



NEWSLETTER

www.dealersalliance.org

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THE RESURRECTION OF COMPANY-TO-DEALER STANDARDS

Second Request

Last month the Ford Dealers Alliance announced to the Ford and Lincoln-Mercury dealer body we intended to resurrect the Company-to-Dealer Standards Survey that Ford, itself, had initiated some years ago as a means to open the door of communication with its dealer body. For those of you who may have missed it, the Company-to-Dealer Standards were as follows:

- There will be firm parts delivery requirements for all order types; emergency orders received by the shipping PDC's [or HVC's] cut-off time will arrive the following day.
- All vehicles delivered to the dealer will be in proper working order, with no defects.
- All dealer requests for customer assistance on sales and service concerns will receive a customer-driven response within one business day.
- Newly ordered vehicles will not have a price lower than comparably equipped vehicles currently in stock.
- All marketing programs will be easily understood, announced at least one business day in advance, and communicated in a maximum of four pages. Warranty and ESP coverages will be few in number and consistent from year to year.
- Technical Service "hotline" calls will be answered within one minute; complete and accurate resolution information will be provided on the first call
- Product concerns perceived by customers will be resolved in production and service within 90 days of acknowledgment by Product Engineering.
- Company support materials and adequate parts will be available prior to dealers selling a new vehicle or the Company announcing a recall.



*The
door is
open*

Ford has indicated on numerous occasions that it wants to improve dealer/factory relations. In fact, Steve Lyons in a recent dealer communication expressed that improving dealer relations is "one of the Division's [Ford] as well as my personal priorities." His comments were made as a result of viewing the results of NADA's most recent Dealer Satisfaction Survey, which he stated continues to rank Ford 31 out of 36. Judging by the results of the NADA Dealer Satisfaction Survey over the past five years, it should be obvious that there is a problem.

We, as dealers, need to take this opportunity to inform Ford as to why we continue to rate Ford Motor Company at the bottom of the list. Ford continues to tout that the results of NADA's survey are negatively impacted by a group of Select [small] dealers. Frankly, from the surveys we have received thus far, that is simply not panning out.

The only way we can bring about change is through communicating our position on programs and issues. We have a means, through the Alliance, of setting the record straight and sending out a clear message. It is foolish not to use this opportunity to do so. Frankly we have nothing to lose but a few minutes of our time and potentially everything to gain.

Although many of you have taken the time to complete and return this survey to us, and we thank you, without the coop-

eration of the vast majority of Ford and Lincoln-Mercury dealers, we, as dealers, will have missed an ideal opportunity to voice our opinion anonymously. **If you have not already done so, please take the time to return the enclosed survey today! We need your input to ensure the statistical validity of our findings.**

Again, individual survey will be kept in the strictest of confidence. Only the results of the survey will be communicated to the Ford Motor Company executives, as well as to the Ford Motor Company board of directors. **Your message will be heard!**



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