

# Renault wins silver at dealer satisfaction ceremony

Renault South Africa received a silver award at the 17th annual National Automobile Dealers' Association's (NADA) Dealer Satisfaction Index gala awards ceremony held recently at the Fairways Hotel in Randburg, Johannesburg.



"We are very pleased to have been independently rated as one of South Africa's top five motor brands in terms of overall dealer satisfaction," said Leslie Ramsoomar, vice president of sales and operations at Renault South Africa. "Renault's Dealer Council which started in 2007 has gone from strength to strength and we work closely and in collaboration with them on a number of topics. We are totally transparent in terms of our strategy and are consistent and open in our communications with our dealer network."

## Most successful response

NADA has been measuring dealers' satisfaction with the various motor manufacturers and importers since 1996 and in the 2012 survey, a total of 37 brands were independently researched. With a response rate well in excess of 80% achieved, this is the most successful response rate percentage to date.

Renault is amongst the most investor friendly brands in South Africa. While the performance of the motor manufacturing industry overall has improved by 6%, over the past four years, Renault has improved by 25%.

With our 50-strong dealer network - and five more in the pipeline - Renault now has coverage across almost 90% of the country and our dealer network Customer Satisfaction Index on new cars has reached a record with a brand recommendation rate year-to-date of 95%.