

中国汽车流通协会

China Automobile Dealers Association

NADA

NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

Working for our dealer members

为经销商会员服务





The Voice of the Dealer

经销商的代言人



Training - A Vital Role for Dealer Association
培训——经销商协会的重要角色

NADA ACADEMY

NADA UNIVERSITY ONLINE

NADA 20 GROUP

NADA ACADEMY The Next Generation

Charitable Giving 慈善活动



$14 Million in Charitable Donations 筹集慈善捐款总额高达1400万美元

Issues important to Dealers

经销商所关注热点

- OEM Stair-step Programs OEM自身的阶段性项目
- Government Trade / Tax Policy 政府主管部门推出的的交易和税收政策
- Consumer Finance Regulation 针对消费者的财政补贴规定
- Dealership Franchise Protections 针对经销商的授权经营保护
- Commissioned Studies 相关委托调研项目，如
  - Dealership of the future study 《关于未来经销商发展》的研究课题

Dealer Issues are often similar around the world

全球经销商的关注点皆相似。

Outreach to OEM's 针对OEM的增值服务

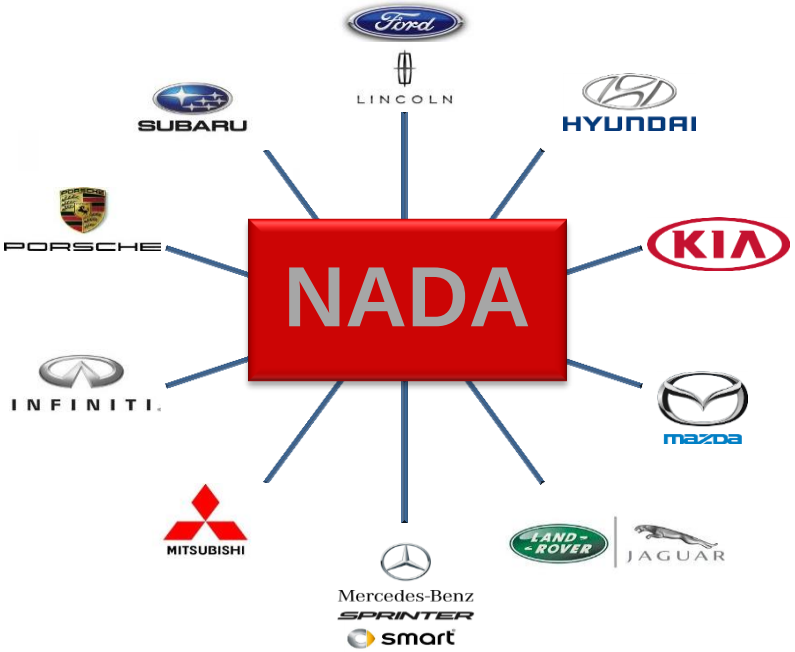
- **Dealer Attitude Survey** “经销商满意度调查”包括：
- **Bi-annual survey of dealers** 针对经销商开展的一年两次调研
- **Report card on dealer/OEM relations** 负责提交“厂商关系”报告
- **Dialogue meetings with key brands** 与主要品牌经销商沟通
- **Meetings with key leadership** 与主要品牌经销商负责人会晤
- **Franchise meetings at annual convention**

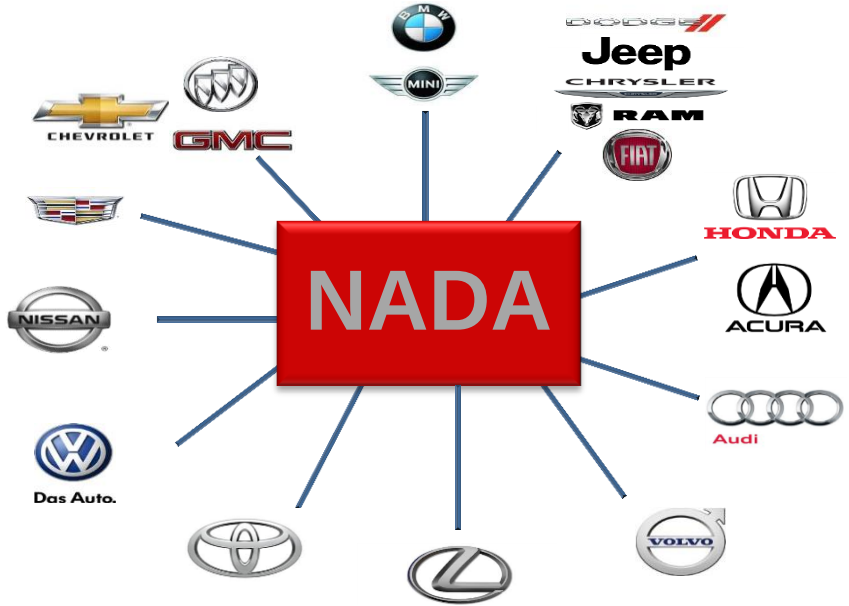
  在每年的年会期间安排授权经销商与厂商会议

  Over 35 franchise meetings held

  在年会期间召开超过35场经销商/厂商会议

NADA – Working with OEM's
美国全国汽车经销商协会与OEM 的合作

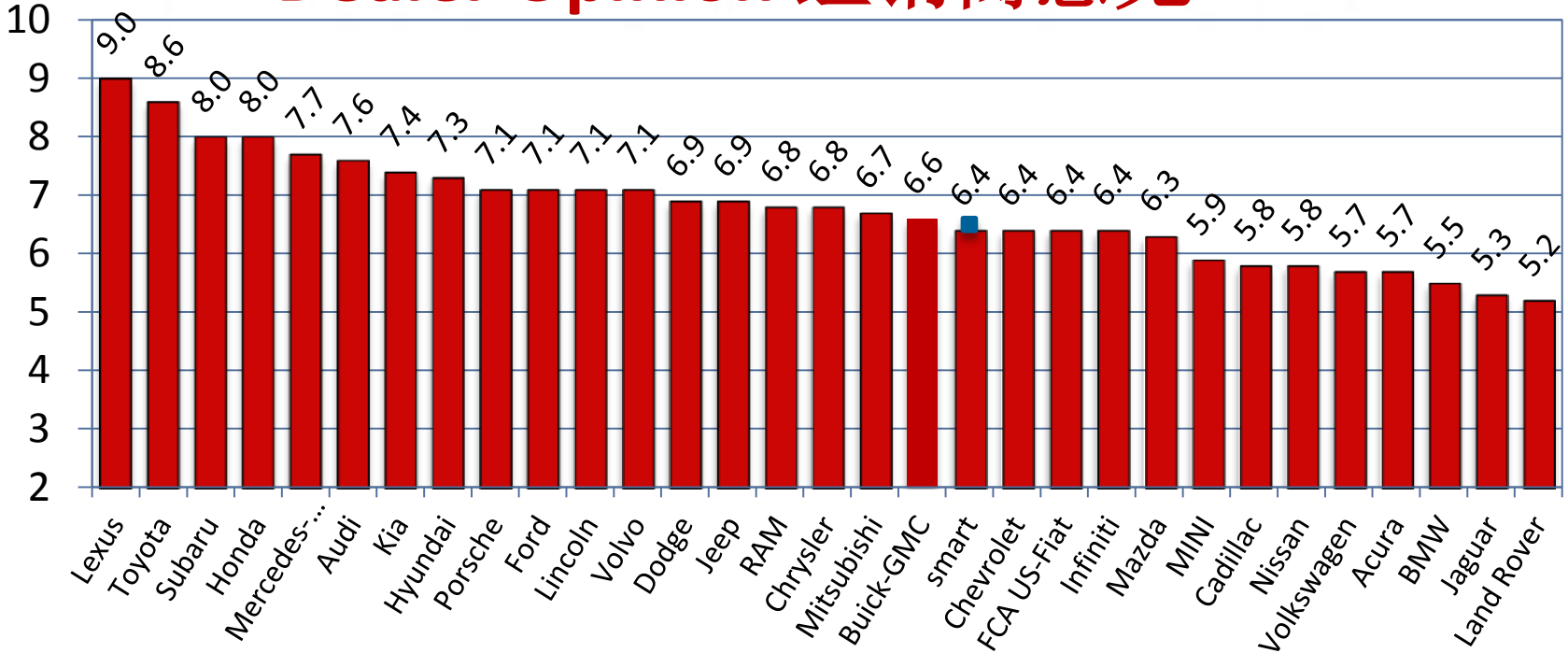




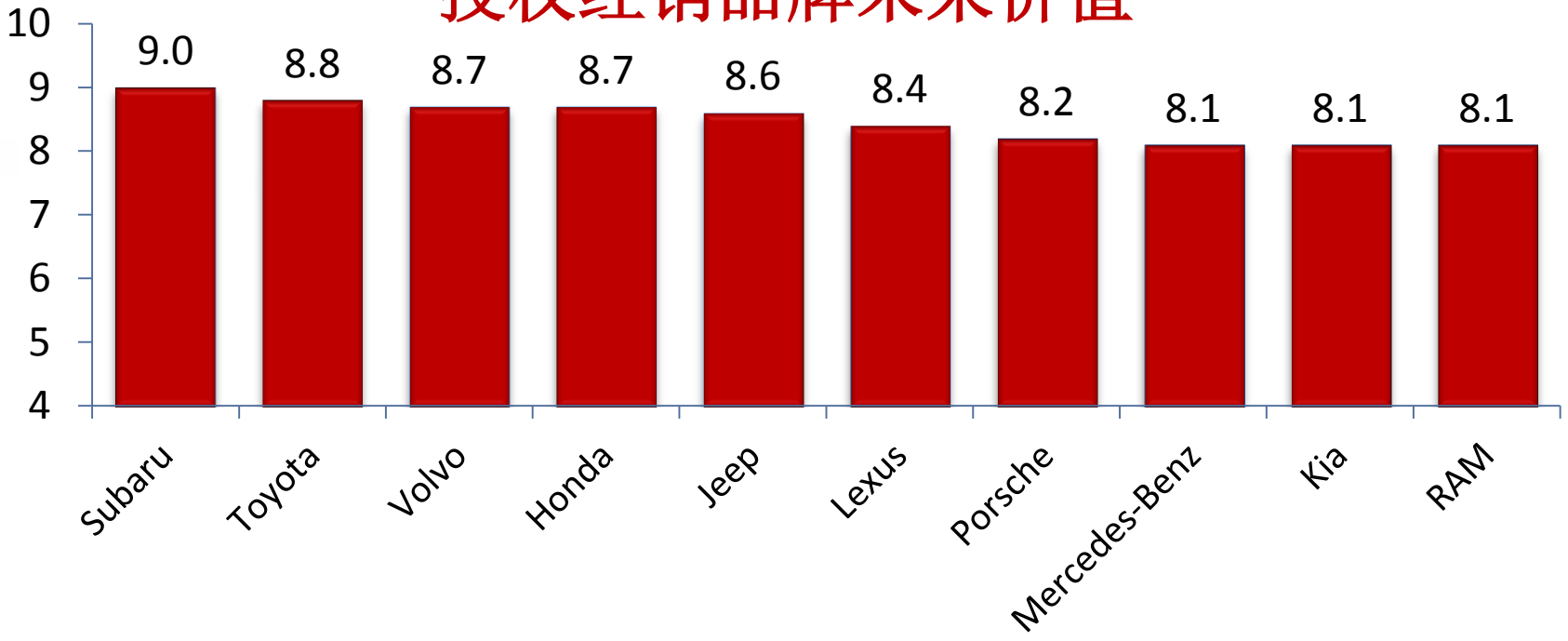
Dealer Attitude Survey 经销商满意度调查：

- OEM's listen to dealer input OEM愿意聆听经销商的建议
- Influence OEM policies 调查结果影响OEM制定相关政策
- Conducted twice per year 每年开展两次调研
- ~16,000 responses per survey 每次调查回收超过16000份调查报告
- 70 meetings annually with OEM's 每年共计与厂家召开70场相关会议
- Results not released to media 调查结果不对媒体发布

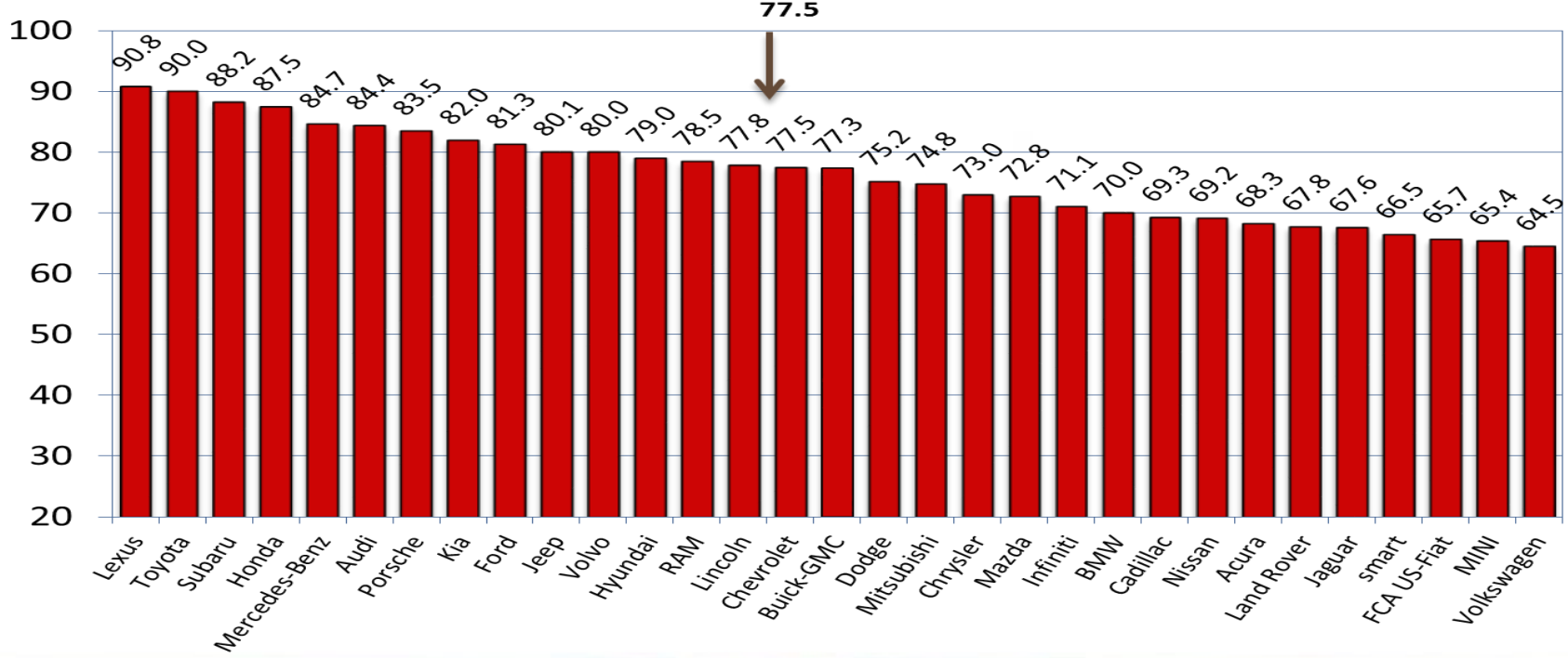
Dealer Opinion 经销商意见



Future Value of Franchise
授权经销品牌未来价值



Overall Dealer Satisfaction
总体经销商满意度



Facility Programs
新店建设项目

ISSUE

- OEM's implement strict facility requirements
- ROI undefined by OEM
- OEM's – build new facility – sales and profit will follow

存在问题：

1. OEM对新店建设的要求非常严格
2. OEM未明确新店的投资回报率
3. OEM的观点--建设新店--销售和利润将随之而来

Facility Programs
新店建设项目

REMEDY

- States passed laws limiting OEM's ability to require new facilities
- Some states required business case to be developed by OEM's
- Penalties for forcing dealer to "over build" a facility

解决方案：

1. 各州政府已立法限制OEM设立新店
2. 部分州政府要求OEM提交商业案例
3. 要求经销商“过度建设”的行为将受到处罚

Government Issues
政府相关事宜

- **Fuel economy standards need to be rationale**
  油耗标准应成为市场标准
  - Unachievable standards raise prices of vehicles
    不合理的标准将提高汽车售价
- **Tax reform should not penalize any OEM**
  OEM应免于税收改革惩罚
  - Penalties could be higher for certain OEM's exporting from Mexico
    针对部分OEM对墨西哥出口的罚款将提高
- **Consumer financing 消费信贷**
  - Government insists there should be caps on commissions paid to dealers 政府强调应对经销商支付佣金设限

Support CADA
支持中国汽车流通协会

A Resource
整合资源

Be Active in CADA
积极参与CADA举办的活动

Speak as one voice for Chinese Dealers
做中国经销商的代言人

Strength in Numbers
增强会员数量

Defender of Dealers Interests
捍卫经销商利益

Speak with… 同一个声音

One Voice

One Voice



ONEVOICE

2018 NADA Convention March 22 – 25

美国汽车经销商协会年会将于2018年3月22-25日在拉斯维加斯召开



CADA Training August 14 – 17, 2017

中国汽车流通协会组织经销商会员赴美NADA培训时间：2017年8月14-17日




NADA