



Best Car Dealers in the U.S. – East Coast Methodology of the Top 1,000 List

March 2019

Methodology – Best Car Dealers U.S. 2019: East Coast

Summary

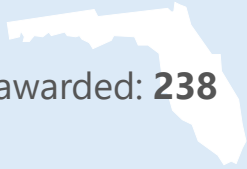
- The Best 1,000 Car Dealers USA 2019 – East Coast lists the best car dealerships from 16 East Coast states **Connecticut, Delaware, Florida, Georgia, Massachusetts, Maryland, Maine, North Carolina, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, South Carolina, Virginia, Vermont**
- The list is mainly based on a comprehensive customer survey with more than 12,000 participants, recruited through an online access panel.
- In addition to the customer survey via the online access panel, customers were able to take part in the survey via newsweek.com.
- Car dealership contacts were invited to make recommendations for other car dealerships, and were also able to take part in the survey via newsweek.com.
- In both customer surveys (online access panel as well as via newsweek.com), people were able to participate in the survey if they have bought a car within the last 3 years (or are actively looking for a new car right now). They were asked to name car dealerships they have had experience with and were able to rate them in different categories (staff/service/prices/etc.).
- The amount of awarded car dealerships differs by state – the distribution of the top 1,000 list reflects the vastly different number of car dealerships between the East Coast states.
- The list features (besides the name and address information of the awarded dealerships) the overall customer score for each dealership.
- The top 1,000 list consists of new car dealerships that have received the highest customer scores. Used car dealerships were not considered in the evaluation.

16 States are included in the top list for the U.S. East Coast

Overview of number of awarded car dealerships per state⁽¹⁾

Florida

of dealers awarded: **238**



Georgia

of dealers awarded: **75**



South Carolina

of dealers awarded: **46**



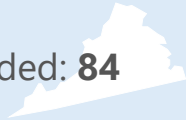
North Carolina

of dealers awarded: **86**



Virginia

of dealers awarded: **84**



Pennsylvania

of dealers awarded: **122**



New York

of dealers awarded: **125**



Maine

of dealers awarded: **12**



Maryland

of dealers awarded: **33**



New Jersey

of dealers awarded: **71**



New Hampshire

of dealers awarded: **14**



Vermont

of dealers awarded: **7**



Massachusetts

of dealers awarded: **57**



Connecticut

of dealers awarded: **13**



Delaware

of dealers awarded: **11**



Rhode Island

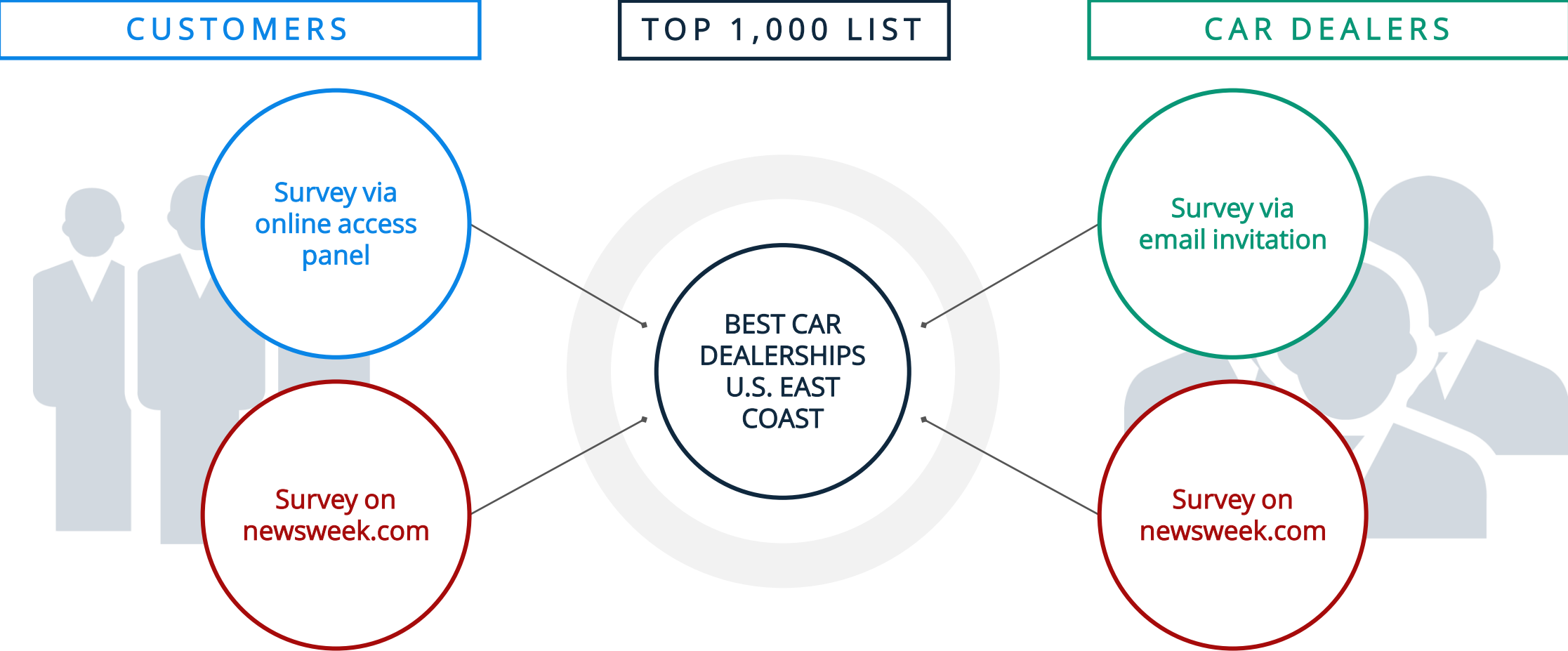
of dealers awarded: **6**



(1) The amount of car dealerships differs by state – the distribution of the top 1,000 list reflects the vastly different number of car dealerships between the East Coast states.

Different channels for accessing the survey

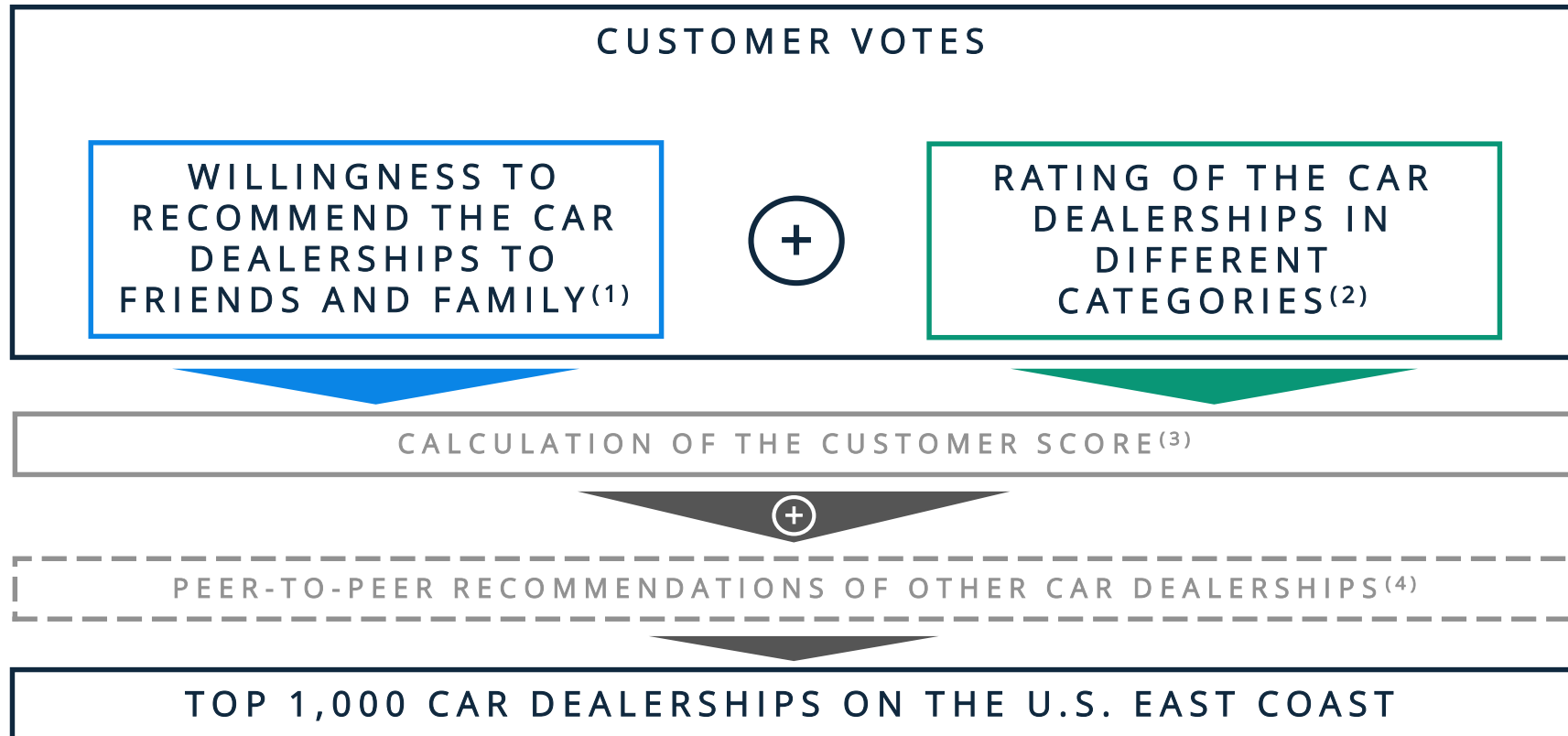
Both, customers and car dealers had the opportunity to take part in the survey and recommend their colleagues⁽¹⁾



(1) In the peer-to-peer survey, car dealerships were asked: "Imagine that a friend or relative wants to buy a car but they can't find one at your dealership or they live in a different state. Suppose they then ask you for a recommendation. Are there any dealerships that you would recommend in the state(s) you previously mentioned?"

Scoring model for the top 1,000 list of car dealerships

All collected votes were taken into account to evaluate whether a specific dealership makes it into the top 1,000



(1) Original question: *Imagine that a friend or family member wants to buy a car and asks you for advice. Would you recommend any of the dealerships you previously mentioned?*

(2) Original question: *Below and on the following page we would like you to rate the following statements about your specified car dealership(s). [List of statements - see Page 7]*

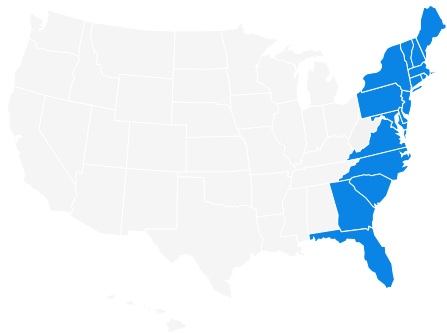
(3) The customer score is the score shown in the top 1,000 list. The score ranges from a scale of 0 to 10. Car dealerships included in the top 1,000 list have received a score of at least 7.0

(4) Recommendations from other car dealerships were not necessarily needed to be in the top 1,000 list since not every car dealership who received a good customer score also received recommendations from other car dealerships.

More than 12,000 customers took part in the online survey

Car Dealership evaluations from customers

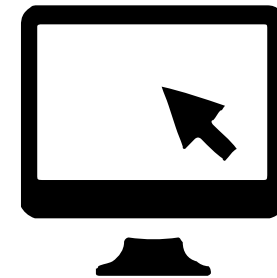
From October 2018 to December 2018 Statista gathered customer votes via an online access panel. In addition, customers had the opportunity to take part in the survey via newsweek.com. Overall, more than 12,000 customers took part in the survey.



Online survey among customers in 16 states, that have bought a car within the last three years or are actively looking for a new car at the moment



Participants were asked to name the car dealerships they know⁽¹⁾ and had personal experience with⁽²⁾ and rate them in different categories (such as staff/service/prices/etc.)



Analysis and scoring of the evaluations for all mentioned / rated car dealerships

(1) Original question: *Which car dealers do you know by name in [SELECTED STATE]?*

(2) Original question: *Which car dealership(s) that you previously mentioned, have you personally had experience with?*

Customers rated the dealerships through 10 different statements

Customers rated the following statements on a Likert scale of 1 ("Strongly disagree") to 5 ("Strongly agree")⁽¹⁾



I. "The sales people are competent and contribute to decision making"

II. "The sales people have a friendly and trusting demeanor"

III. "Deals are transparent: they are understandable and contain all relevant and important information"

IV. "I was able to test drive my car of choice without any problems"

V. "The dealership offers additional services (extended warranty, registration and deregistration of the old car, etc)"

VI. "The prices at the dealership are very good in comparison to competitors"

VII. "The customer is able to negotiate a good price"

VIII. "I would pay a premium if the dealer could not compete with internet prices"

IX. "For my next car purchase, this dealership is my first port of call"

X. "The dealership offers a good after-sales service"

Result: Top 1,000 list of car dealerships

The list contains name and address information of the awarded dealerships as well as the customer score

SAMPLE OF THE TOP 1,000 LIST

The top 1,000 list is sorted by ZipCode and State.

This gives the reader the opportunity to find awarded car dealerships in his/her area.

Furthermore, the entries of the online list format contain a hyperlink to the car dealership's respective website.

Top List - America's Best Car Dealers 2019 - East Coast

Top List					
State	ZipCode	City	Business Name	Address	Customer Score
CT	06042	Manchester	Manchester Honda	24 Adams Street	8.9
CT	06051	New Britain	Schaller Honda Mitsubishi	1 Veterans Dr	9.1
CT	06066	Vernon Rockville	Carter Chevrolet	175 Hartford Tpke	9.4
CT	06405	Branford	Brandfon Honda	515 West Main St	7.5
CT	06457	Middletown	Middletown Nissan	1153 Newfield St	9.0
CT	06457	Middletown	Middletown Toyota	634 Newfield Street	8.0
CT	06460	Milford	Acura of Milford	1503 Boston Post Rd	8.8
CT	06460	Milford	Stevens Ford Lincoln	717 Bridgeport Ave	8.1
CT	06460	Milford	Chevrolet of Milford	655 Bridgeport Ave	7.6
CT	06473	North Haven	Acura by Executive	527 Washington Ave	8.5
CT	06515	New Haven	A-1 Toyota	50 Amity Rd	8.6
CT	06606	Bridgeport	BMW of Bridgeport	43 North Avenue	8.6
CT	06705	Waterbury	Blasius Chevrolet Cadillac	90 Scott Road	9.0

[...]

THE CAR DEALERSHIPS WITH THE HIGHEST OVERALL SCORES MADE IT TO THE TOP 1,000

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