

BRITISH COLUMBIA & TERRITORIES DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** PRAIRIES ONTARIO QUÉBEC & ATLANTIC

Dealer Size **SINGLE-POINT FRANCHISE** MULTI-POINT FRANCHISE

Location* **RURAL** URBAN METRO

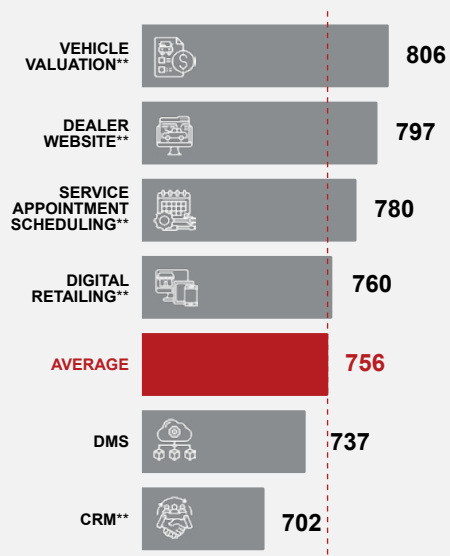
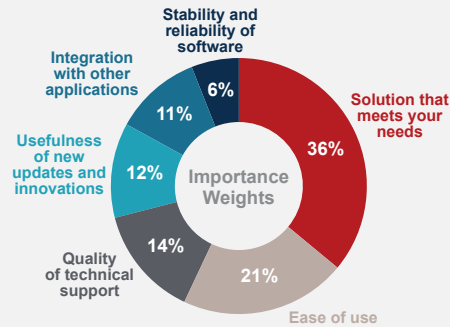
* Please note: For respondents with multiple dealership locations, responses are recorded across multiple categories

TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

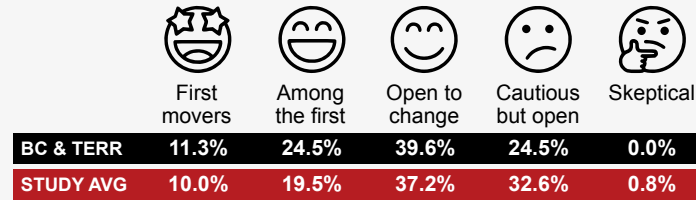
STUDY AVERAGE

The Dealer Tech Solution Index score is a weighted aggregated score of **six different satisfaction attributes** using a 0-10 satisfaction scale across all dealerships:

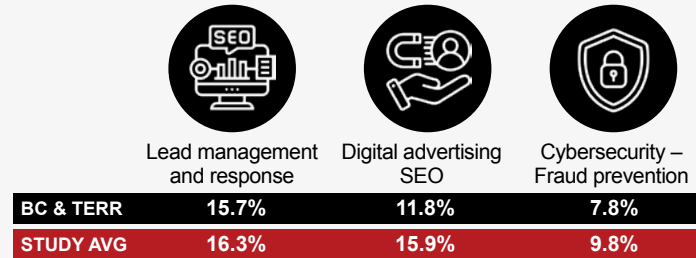


DECISION-MAKERS

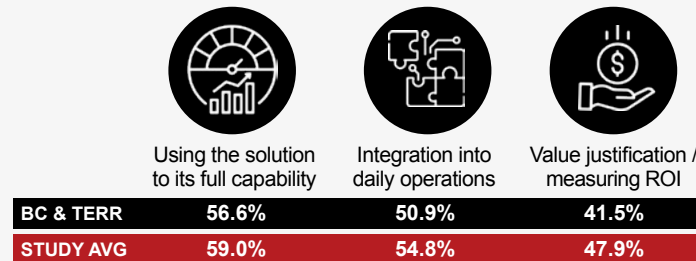
Approach to New Technologies



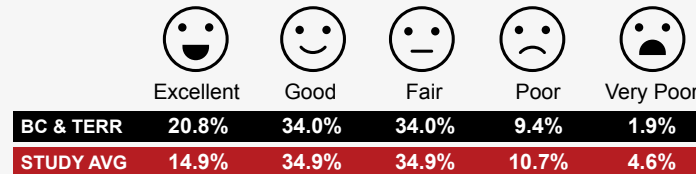
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

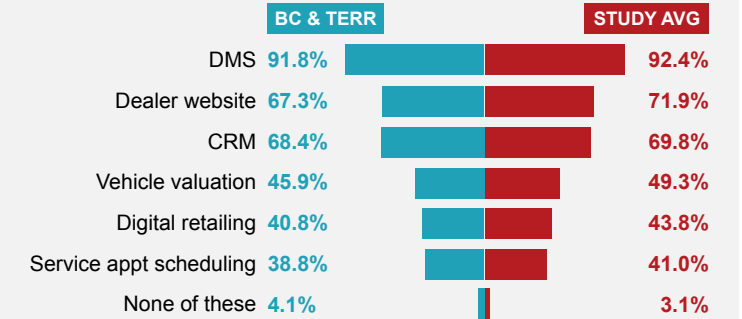


OEM Support

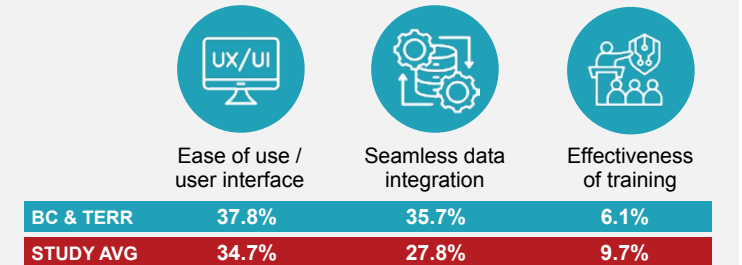


END-USERS

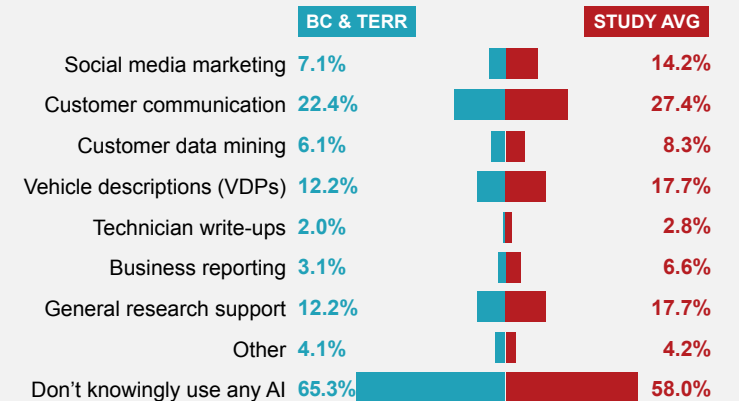
Frequently Used Applications



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



**Small sample, n=30-99

PRAIRIES DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

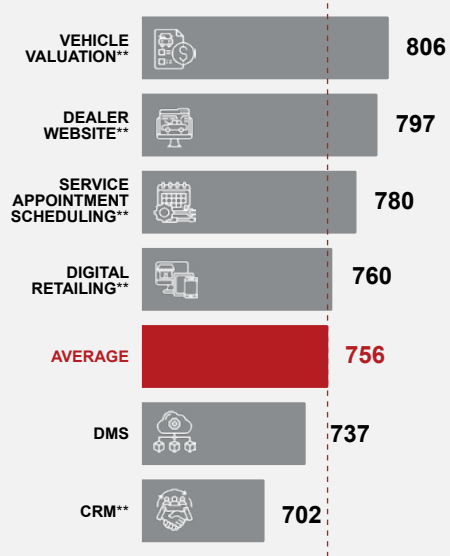
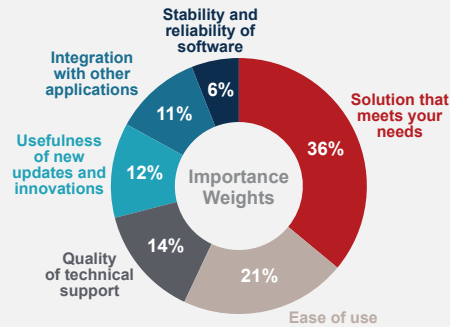
* Please note: For respondents with multiple dealership locations, responses are recorded across multiple categories

TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

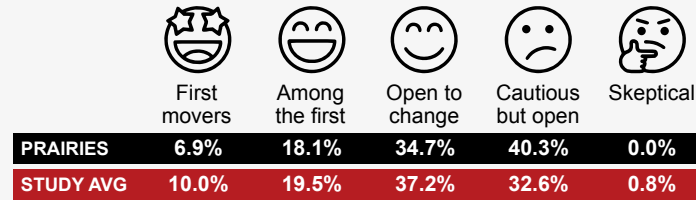
STUDY AVERAGE

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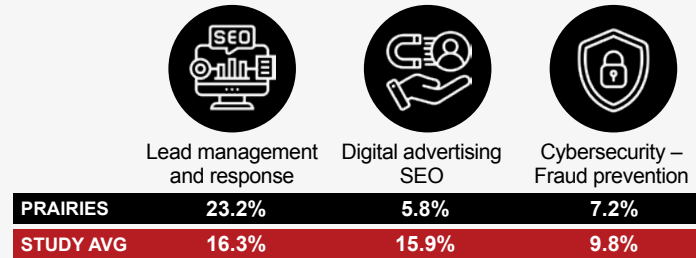


DECISION-MAKERS

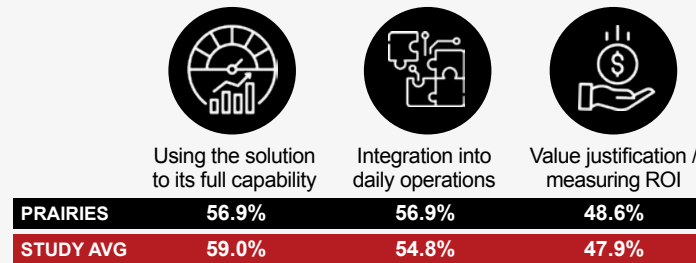
Approach to New Technologies



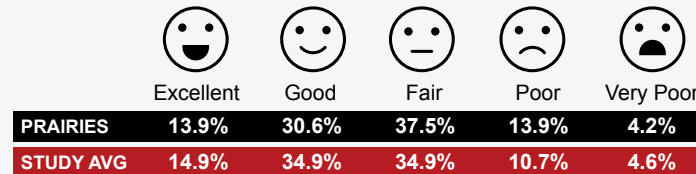
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

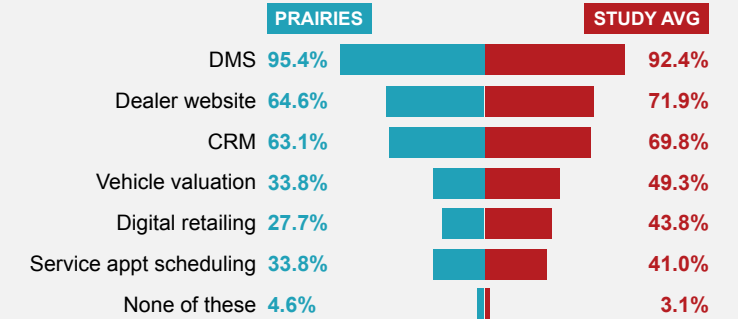


OEM Support

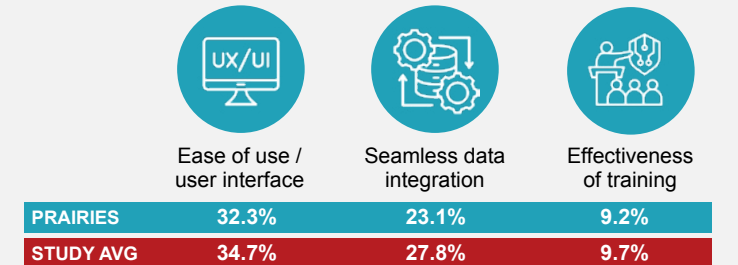


END-USERS

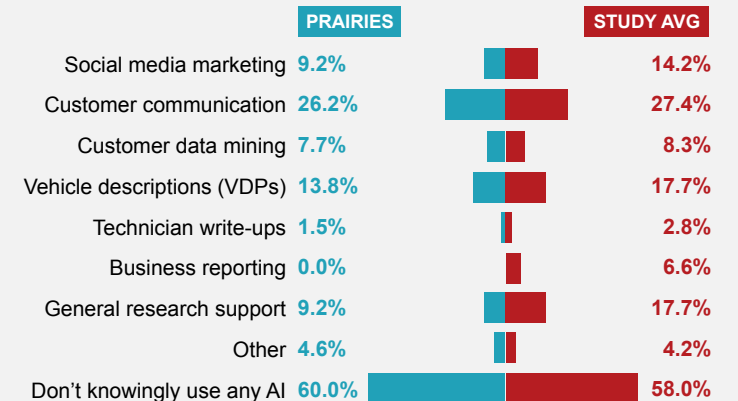
Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



**Small sample, n=30-99

ONTARIO DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

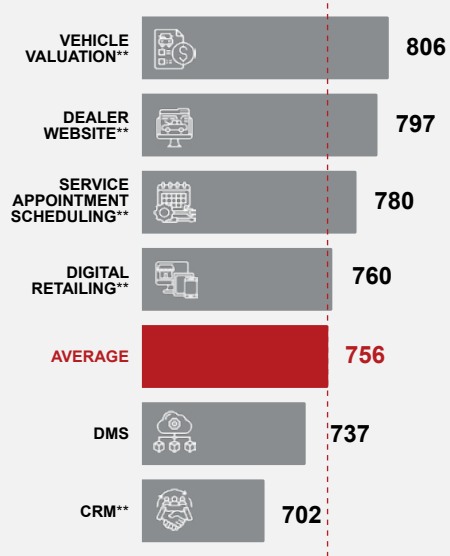
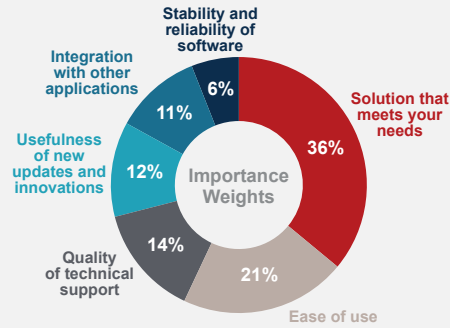
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TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

STUDY AVERAGE

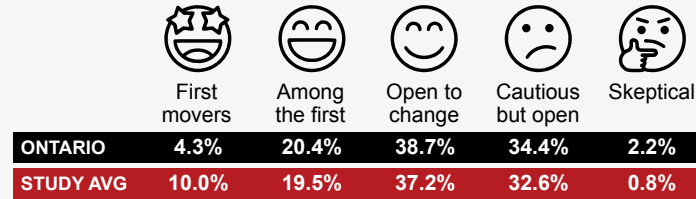
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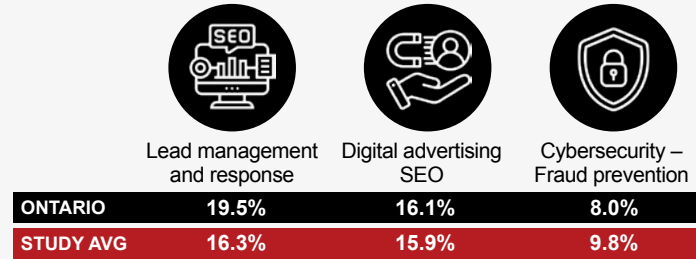
**Small sample, n=30-99

DECISION-MAKERS

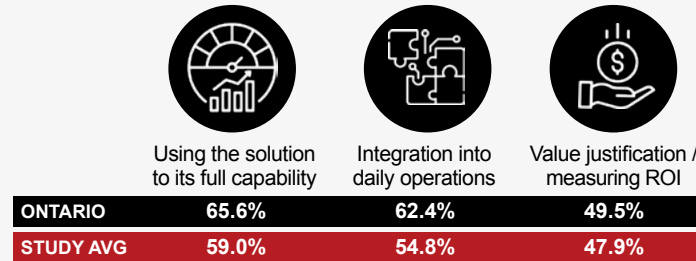
Approach to New Technologies



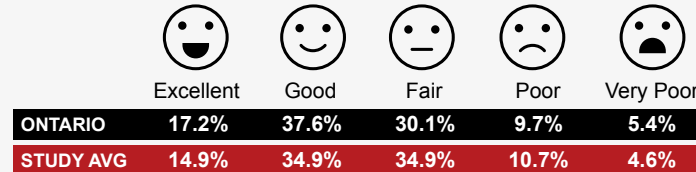
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

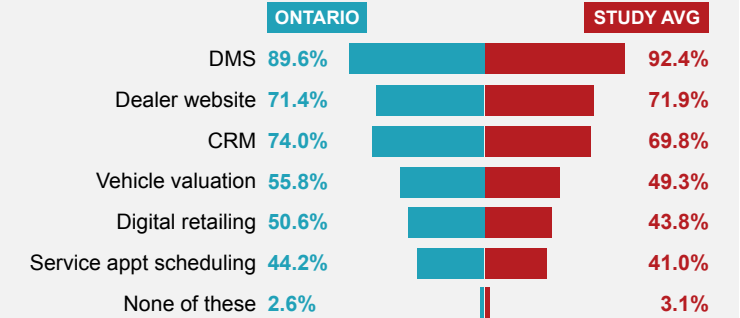


OEM Support

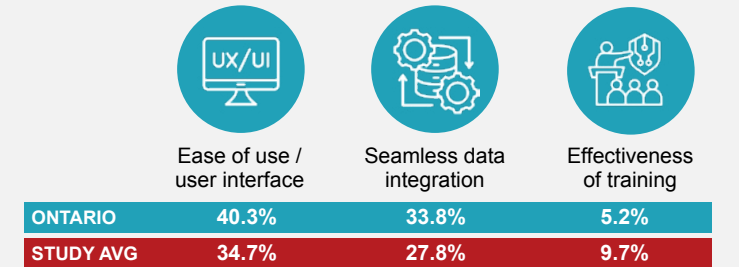


END-USERS

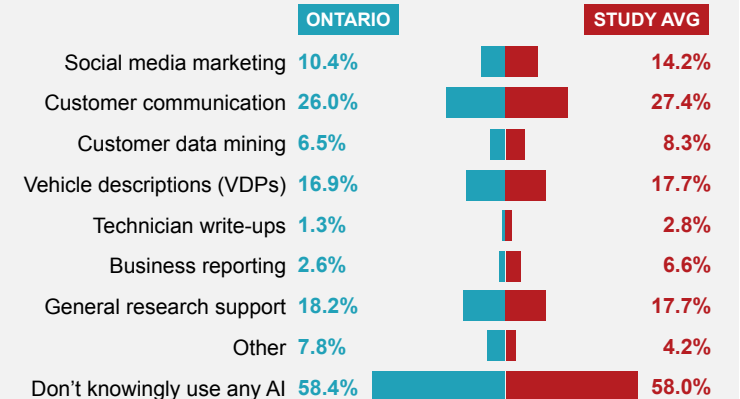
Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



QUÉBEC & ATLANTIC DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

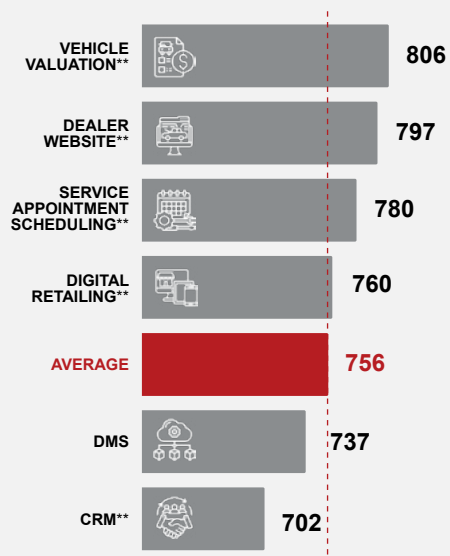
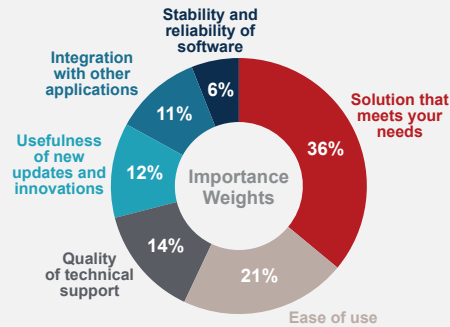
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TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

STUDY AVERAGE

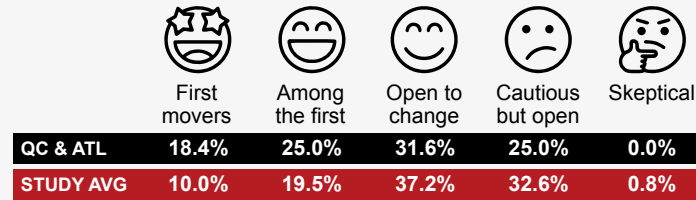
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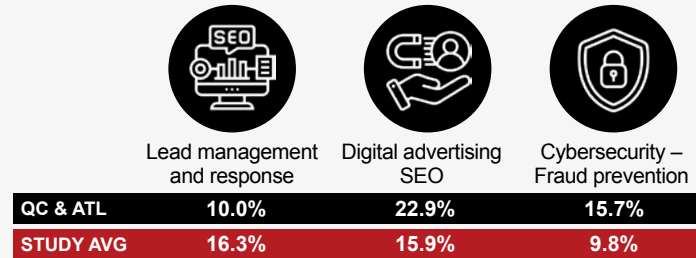
**Small sample, n=30-99

DECISION-MAKERS

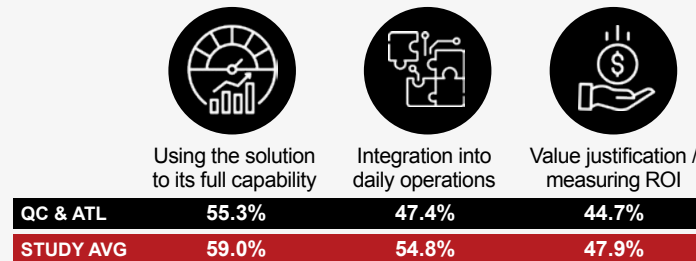
Approach to New Technologies



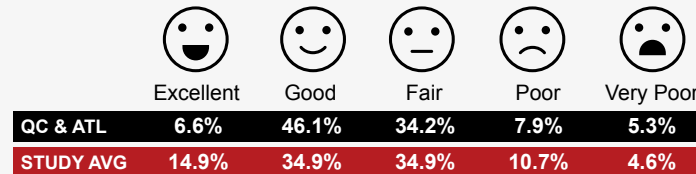
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

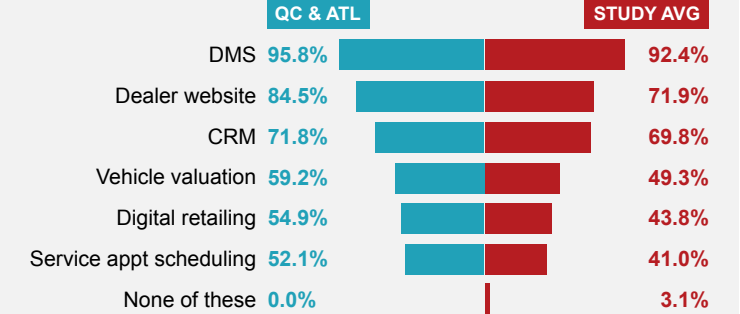


OEM Support

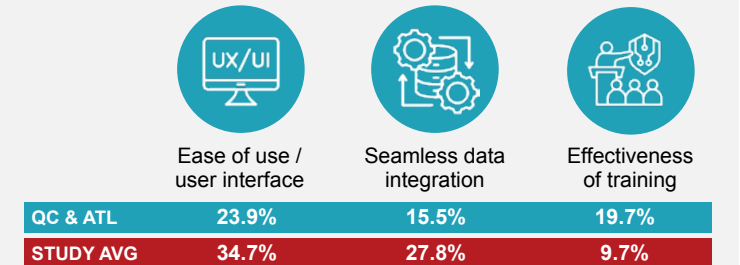


END-USERS

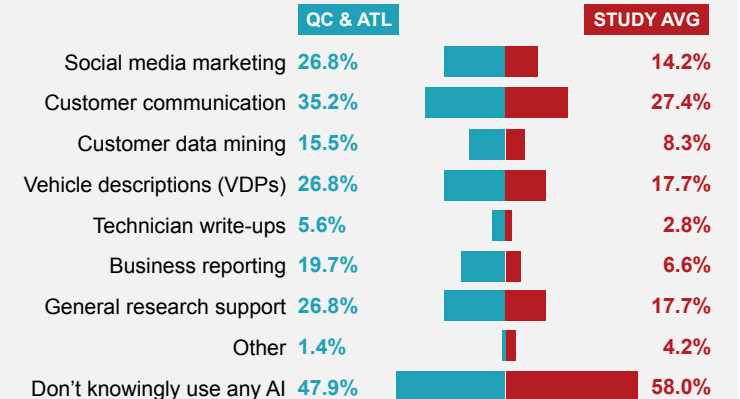
Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



SINGLE-POINT FRANCHISE DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

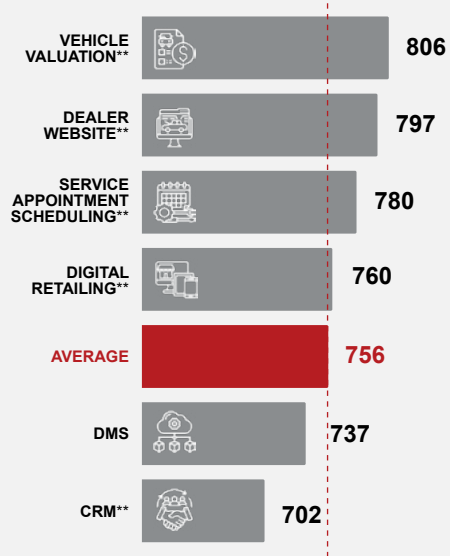
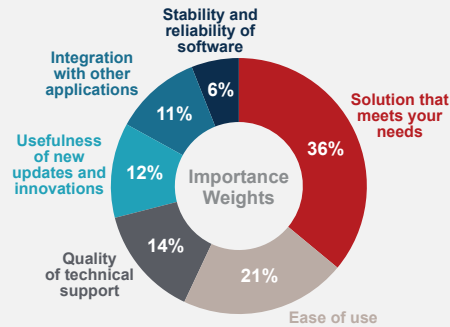
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TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

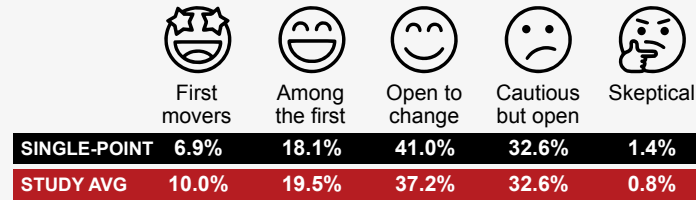
STUDY AVERAGE

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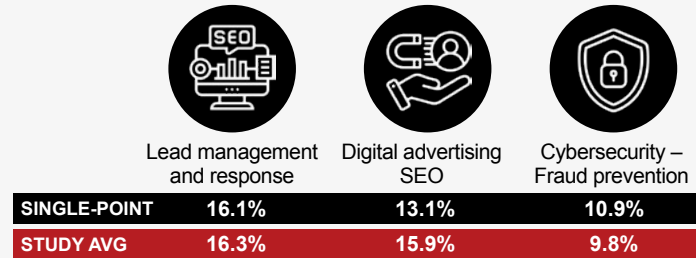


DECISION-MAKERS

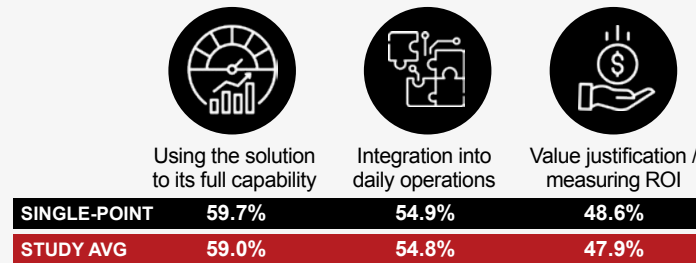
Approach to New Technologies



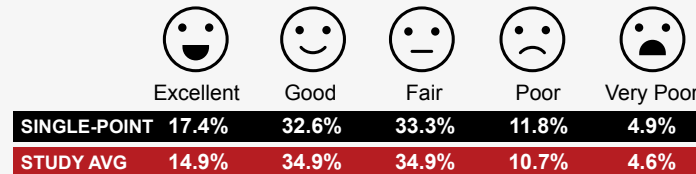
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

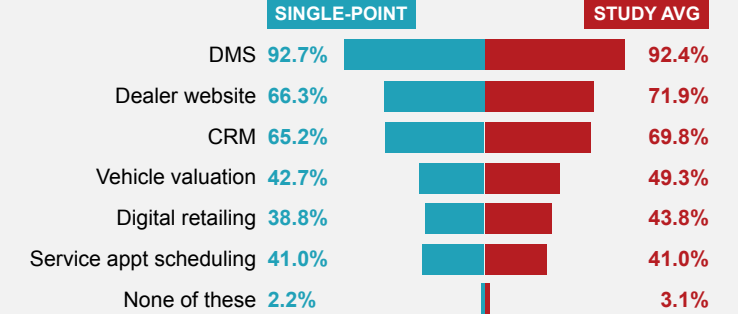


OEM Support

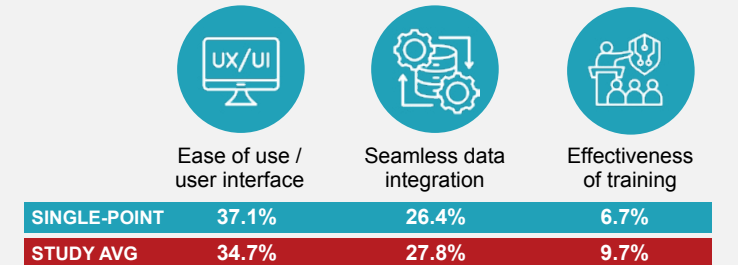


END-USERS

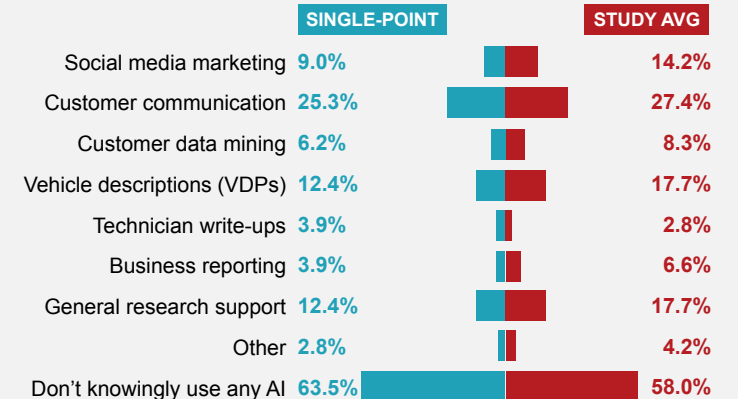
Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



**Small sample, n=30-99

MULTI-POINT FRANCHISE DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

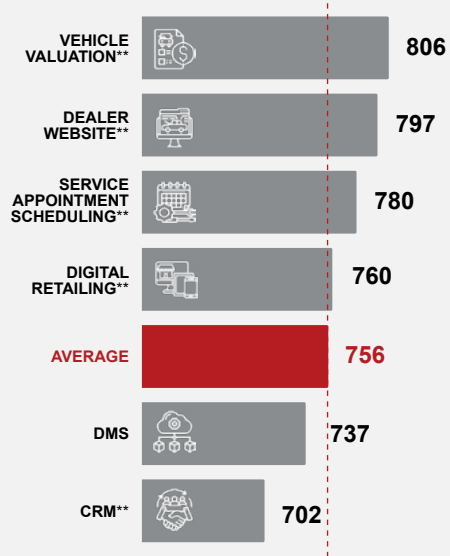
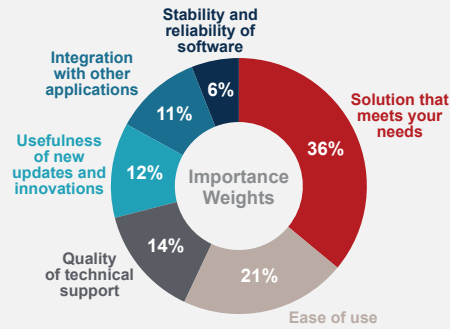
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TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

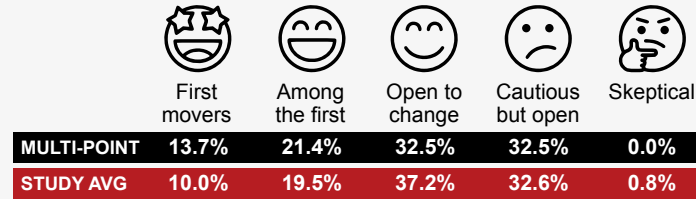
STUDY AVERAGE

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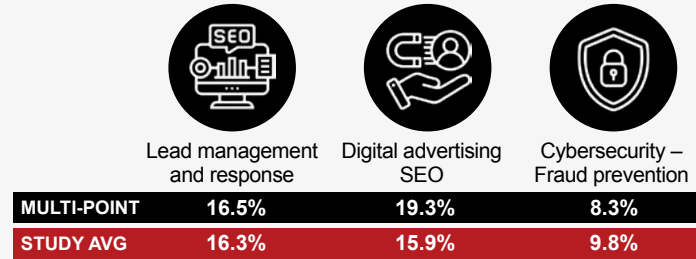


DECISION-MAKERS

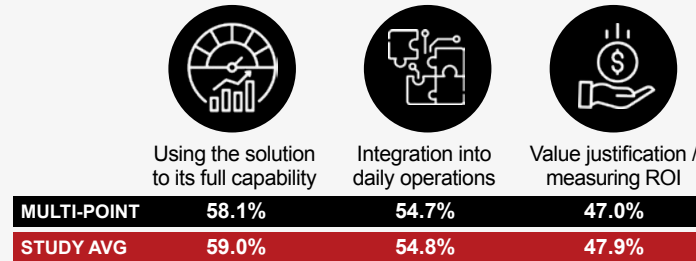
Approach to New Technologies



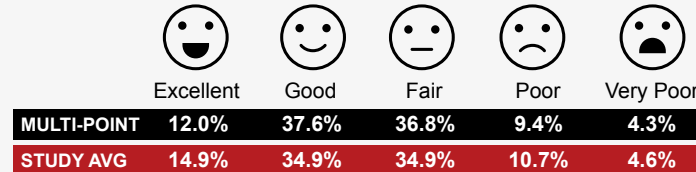
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

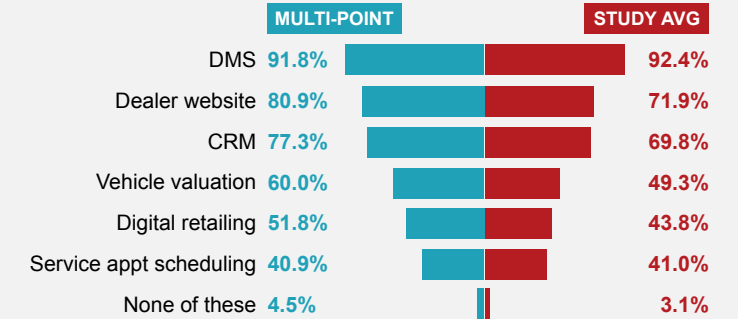


OEM Support

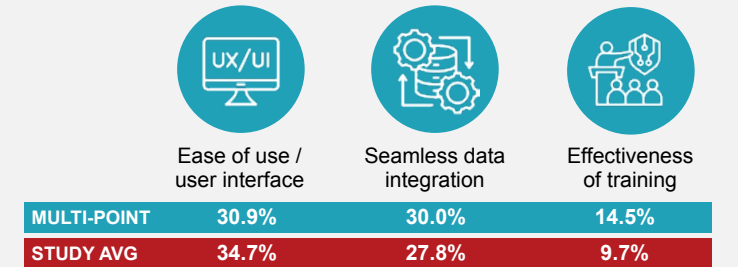


END-USERS

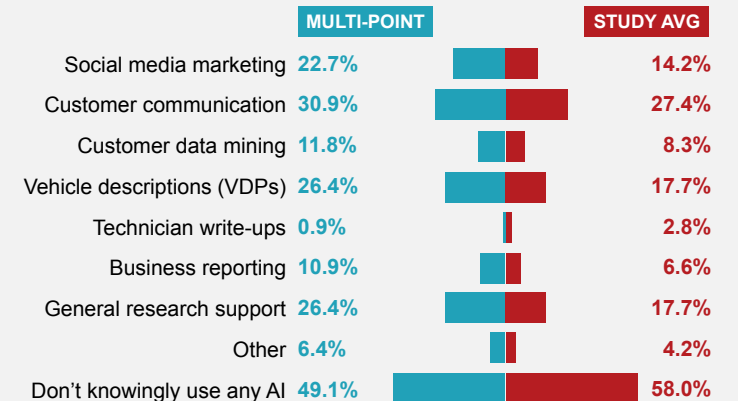
Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



**Small sample, n=30-99

RURAL DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

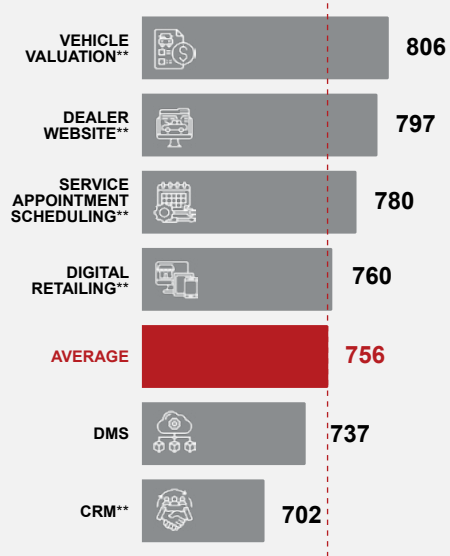
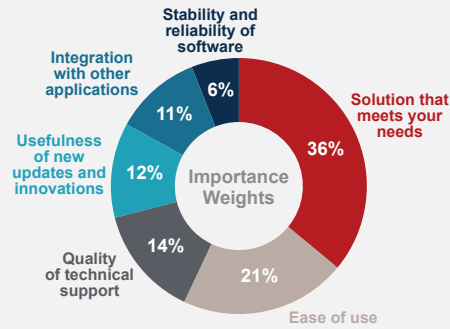
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TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

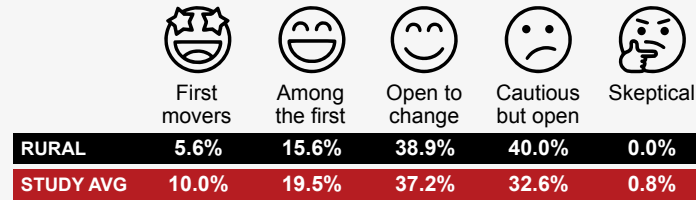
STUDY AVERAGE

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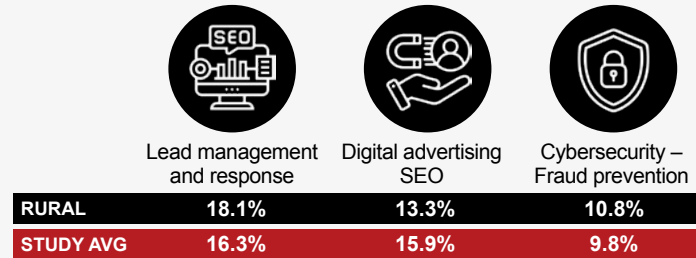


DECISION-MAKERS

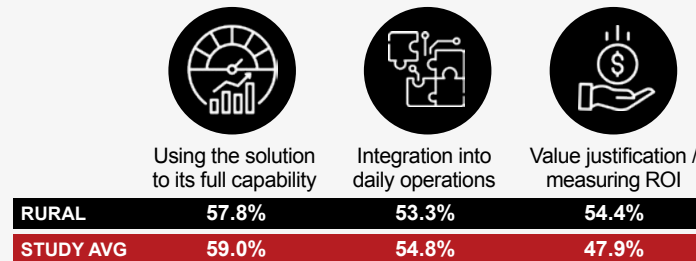
Approach to New Technologies



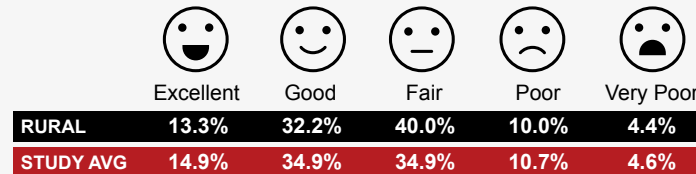
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

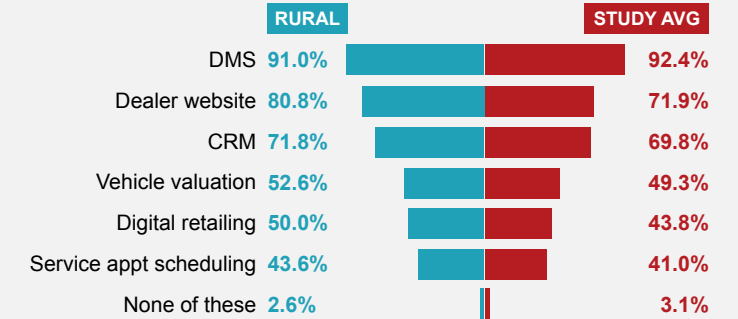


OEM Support

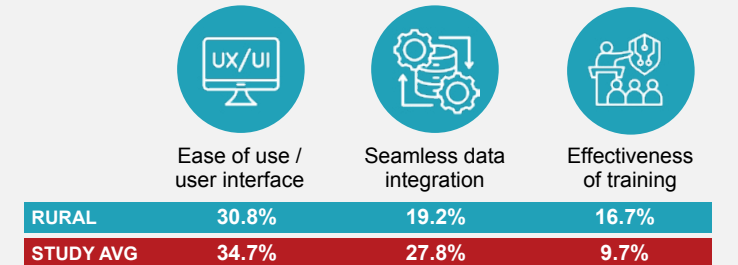


END-USERS

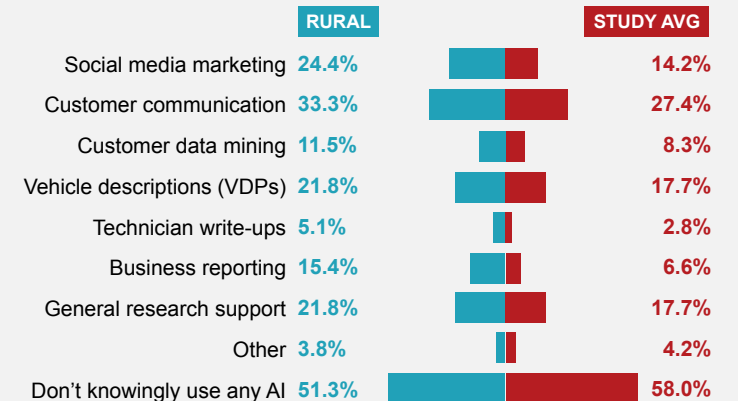
Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



**Small sample, n=30-99

URBAN DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

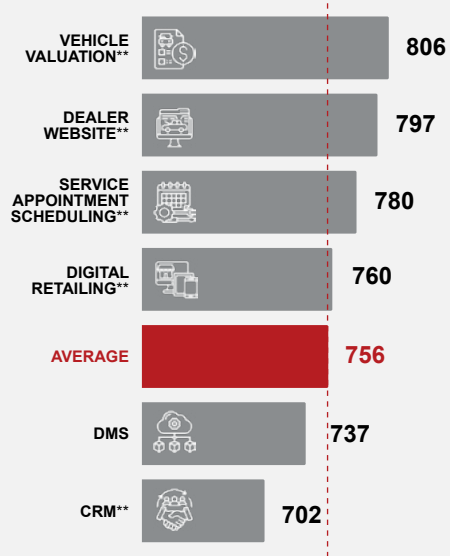
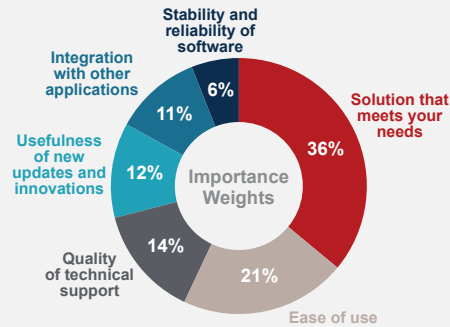
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TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

STUDY AVERAGE

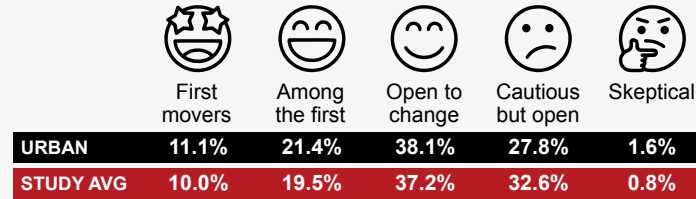
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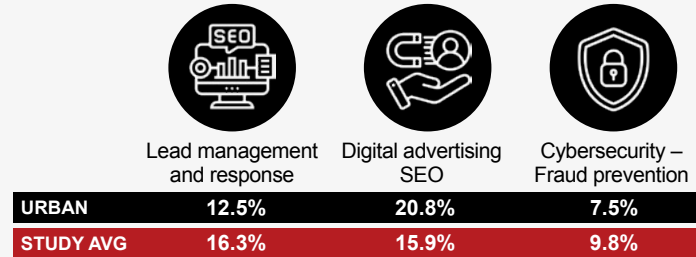
**Small sample, n=30-99

DECISION-MAKERS

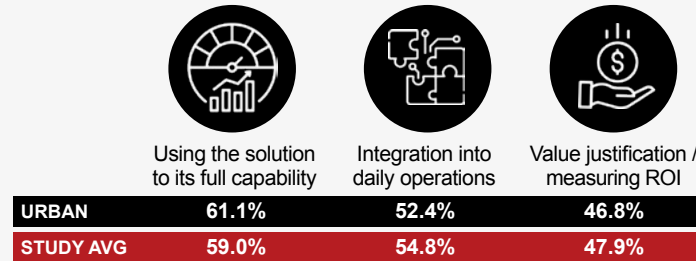
Approach to New Technologies



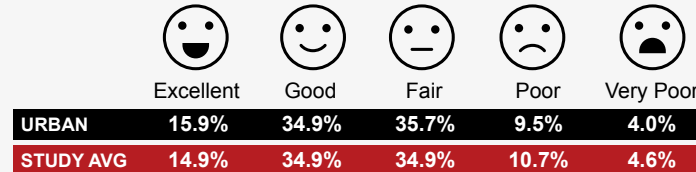
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

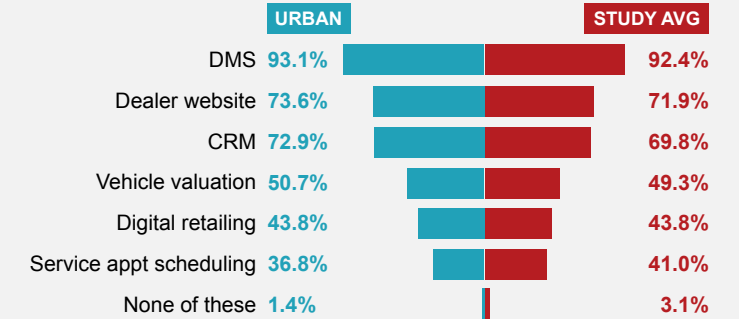


OEM Support

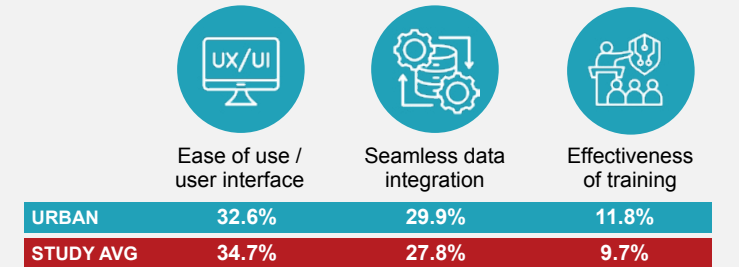


END-USERS

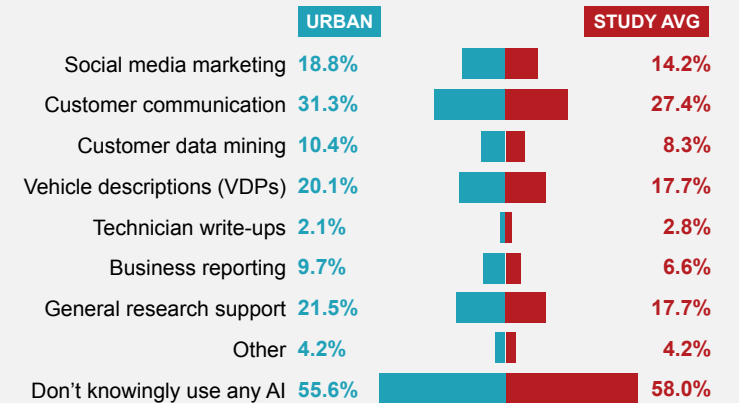
Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage



METRO DEALER SNAPSHOT

DEALER SNAPSHOT NAVIGATION MENU

Regional* **BC & TERRITORIES** **PRAIRIES** **ONTARIO** **QUÉBEC & ATLANTIC**

Dealer Size **SINGLE-POINT FRANCHISE** **MULTI-POINT FRANCHISE**

Location* **RURAL** **URBAN** **METRO**

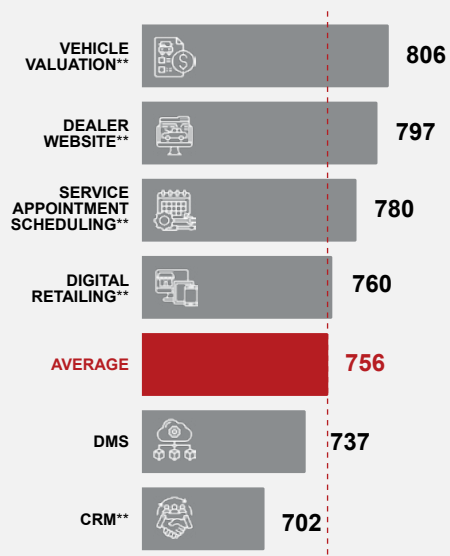
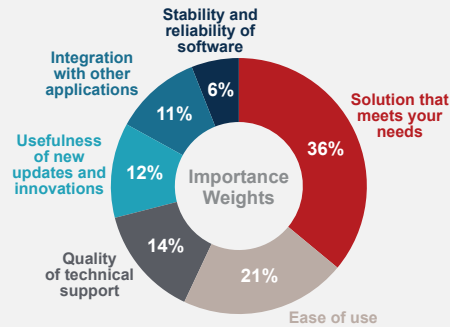
* Please note: For respondents with multiple dealership locations, responses are recorded across multiple categories

TECH SOLUTIONS

DEALER TECH SOLUTION INDEX SCORE

STUDY AVERAGE

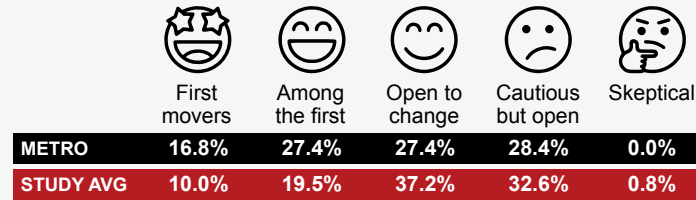
The Dealer Tech Solution Index score is a weighted aggregated score of **six different satisfaction attributes** using a 0-10 satisfaction scale across all dealerships:



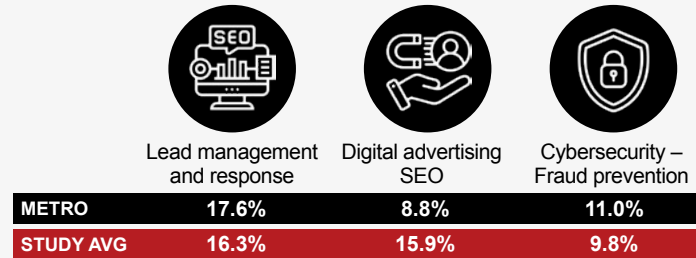
**Small sample, n=30-99

DECISION-MAKERS

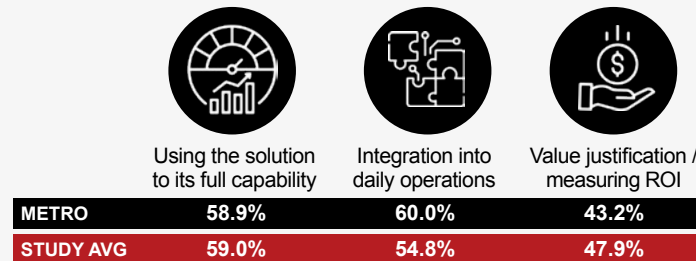
Approach to New Technologies



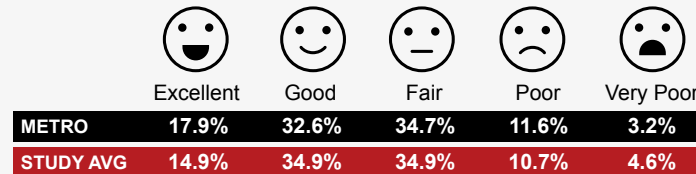
Top 3 Priority Investment Areas



Top 3 Tech Adoption Challenges

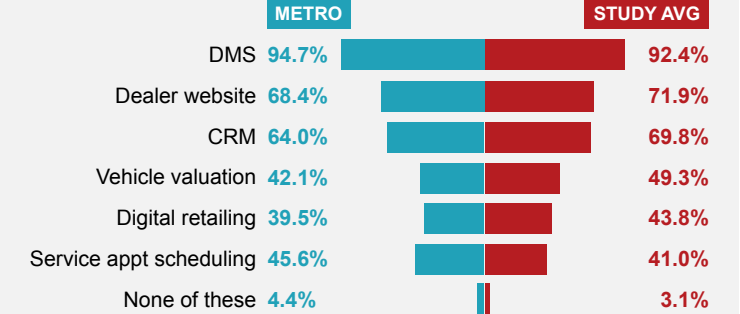


OEM Support

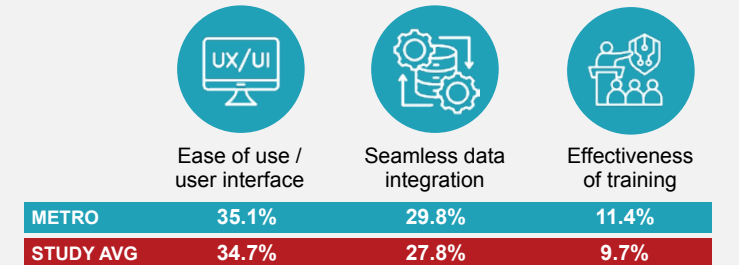


END-USERS

Application Usage



Top 3 Most Important Improvement Areas



Artificial Intelligence Usage

