



The EU results DSI 2020

10th survey



CLIMMAR
Centre de Liaison International
des Marchands de Machines Agricoles
et Réparateurs

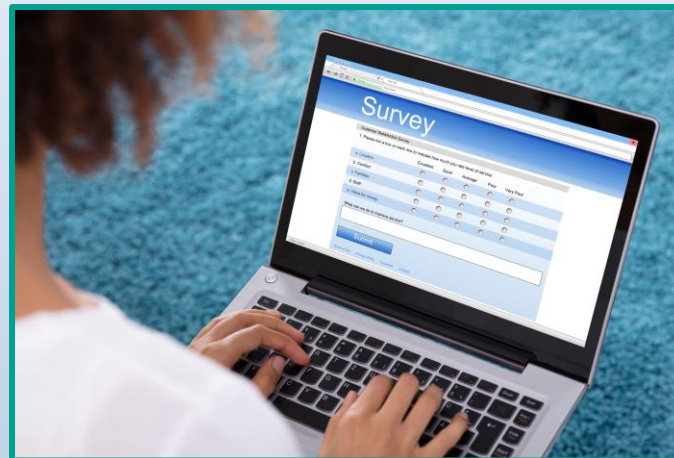


ONLINE SURVEY



Start : June 2nd

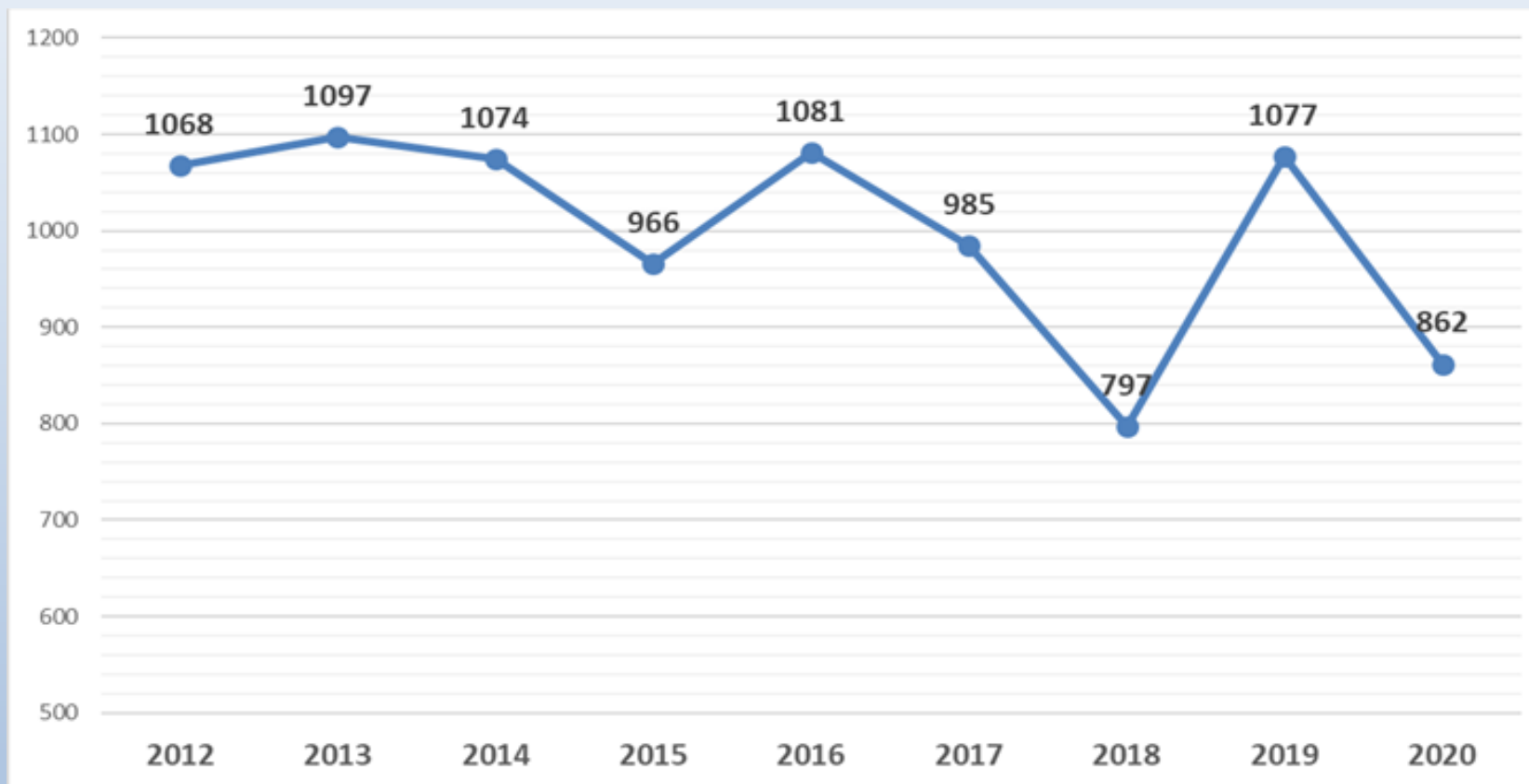
End : July 24th



8 countries included



Participation



The drop is explained by the fact that two countries (UK and Austria) were unable to investigate due to COVID 19



PART II

2020 RESULTS /2019



14 main topics in the DSI questionnaire

- 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

Overall average for each brand

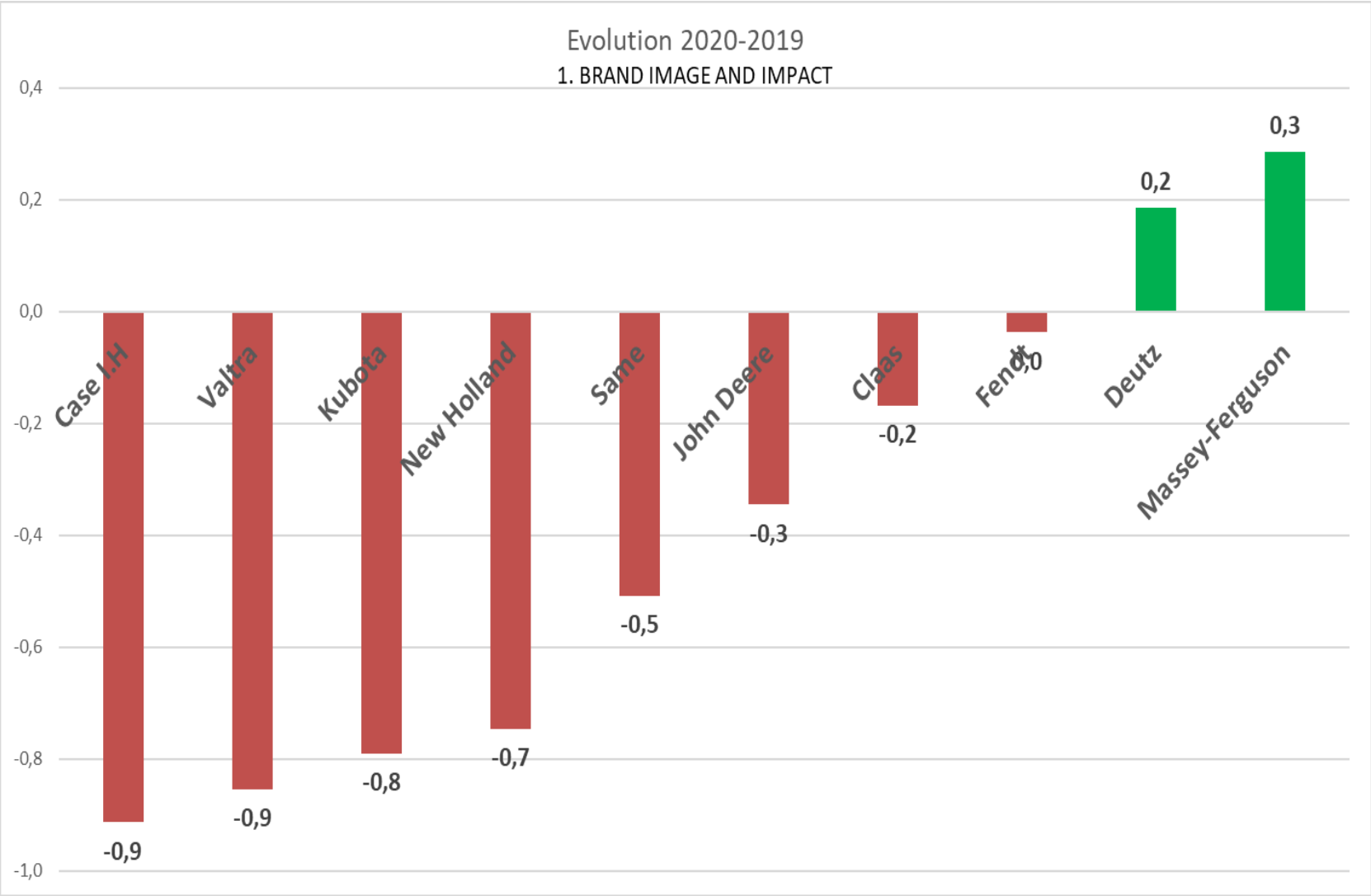


AVERAGE FOR BRAND IMAGE

Trend: 2020 > 2019



Average figure



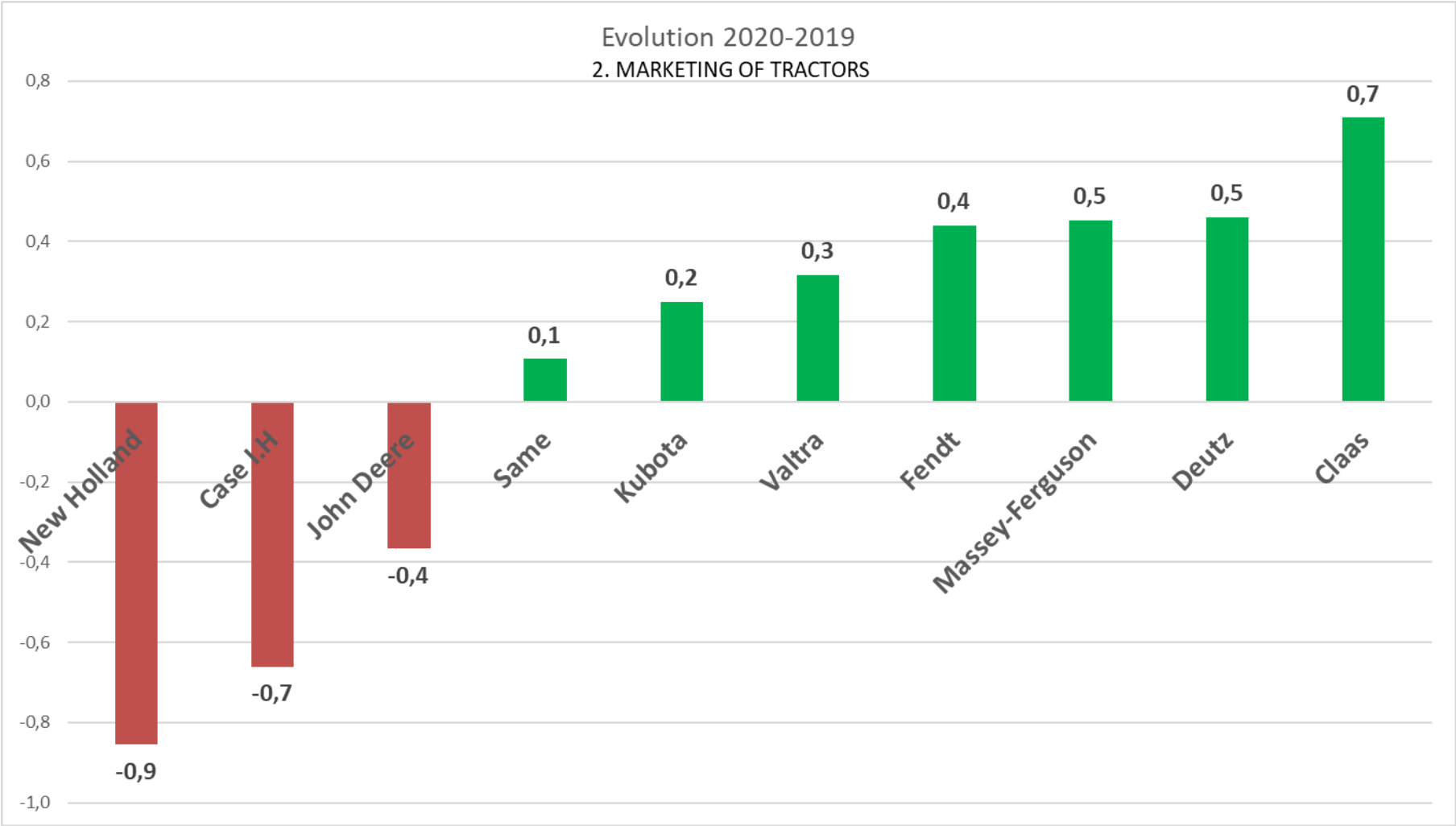
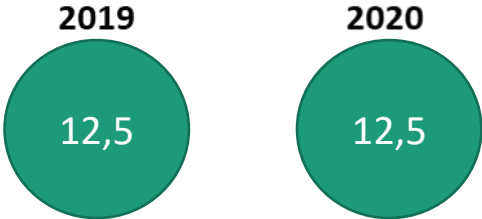


AVERAGE FOR MARKETING OF TRACTORS

Trend: 2020 > 2019



Average figure



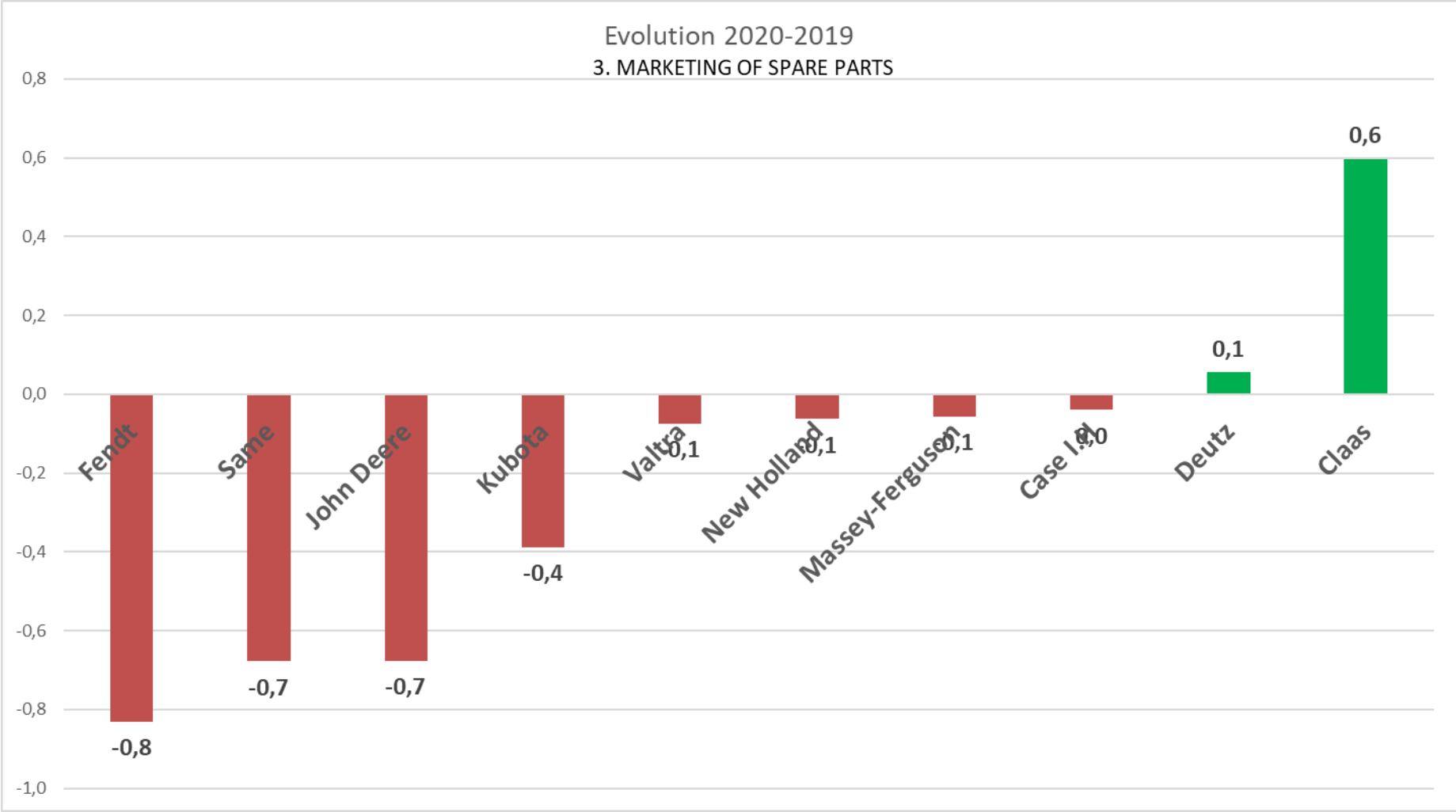


AVERAGE FOR MARKETING OF SPARE PARTS

Trend: 2020 > 2019



Average figure



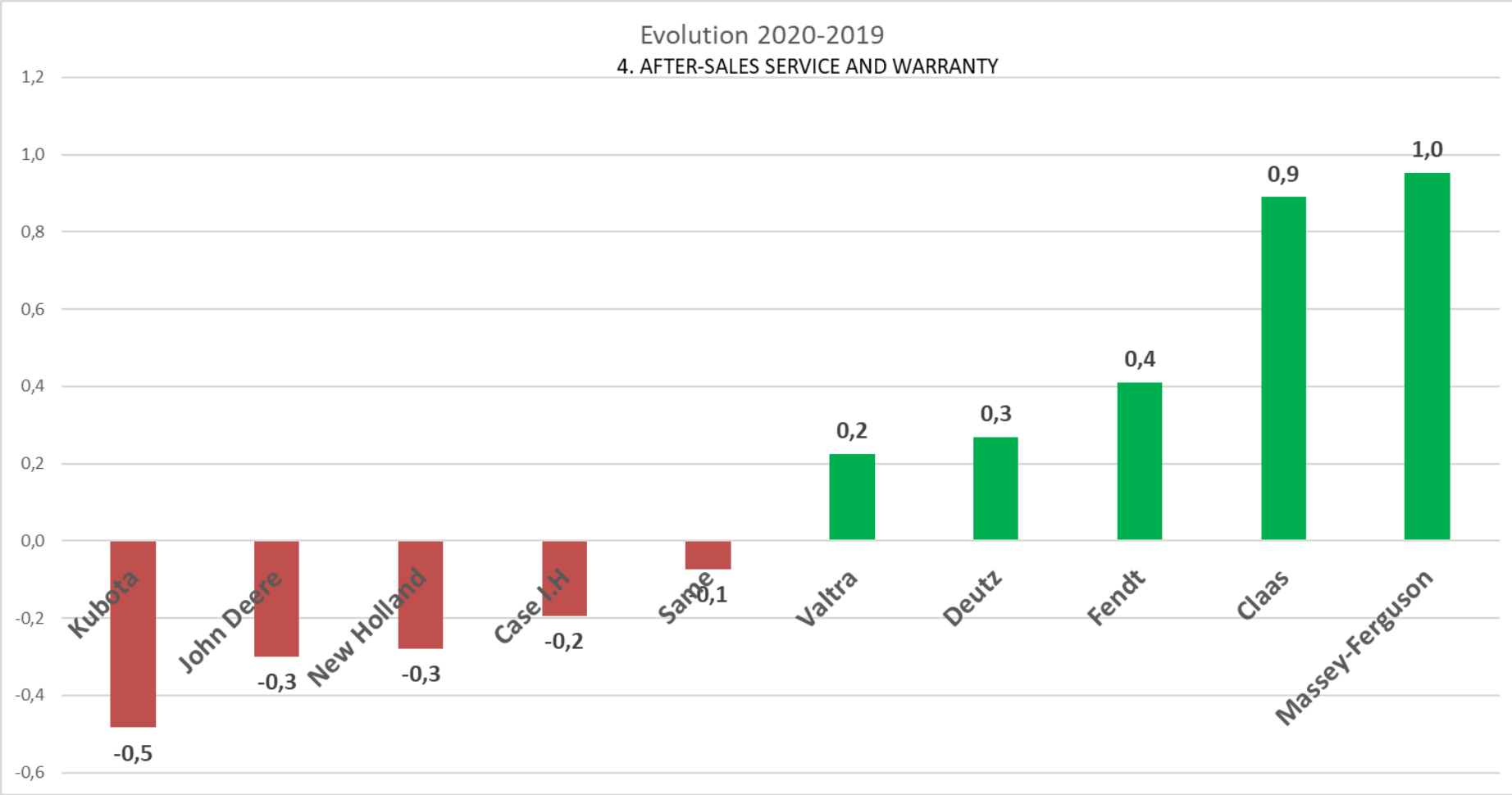


AVERAGE FOR AFTER-SALES SERVICE & WARRANTY

Trend: 2020 > 2019



Average figure





AVERAGE FOR COMPUTER SERVICES

Trend: 2020 > 2019

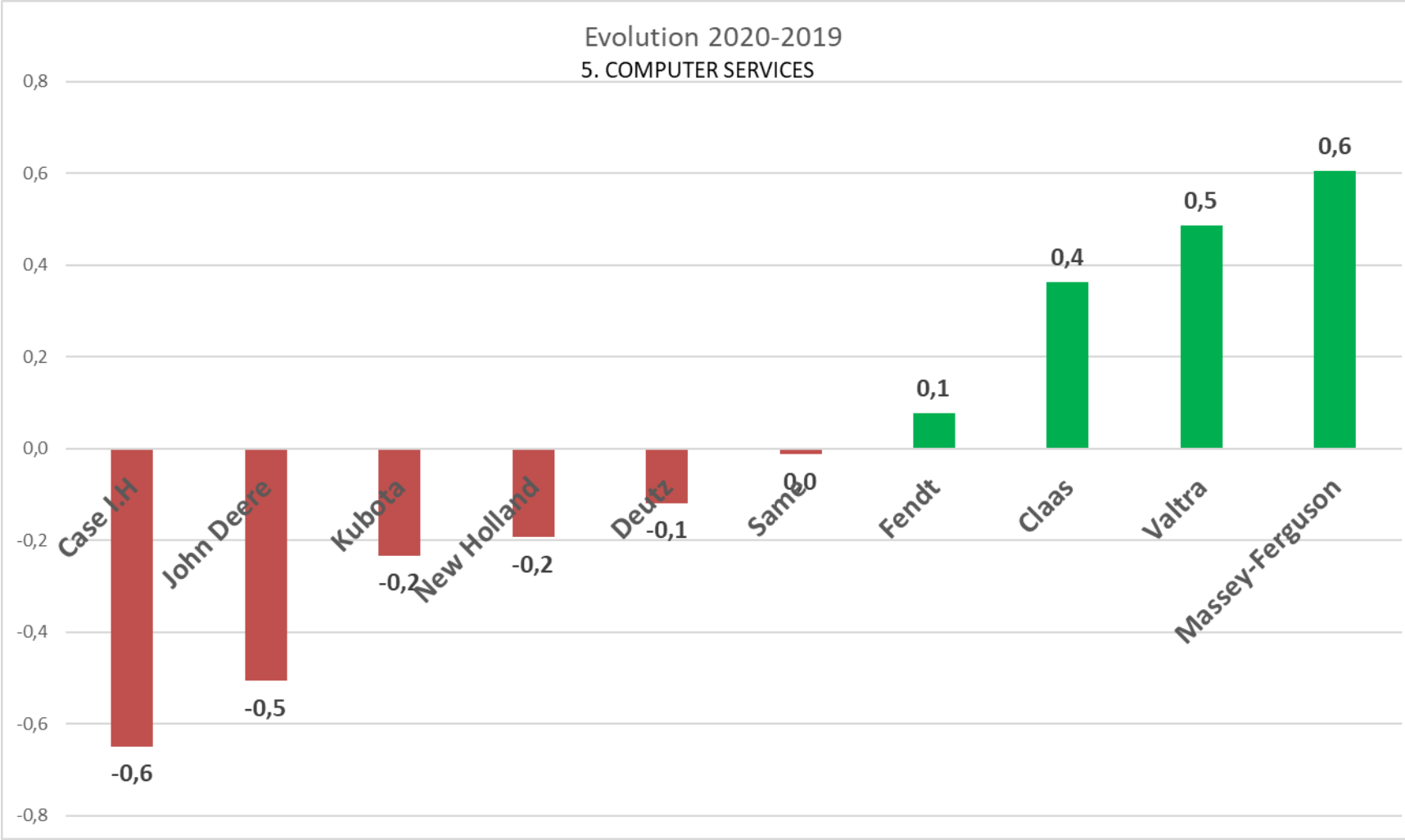


Average figure

2019



2020



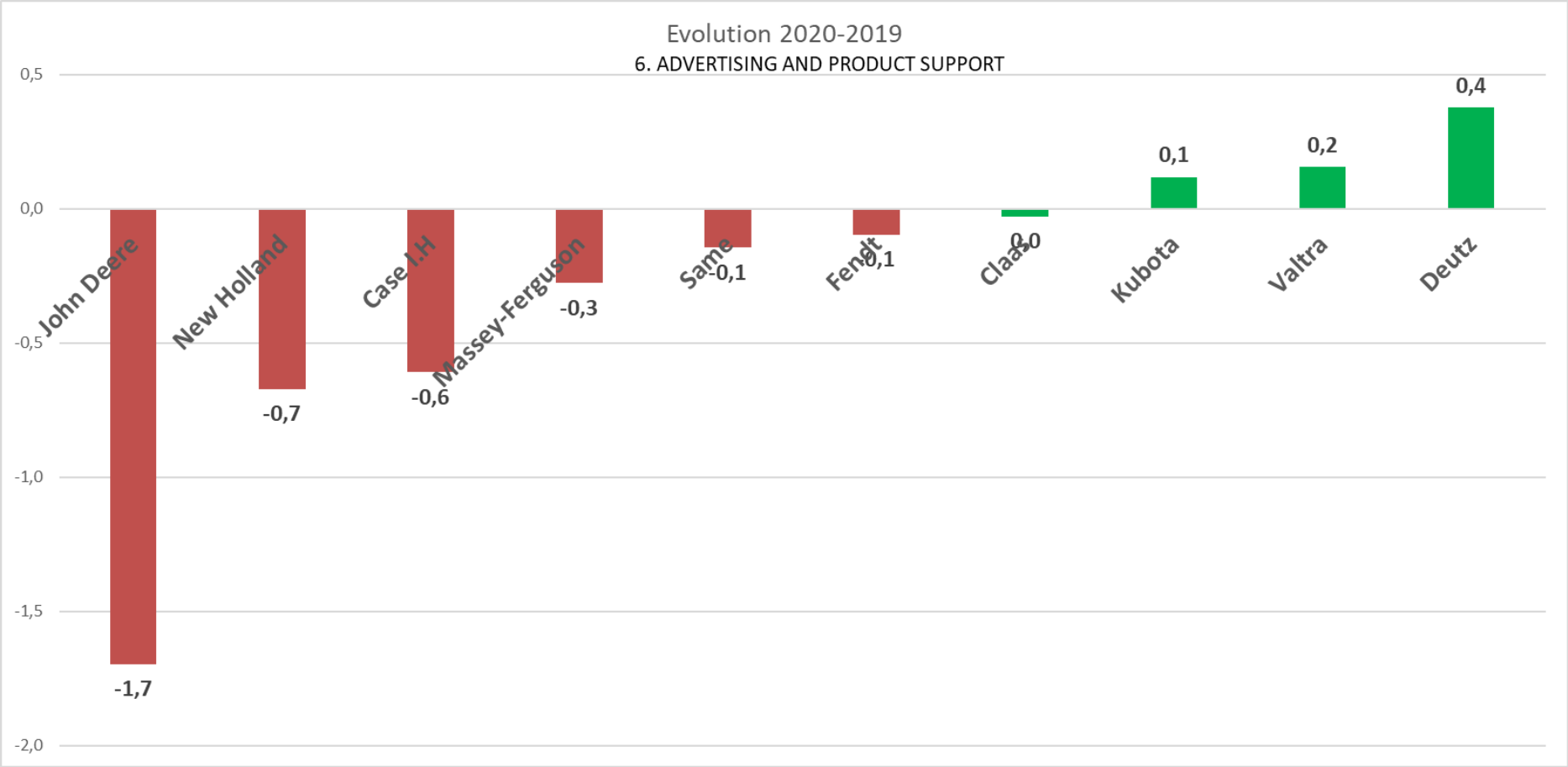
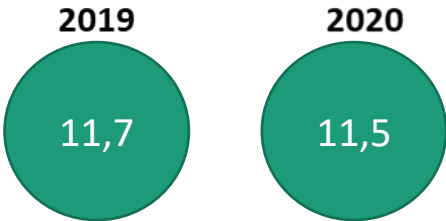


AVERAGE FOR ADVERTISING & PRODUCT SUPPORT MATERIAL

Trend: 2020 > 2019



Average figure



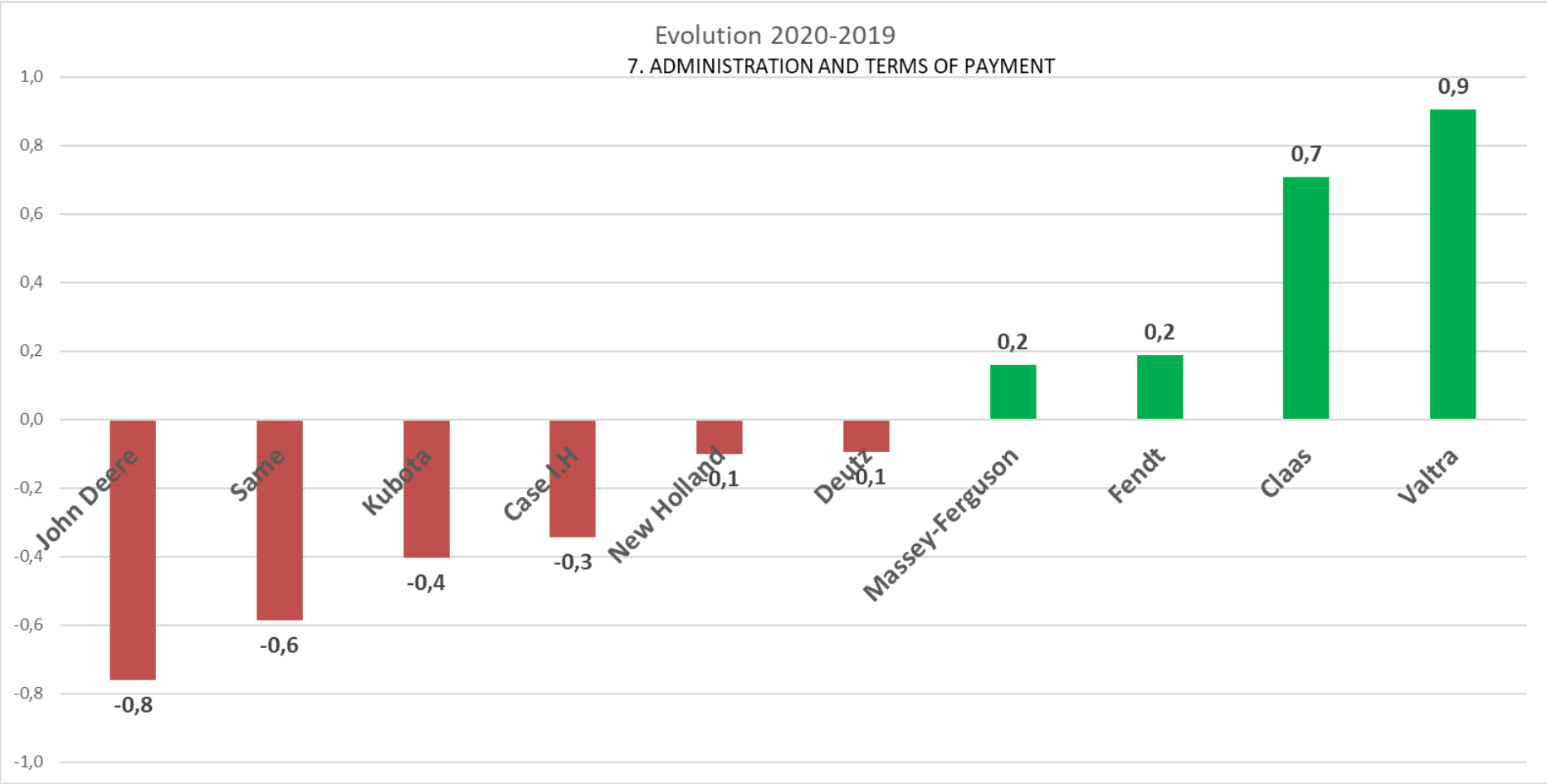


AVERAGE FOR ADMINISTRATION & TERMS OF PAYMENT

Trend: 2020 > 2019



Average figure



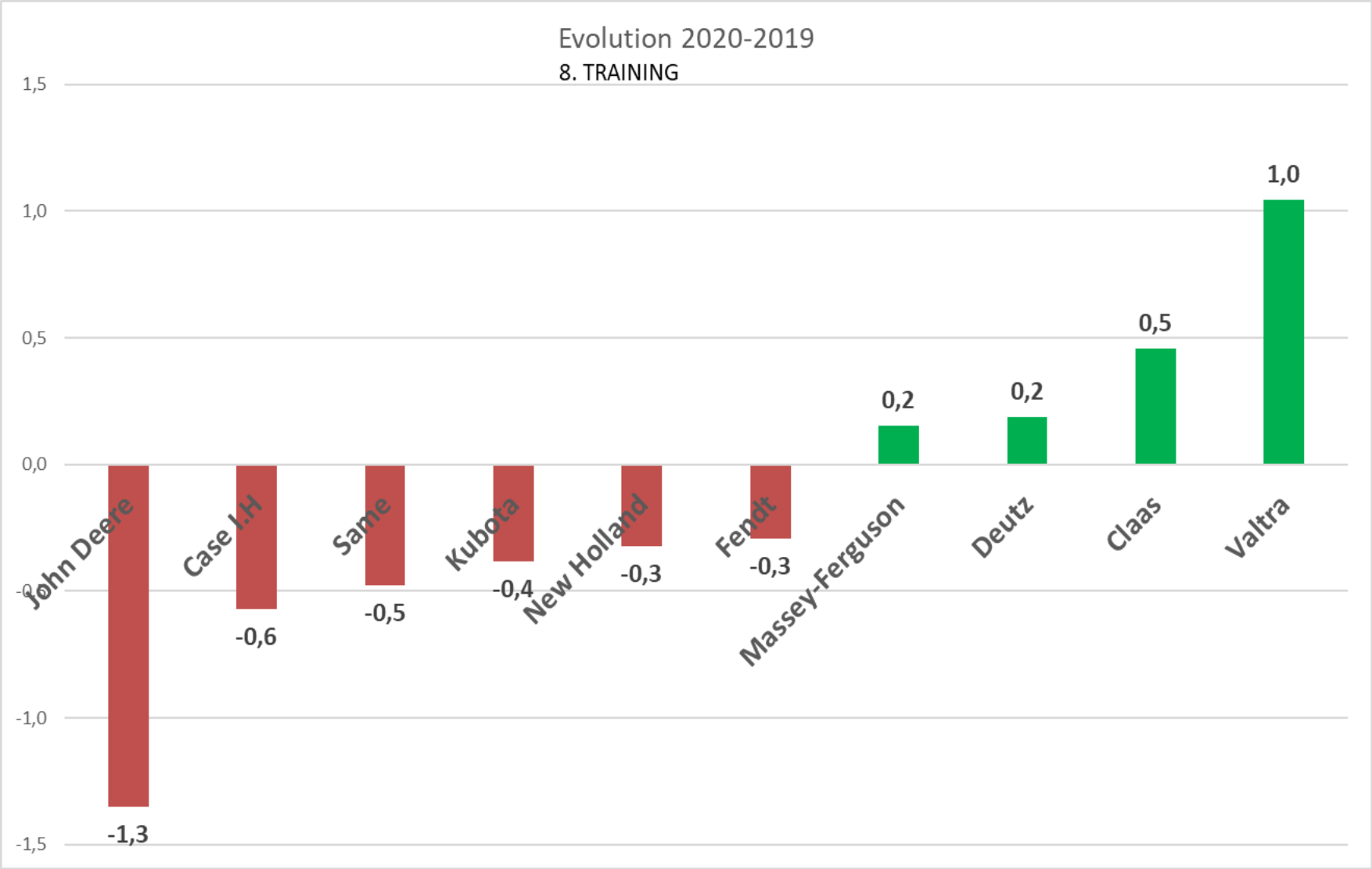


AVERAGE FOR TRAINING

Trend: 2020 > 2019



Average figure



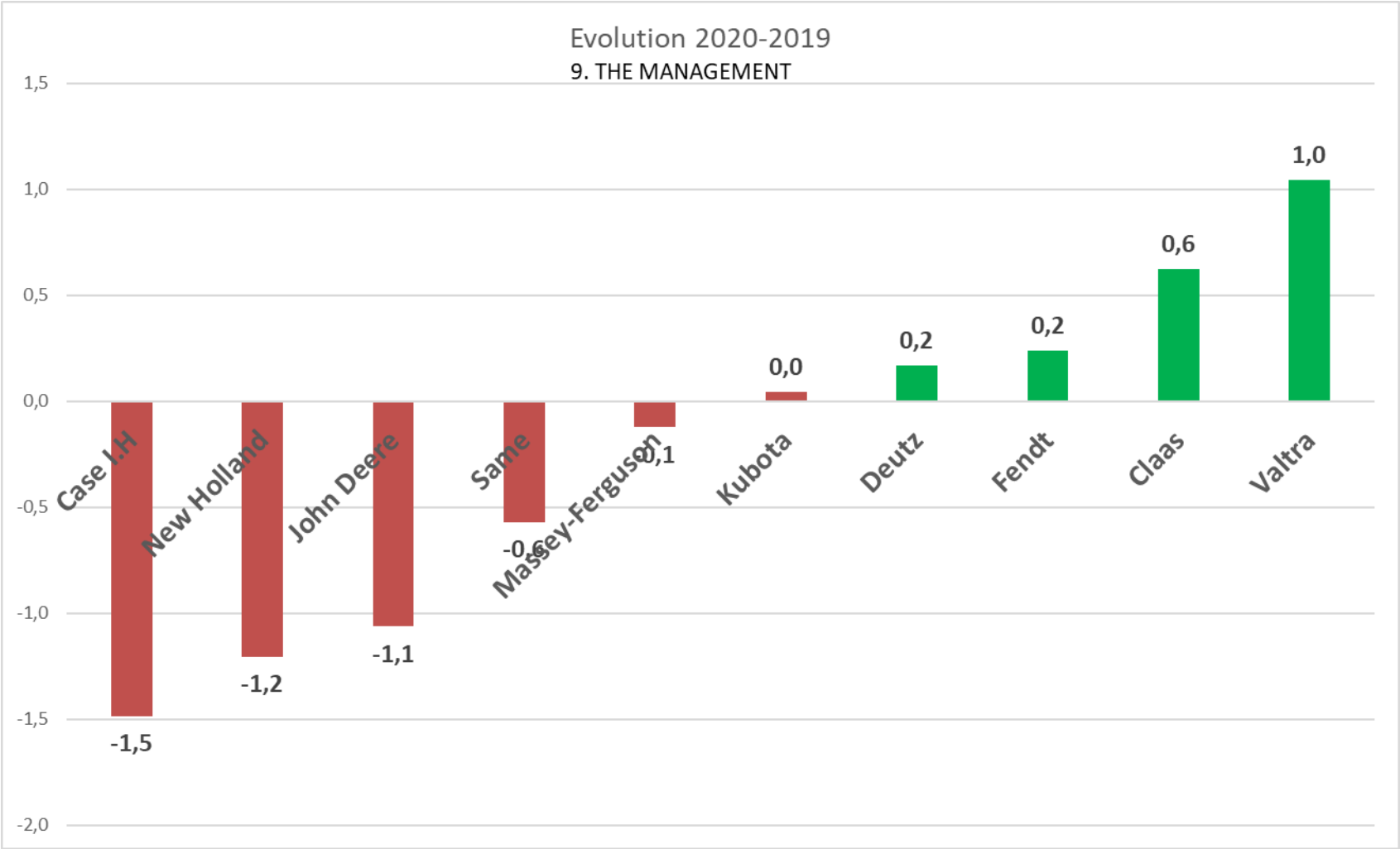


AVERAGE FOR MANAGEMENT

Trend: 2020 > 2019



Average figure





AVERAGE FOR MANUFACTURER-DEALER RELATIONS

Trend: 2020 > 2019

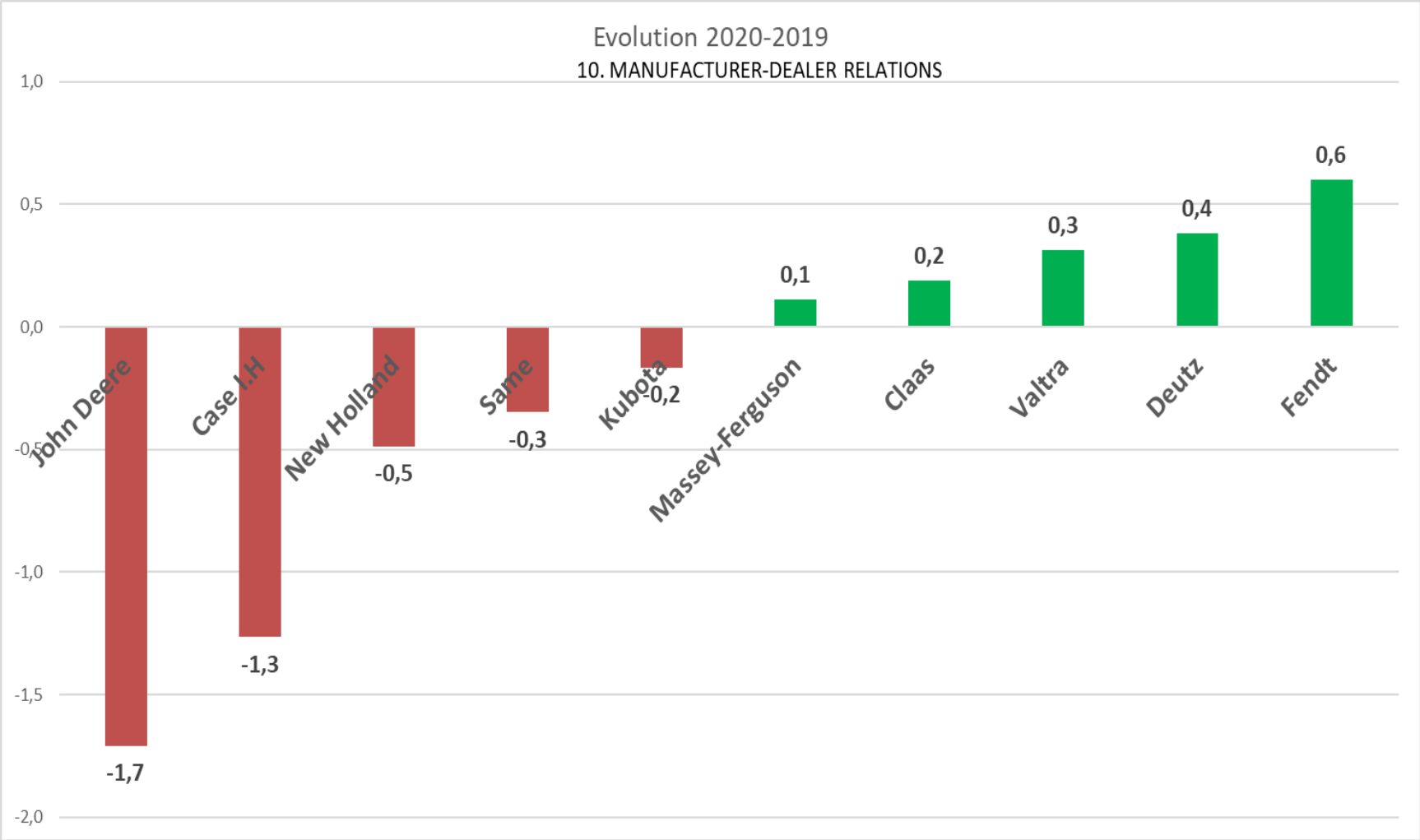


Average figure

2019



2020





AVERAGE FOR PROFITABILITY CONTRIBUTION

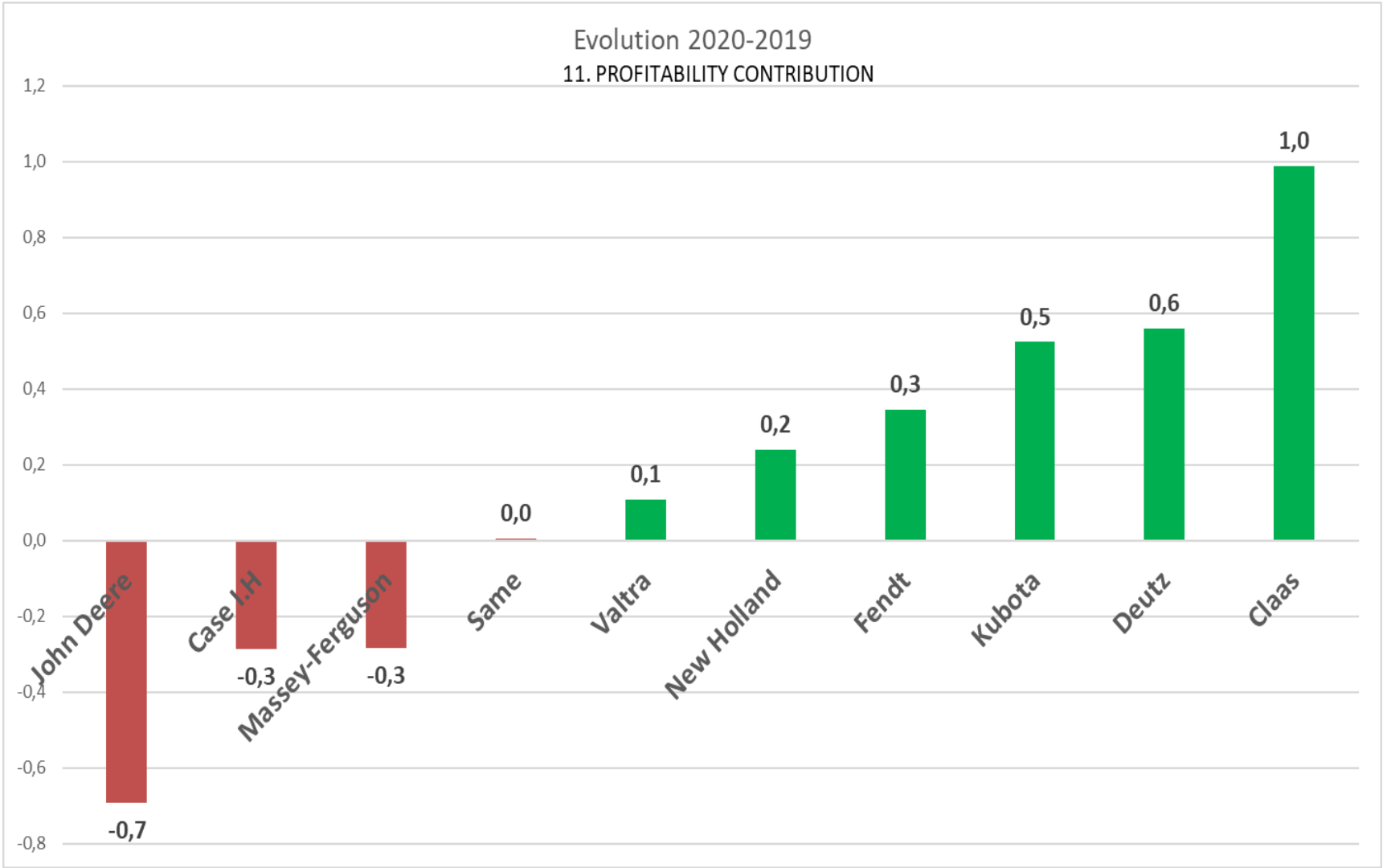
Trend: 2020 > 2019



Average figure

2019

2020





AVERAGE FOR IMPROVEMENTS

Trend: 2020 > 2019



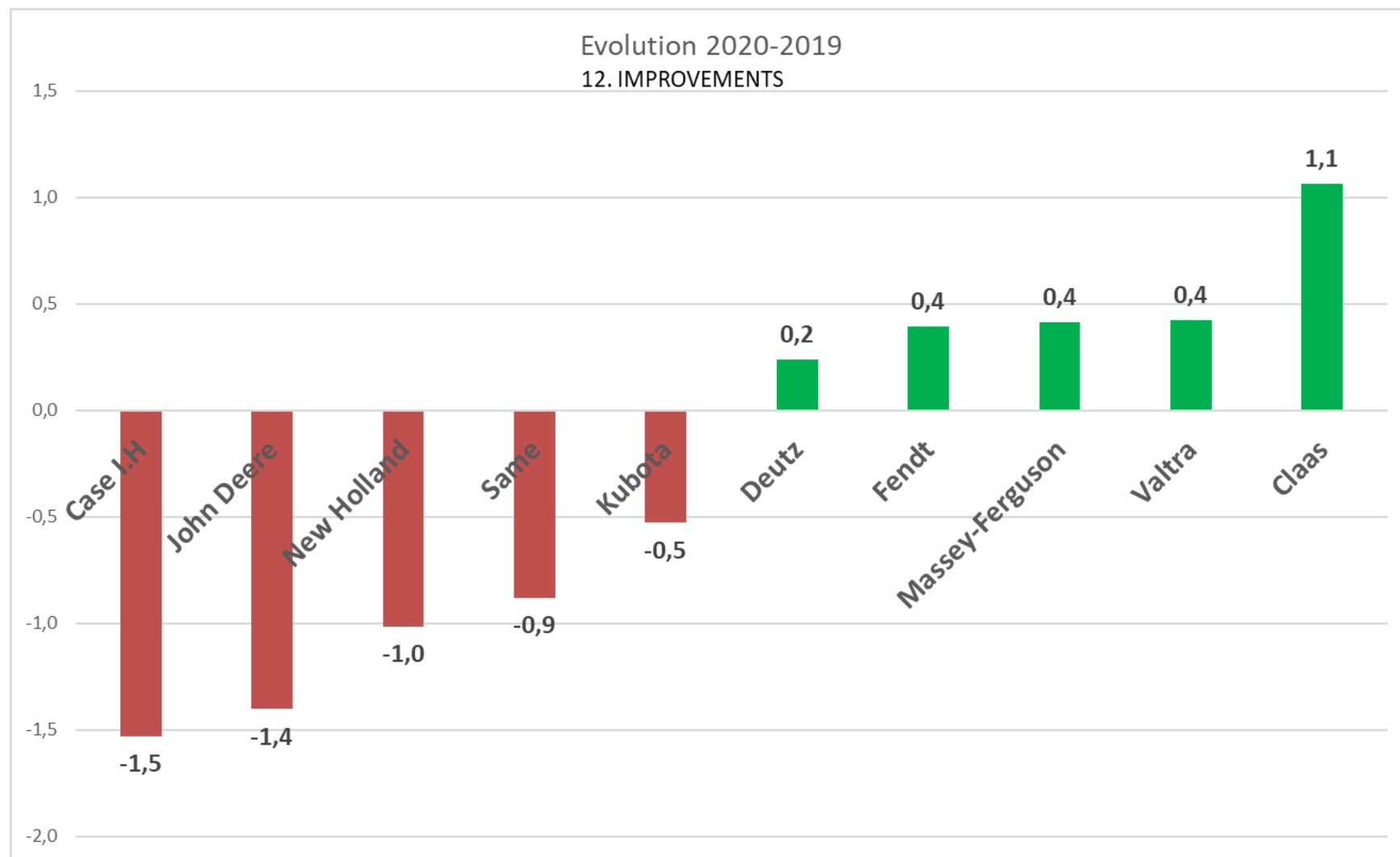
Average figure

2019

12,5

2020

12,3





AVERAGE FOR FINANCING OFFERS

Trend: 2020 > 2019



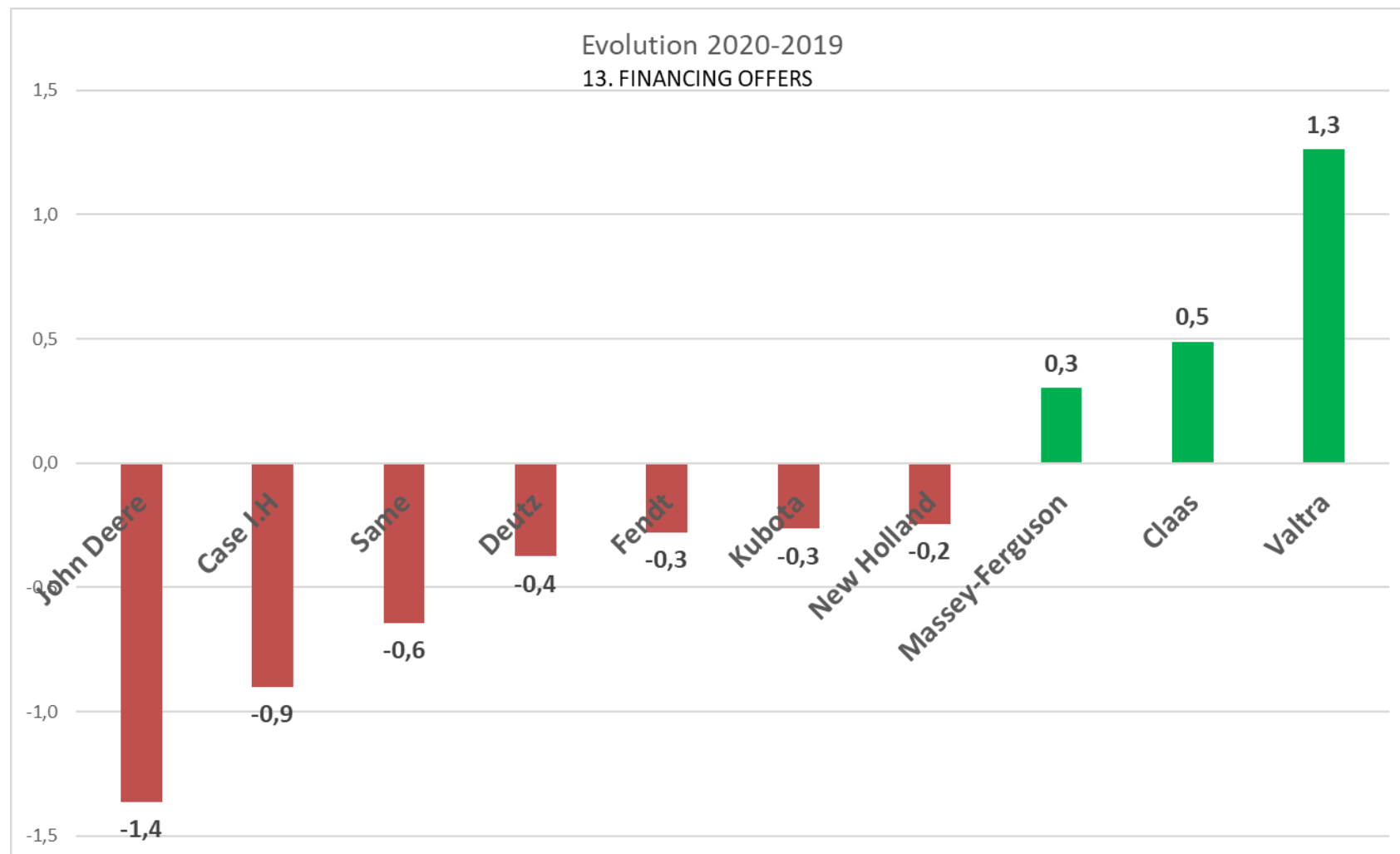
Average figure

2019

13,7

2020

13,4



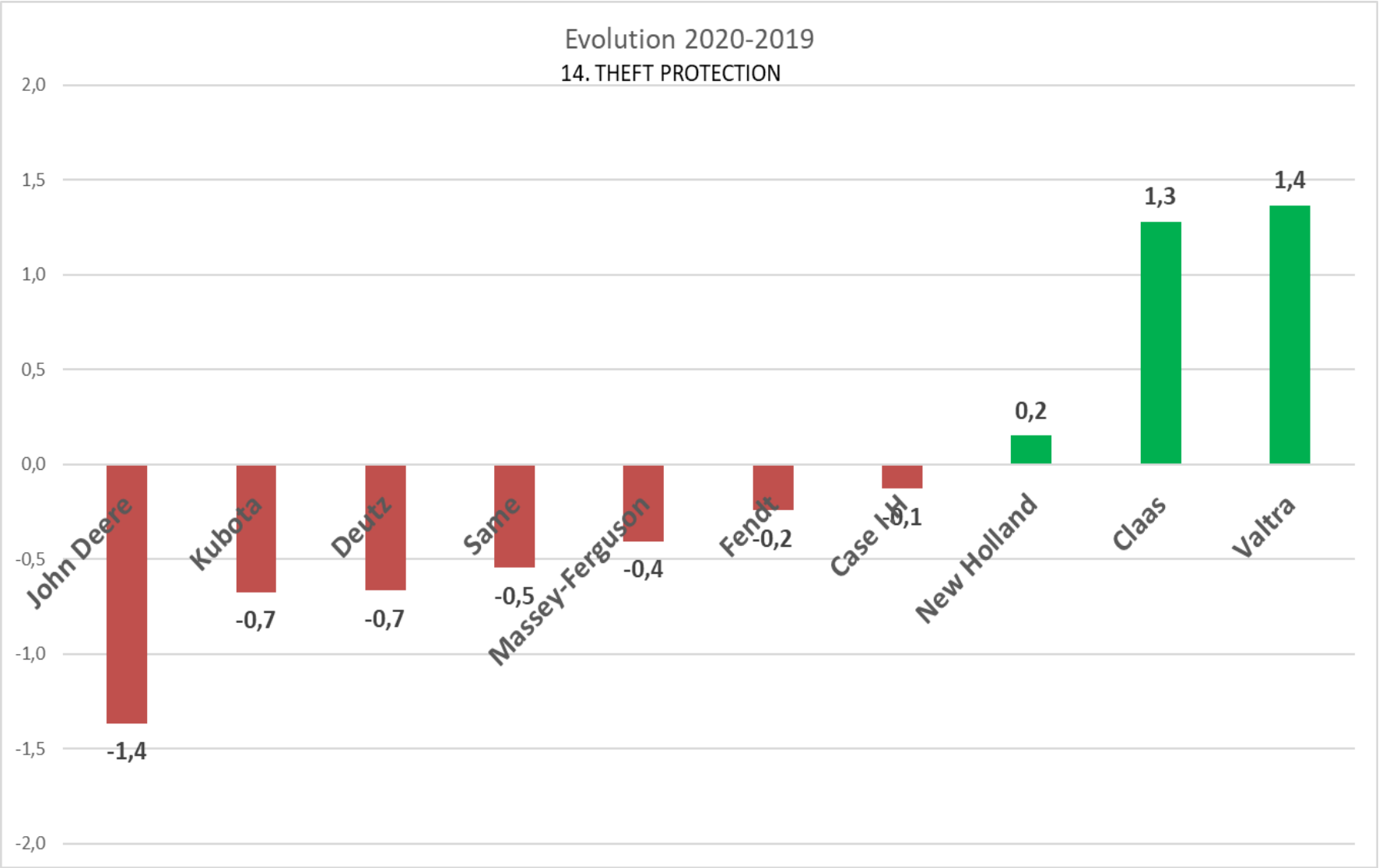


AVERAGE FOR THEFT PROTECTION

Trend: 2020 > 2019



Average figure



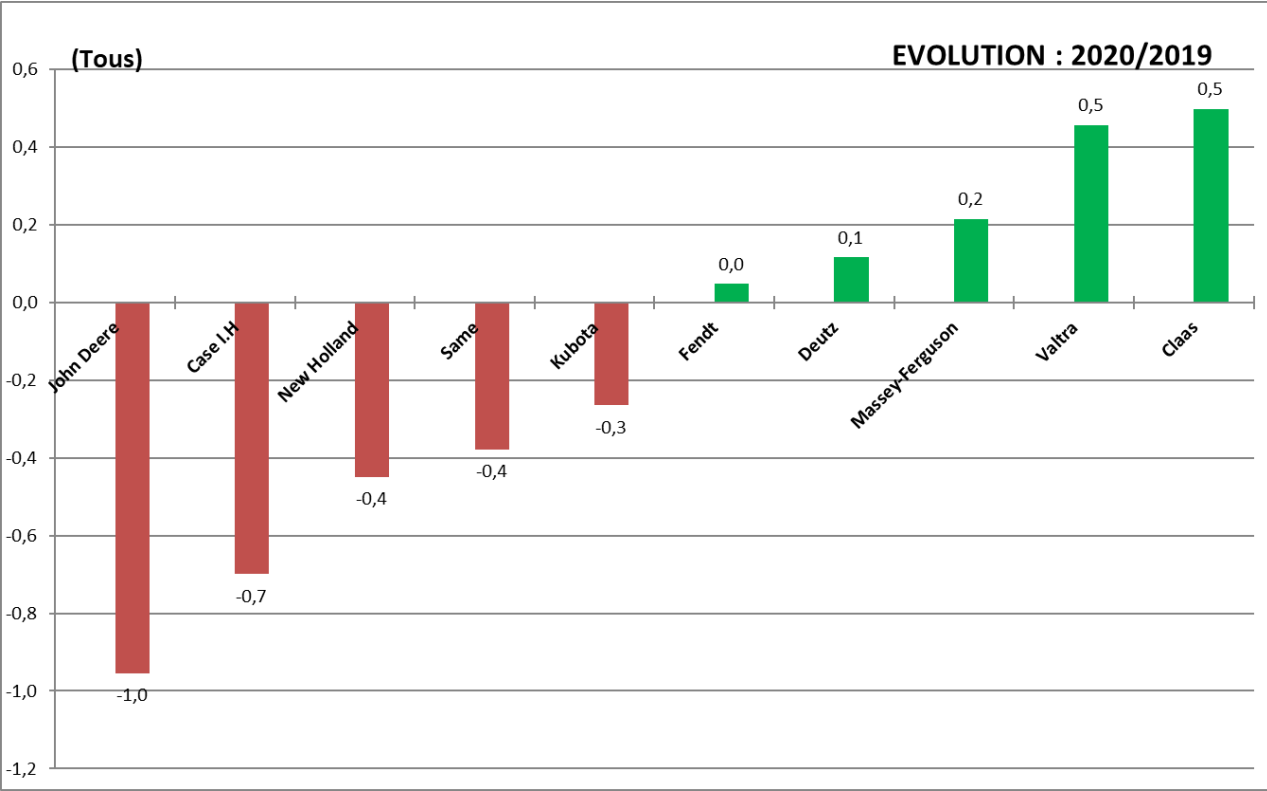
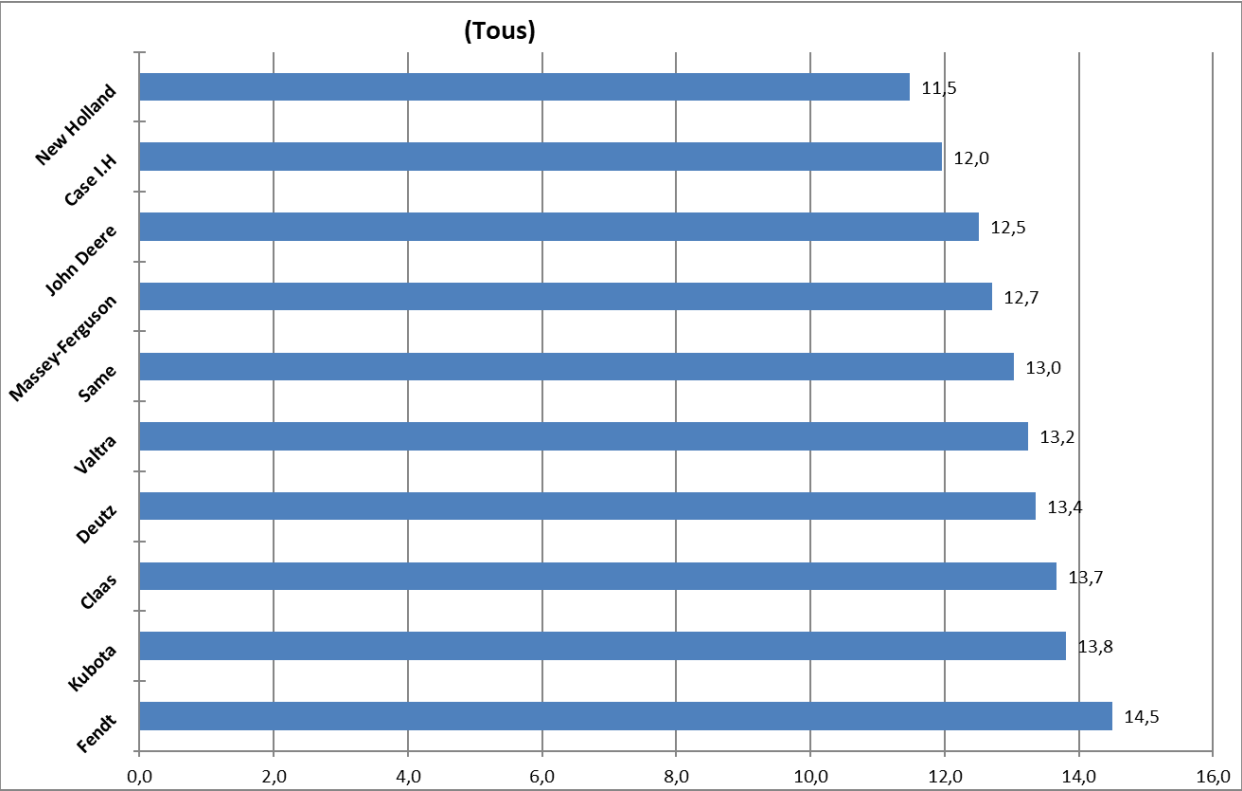


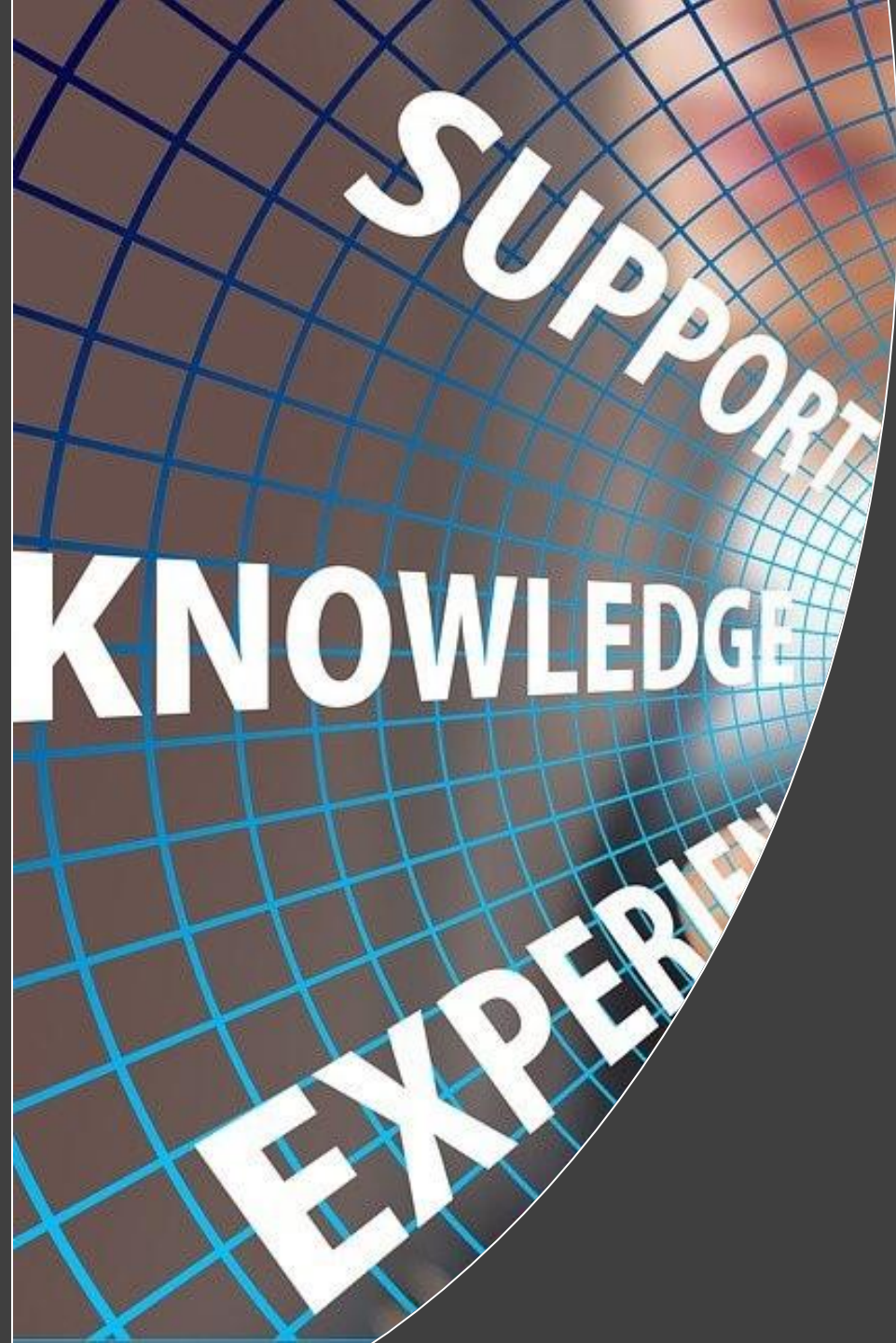
OVERALL AVERAGE FOR EACH BRAND

Average figure



Trend: 2020 > 2019





CONCLUSION