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Suzuki gains ground (moving into the top five) in the latest NDFA car dealership survey

Published: November 22, 2025

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Online version:

<https://www.wheels-alive.co.uk/suzuki-gains-ground-moving-into-the-top-five-in-the-latest-ndfa-car-dealership-survey/>



[Suzuki's new e Vitara.](#)

Suzuki GB PLC rated in top five of 33 brands measured in the UK in National Franchised Dealer Association's Summer 2025 Dealer



Attitude survey

Suzuki tells us:

(Photograph and all words from Suzuki).

The continued success of Suzuki's strong relationship with its 100 new car dealers across the UK is once again reflected in the results of the National Franchised Dealer Association's Summer 2025 satisfaction survey.

From the question "How would you rate your manufacturer overall?" Suzuki moved up to fifth position based on a score of 8.3 and a sharp climb from 14th position / score of 7.3 from the Winter 2024 survey. The latest survey score was way above the industry average of 6.6.

In the bi-annual survey, Suzuki also scored well in many other areas of its business with top 10 industry results in product advertising, product value and pricing, response to communication, used car warranty and programme, value of regional employees and dealer ability to do their business day to day - without hindrance.

Additionally, a further question regarding Suzuki Management taking its dealer views and opinions into account ranked highly at 8.9 proving that the brand consistently listens and responds to its network.

The quality and cost value of dealer training was highly rated too with a scores of 8.7 and 8.5 respectively and the brands apprenticeship scheme remained highly regarded as well with a score of 8.7, placing it sixth overall in the industry.

Director Automobile, David Kateley comments. "We are delighted with the latest survey results, this demonstrates once again the successful, transparent and profitable relationships we have with our dealerships, not least through listening to what they have to say and taking their experiences and business priorities into account".



“By achieving strong and mutually rewarding business partnerships, we can also provide the right environment to deliver customer satisfaction, both in the showroom for new and used vehicles, and in aftersales operations. Getting these three basic elements right in an increasingly competitive industry is crucial to securing the future success of Suzuki and our dealer partners.”

NFDA Survey:

The twice-yearly NFDA survey, the largest of its kind in the UK, canvases dealers on their opinions across a wide range of business matters linked to their franchise, including overall relationship, profitability, costs, targets and investment.