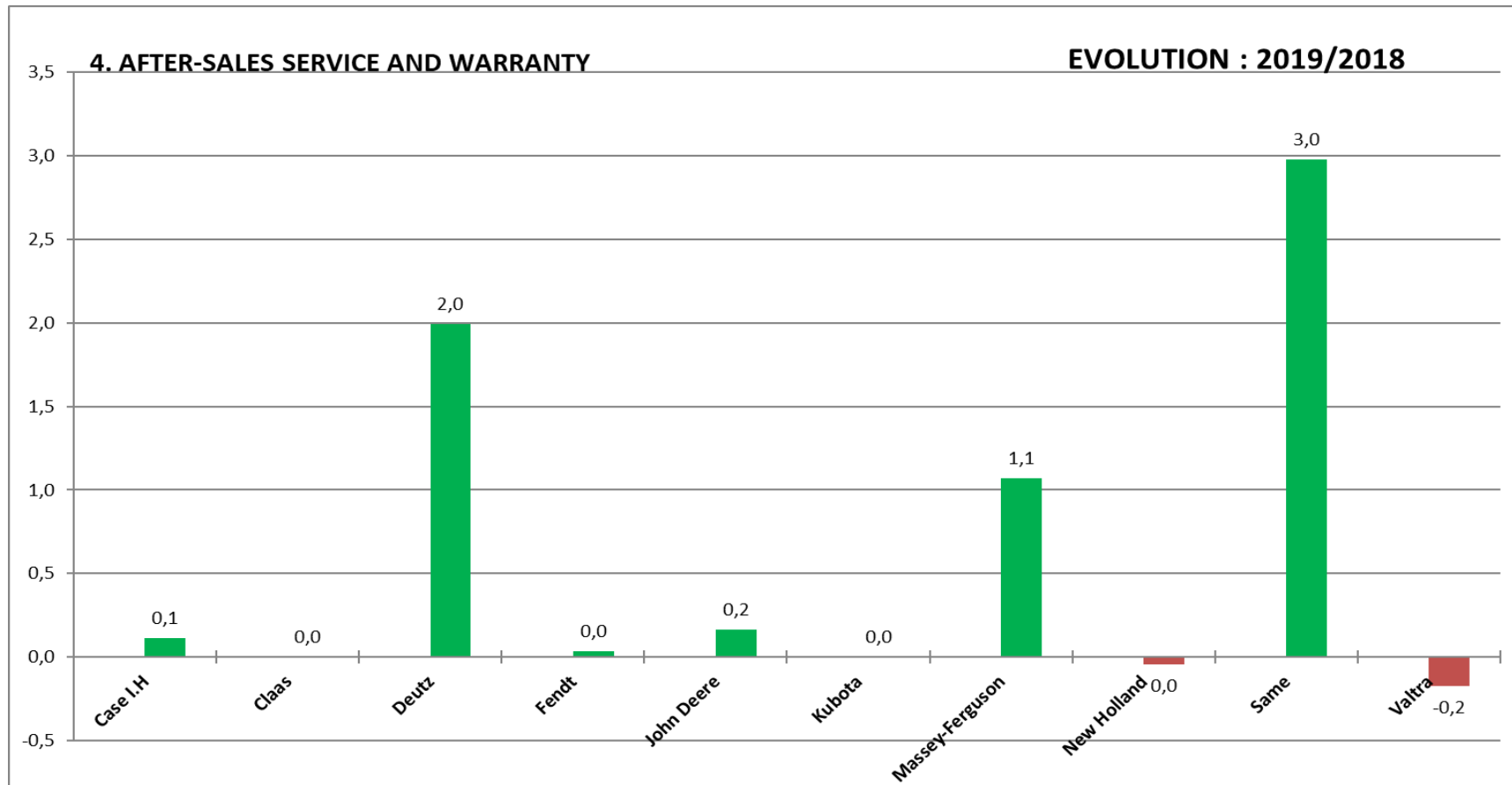
4. AFTER-SALES SERVICE AND WARRANTY

■ 2019 13,3



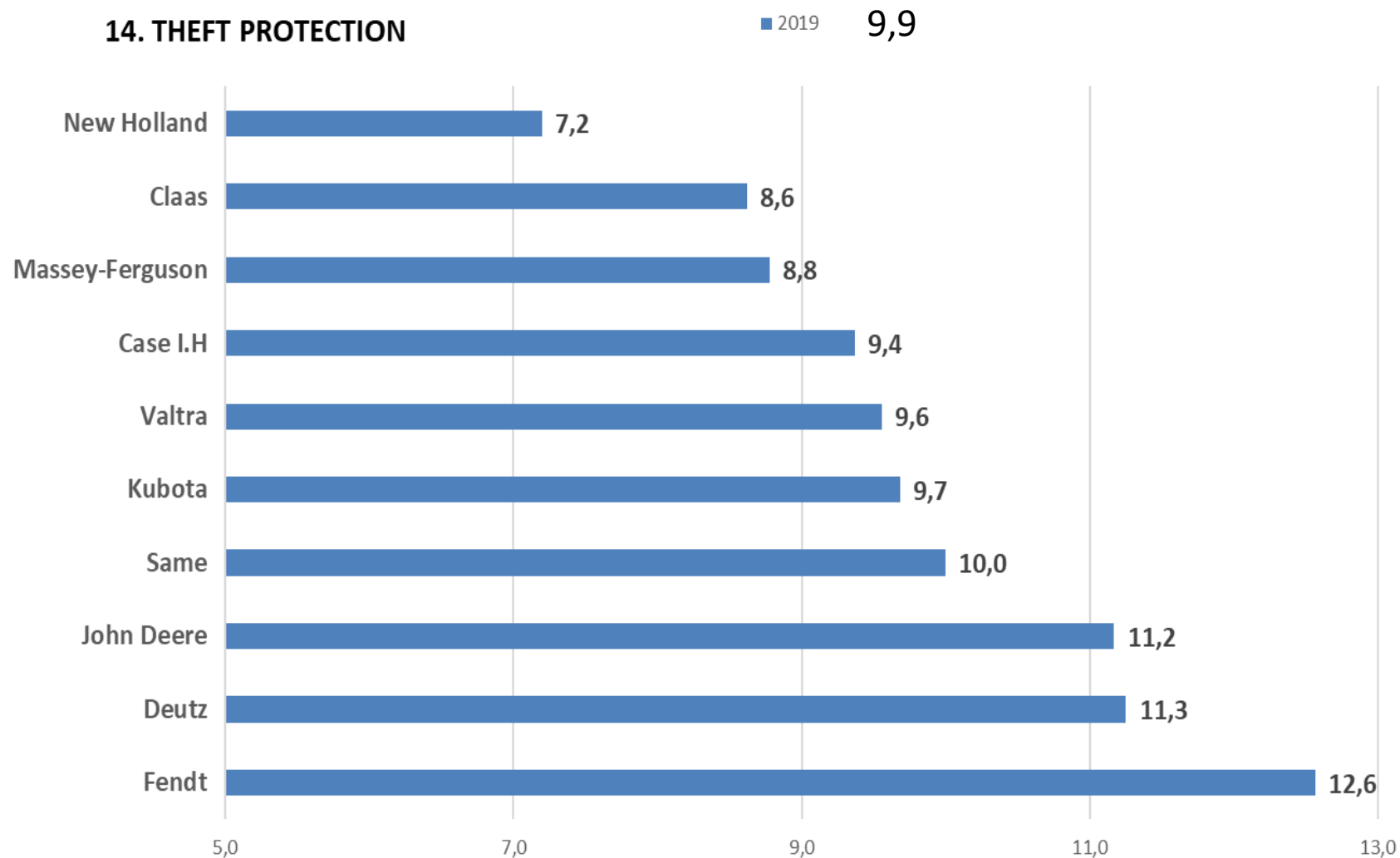


AVERAGE FOR AFTER-SALES SERVICE & WARRANTY



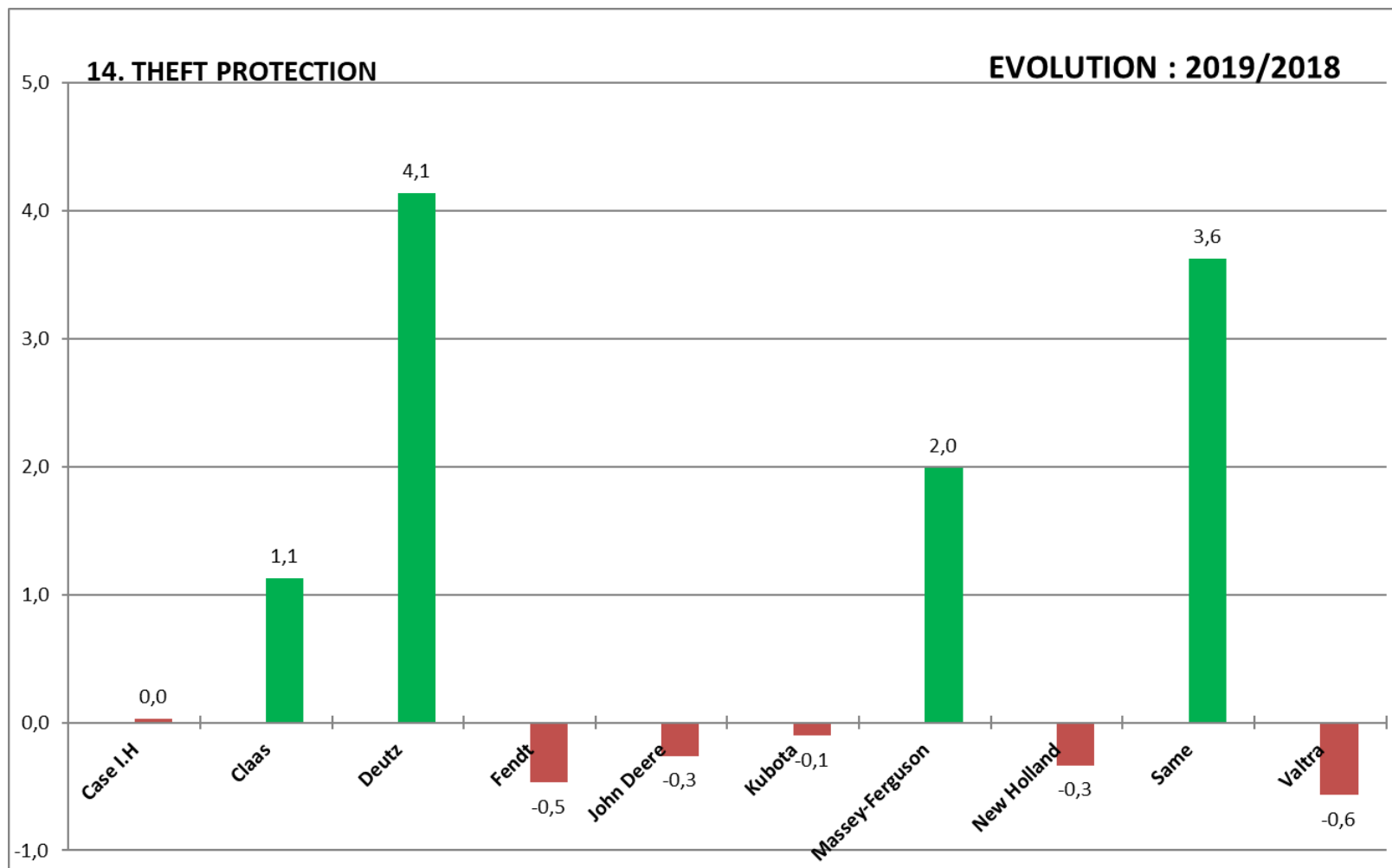


AVERAGE FOR THEFT PROTECTION





AVERAGE FOR THEFT PROTECTION

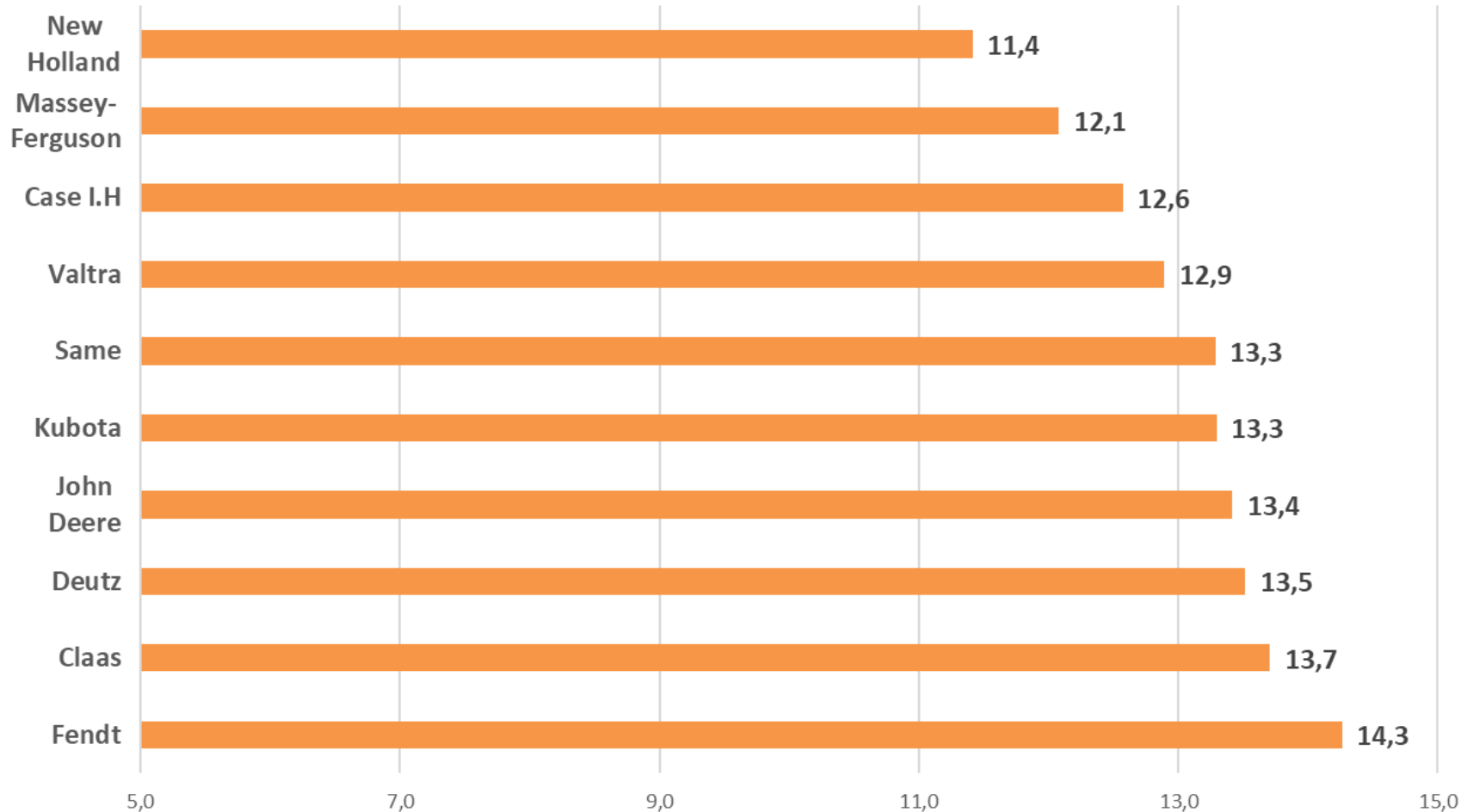




AVERAGE FOR COMPUTER SERVICES

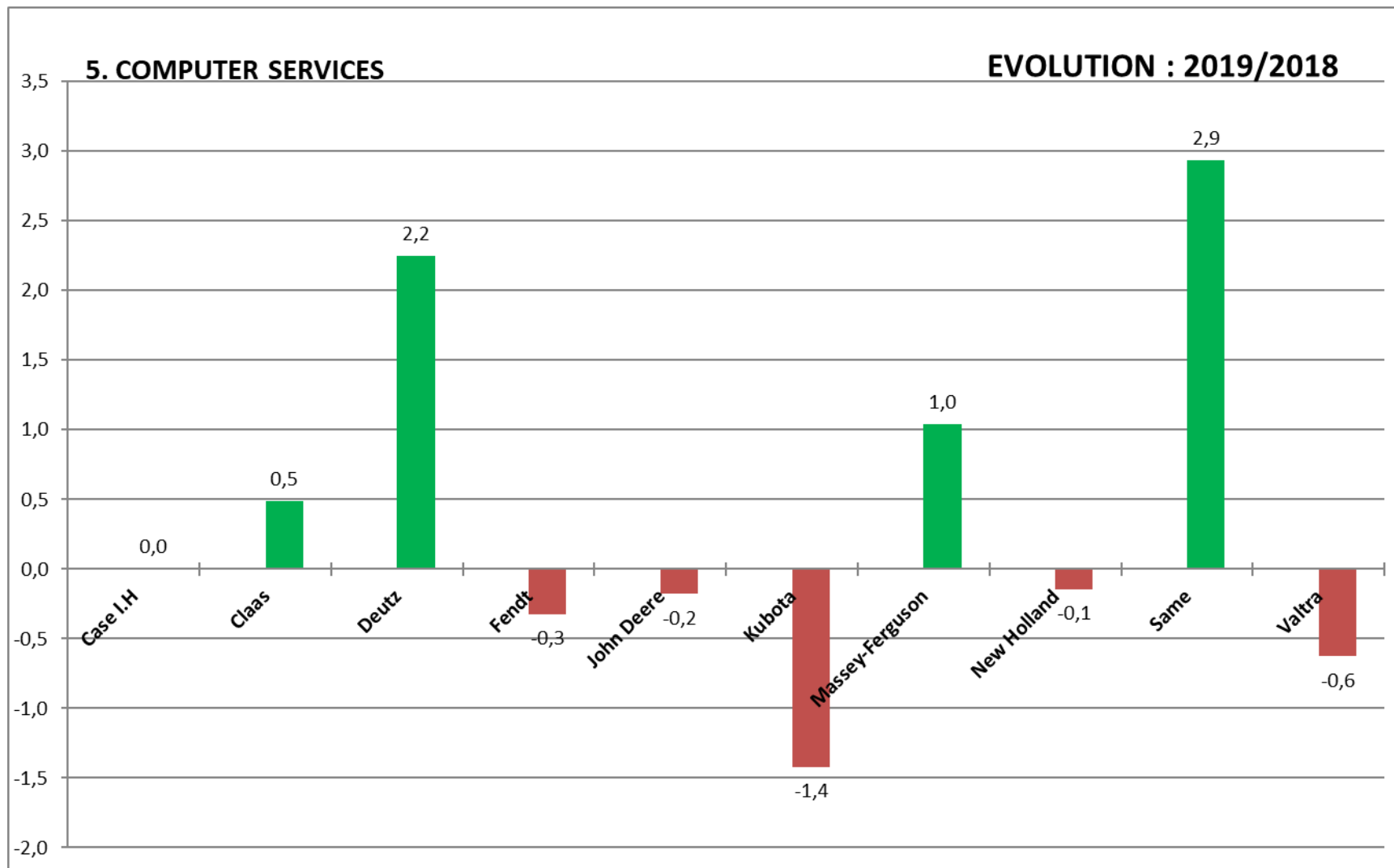
5. COMPUTER SERVICES

2019 13



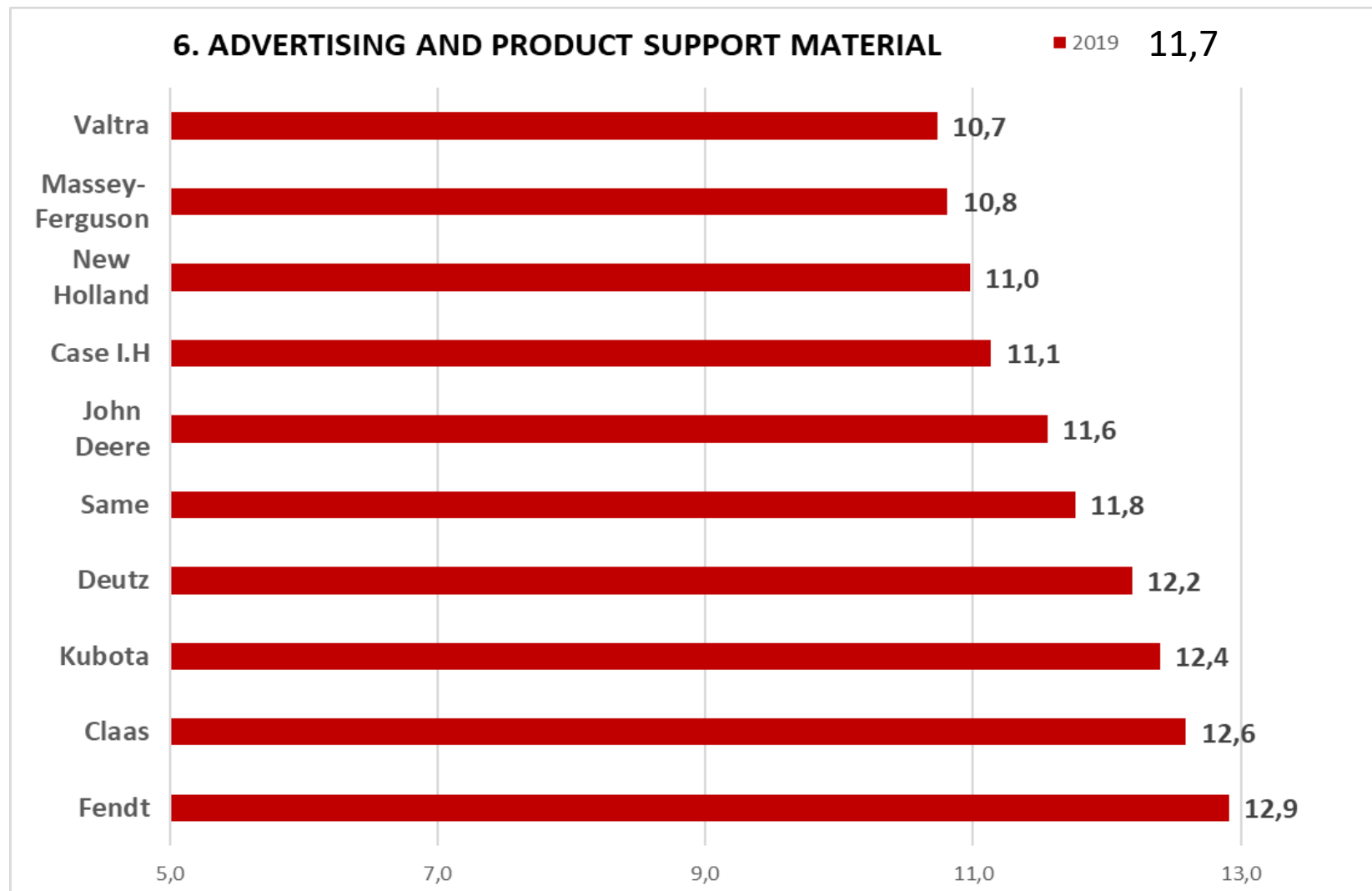


AVERAGE FOR COMPUTER SERVICES



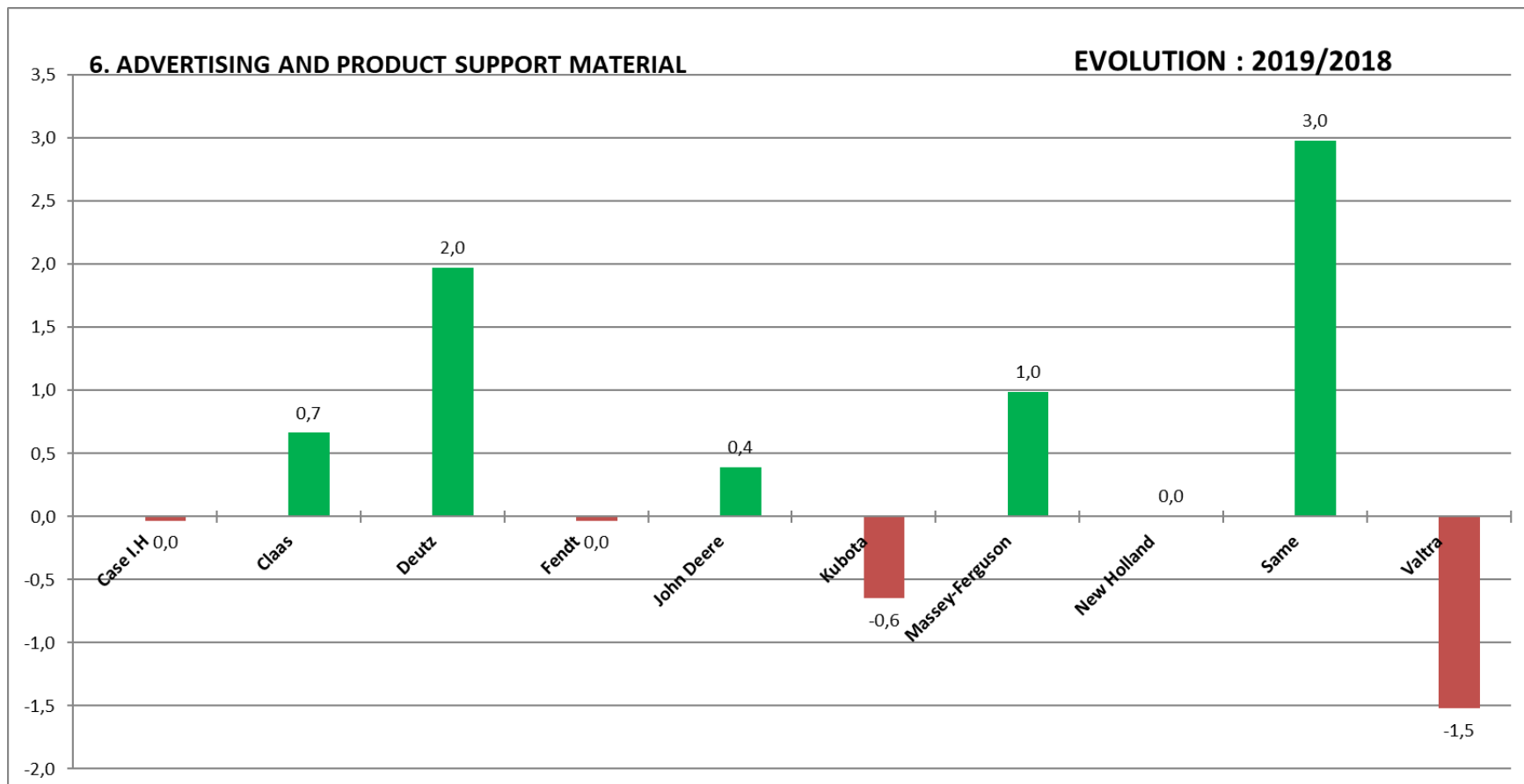


AVERAGE FOR ADVERTISING & PRODUCT SUPPORT MATERIAL



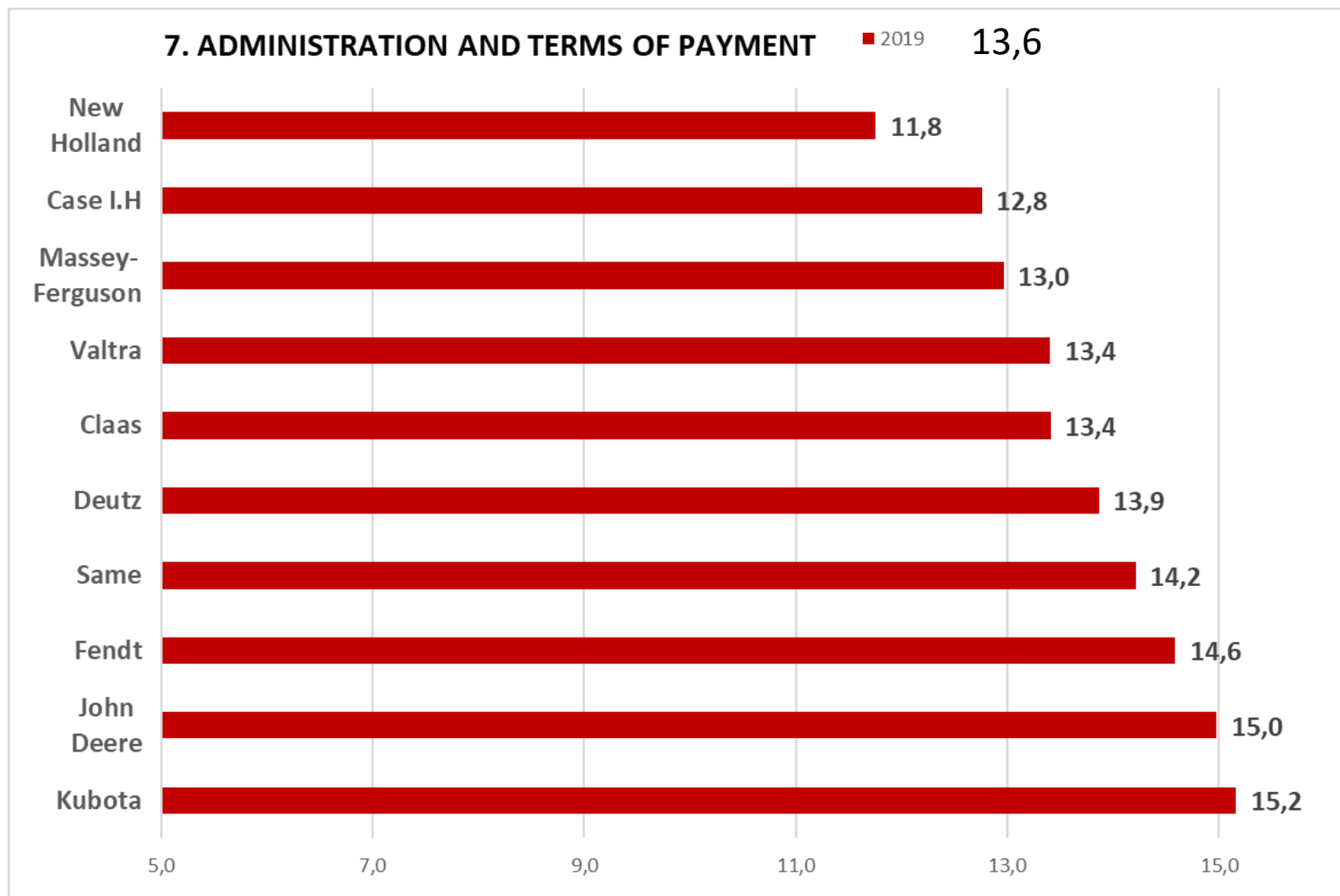


AVERAGE FOR ADVERTISING & PRODUCT SUPPORT MATERIAL



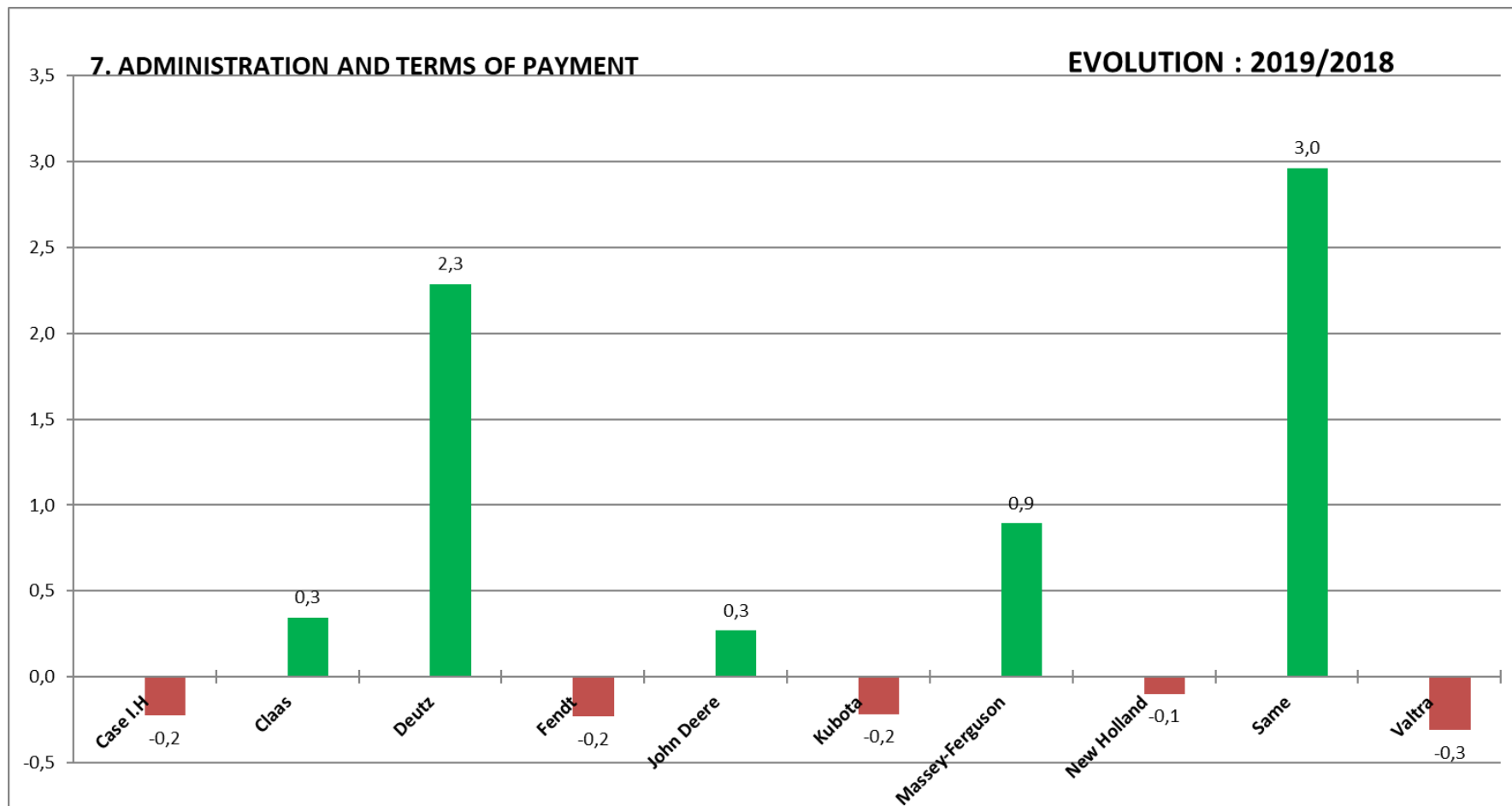


AVERAGE FOR ADMINISTRATION & TERMS OF PAYMENT





AVERAGE FOR ADMINISTRATION & TERMS OF PAYMENT

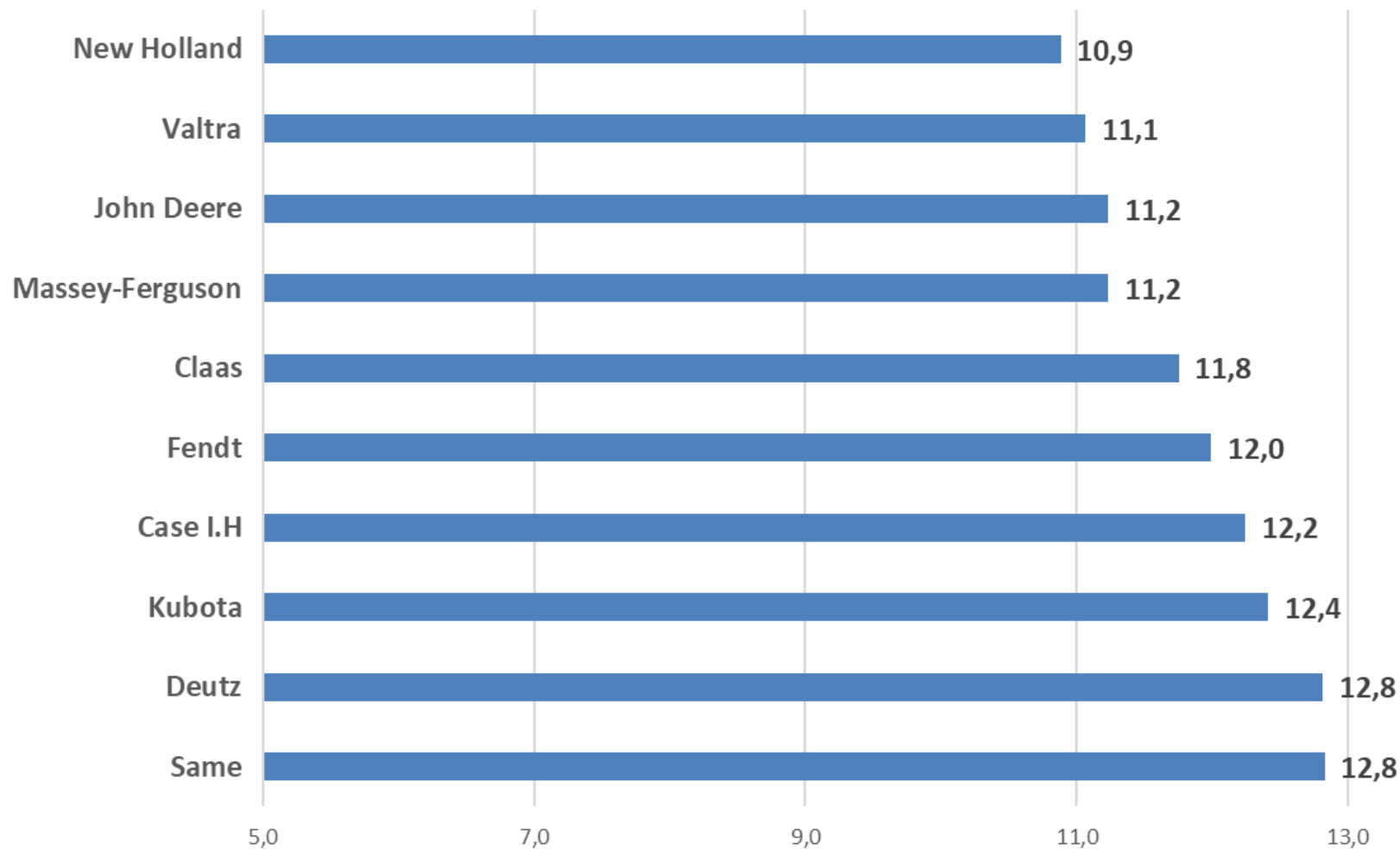




AVERAGE FOR FINANCING OFFERS

13. FINANCING OFFERS

■ 2019 11,9



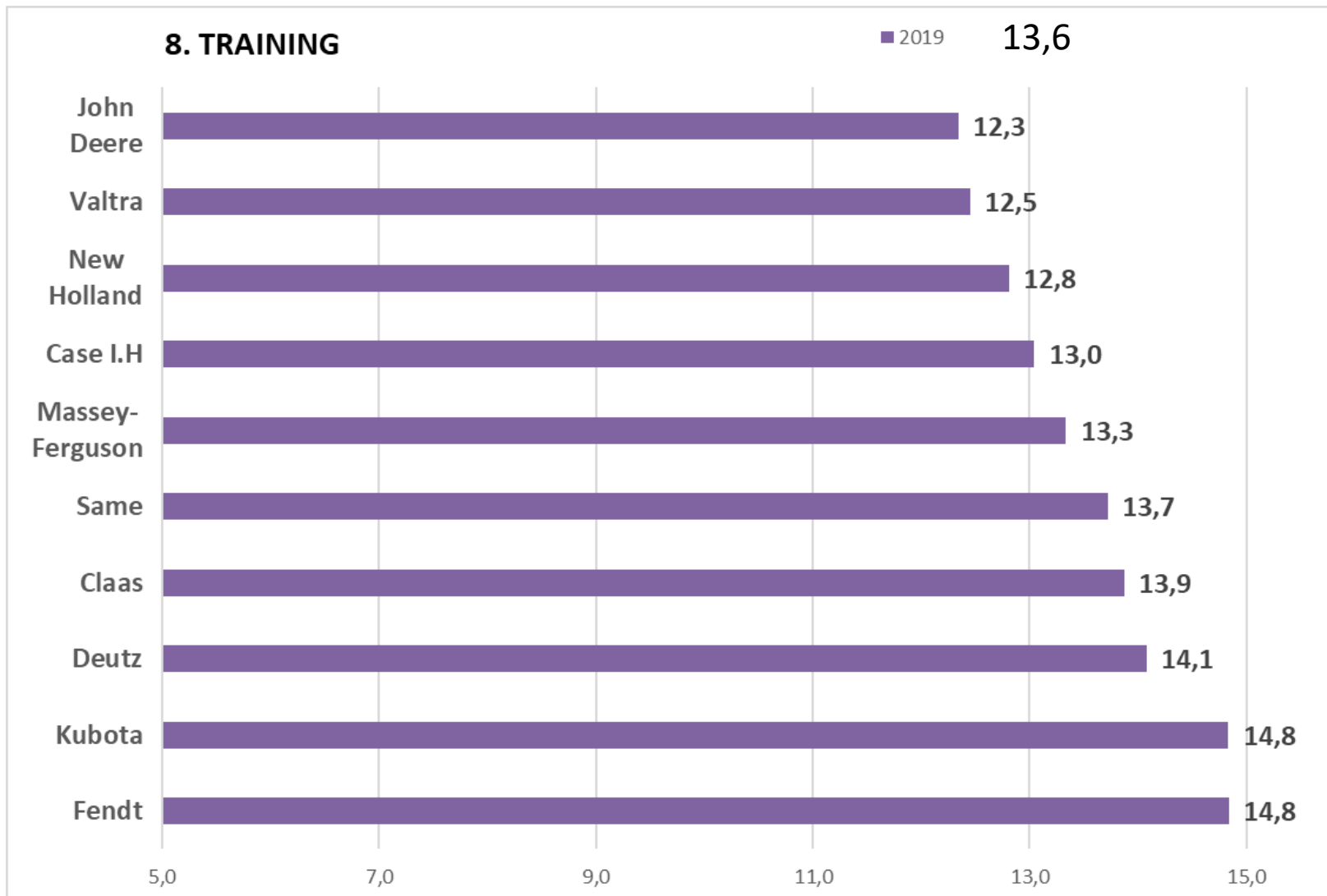


AVERAGE FOR FINANCING OFFERS



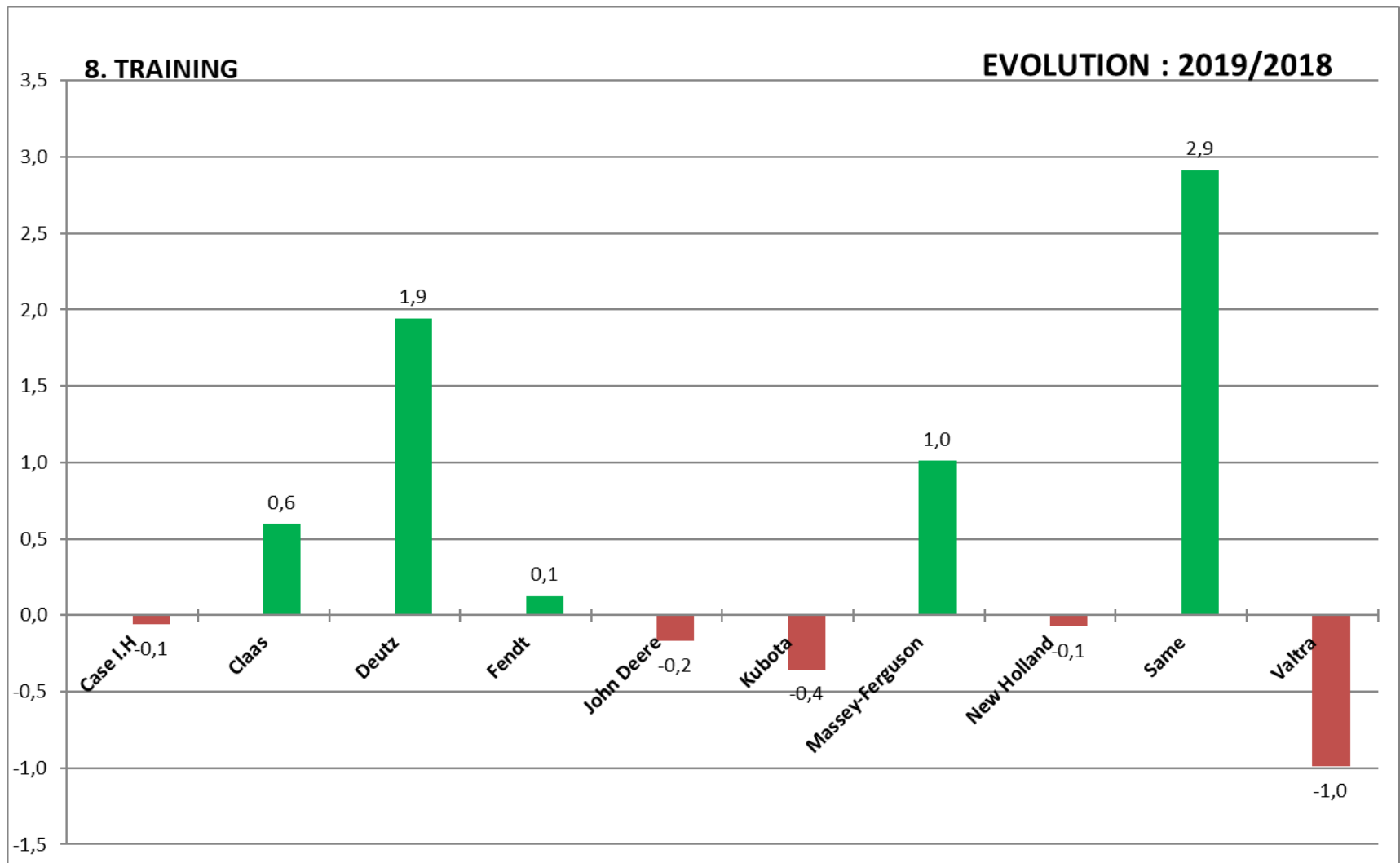


AVERAGE FOR TRAINING



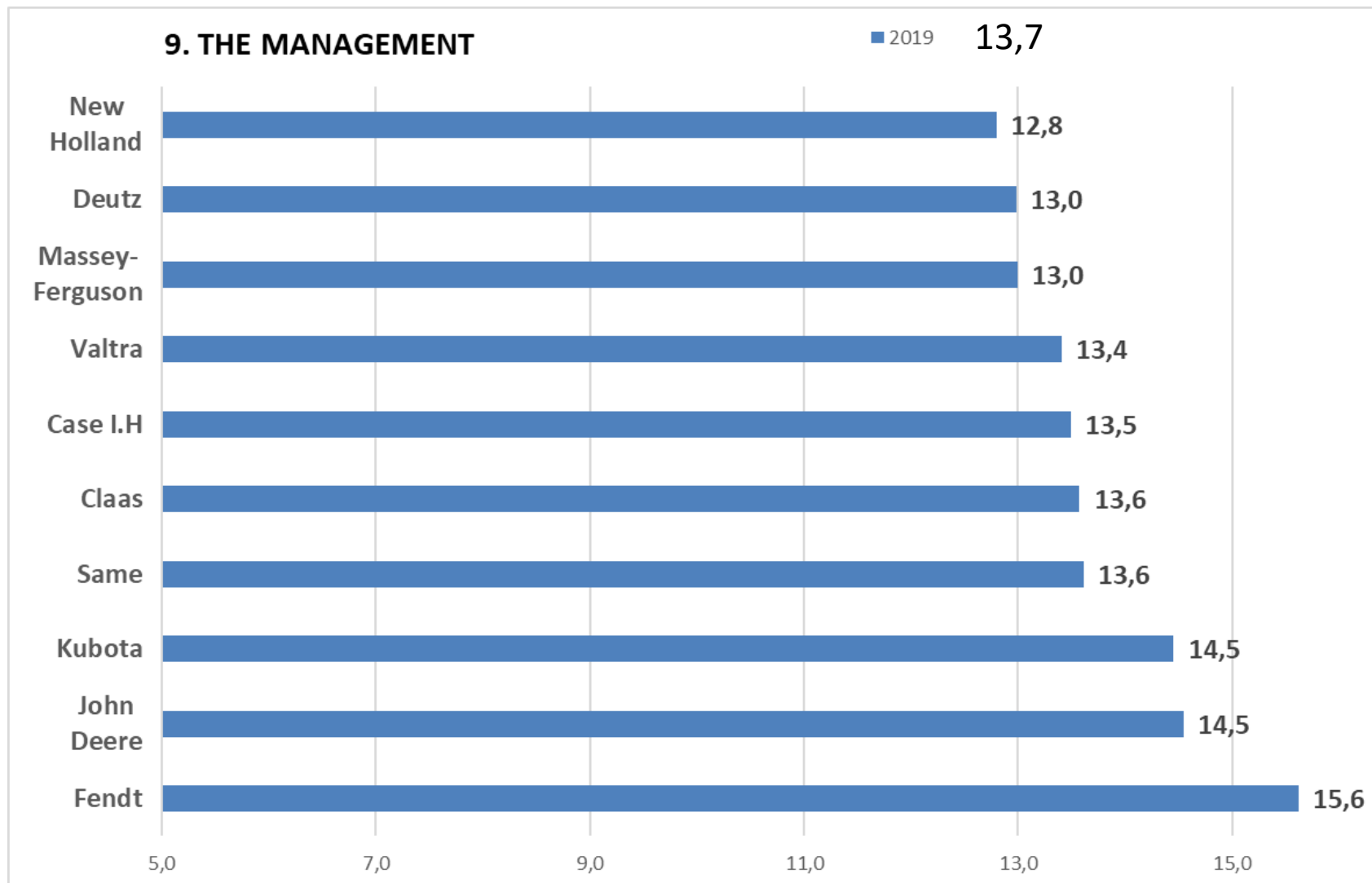


AVERAGE FOR TRAINING



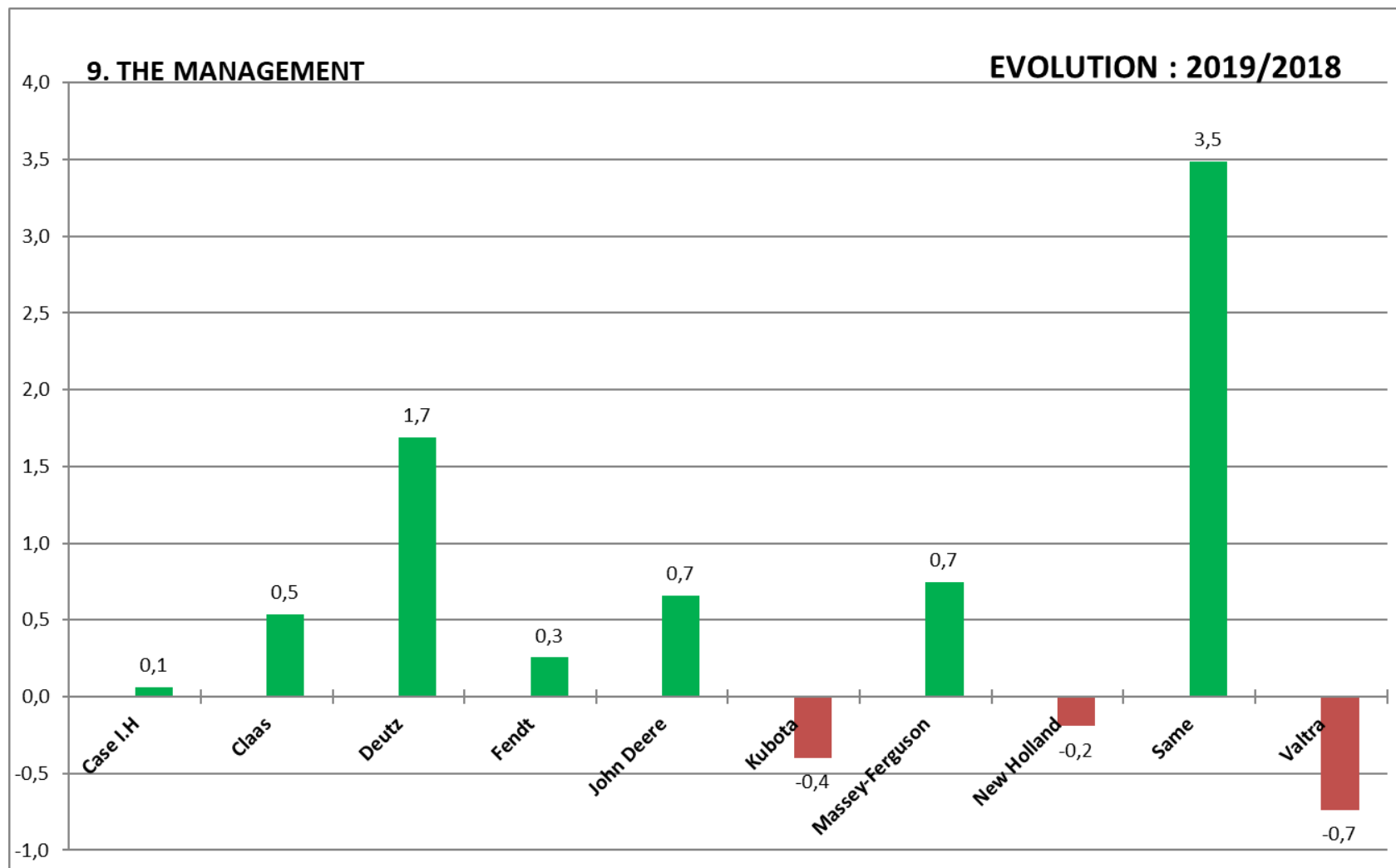


AVERAGE FOR MANAGEMENT



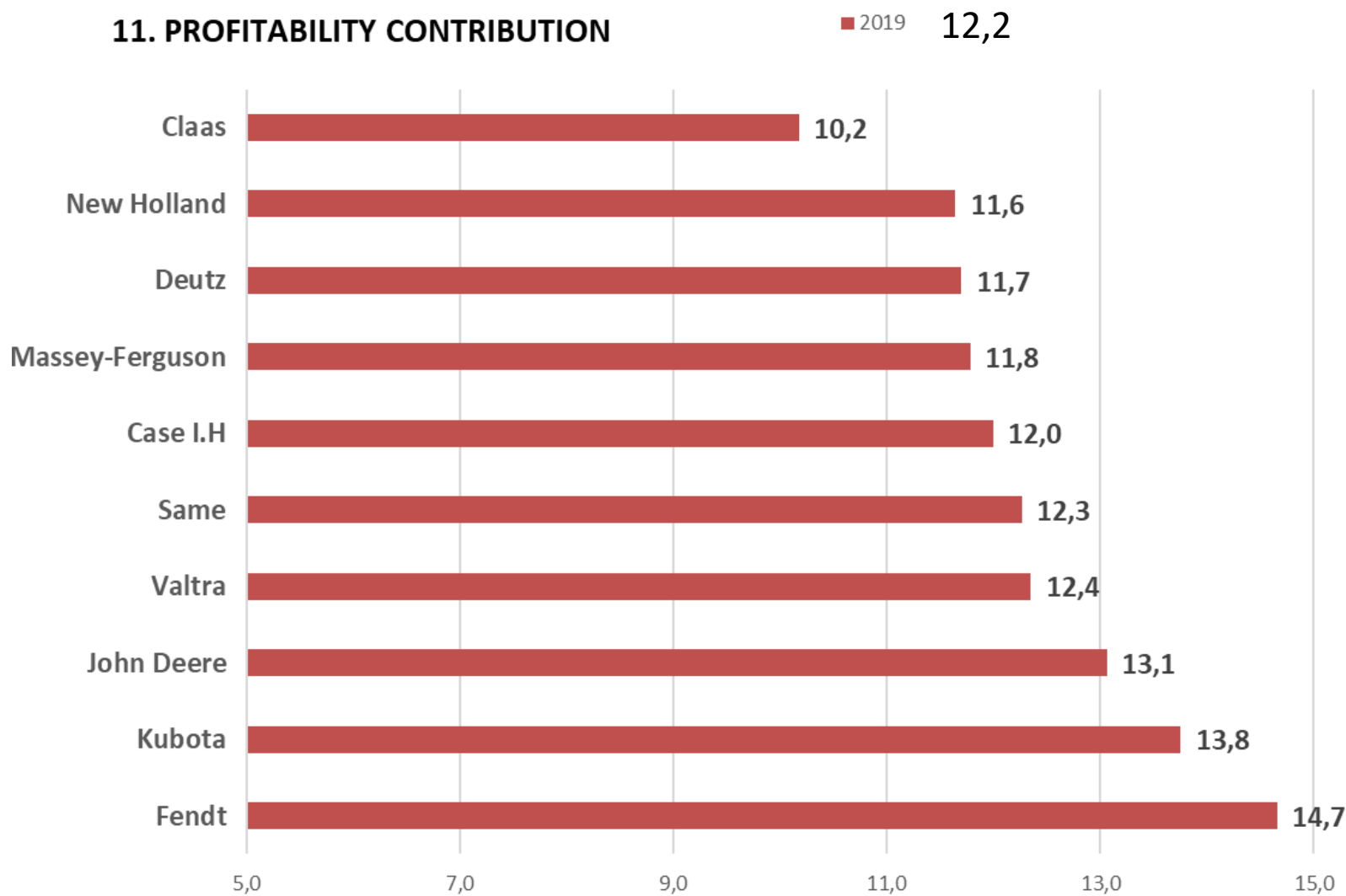


AVERAGE FOR MANAGEMENT



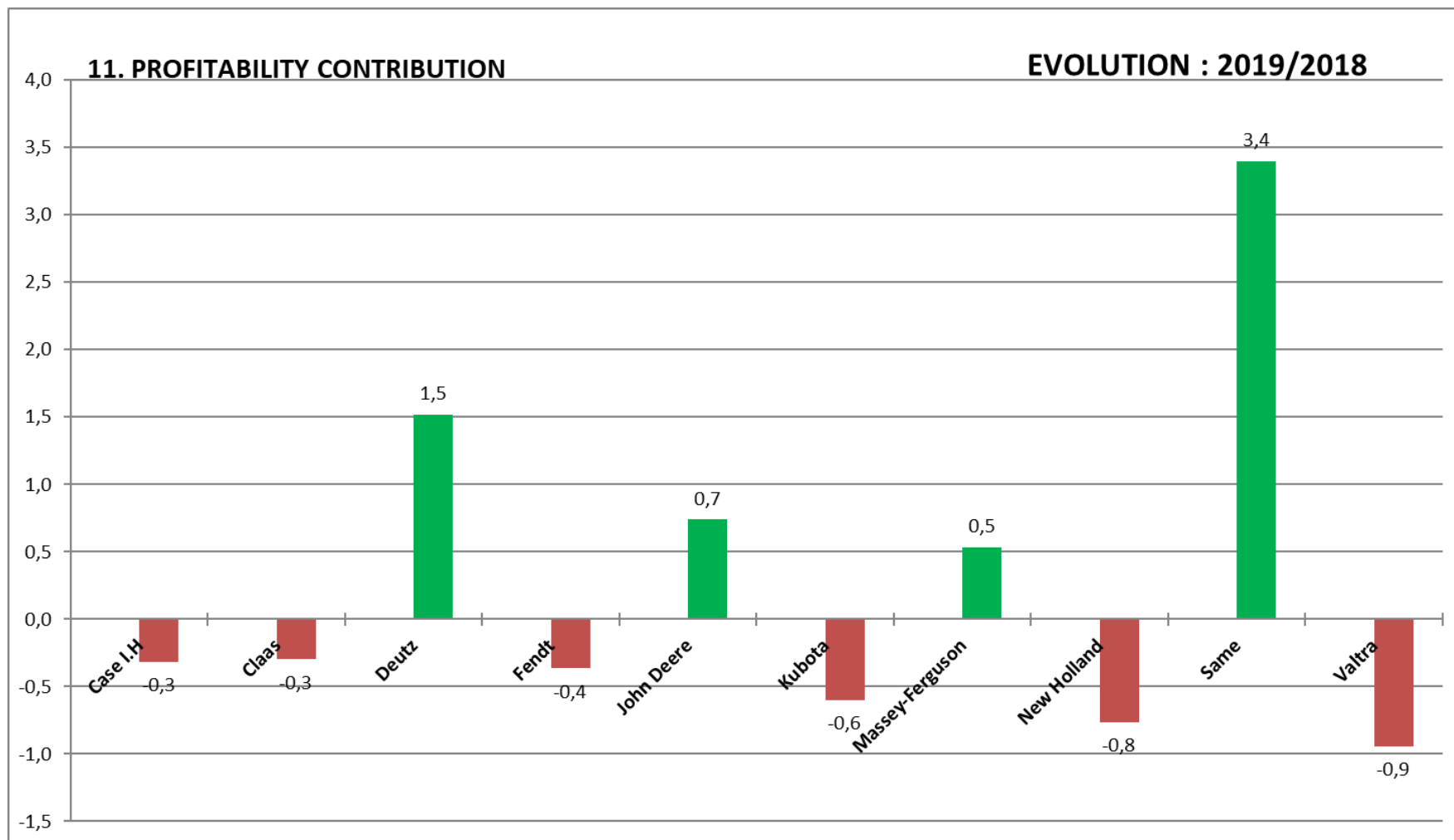


AVERAGE FOR PROFITABILITY CONTRIBUTION





AVERAGE FOR PROFITABILITY CONTRIBUTION

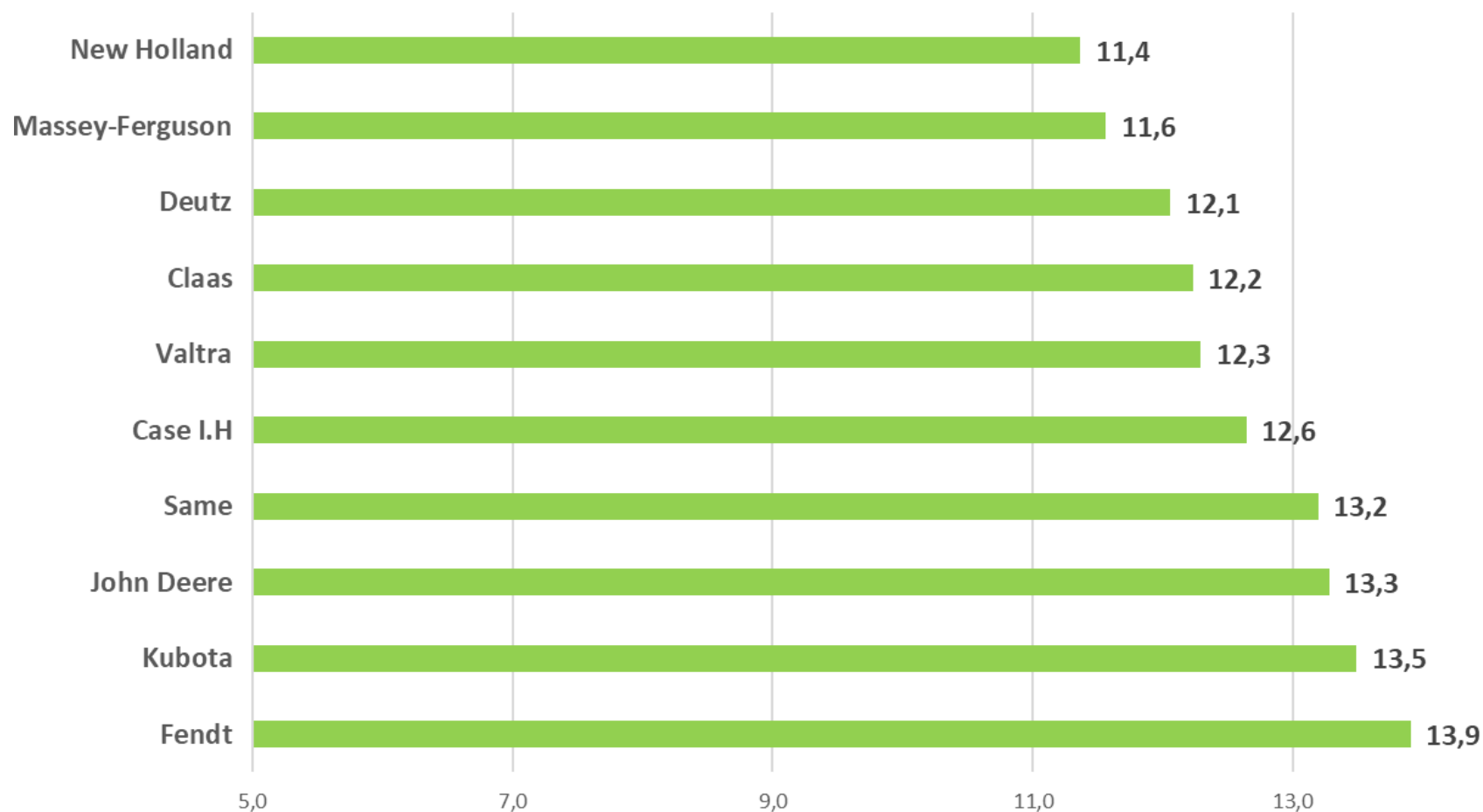




AVERAGE FOR IMPROVEMENTS

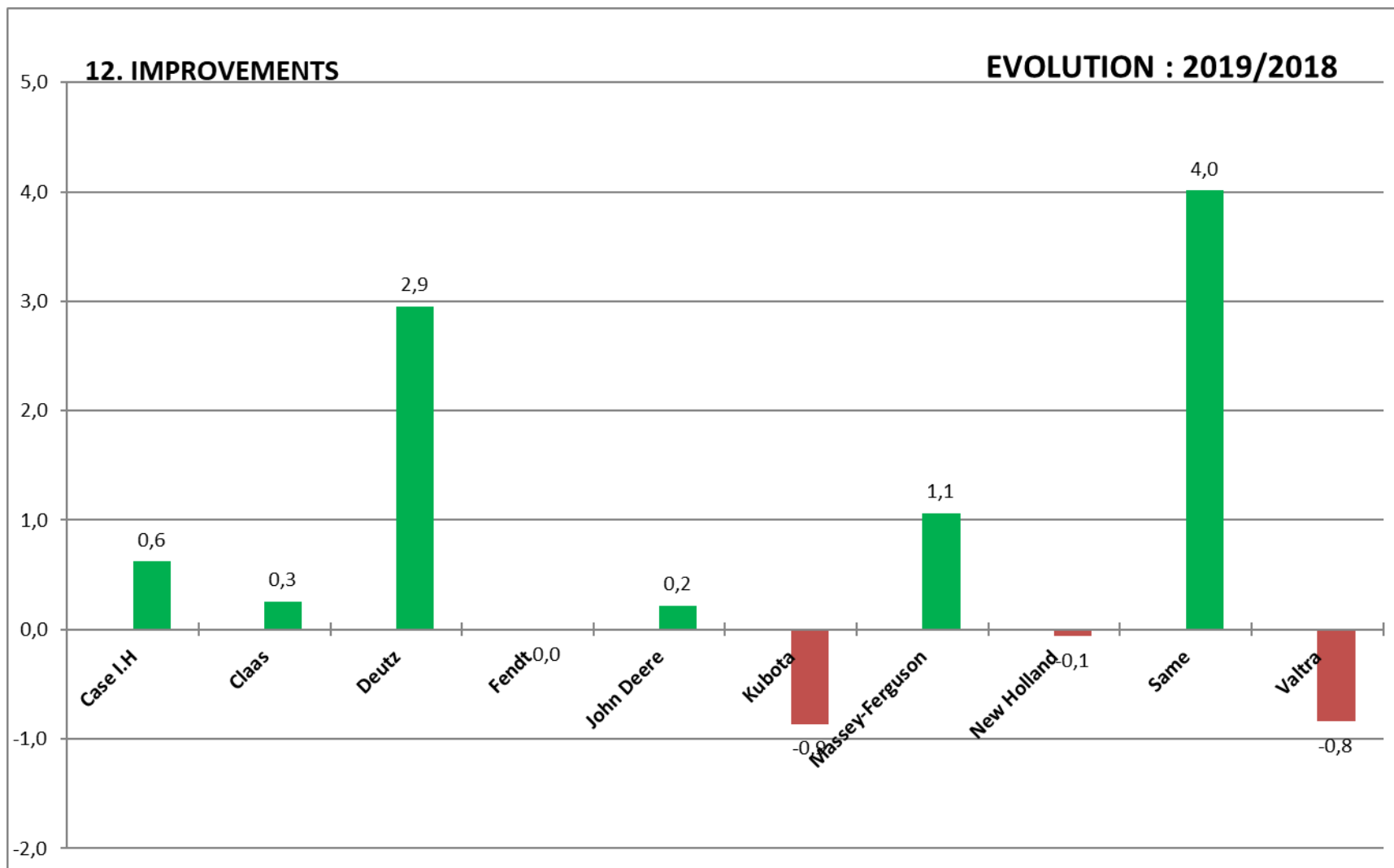
12. IMPROVEMENTS

■ 2019 12,5





AVERAGE FOR IMPROVEMENTS

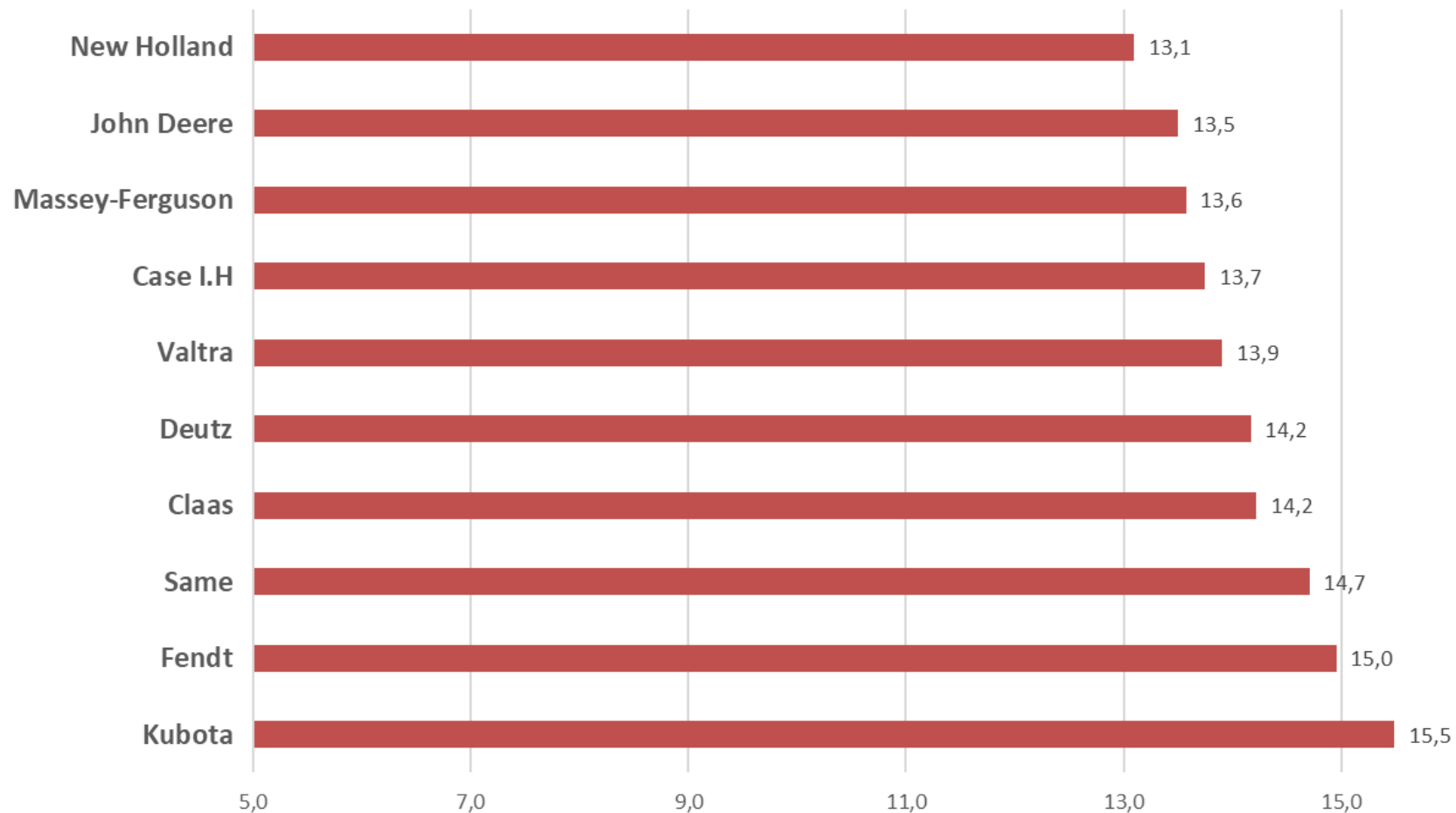




AVERAGE FOR MANUFACTURER-DEALER RELATIONS

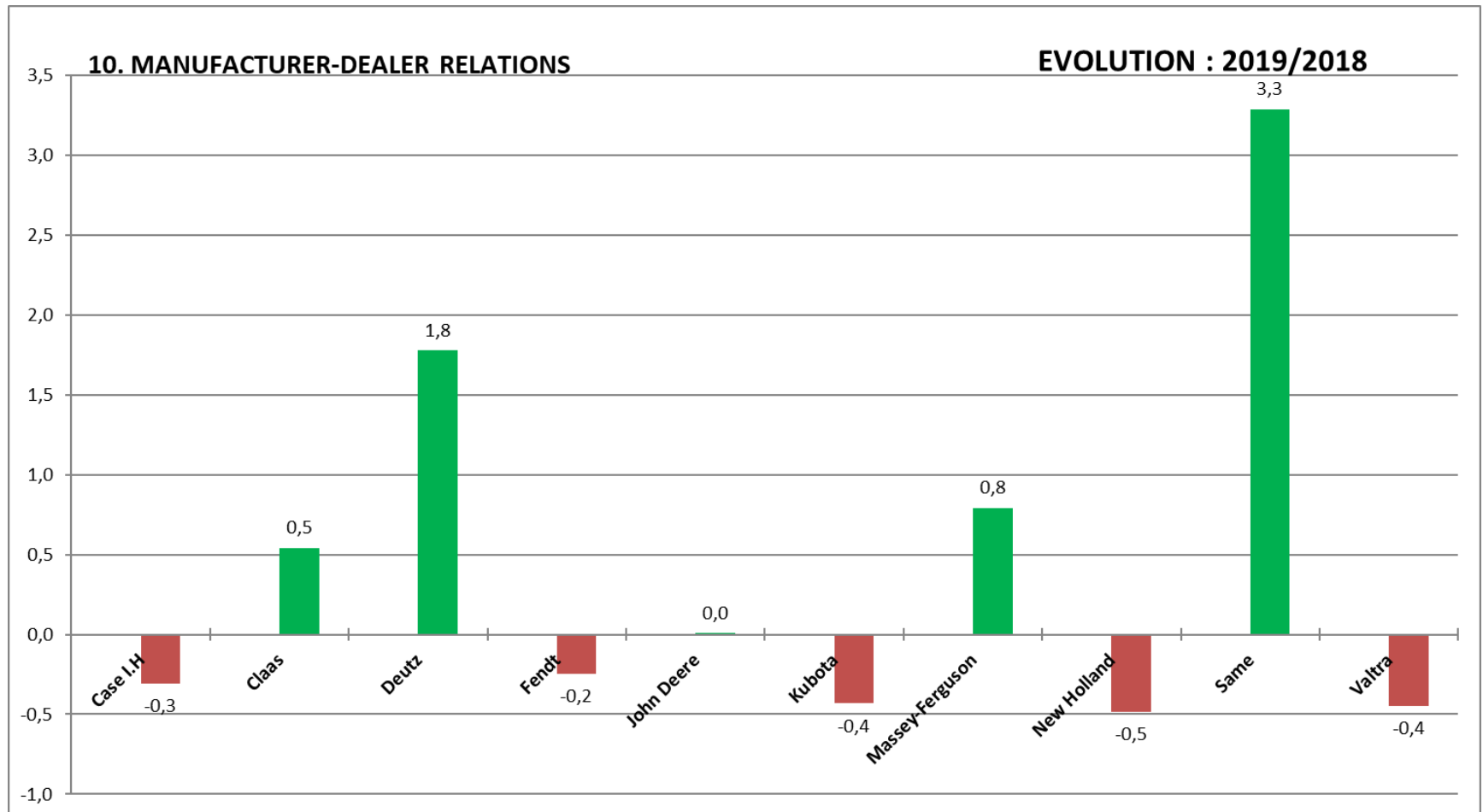
10. MANUFACTURER-DEALER RELATIONS

■ 2019 **14,1**





AVERAGE FOR MANUFACTURER-DEALER RELATIONS

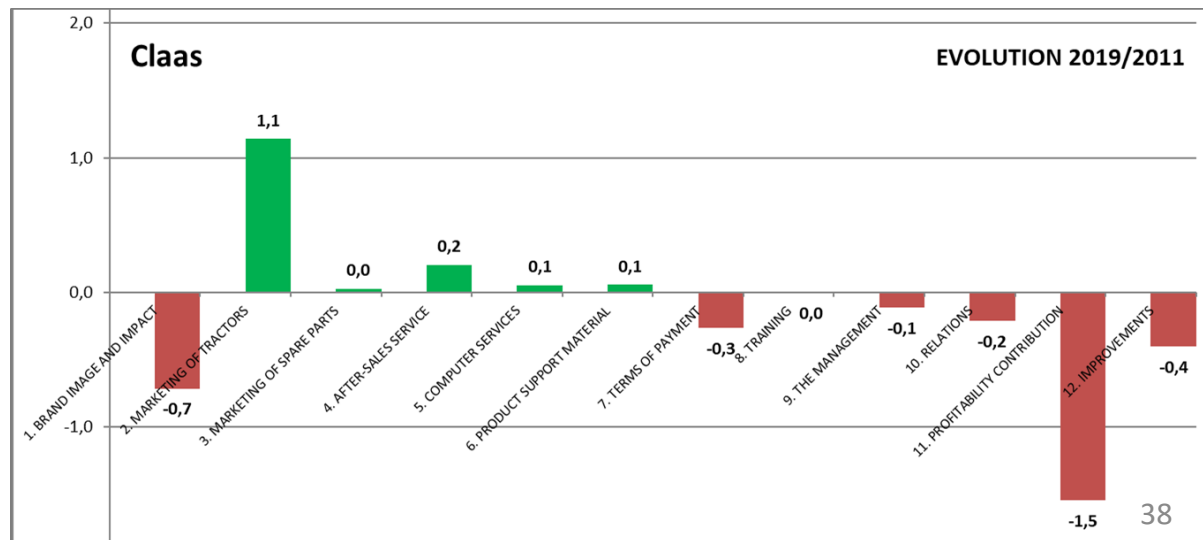
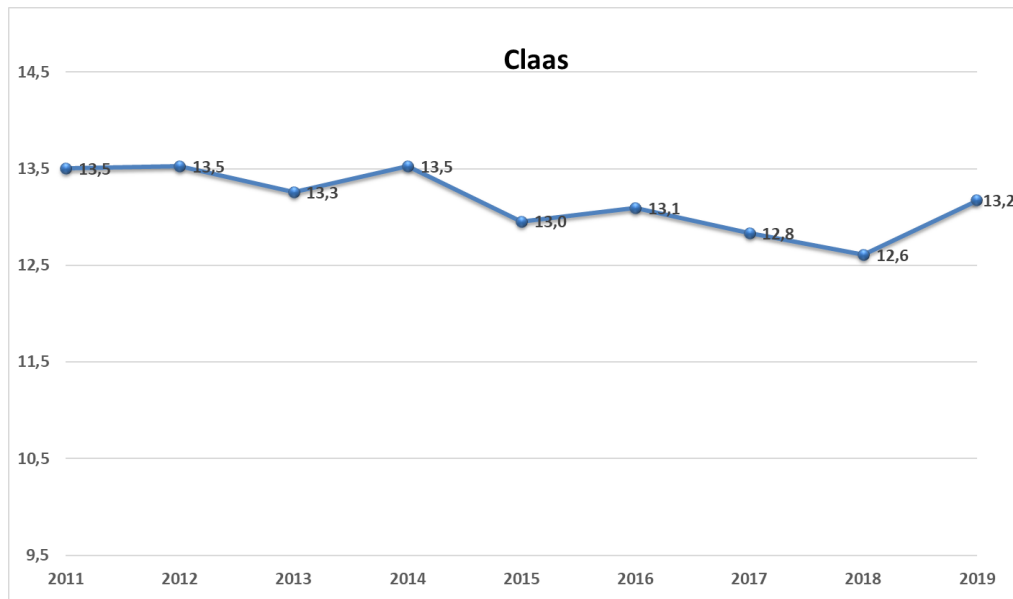




PART III - IMPROVEMENTS OF EACH BRAND SINCE 2011

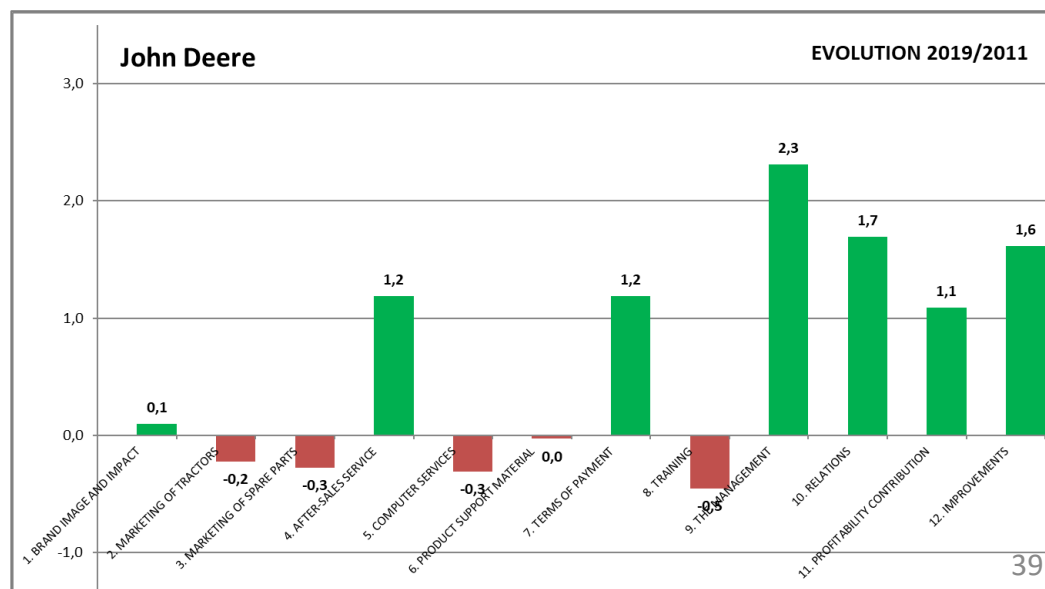
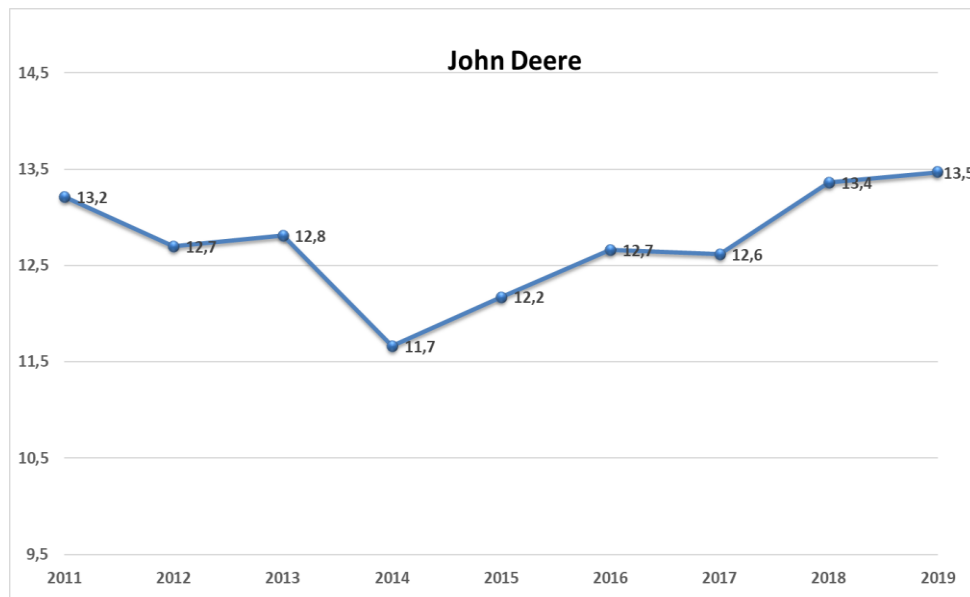


EVOLUTION OF THE GENERAL AVERAGE 2019/2011 - CLAAS



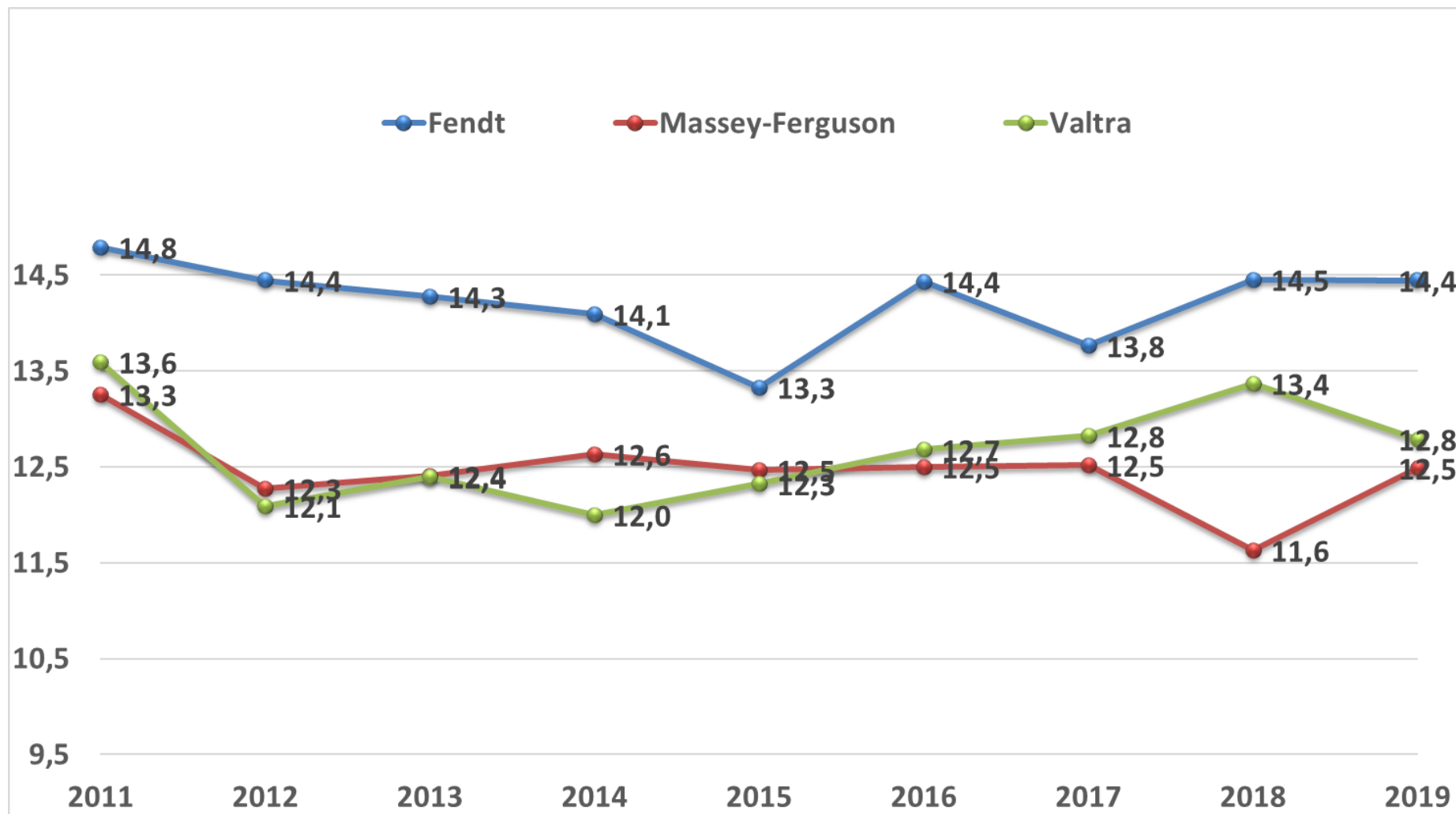


EVOLUTION OF THE GENERAL AVERAGE 2019/2011 – JOHN DEERE



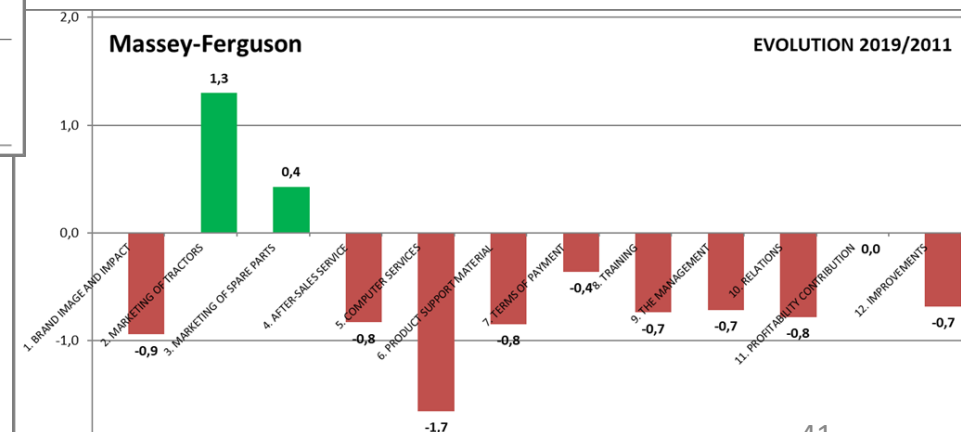
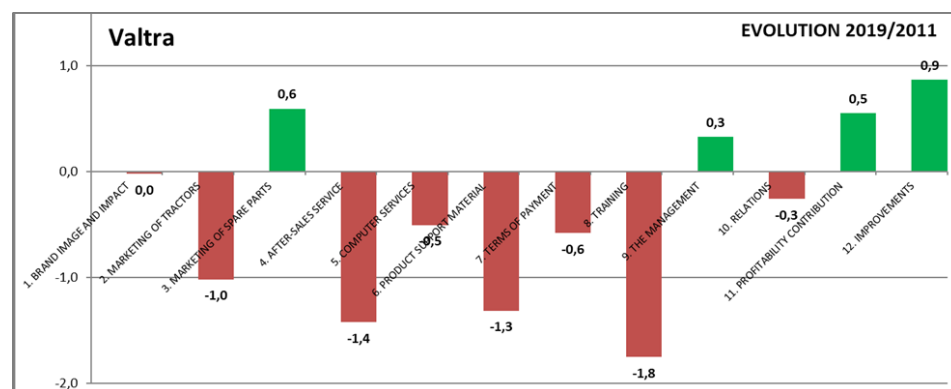
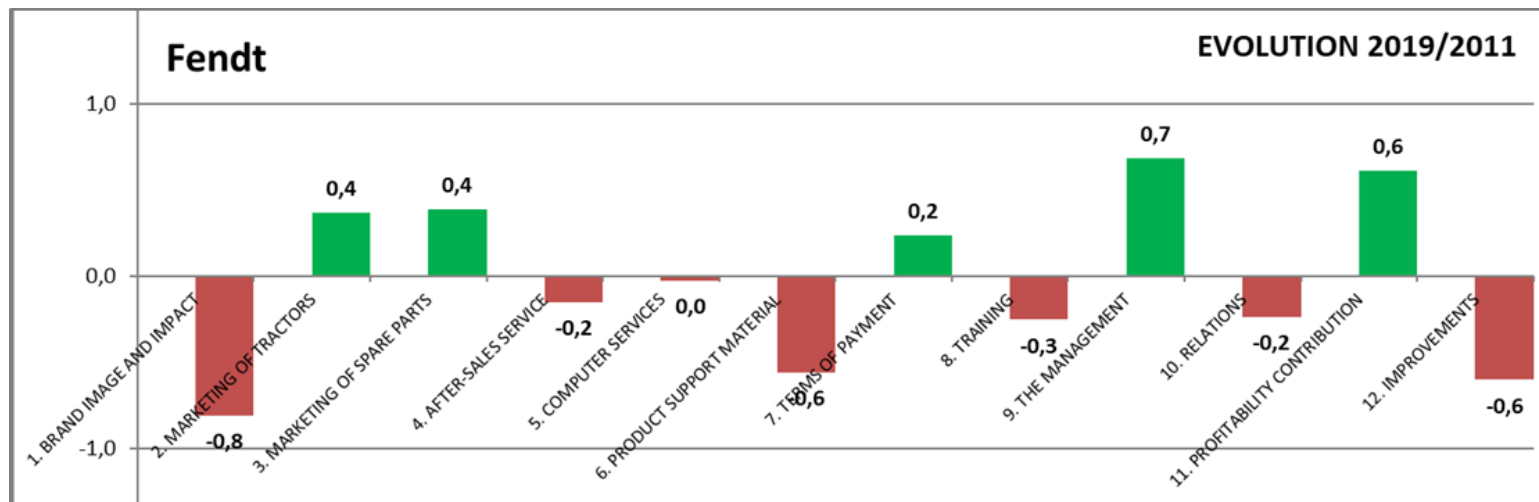


EVOLUTION OF THE GENERAL AVERAGE 2019/2011- AGCO



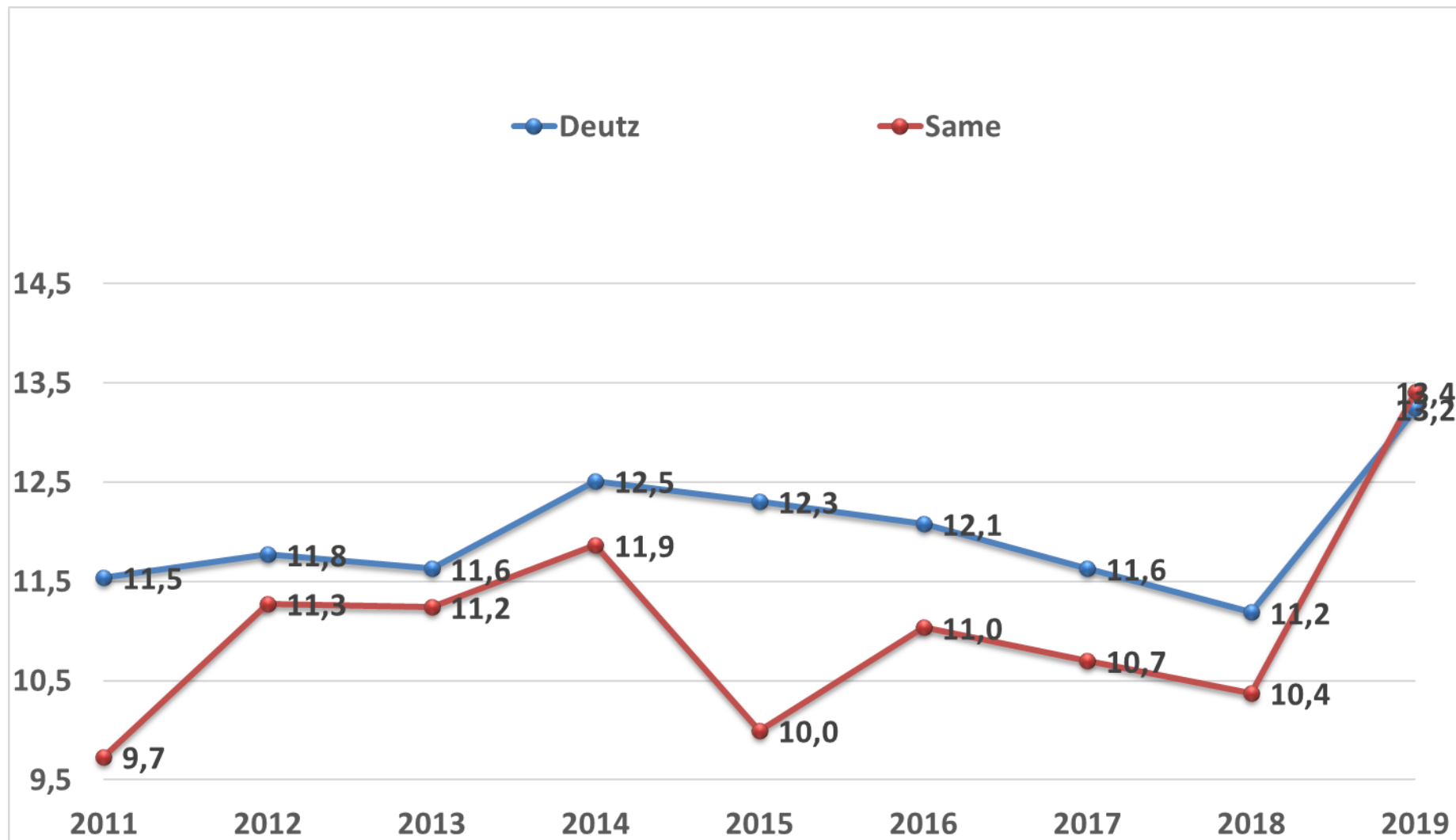


EVOLUTION OF THE GENERAL AVERAGE 2019/20 - AGCO



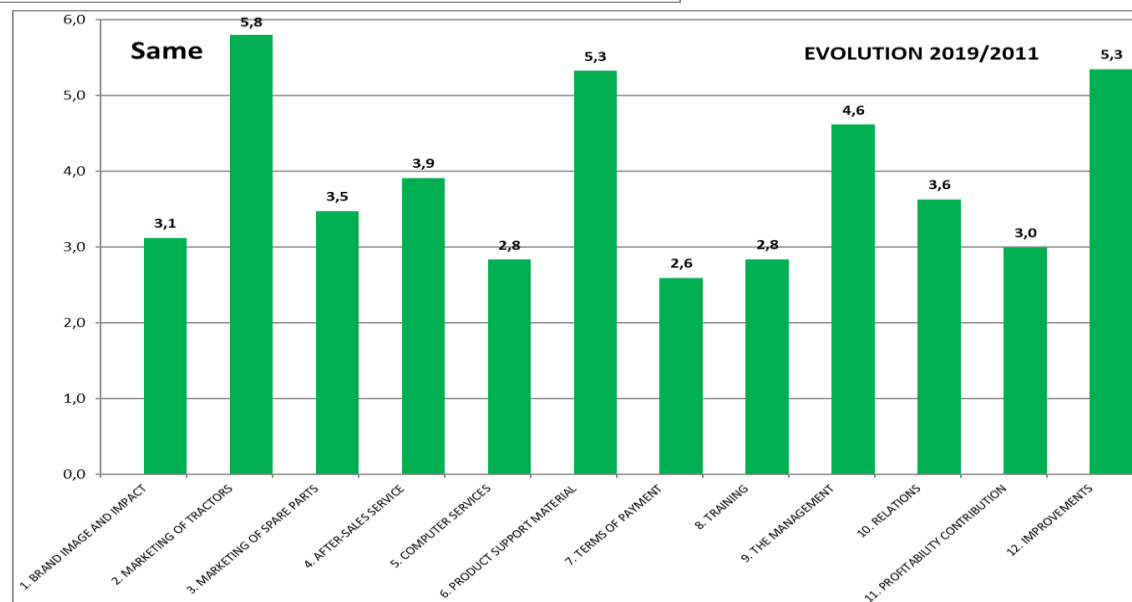
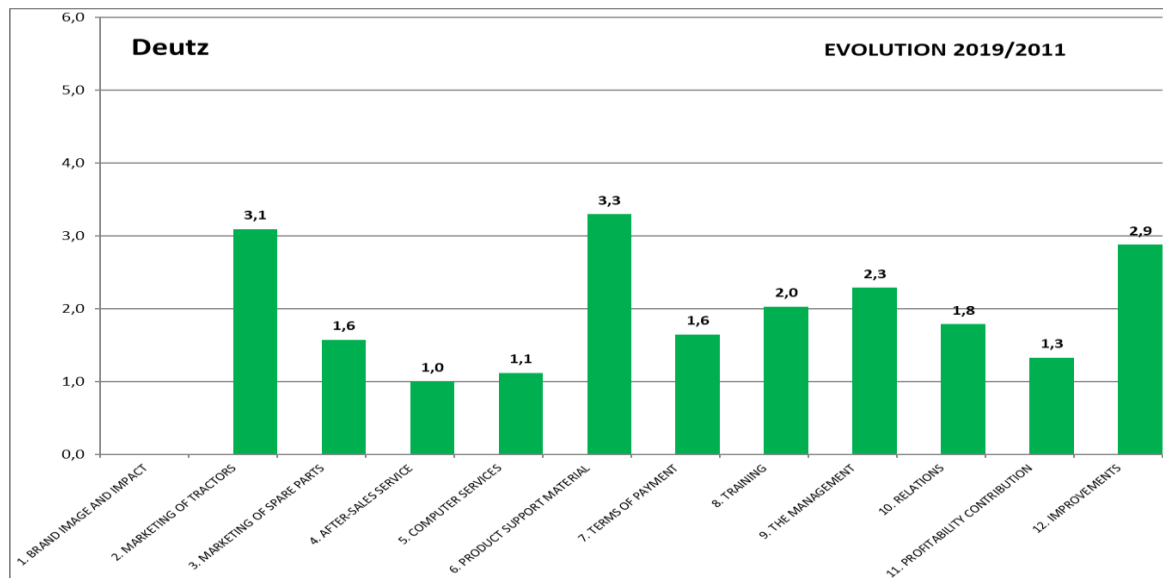


EVOLUTION OF THE GENERAL AVERAGE 2019/2011 – SDF GROUP



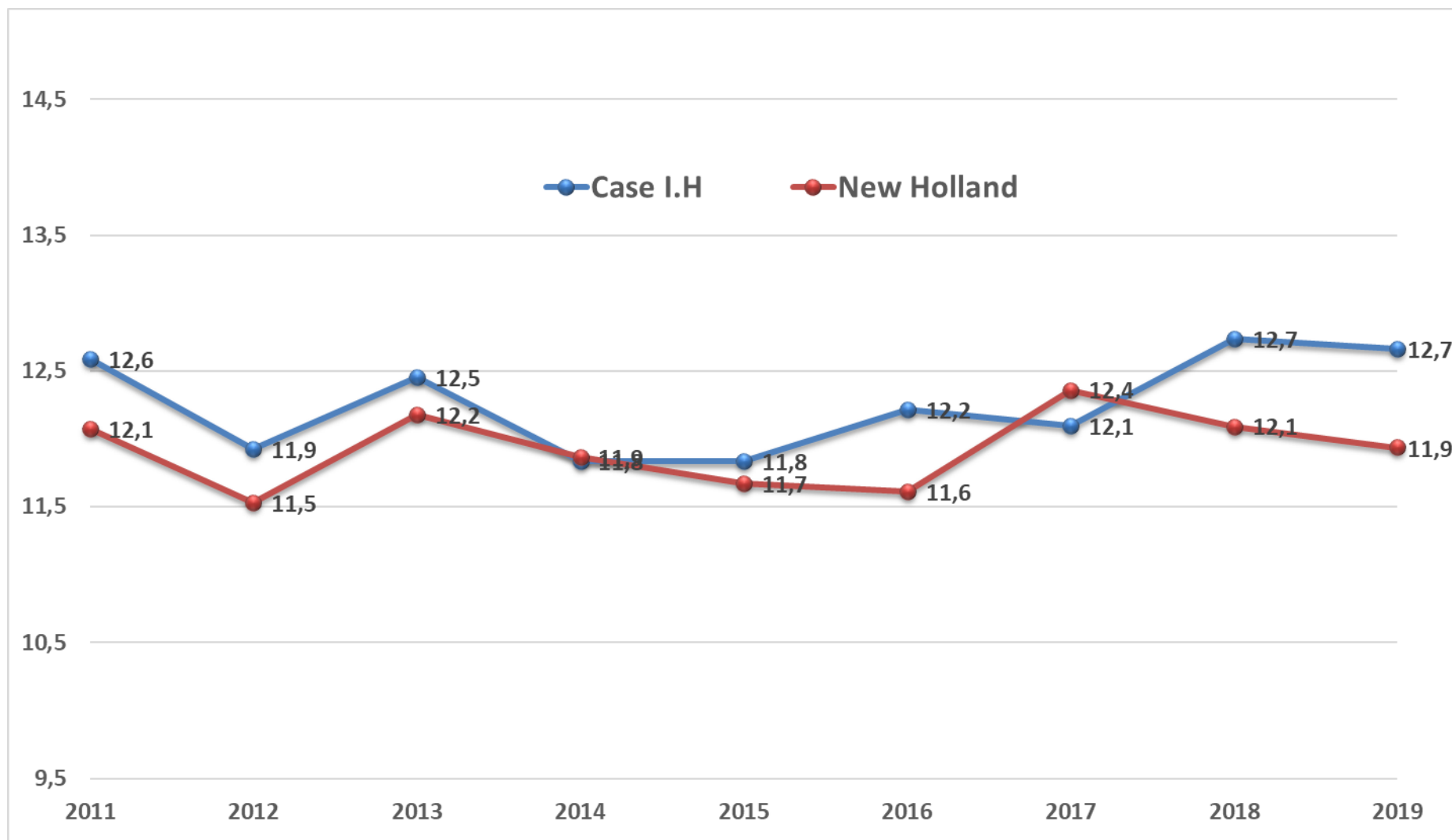


EVOLUTION OF THE GENERAL AVERAGE 2019/2011 – SDF GROUP



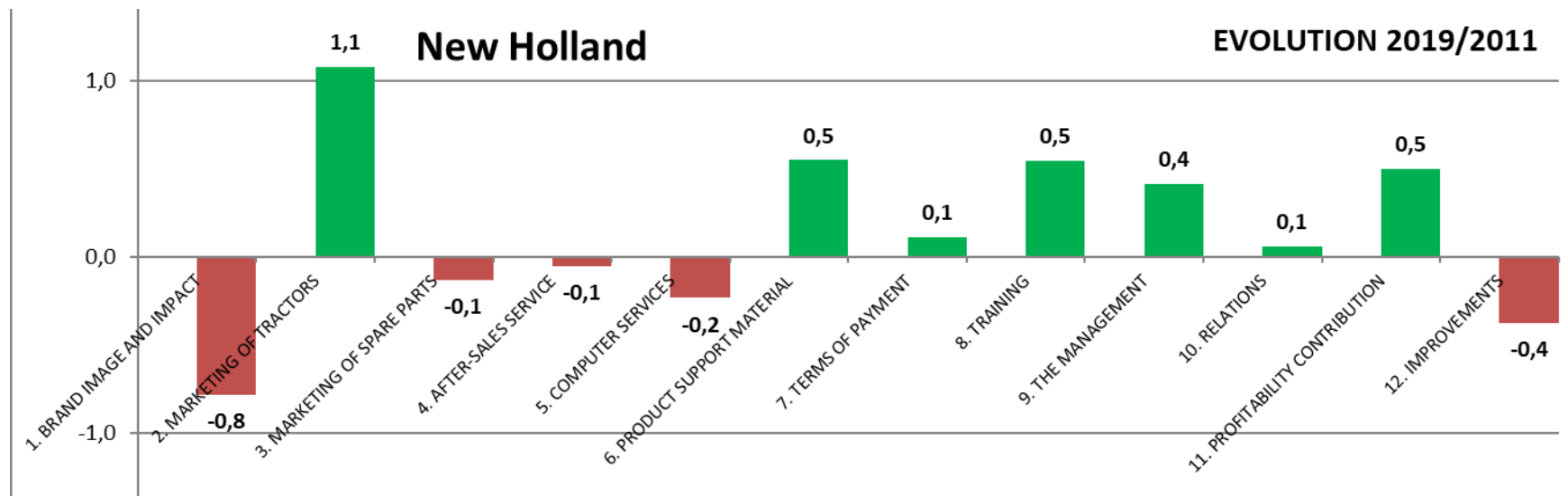
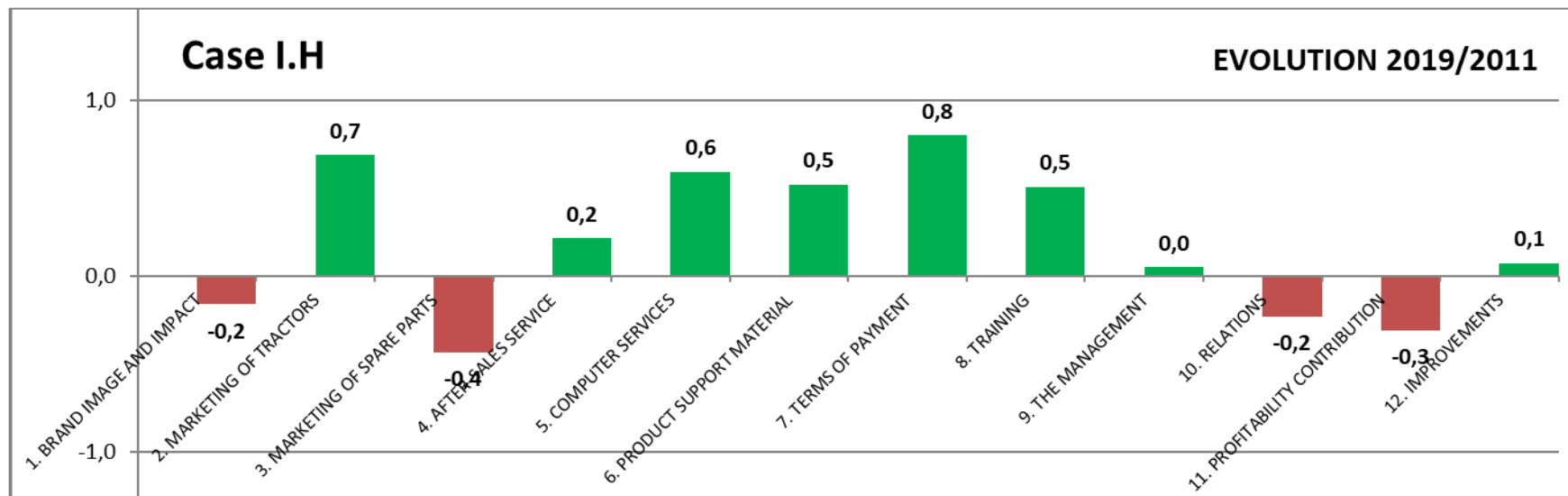


EVOLUTION OF THE GENERAL AVERAGE 2019/2011- CASE I.H & NEW HOLLAND





EVOLUTION OF THE GENERAL AVERAGE 2019/2011- CASE I.H & NEW HOLLAND





EVOLUTION OF THE GENERAL AVERAGE 2019/2011- KUBOTA

