



2017 Cadillac PDS Survey

Thank you for your <Model> purchase/lease at <Dealership Name>.

We appreciate you taking the time to complete the following survey regarding your purchase experience. The insight you provide about the dealership personnel and facilities will enable us to improve the purchase experience with Cadillac and <Dealership Name>.

1. Have you recently taken delivery of a <BRAND> <MODEL> from <DEALER>, <TOWN>?

Yes

No (if No, survey ends)

2. How likely are you to recommend the dealer to your family or friends?

0 1 2 3 4 5 6 7 8 9 10

3. Based on your overall purchase or lease and delivery experience, how satisfied are you with <DEALER>?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

4. How satisfied were you with the knowledge and helpfulness of the dealership personnel?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

5. How satisfied were you with the ease and efficiency of the sales experience?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

6. How satisfied were you that the dealership personnel treated you in a courteous and transparent manner?

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied



FACILITY

How satisfied were you with...

7. The cleanliness and appearance of the dealership facilities? *

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

8. The organization and ease of access to the dealership's inventory? *

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

SALES CONSULTANT

How satisfied were you that your Sales Consultant ...

9. Thoroughly understood your vehicle needs? *

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

10. Demonstrated thorough knowledge of Cadillac vehicles? *

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied

WORKING OUT THE DEAL

How satisfied were you that...

11. The vehicle price and/or payments were discussed in a thorough and straightforward manner? *

Not at all satisfied Slightly satisfied Somewhat satisfied Very satisfied Completely satisfied



WRAPPING THINGS UP

19. After the delivery of your vehicle, were you contacted by the dealership to determine your satisfaction with the purchase experience? *

Yes

No

20.

- ASK IF Q3 = Completely Satisfied - Please tell us what made you so satisfied with your experience."
 - -Open Text
- ASK IF Q3 = Very Satisfied - Was there anything the dealership could have done to make your experience better?"
 - -Open Text
- ASK IF Q3 = Somewhat Satisfied or below - What could be improved to make your experience better?"
 - Open Text

21. Thinking about <BRAND>, how likely are you to recommend Cadillac to your family or friends?

0 1 2 3 4 5 6 7 8 9 10

22. May we include your name when providing this survey information to your dealership? Your dealership or Cadillac may follow-up with you by phone or email to resolve any concerns you have indicated.

Yes No

* ***Included in weighted Cadillac PDS Index***