Suzuki voted best manufacturer by dealers, in the Car Dealer Power Survey

Published: July 4, 2024

Author:

Online version: https://www.wheels-alive.co.uk/suzuki-voted-best-manufacturer-by-dealers-in-the-car-dealer-power-survey/

Dealers vote Suzuki as ‘Best Manufacturer’ in the 2024 Car Dealer Power Survey…

Suzuki tells us:

(All words and images from Suzuki).

The full list of car manufacturers have been announced in the 2024 Car Dealer Power Survey and we're proud to announce that Suzuki has been voted Best Manufacturer overall out of a total of 25 brands.

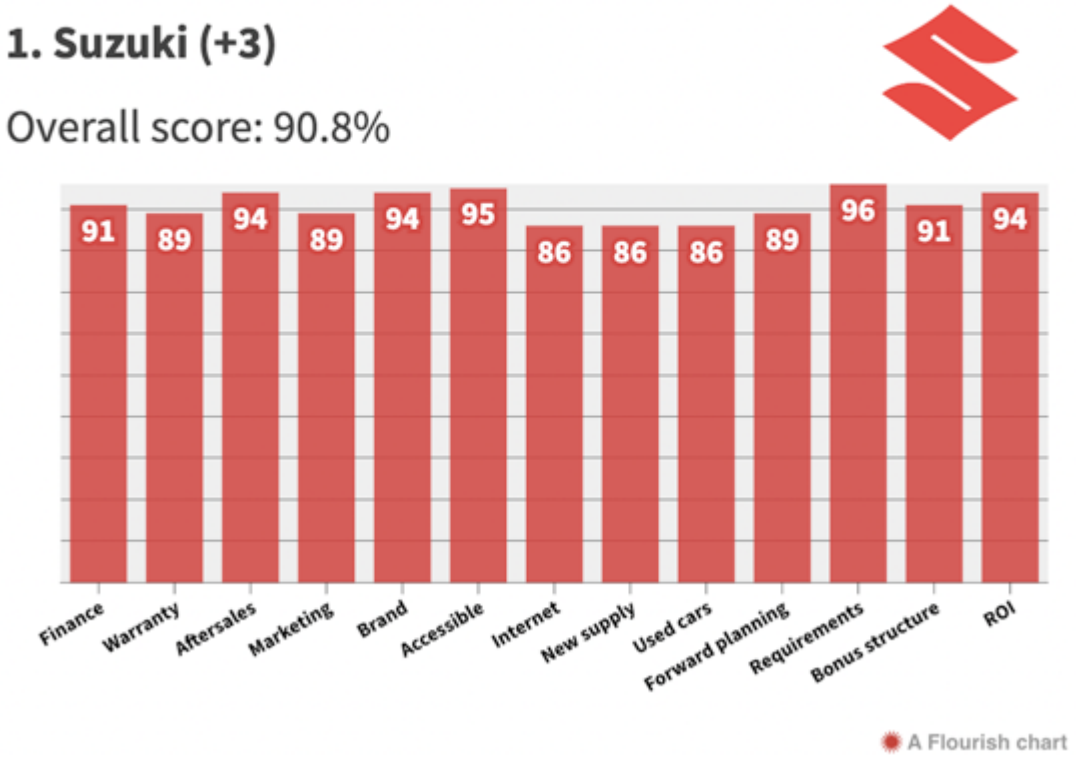
Suzuki received an average score of 90.8% satisfaction across the 13 categories scoring particularly well for aftersales, brand awareness, accessibility, requirements and return-on-investment. This a great result after placing fourth in last year's survey with a score of 82.8%, an overall 8% improvement for 2024.

For the manufacturers section of the survey, dealers were asked to anonymously rank their manufacturer partners in 13 categories that cover all areas of the franchise. The scores are then taken from the individual categories to create the overall score.

James Baggott, editor in chief of Car Dealer Magazine, said: 'Suzuki should be extremely proud of this result. The brand rose three places on last year's placing – it's a hugely deserved win.

It's clear Suzuki's dealers are happy as they gave very high scores for aftersales, brand awareness, accessibility, requirements and return-on-investment.'

Baggott concluded: 'Suzuki really should be congratulated as it is a small outfit compared to some of the names in this survey. However, the brand is evidently doing an outstanding job in the eyes of its dealers.'



In addition to this, Swift was voted 'Highly Commended' for Car of the Year which was a great acknowledgement after its launch in April this year.

Up to Seven Years Warranty – Free of Charge.

Introduced last year and with over 26,000 customers now registered, low cost of ownership is bolstered with the inclusion of up to seven years warranty. This is offered free of charge once the car reaches the end of its standard manufacturer warranty period and is then booked in for its next scheduled service within the Suzuki Dealer network.

This warranty stays in place until the next qualifying service and is then simply renewed again up to a maximum vehicle age of 7 years / 100,000 miles – whichever comes first.