



2010

CONSUMER SATISFACTION SURVEY RESULTS



**DEPARTMENT OF CONSUMER AFFAIRS
ARBITRATION CERTIFICATION PROGRAM**

July 2011

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INTRODUCTION

Pursuant to Business and Professions Code §472.4 and Section Title 16, California Code of Regulations §3399.5(a)(5), the Arbitration Certification Program (ACP) is required to conduct an annual survey. The purpose of the survey is to measure the satisfaction of consumers who utilized state-certified arbitration programs to resolve their vehicle warranty disputes. The survey is not intended, nor does it include, the satisfaction of the many consumers who have had problems resolved through early contact with dealers, manufacturers' customer service representatives, or other mediation efforts.

In previous years' studies, the ACP procured independent consultants to perform the survey. For 2010, the State's goal of streamlining processes and eliminating inefficiencies afforded the ACP to conduct its own survey and analysis. This change also allowed the ACP the ability to address the industry's request to group consumers' answers by manufacturer.

Methodology

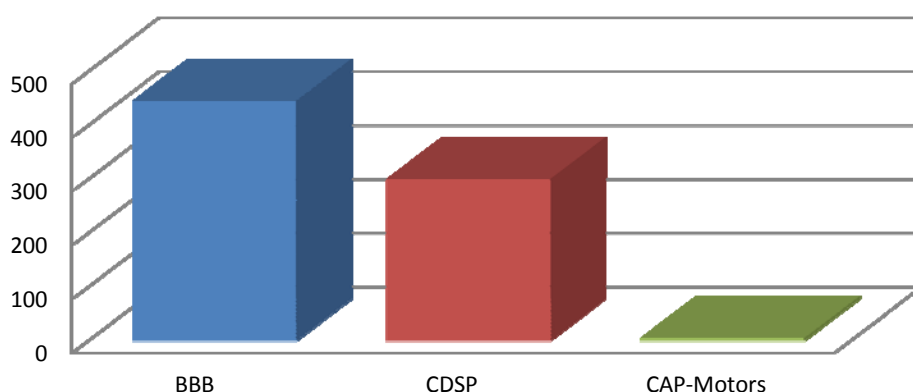
The ACP utilized four methods for polling consumers: postal service, electronic mail, on-line and telephone. The polling was conducted in English and Spanish. The names and contact information, of those who filed and had their case file closed within the 2010 calendar year, were provided by each of the manufacturer's state-certified arbitration program administrators: Better Business Bureau (BBB) AUTO LINE, California Dispute Settlement Program (CDSP), Consumer Arbitration Program for Motor Vehicles (CAP-Motors), and Consumer Arbitration Program for Recreation Vehicles (CAP-RV).

Consumers were initially polled via a mailed questionnaire, which also included a website for on-line submission. This gave consumers multiple avenues for completing the questionnaire. As a follow up, telephone interviews were conducted throughout the week, during standard business hours. During the telephone interviews, consumers were also given the option to complete the questionnaire via electronic mail.

Cumulative 2010 Survey Overview

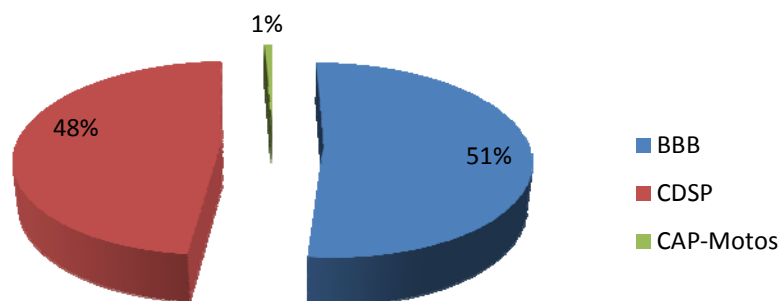
The ACP contacted 753 consumers who participated in the arbitration process between January and December of 2010. Of the 753 consumers contacted, 446 utilized the BBB AUTO LINE, 301 participated in arbitration through the CDSP, and six (6) consumers used CAP-Motors. No consumers participated in arbitration through CAP-RV.

Contacted Consumers by Arbitration Programs



The ACP received responses from 153 of the 753 consumers contacted for a response rate of 20%. The 2010 total responses included: 79 or 51% from the BBB AUTO LINE, 73 or 48% from the CDSP and one or 1% from CAP-Motors.

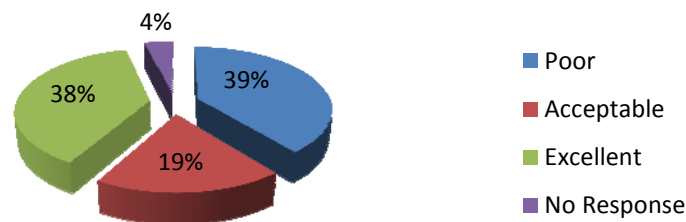
Respondents by Arbitration Programs



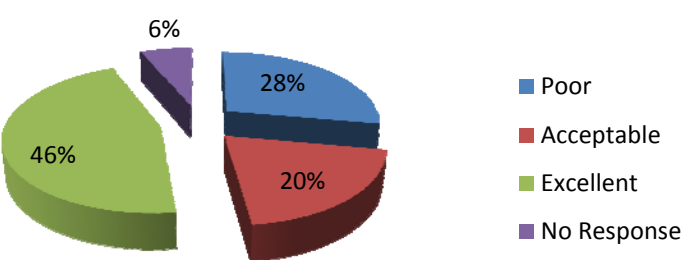
For all certified arbitration programs in California, consumers were asked to rate their experience with the arbitration program staff as excellent, acceptable or poor. Fifty-eight (58) or 38% of the respondents rated their experience as excellent and 29 (19%) participants indicated the process was acceptable, while 60 (39%) respondents rated it as poor. Six (6) or 4% of the consumers did not respond to this question.

The following charts illustrate the percentage of respondents by all certified arbitration programs collectively and individually.

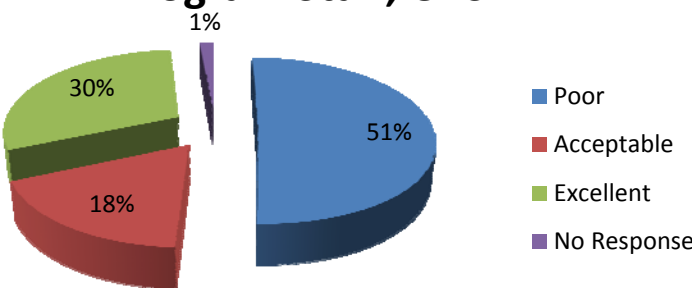
**Experience with Arbitration
Program Staff, All Programs**



**Experience with Arbitration
Program Staff, BBB AUTO LINE**



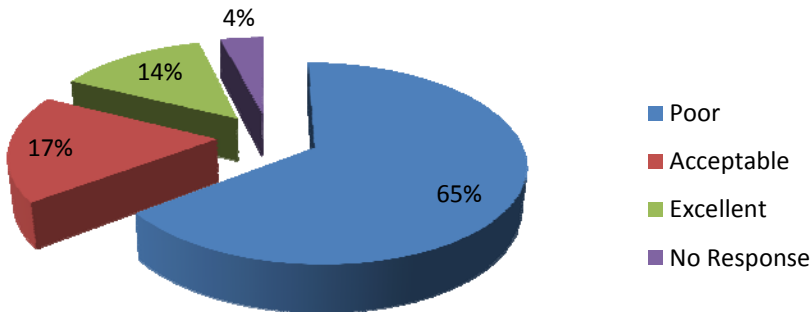
**Experience with Arbitration
Program Staff, CDSP**



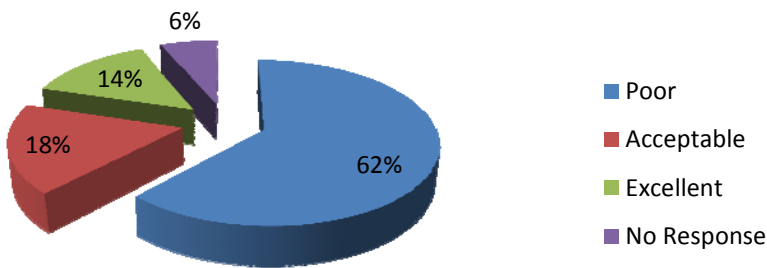
Consumers were also asked to rate their experience with the vehicle manufacturer’s representative. Twenty-one (21) or 14% of the respondents indicated that the experience was excellent and 27 (17%) of the consumers indicated that the experience was acceptable,

while 99 (65%) participants indicated it was poor. Six (6) or 4% of the consumers did not respond to this question.

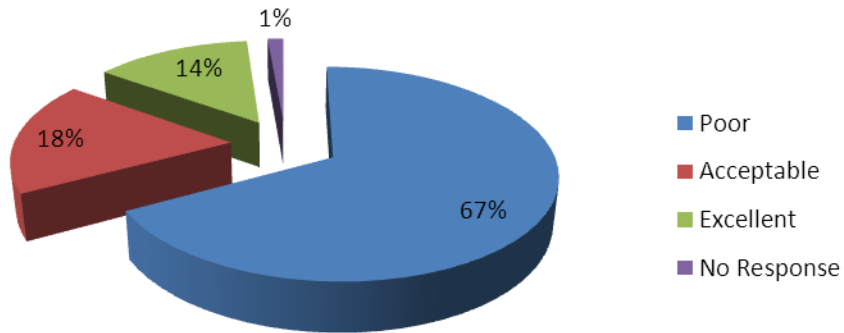
**Experience with Vehicle
Manufacturer's Representative, All
Programs**



**Experience with Vehicle
Manufacturer's Representative, BBB
AUTO LINE**

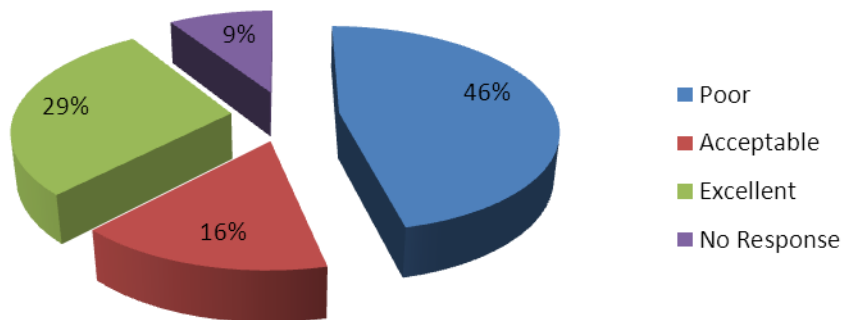


Experience with Vehicle Manufacturer's Representative, CDSP

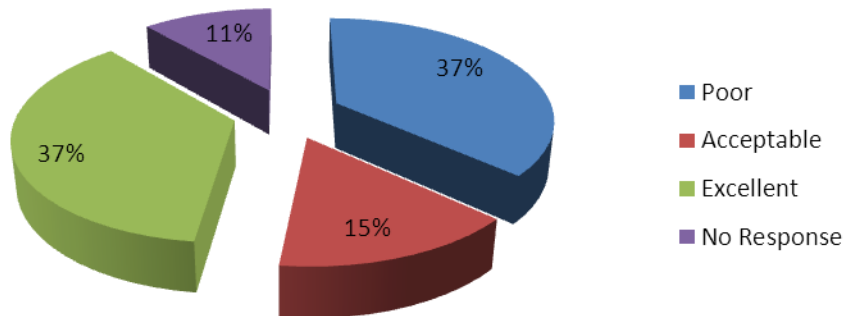


Consumers were also asked to rate their experience with the arbitrator. Forty-four (44) or 29% of the respondents indicated that the experience was excellent and 24 (16%) of the consumers indicated that it was acceptable, while 71 (46%) participants indicated it was poor. Fourteen (14) or 9% of the consumers did not respond to this question.

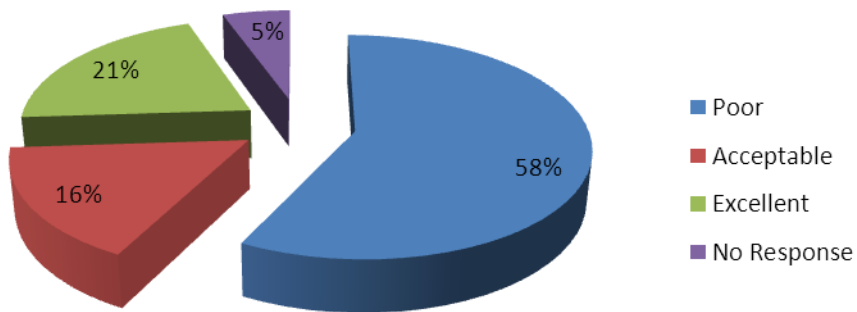
Experience with Arbitrator, All Programs



Experience with Arbitrator, BBB AUTO LINE

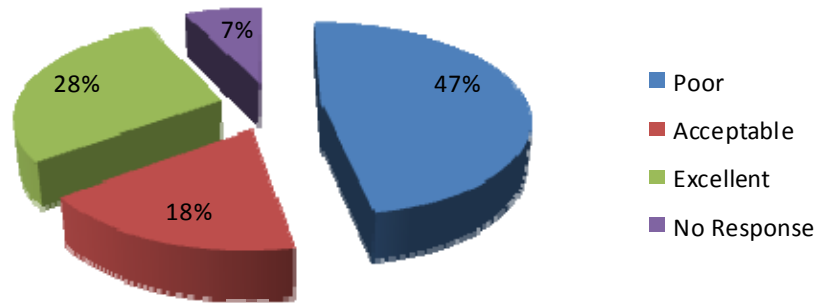


Experience with Arbitrator, CDSP

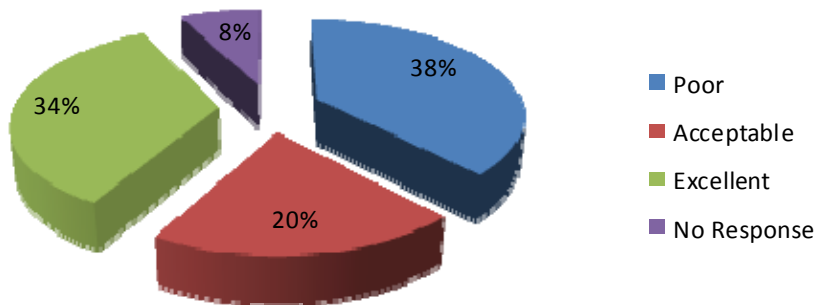


Finally, consumers were asked to rate their experience with the entire arbitration process. Forty-three (43) or 28% of the respondents indicated that the experience was excellent and 27 (18%) of the consumers indicated that it was acceptable, while 72 (47%) participants indicated it was poor. Eleven (11) or 7% of the consumers did not respond to this question.

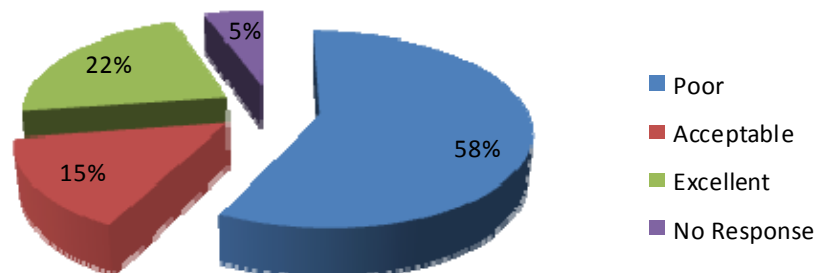
Experience with Entire Arbitration Process, All Programs



Experience with Entire Arbitration Process, BBB AUTO LINE



Experience with Entire Arbitration Process, CDSP



DATA BY MANUFACTURERS

The questionnaire data in the 2010 Consumer Satisfaction Survey has been arranged by each manufacturer's state-certified arbitration program. The survey illustrations include those manufacturers with 13 or more respondents to the questionnaire.

Additionally, the ACP disseminated a questionnaire to eligible consumers whose case file was closed by the state-certified arbitration program, but the ACP did not receive a reply from the consumer(s). Factors such as no response or reply by consumer, obsolete consumer contact information, or questionnaire returned by the US Postal Service were attributed to the survey response rate. Consequently, there is no questionnaire data for the following manufacturers:

Manufacturer	Program Administrator	No. of Consumers
AM General Sales Corp.	BBB AUTO LINE	0
Aston Martin North America	BBB AUTO LINE	0
Bentley Motors, Inc.	BBB AUTO LINE	1
Isuzu Motors America, Inc.	BBB AUTO LINE	3
Lotus Cars	BBB AUTO LINE	0

Moreover, question number 1 in the survey pertains to the respondents' case file number and is omitted in this report for confidentiality purposes. The statistics for questions number 9 and 10 pertain to consumers who have received an arbitration award or did not receive an award.

BBB AUTO LINE

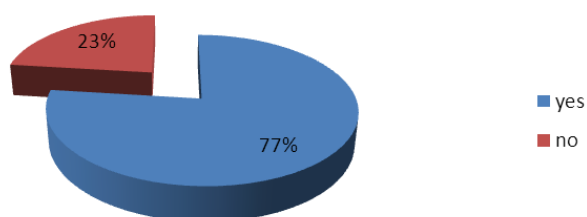
AMERICAN HONDA
MOTOR COMPANY, INC.

(INCLUDES ACURA)

American Honda Motor Company, Inc. (Honda and Acura)

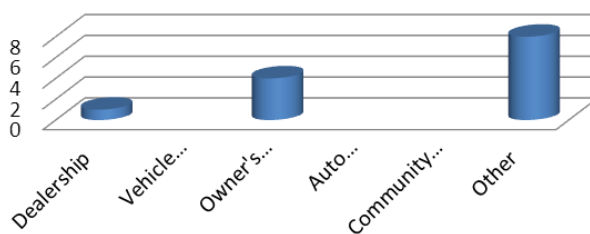
The ACP contacted 47 consumers who utilized the BBB AUTO LINE program in 2010 for their Honda or Acura vehicle. Of these consumers, 13 (28%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

Question 2: Before you purchased your vehicle, did you know about California's Lemon Law?



With regard to consumers' knowledge of California's Lemon Law, it is evident that 10 or 77% of respondents said they were aware of the Lemon Law prior to the purchase of their vehicle while 3 or 23% did not.

Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

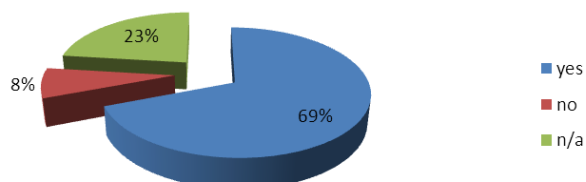


* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

Most consumers learned about applying for arbitration under California's Lemon Law in a variety of ways. The chart above shows that 1 or 8% of respondents stated that they learned

of arbitration through the dealership. While 4 or 31% of respondents stated that they learned through their owner's manual. Of the 13 respondents, 8 or 61% learned through other resources other than those provided.

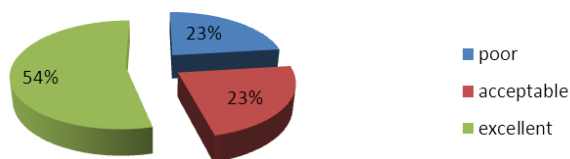
Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?



Nine (9) or 69% of respondents stated that the BBB AUTO LINE informed them that any form of settlement or mediation discussion was a voluntary process prior to the arbitration hearing. In contrast, only 1 or 8% responded that they did not know about the voluntary settlement or mediation process. Of the 13 responses, 3 or 23% answered the question was not applicable to them.

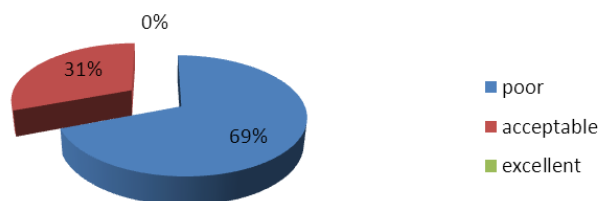
The following rating questions to consumers focused on the arbitration program (BBB AUTO LINE), the vehicle manufacturer representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process.

Question 5: In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?



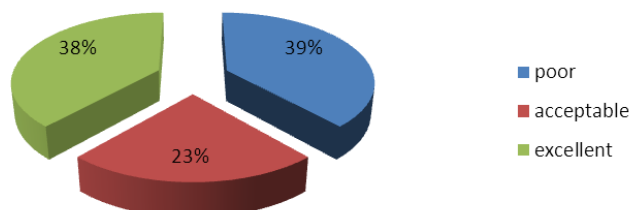
Three (3) or 23% of consumers rated their overall satisfaction with the BBB AUTO LINE staff as poor, while the majority (7 or 54%) rated their experience as excellent. Three (3) or 23% felt their experience was acceptable.

Question 6: In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?



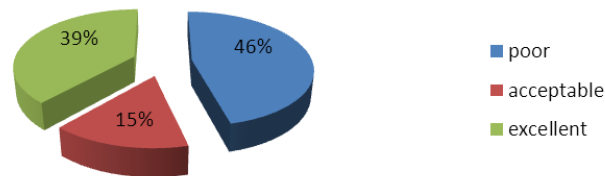
With respect to overall satisfaction and experience with their vehicle Manufacturer's Representative, 9 or 69% of consumers rated their experience as poor while 4 or 31% found their experience to be acceptable. None of the consumers rated their experience as excellent.

Question 7: In terms of overall satisfaction, how would you rate your experience with the Arbitrator?



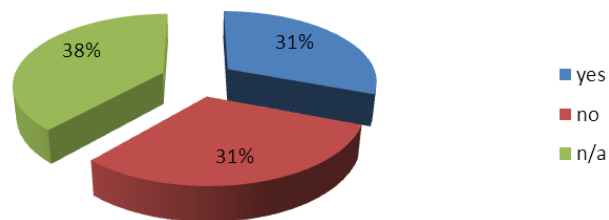
With respect to overall satisfaction and experience with their arbitrator, 5 or 39% of consumers rated their experience as poor. Similarly, 5 or 38% rated their experience as excellent. The remaining 3 or 23% found their experience to be acceptable.

Question 8: In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?



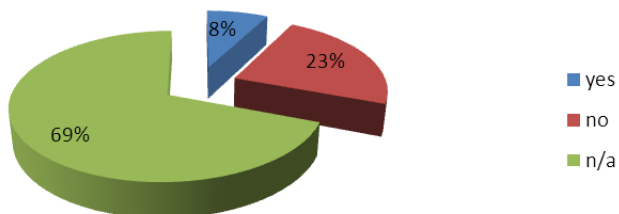
With respect to overall satisfaction and experience with the entire arbitration process, 5 or 39% of consumers rated their experience as excellent. Similarly, 6 or 46% rated their experience as poor. The remaining 2 or 15% found their experience to be acceptable.

Question 9: Did the Manufacturer perform the award within 30 days after you accepted the award?



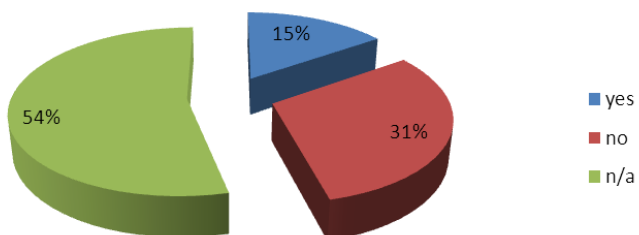
Four (4) or 31% of consumers reported the Manufacturer did perform the award within the 30 days after accepting the decision, while 4 or 31% reported the Manufacturer did not perform the award within the 30 days. The remaining 5 or 38% responded with not applicable.

Question 9A: If the performance of the award was over 30 days, did you agree to the delay?



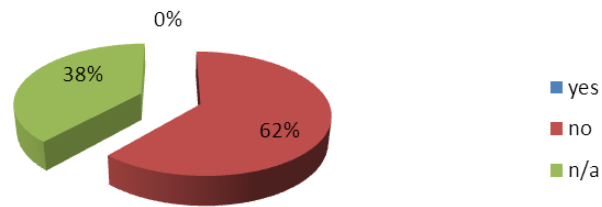
Twenty-three (23%) of consumers whose performance exceeded 30 days stated they did not agree to a delay for the performance of their award. One (1) or 8% stated that did agree to the delay. The remaining 69% responded with not applicable.

Question 10A: If your claim was denied, did you pursue legal action?



Of the consumers' claims that were denied, 4 reported they did not pursue legal action, while 2 did pursue legal action. The remaining 7 responded with not applicable.

Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?



Eight (8) or 62% of consumers, whose claims were denied, reported they did not know they could reapply for arbitration by getting an additional warranty repair. None knew they could reapply with an additional repair.

Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.

The following comments on improving the arbitration process were offered by the consumers:

- The 30 day period to perform the repurchase should be enforced somehow. Honda did nothing for the first two weeks until I contacted my BBB representative.
- Mechanical inspection process should be improved to better diagnose the vehicle.

BBB AUTO LINE

BMW OF NORTH
AMERICA, LLC

(INCLUDES MINI COOPER)

BMW of North America (BMW and Mini Cooper)

The ACP contacted 34 BMW and Mini Cooper consumers who utilized the BBB AUTO LINE program in 2010 concerning their BMW or Mini Cooper vehicle. Of these consumers, six (18%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of California's Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2010 Consumer Satisfaction Survey for BMW and Mini Cooper are as follows. Each survey question is listed along with the consumers' responses.

2. Before you purchased your vehicle, did you know about the California's Lemon Law?

Two (33%) of the respondents indicated they knew about California's Lemon Law, while four (67%) had no prior knowledge.

3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

Three (50%) of the respondents learned about applying for arbitration through published resources (on-line or their owner's manual). Another obtained the information from a friend and on-line, while two respondents received it from a friend or vehicle manufacturer.

4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?

Of the six surveys mailed, three (50%) of the respondents indicated they were informed the settlement or mediation process was voluntary, whereas one (17%) was not informed.

5. In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?

Five (83%) of the six respondents rated their overall experience with the BBB AUTO LINE staff as excellent. One respondent replied with a "poor" rating.

6. In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?

Two (33%) respondents rated their overall experience with the vehicle Manufacturer's Representative as excellent, whereas three or 50% rated poor.

7. In terms of overall satisfaction, how would you rate your experience with the Arbitrator?

Four (67%) of the respondents rated their overall experience with the Arbitrator as excellent, while one respondent gave a rating of poor.

8. In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?

Again, four respondents rated their overall experience with the arbitration process as excellent, whereas one rated poor.

9. A. Did the Manufacturer perform the award within the 30 days after you accepted the award?

Five of the six respondents affirmed the manufacturer performed the award within the 30-day timeframe.

B. If the performance of the award was over 30 days, did you agree to the delay?

One respondent, where the manufacturer did not complete the performance award within the 30-day requirement, agreed to the delay.

10. If your claim was denied,

A. Did you pursue legal action?

One Only one respondent answered "yes" to this question.

B. Did you know you could reapply for arbitration by getting an additional warranty repair?

Three or 50% of the respondents indicated they did not know they could reapply for arbitration if an additional warranty repair was performed.

11. If you could think of one major change to improve the arbitration process, what would that be?

The following comments on improving the arbitration process were offered by the consumers:

- None. Process was easy to understand and BBB people were very helpful
- To communicate, understand and contact when going through the process

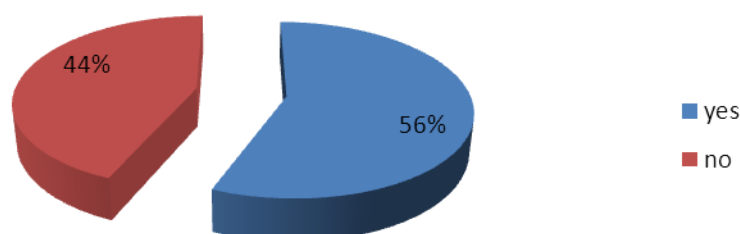
BBB AUTO LINE

FORD MOTOR COMPANY

Ford Motor Company

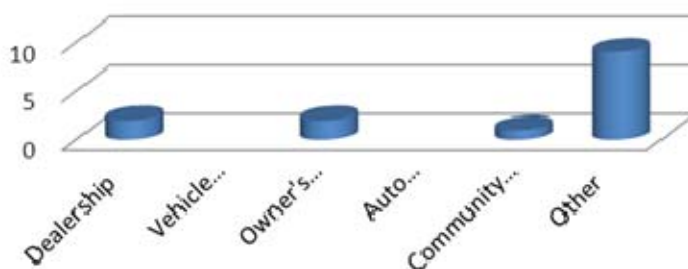
The ACP contacted 89 consumers who utilized the BBB AUTO LINE program in 2010 for their Ford vehicle. Of these consumers, 16 (18%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

Question 2: Before you purchased your vehicle, did you know about California's Lemon Law?



Nine (56%) of consumers indicated that they were aware of California's Lemon Law prior to purchasing their vehicle, while seven (44%) Ford customers stated they were not aware of this law.

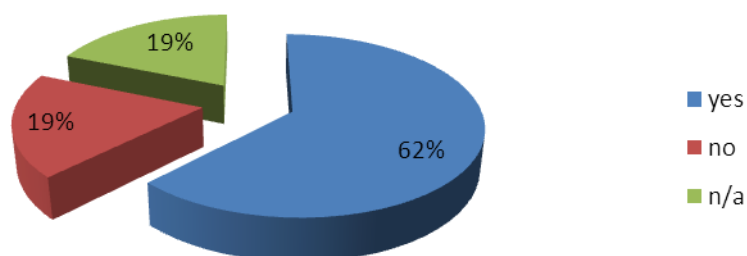
Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



Consumers learned about applying for arbitration under California's Lemon Law in a variety of ways. Ford customers learned about arbitration through their owner's manual or warranty

booklet, servicing dealership, attorneys, the internet, the Better Business Bureau, the National Transportation Safety Board, friends or relatives, and community events.

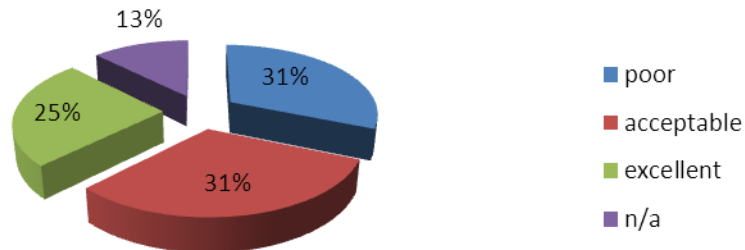
Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was voluntary process?



Ten (62%) of respondents stated the BBB AUTO LINE did inform them that settlement negotiation or mediation was a voluntary process. In contrast, three (19%) indicated they were not informed that mediation process was voluntary, and three (19%) did not respond to the survey question.

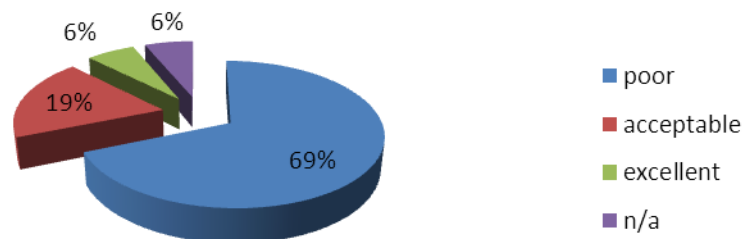
The following rating questions to consumers focused on the arbitration program (BBB AUTO LINE), the Ford Motor Company's representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process.

Question 5: In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?



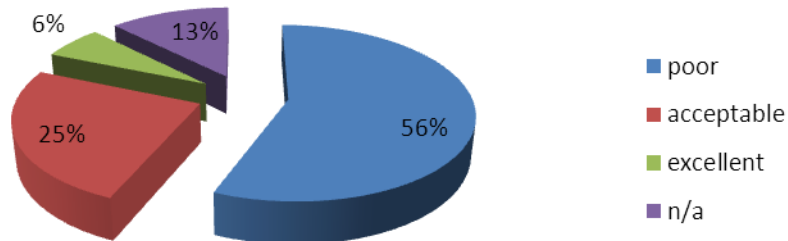
Five (31%) of consumers rated their overall satisfaction with BBB AUTO LINE staff as poor, an additional five (31%) rated their overall satisfaction as acceptable, while four (25%) rated their overall satisfaction with staff as excellent. Two (13%) did not answer this question. The following comments were shared with the ACP on the satisfaction with BBB AUTO LINE staff: "I think the decision reached was unfair. This is how the big dealers get away with these kinds of situations and we remain helpless." "They (BBB AUTO LINE staff) seemed to be on the manufacturer's side at times."

Question 6: In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?



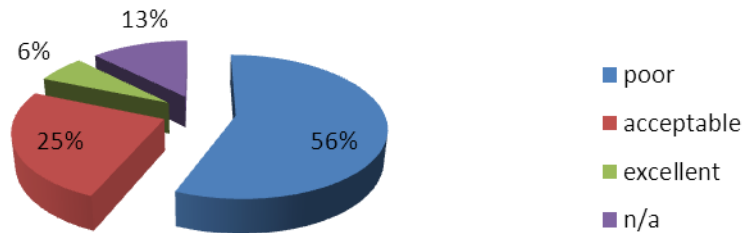
With respect to overall satisfaction and experience with the Manufacturer's Representative, 11 (69%) of consumers rated their experience as poor. Three (19%) rated their overall experience as acceptable, and only one (6%) indicated their experience with the Manufacturer's Representative as excellent. One (6%) did not answer this question. The following comments were shared with the ACP on the satisfaction with the Manufacturer's Representative: "They gave me the run around." "They were rude." They were unknowledgeable."

Question 7: In terms of overall satisfaction, how would you rate your experience with the Arbitrator?



Nine (56%) of respondents rated their overall experience with the Arbitrator as poor, while one (6%) of consumers touted their experience as excellent, and four (25%) indicated it as acceptable. Two (13%) did not respond to this question. The following comments were shared with the ACP on the satisfaction with the Arbitrator: “Process took 72 days before decision was made and \$5800 for the use was unjust.” “Failure to apply Lemon Law and Ford cover-up.” “During telephonic hearing, the Ford representative made some incriminating remarks and I was not afforded an opportunity to dispute or explain before the end of the hearing.”

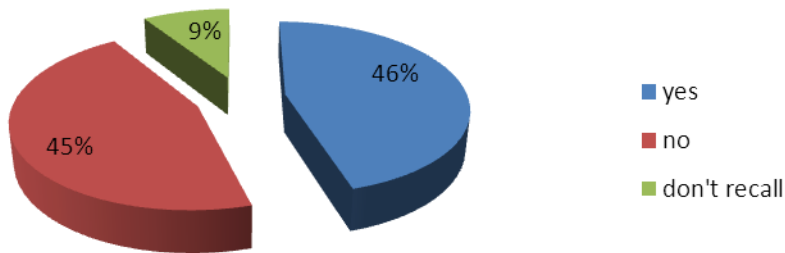
Question 8: In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?



With respect to the entire arbitration process, nine (56%) of consumers believed the arbitration process was poor, while one (6%) indicated it was excellent, and four (25%) indicated it was acceptable. Two (13%) did not respond to this question. The following

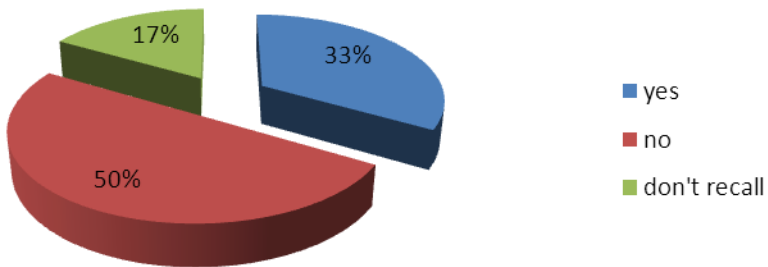
comments were shared with the ACP on the experience with the entire arbitration process: “Failure to acknowledge evidence of two nonconformities.” “Kudos to LF! VERY timely communication.”

Question 9: Did the Manufacturer perform the award within 30 days after you accepted the award?



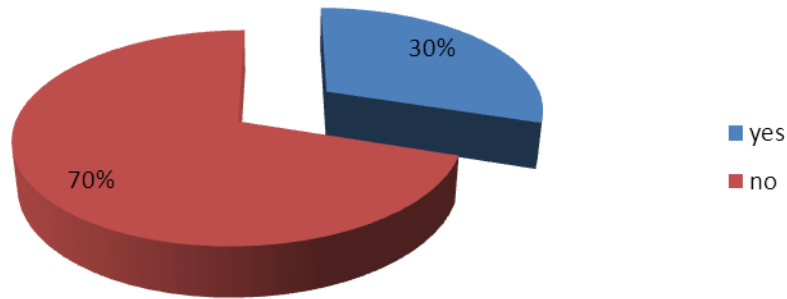
Five (46%) of respondents reported that the manufacturer did perform the award within 30 days, while five (45%) indicated that the manufacturer did not comply within the 30 days, and one (9%) could not recall the time frame.

Question 9B: If the performance of the award was over 30 days, did you agree to the delay?



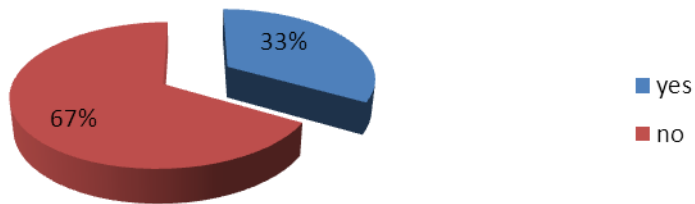
Two (33%) of applicable respondents indicated that they agreed to the delay, while three (50%) of applicable respondents indicated they did not agree to the delay. One (17%) of applicable respondents could not recall whether or not they agreed to the delay.

Question 10A: If your claim was denied, did you pursue legal action?



Of the ten consumers whose claims were denied, seven (70%) did not pursue legal action.

Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?



Eight (67%) of consumers did not know that they were eligible to reapply for arbitration after obtaining an additional warranty repair.

Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.

The following comments on improving the arbitration process were offered by the consumers:

- Tell the arbitrators to remove “feelings” of what has taken place and only look at the facts
- More information on the process (simply) without attorneys who encourage quick settlement without any resolution to the problem, to get their share

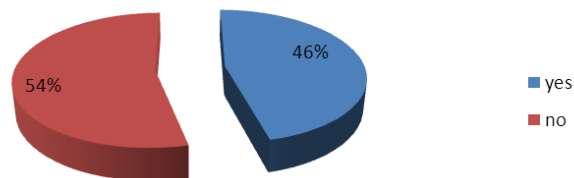
- Arbitration must include a face to face or at the very least verbal phone contact with all parties
- I think a voting system should be established where neutral people get to evaluate the scenario and vote accordingly
- To stand by the truth and listen to the consumer
- Not being misled by the dealer, we were told to go straight to BBB instead of Ford
- Review and audit of program and arbitrator's case records
- The process worked as it should

BBB AUTO LINE
GENERAL MOTORS
CORPORATION

General Motors Corporation

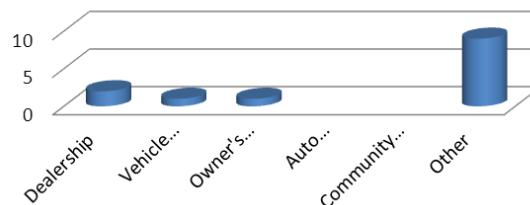
The ACP contacted 84 consumers who utilized the BBB AUTO LINE program in 2009 for their General Motors vehicle. Of these consumers, 13 (15%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

Question 2: Before you purchased the vehicle, did you know about California's Lemon Law?



With regard to consumers' knowledge of California's Lemon Law, it is evident that 6 or 46% of respondents said that they were aware of the Lemon Law prior to the purchase of their vehicle while 7 or 54% did not.

Question 3: Before your hearing, where do you learn about applying for arbitration under California's Lemon Law?

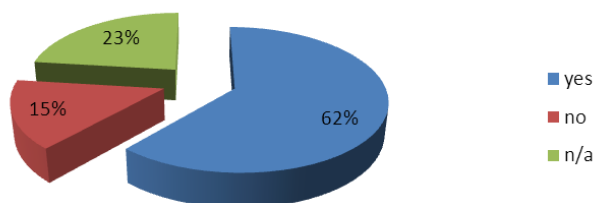


* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

Most consumers learned about applying for arbitration under California's Lemon Law in a variety of ways. The chart above shows that 2 or 15% of respondents stated that they learned of arbitration through a dealership. While another 1 or 8% of respondents stated that they learned through the vehicle manufacturer and similarly, 1 or 8% learned through the

owner's manual. Of the 13 respondents, 9 or 69% was given the information from other resources.

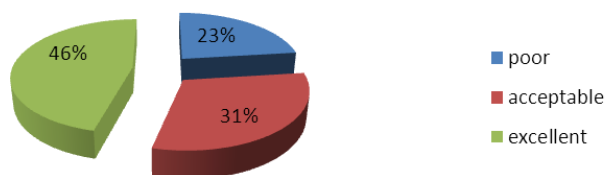
Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?



Eight (8) or 62% of respondents stated the BBB AUTO LINE informed them that any form of settlement or mediation discussion was a voluntary process prior to the arbitration hearing. In contrast, 2 or 15% responded that they did not know about the voluntary settlement or mediation process, and 3 or 23% responded not applicable.

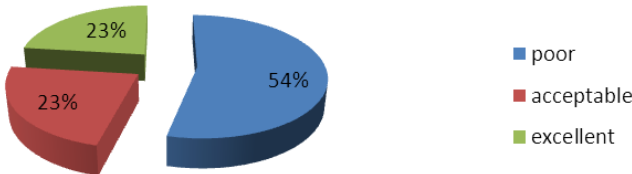
The following rating questions to consumers focused on the arbitration program (BBB AUTO LINE), the vehicle manufacturer representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process.

Question 5: In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?



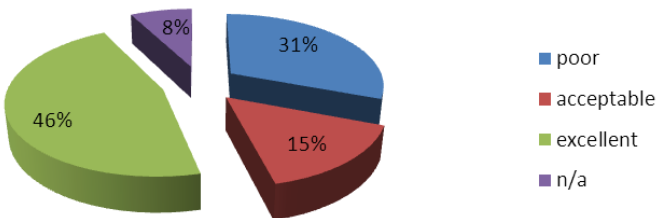
Six (6) or 46% of consumers rated their overall satisfaction with BBB AUTO LINE staff as excellent, while only 3 or 23% rated their experience as poor. Four (4) or 31% felt their experience was acceptable.

Question 6: In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?



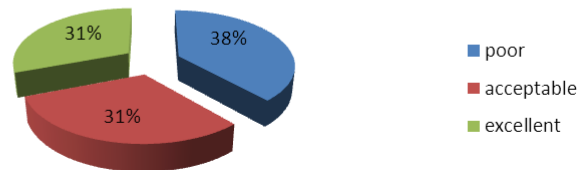
With respect to overall satisfaction and experience with their vehicle Manufacturer's Representative, 7 or 54% of consumers rated their experience as poor. Three (3) or 23% found their experience to be acceptable equaling to the 3 or 23% who found their experience to be excellent.

Question 7: In terms of overall satisfaction, how would you rate your experience with the Arbitrator?



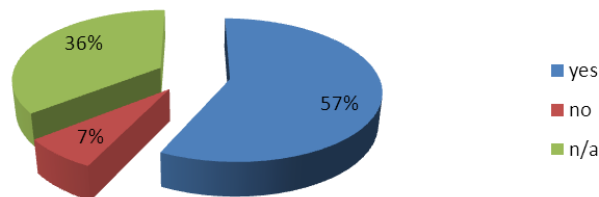
Consumers expressed greater responses about the survey when rating the Arbitrator in terms of overall satisfaction. Overall, 6 or 46% rated their overall experience with the arbitrator as excellent; while 4 or 31% of consumers rated their experience as poor. Two (2) or 15% rated acceptable while 1 or 8% responded with not applicable.

Question 8: In terms of overall satisfaction, how would you rate your experience with the entire arbitraion process?



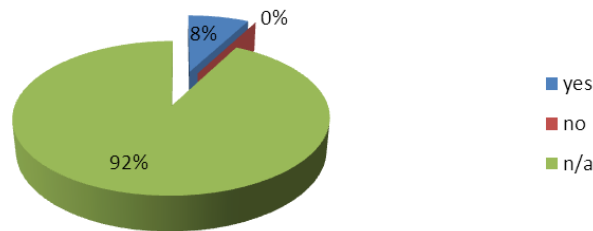
With respect to the entire arbitration process from the initial request for arbitration to the closed case files, the responses were fairly equal. Four or 31% rated their experience as excellent, 4 or 31% rated it acceptable and 5 or 38% rated it as poor.

Question 9: Did the Manufacturer perform the award within the 30 days after you accepted the award?



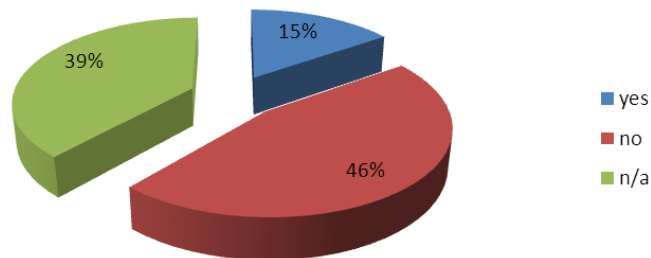
One (1) or 7% of consumers reported the Manufacturer did not perform the award within the 30 days after accepting the decision, while an impressive 8 or 57% reported the Manufacturer did perform the award within the 30 days. The remaining 5 or 36% responded with not applicable.

Question 9A: If the performance of the award was over 30 days, did you agree to the delay?



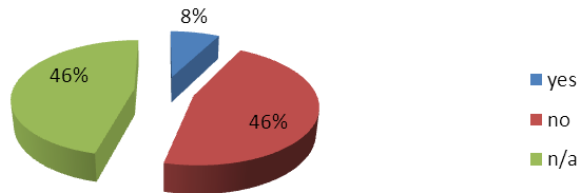
One (1) of the consumers who responded stated they did agree to a delay for the performance. The remaining 12 responded with not applicable.

Question 10A: If your claim was denied, did you pursue legal action?



Of the consumers' claims that were denied, 6 or 46% reported they did not pursue legal action, while 2 or 15% stated they pursued legal action.

Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?



Six (6) or 46% of consumers, whose claims were denied, reported they did not know they could reapply for arbitration by getting an additional warranty repair, while 1 or 8% stated they did know they could reapply for arbitration. It is evident that the program needs to better educate the consumers on how to reapply for arbitration if their claim has been denied.

Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.

The following comments on improving the arbitration process were offered by the consumers:

- Consumer should have more advantage to overcome Manufacturer's statements.
- Everything went quick

BBB AUTO LINE
HYUNDAI MOTOR
AMERICA

Hyundai Motor America

The ACP contacted 18 consumers who utilized the BBB AUTO LINE program in 2010 for their Hyundai vehicle. Of these consumers, four (22%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2010 Consumer Satisfaction Survey for Hyundai are as follows. Each survey question is listed along with the consumers' responses.

2. Before you purchased your vehicle, did you know about the California's Lemon Law?

Three consumers responded yes, while one consumer responded no.

3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

One consumer reported learning about applying for arbitration from their owner's manual/warranty booklet, one from family, another consumer from the Fremont Family Resource Center, and the other consumer did not provide a response.

4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?

Two consumers responded yes, and two consumers did not provide a response.

5. In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?

Two consumers rated their experience as excellent, one consumer as poor, and one consumer did not provide a response.

6. In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?

One consumer rated their experience as excellent, one as acceptable, another as poor, and one consumer did not provide a response.

7. In terms of overall satisfaction, how would you rate your experience with the Arbitrator?

One consumer rated their experience as excellent, one as acceptable, another as poor, and one consumer did not provide a response.

8. In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?

One consumer rated their experience as excellent, two as poor, and one consumer did not provide a response.

9. Did the Manufacturer perform the award within the 30 days after you accepted the award?

One consumer reported the award being performed within 30 days after accepting the decision, while three consumers responded as non-applicable.

A. If the performance of the award was over 30 days, did you agree to the delay?

All four consumers responded as non-applicable.

10. If your claim was denied,

A. Did you pursue legal action?

Two consumers stated they did not pursue legal action, while two consumers did not provide a response.

B. Did you know you could reapply for arbitration by getting an additional warranty repair?

One consumer reported they knew they could reapply for arbitration by getting an additional warranty repair, while the other consumer did not know.

11. If you could think of one major change to improve the arbitration process, what would that be?

The following one comment on improving the arbitration process was offered by one consumer:

- Get a lawyer or read the fine print on the warranty at the time of sale Arbitrator should be employee of the manufacturer and have some knowledge of vehicle
- Arbitration was much easier that I thought it would be, thanks Auto Line!

BBB AUTO LINE

KIA MOTORS AMERICA

Kia Motors America

The ACP contacted 24 consumers who utilized the BBB AUTO LINE program in 2010 for their Kia vehicle. Of these consumers, three or 13% responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2010 Consumer Satisfaction Survey for Kia are as follows. Each survey question is listed along with the consumers' responses.

2. Before you purchased your vehicle, did you know about the California's Lemon Law?

Two consumers responded yes, while the other consumer responded no.

3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

One consumer stated learning about applying for arbitration from their owner's manual/warranty booklet, another from the dealership, and the other from an attorney.

4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?

All three consumers responded yes.

5. In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?

All three consumers rated their experience as excellent.

6. In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?

Two consumers rated their experience as excellent, while the other consumer rated their experience as poor.

7. In terms of overall satisfaction, how would you rate your experience with the Arbitrator?

All three consumers rated their experience as excellent.

8. In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?

All three consumers rated their experience as excellent.

9. Did the Manufacturer perform the award within the 30 days after you accepted the award?

All three consumers reported the award being performed within 30 days after accepting the decision.

A. If the performance of the award was over 30 days, did you agree to the delay?

All three consumers responded as non-applicable.

10. If your claim was denied,

A. Did you pursue legal action?

One consumer stated they did not pursue legal action, while the other two consumers responded as non-applicable.

B. Did you know you could reapply for arbitration by getting an additional warranty repair?

The one consumer responded to this question stating they knew they could reapply for arbitration by getting an additional warranty repair.

11. If you could think of one major change to improve the arbitration process, what would that be?

The following comment on improving the arbitration process was offered by one consumer:

- Develop a way to make the manufacturer pay for 90 days delay when they make false statements about your case

BBB AUTO LINE
LAND ROVER NORTH
AMERICA, INC.

Land Rover North America, Inc.

The ACP contacted 13 consumers who utilized the BBB AUTO LINE program in 2010 for their Land Rover vehicle. Of these consumers, two (15%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2010 Consumer Satisfaction Survey for Land Rover are as follows. Each survey question is listed along with the consumers' responses.

2. Before you purchased your vehicle, did you know about the California's Lemon Law?

One consumer was not aware of California's Lemon Law prior to purchasing their vehicle, while the other did not answer this question.

3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

One respondent learned about arbitration from a friend, and the other learned through internet research.

4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?

One respondent was aware that the process was voluntary, and the other was not.

5. In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE Staff:

One respondent rated their satisfaction as excellent, while the other rated their experience as poor.

6. In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative:

One respondent rated their satisfaction as excellent, while the other rated their experience as poor.

7. In terms of overall satisfaction, how would you rate your experience with the Arbitrator

Both respondents rated their satisfaction as excellent.

- 8. In terms of overall satisfaction, how would you rate your experience with the entire arbitration process:**

One respondent rated their satisfaction as excellent, while the other rated their experience as acceptable.

- 9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

Both respondents indicated that the award was not performed within 30 days.

- A. If the performance of the award was over 30 days, did you agree to the delay?**

Both respondents indicated that they did not agree to the delay

- 10. If your claim was denied,**

- A. Did you pursue legal action?**

This question was not applicable to these respondents.

- B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

This question was not applicable to these respondents.

- 11. If you could think of one major change to improve the arbitration process, what would that be?**

The BBB representative was extremely courteous.

BBB AUTO LINE

MAZDA NORTH
AMERICAN OPERATIONS

Mazda North American Operations

The ACP contacted 14 consumers who utilized the BBB AUTO LINE program in 2010 for their Mazda vehicle. Of these consumers, three (21%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2010 Consumer Satisfaction Survey for Mazda are as follows. Each survey question is listed along with the consumers' responses.

2. Before you purchased your vehicle, did you know about the California's Lemon Law?

Two consumers indicated they knew of California's Lemon Law, while one did not.

3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

Of the three consumers who responded, each learned about applying for the arbitration under the California Lemon Law in three different ways: internet, the dealership and the owner's manual.

4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?

Two consumers responded they knew that mediation was voluntary, while one consumer did not respond to this question.

5. In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?

Two consumers rated their overall experience with the BBB AUTO LINE staff as poor while one rated it excellent.

6. In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?

All three consumers rated their experience as poor.

7. In terms of overall satisfaction, how would you rate your experience with the Arbitrator?

Two consumers rated their experience with the Arbitrator as poor while one rated it excellent.

8. In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?

One consumer rated it as excellent while two did not have a response.

9. Did the Manufacturer perform the award within the 30 days after you accepted the award?

One consumer responded no while two did not have a response.

A. If the performance of the award was over 30 days, did you agree to the delay?

One consumer responded yes while two did not have a response.

10. If your claim was denied,

A. Did you pursue legal action?

One consumer responded yes and one consumer responded no.

B. Did you know you could reapply for arbitration by getting an additional warranty repair?

One consumer responded no while the other two did not have a response.

11. If you could think of one major change to improve the arbitration process, what would that be?

The following comment on improving the arbitration process was offered by one of the consumer:

- Inform the consumer that the Manufacturer will hold them responsible for any damage to the vehicle before purchasing the vehicle.
- Arbitrator did not order diagnosis of vehicle.

BBB AUTO LINE
NISSAN NORTH
AMERICA, INC.
(INCLUDES INFINITI)

Nissan North America, Inc.
(Nissan and Infiniti)

The ACP contacted 46 consumers who utilized the BBB AUTO LINE program in 2010 for their Nissan/Infiniti vehicle. Of these consumers, 5 (11%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2010 Consumer Satisfaction Survey for BMW and Mini Cooper are as follows. Each survey question is listed along with the consumers' responses.

2. Before you purchased your vehicle, did you know about the California's Lemon Law?

Three or 60% of the respondents indicated they knew about California's Lemon Law, while two had no prior knowledge.

3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

Four or 80% of the respondents learned about applying for arbitration by seeking or obtaining information from a friend, state of California's Department of Consumer Affairs, attorney, or radio. One respondent received the information from the vehicle manufacturer.

4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?

Four of the five respondents replied "not applicable" to this question. Whereas, one respondent indicated "no" to being informed the settlement or mediation process is voluntary.

5. In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?

One respondent rated their overall experience with the BBB AUTO LINE staff as excellent, and one gave a rating of acceptable. Two or 40% of the respondents indicated they had poor experience.

6. In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?

Three or 60% of the five respondents rated their overall experience with the Manufacturer's Representative as poor.

7. In terms of overall satisfaction, how would you rate your experience with the Arbitrator?

One respondent rated their overall experience with the Arbitrator as “excellent” and one rated “poor.”

8. In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?

One of the respondents rated their overall experience of the arbitration process as “excellent,” whereas, two (40%) respondents rated it “poor.” One respondent indicated their experience was acceptable.

9. A. Did the Manufacturer perform the award within the 30 days after you accepted the award?

Two or 40% of the respondents indicated the Manufacturer complied within the 30-day requirement, while two respondents indicated “no.”

B. If the performance of the award was over 30 days, did you agree to the delay?

Of the five respondents, one did not agree to the Manufacturer’s delay in performing the award, while one did not recall.

10. If your claim was denied,

A. Did you pursue legal action?

One Only one respondent answered “yes” to this question.

B. Did you know you could reapply for arbitration by getting an additional warranty repair?

One respondent, out of the five, was not aware of the eligibility to reapply for arbitration upon obtaining an additional warranty repair.

Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.

The following comments on improving the arbitration process were offered by the consumers:

- Distrusts manufacturer’s diagnosis and repairs. Car problems still exist after leaving car at dealership for service, totaling to at least 10 months. Your service should look at the detail behind the manufacturer’s claim
- If the first arbitration award is unsuccessful, a favorable award should be granted after reapplying for arbitration for the same vehicle concerns

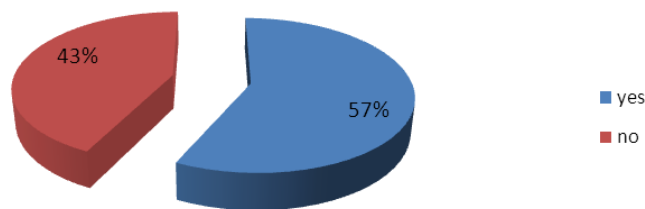
- The process is fine. However, felt the manufacturer relied on the BBB AUTO LINE to make a ruling rather than solving the issue themselves

BBB AUTO LINE
VOLKSWAGEN OF
AMERICA, INC.
(INCLUDES AUDI)

Volkswagen of America, Inc. (Volkswagen and Audi)

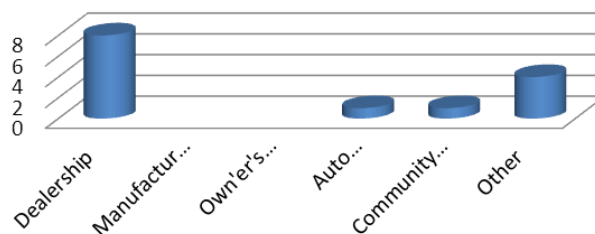
The ACP contacted 73 consumers who utilized the BBB AUTO LINE program in 2009 for their Volkswagen/Audi vehicle. Of these consumers, 14 (19%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

Question 2: Before you purchased your vehicle, did you know about California's Lemon Law?



A majority of consumers (8 or 57%) responded they did know of California's Lemon Law before purchasing their vehicle. However, 6 or 43% of consumers stated they did not know of California's Lemon Law before their purchase.

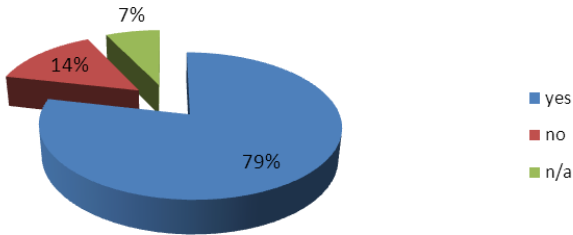
Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

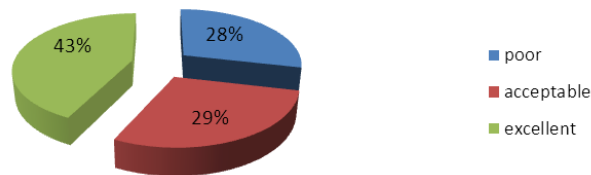
Eight of consumers first learned about applying for arbitration under California's Lemon Law from the dealership, four consumers from other resources not listed, and each one of the remaining consumers learned from an Automotive Association and a community event.

Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?



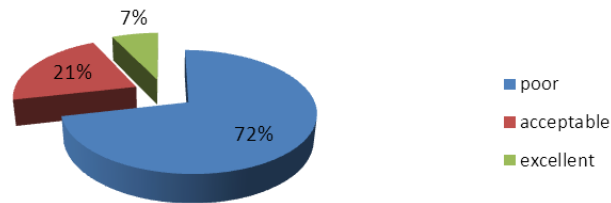
More than half of the consumers (11 or 79%) reported they were informed that the settlement or mediation process was voluntary, while 2 or 14% responded they were not informed that it was a voluntary process (and could have elected to proceed directly to arbitration). One provided no response to this question.

Question 5: In terms of overall satisfaction, how would you rate your experience with the BBB AUTO LINE staff?



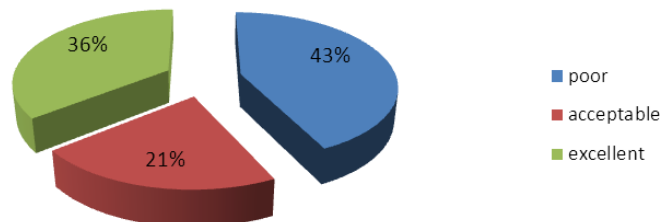
Close to half of the consumers (6 or 43%) rated their experience with the BBB AUTO LINE staff, in terms of overall satisfaction as excellent, while 4 or 28% rated their experience as poor, and 4 or 28% rated their experience as acceptable.

Question 6: In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?



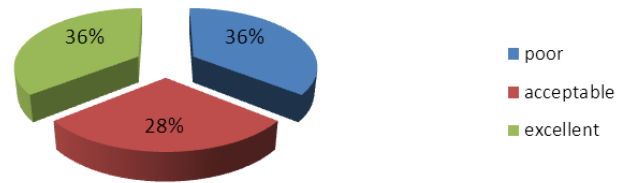
Ten (72%) of the consumers rated their overall satisfaction with the Manufacturer's Representative, as poor, while three or 21% rated their satisfaction as acceptable, and one or 7% rated their experience as excellent.

Question 7: In terms of overall satisfaction, how would you rate your experience with the Arbitrator?



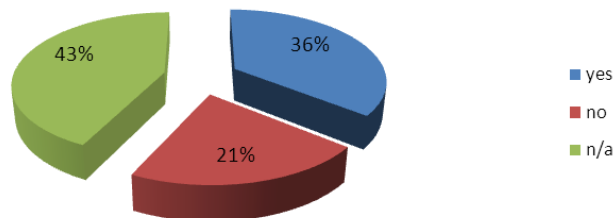
Nearly half of the consumers, six (43%) rated their overall satisfaction with the Arbitrator as poor, while five or 36% rated their satisfaction as excellent, and three or 21% rated their experience as acceptable.

Question 8: In terms of overall satisfaction, how would you rate your experience with the entire arbitraion process?



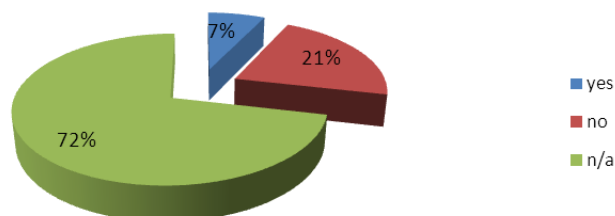
Over one third of the consumers (5 or 36%) rated their overall satisfaction with the entire arbitration process as excellent, while another five or 36% rated their overall satisfaction as poor, and four or 28% rated their overall satisfaction as acceptable.

Question 9: Did the Manufacturer perform the award within 30 days after you accepted the award?



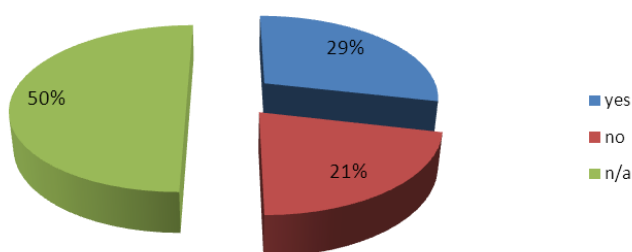
Five of the consumers reported the Manufacturer performed the award within the 30 days after accepting the decision, while 2 reported the Manufacturer did not perform the award within the 30 days. The other six consumers responded as non-applicable..

Question 9A: If the performance of the award was over 30 days, did you agree to the delay?



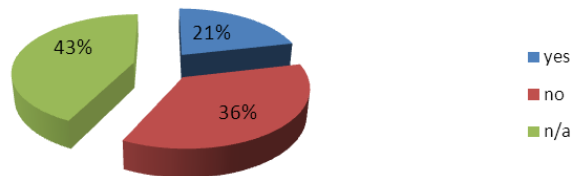
One of the consumers responded not agree to a delay for the performance of their award which went over 30 days, while two did not agree to the delay, and another consumer did not recall, and another consumer responded as non-applicable.

Question 10A: If your claim was denied, did you pursue legal action?



Of the consumers' claims that were denied, three reported they did pursue legal action, while four did not pursue legal action, and the other consumers responded as non-applicable.

Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?



Five consumers, whose claims were denied, reported they did not know they could reapply for arbitration by getting an additional warranty repair, while three stated they did know they could reapply for arbitration, and the other consumers responded as non-applicable.

Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.

The following comments on improving the arbitration process were offered by the consumers:

- What you should do if after the arbitration the customer service from the manufacturer disappears, I was left without assistance from them and had to deal with their legal representative Doug Gambino that was basically unavailable and not cooperative
- In bold, explain which types of complaints are NOT covered. We thought with our 10+ maintenance receipts on our new vehicle, that that would have been sufficient to be heard and assisted.
- I don't know, I am not satisfied with the whole situation. There is something wrong somewhere. Looks like more favor to corporate people.
- In everything, the arbitrator needs to listen to the consumer better and see that it's not the right having to take a vehicle more than 20 times and still giving me problems when it was new. I have a lemon and you guys couldn't do anything.
- Make vehicle owners aware of the requirement to show insurance proof and registration prior to the ARB hearing.
- Better communication, quicker processing
- Taking evidence into account
- Sanction the manufacturer for failing to adhere to their agreement with the BBB in the event they lose their case.
- Specify what the buyer has to prove to win case.

**California Dispute Settlement Program
(CDSP)**

TOYOTA MOTOR SALES
USA, INC.

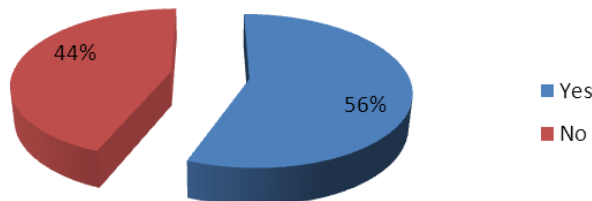
(INCLUDES SCION)

Toyota Motor Sales USA, Inc. (Toyota and Scion)

The ACP contacted 301 Toyota consumers who were eligible to participate in this year's ACP Consumer Satisfaction Survey regarding their Toyota vehicles. Of these eligible consumers, 73 or 24% responded to the survey.

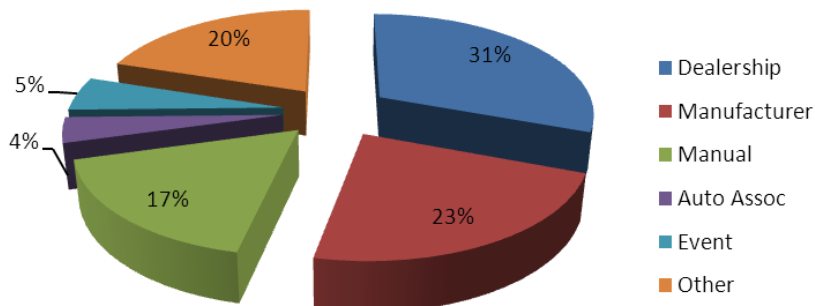
The survey consisted of twelve (12) questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the program, the manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

Question 2: Before you purchased your vehicle, did you know about California's Lemon Law?



Fifty-six percent (56%) of consumers rated that they did know about California's lemon law, while 44% of participants ranked they did not know about California's lemon law.

Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

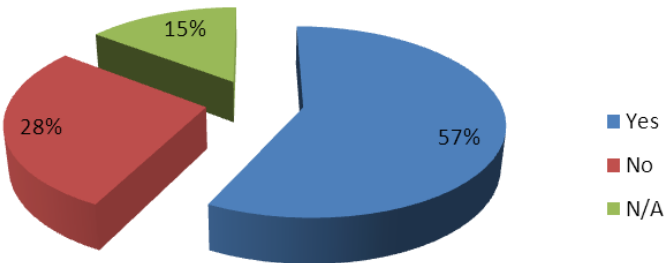


*** The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.**

Thirty-one percent (31%) of consumers rated that they learned about apply for arbitration from dealerships, while 23% of participants ranked the manufacturer as their source, another 20% assessed from other sources, 17% rated their owner's manual, with 5% from outreach

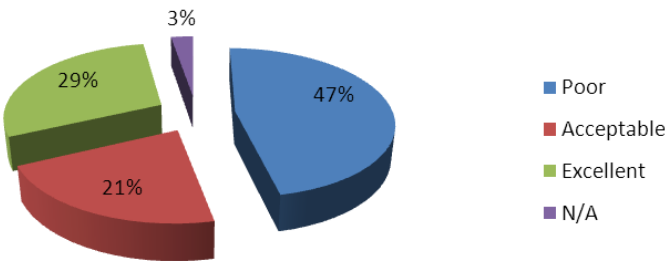
events, and finally 4% ranked auto associations as their source about applying for arbitration under California’s lemon law.

Question 4: If you participated in a settlement or mediation process after applying for arbitration with the California Dispute Settlement Program (CDSP), were you informed that it was a voluntary process?



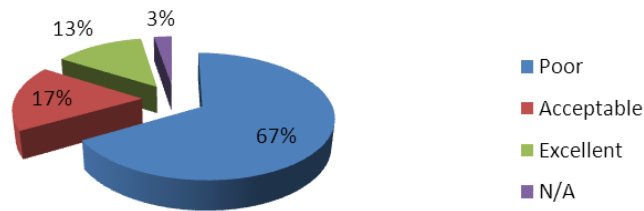
Fifty-seven percent (57%) of consumers rated that they were informed after applying for arbitration with the CDSP that it was a voluntary process, while 28% ranked they did not know the arbitration process was voluntary, followed by 15% of consumers polled rated this question as not applicable.

Question 5: In terms of overall satisfaction, how would you rate your experience with the CDSP staff?



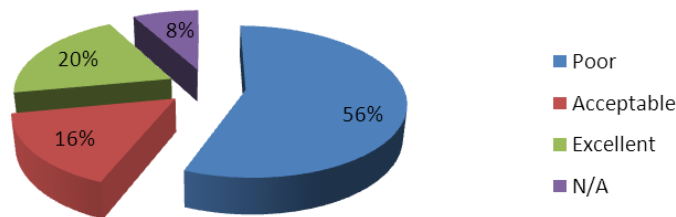
Forty-seven percent (47%) of consumers rated their overall experience with the CDSP staff as being poor, while 29% ranked excellent, followed by 21% of participants viewed their experience as acceptable.

Question 6: In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?



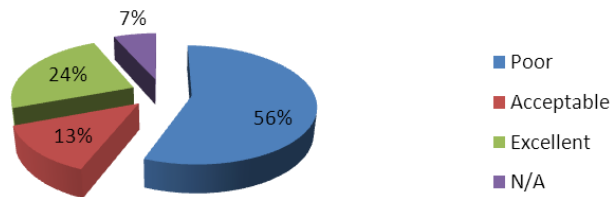
Sixty-seven percent (67%) of consumers rated their overall experience with the vehicle manufacturer representative as being poor, while 13% ranked excellent, followed by 17% of participants viewed their experience as acceptable, and 3% with no response to this question.

Question 7: In terms of overall satisfaction, how would you rate your experience with the Arbitrator?



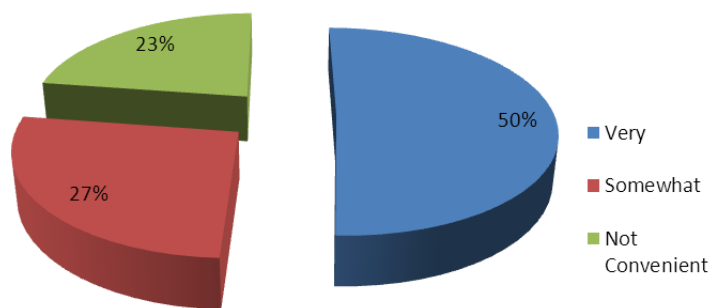
Fifty-six percent (56%) of consumers rated their overall experience with the arbitrator as being poor, while 20% ranked excellent, followed by 16% of participants viewed their experience as acceptable, and 8% with no response to this question.

Question 8: In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?



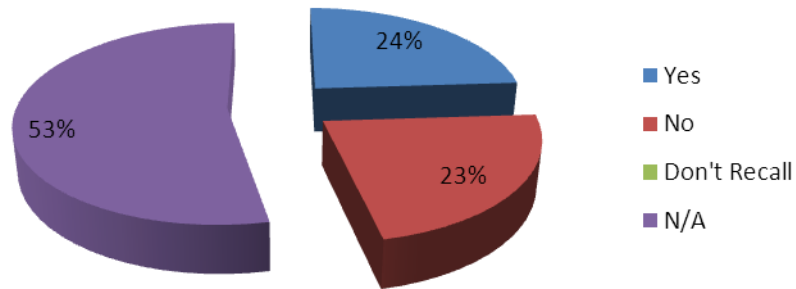
Fifty-six percent (56%) of consumers rated their overall experience with the entire arbitration process as being poor, while 24% ranked excellent, followed by 13% of participants viewed their experience as acceptable, and 7% with no response to this question.

Question 9: How convenient was the location of your hearing?



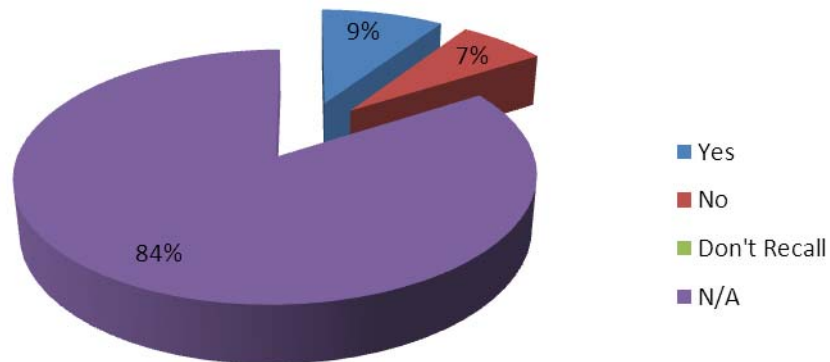
Fifty percent (50%) of consumers rated the location of the hearing as being very convenient, while another 27% rated the location was somewhat convenient, followed by 23% of participants viewed the hearing location as not convenient at all.

Question 10A: Did the Manufacturer perform the award within the 30 days after you accepted the award?



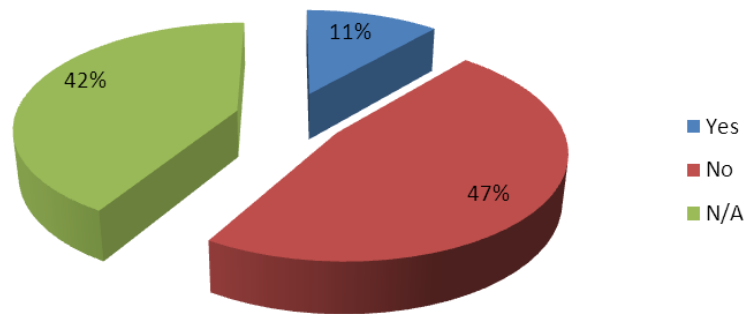
Fifty-three (53%) percent of consumers polled rated this question as not applicable, while another 24% of participants rated the manufacturer did perform the award within the 30 days after they accepted the award, followed by 23% ranked the manufacturer did not perform the award within the 30 days after they accepted the award.

Question 10B: If the performance of the award was over 30 days, did you agree to the delay?



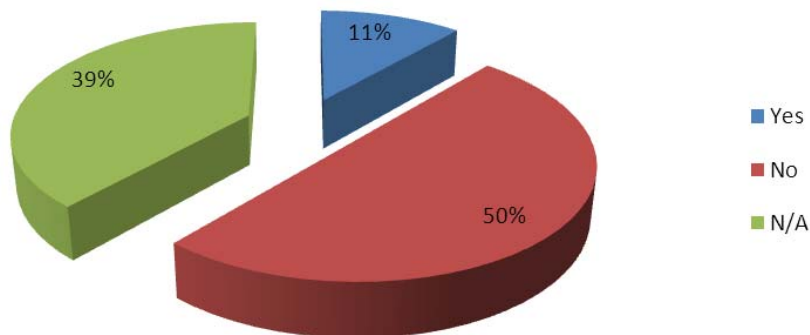
Eighty-four percent (84%) of consumers polled rated this question as not applicable, while another 9% of participants rated they agreed to the delay in the performance of the award, followed by 7% ranked they did not agree to the delay in the performance of the award.

Question 11A: If your claim was denied, did you pursue legal action?



Forty-two percent (42%) of consumers polled rated this question as not applicable, while another 47% of participants rated they did not pursue legal action although their claim was denied, followed by 11% ranked they did pursue legal action because their claim was denied.

Question 11B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?



Thirty-nine percent (39%) of consumers polled rated this question as not applicable, while another 50% of participants rated they did not know they could reapply for arbitration by getting an additional warranty, followed by 11% ranked they did know about reapplying for arbitration by getting an additional warranty.

Question 12: If you could think of one major change to improve the arbitration process, what would that be? Please specify.

“Advise and inform consumer to get an expert on your side.”

“I would have the hearing in person. All parties involved...that given a chance would have made a difference in the outcome.”

“To be allowed to record the hearing.”

“Listen to the consumer and try to understand what the problem is and fix it.”

“To listen to all parties involved and realize the inconvenience and time spent on the customers’ end.”

CAP-MOTORS
PORSCHE CARS
NORTH AMERICA, INC.

Porsche Cars North America, Inc.

The ACP contacted 6 consumers who utilized the CAP-Motors program in 2010 for their Porsche vehicle. Of these consumers, one (17%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2010 Consumer Satisfaction Survey for Porsche are as follows. Each survey question is listed along with the consumers' responses.

2. Before you purchased your vehicle, did you know about the California's Lemon Law?

The consumer indicated they knew of California's Lemon Law.

3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

The consumer learned about applying for arbitration from an attorney.

4. If you participated in a settlement or mediation process after applying for arbitration with the CAP-Motors, were you informed that it was a voluntary process?

The consumer answered not applicable.

5. In terms of overall satisfaction, how would you rate your experience with the CAP-Motors staff?

The consumer rated their experience as poor.

6. In terms of overall satisfaction, how would you rate your experience with the vehicle Manufacturer's Representative?

The consumer rated their experience as poor.

7. In terms of overall satisfaction, how would you rate your experience with the Arbitrator?

The consumer answered not applicable.

- 8. In terms of overall satisfaction, how would you rate your experience with the entire arbitration process?**

The consumer answered not applicable.

- 9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

The consumer answered not applicable.

- A. If the performance of the award was over 30 days, did you agree to the delay?**

The consumer answered not applicable.

- 10. If your claim was denied,**

- A. Did you pursue legal action?**

The consumer answered not applicable.

- B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

The consumer answered not applicable.

- 11. If you could think of one major change to improve the arbitration process, what would that be?**

There was no recommendation from the consumer.

CONCLUSION

The responses received from consumers suggest needed improvements in many important areas. Consumers desire better satisfaction with program staff and manufacturer representatives. The programs may consider increased training of staff in order to better handle consumers' questions and complaints. To improve satisfaction amongst California consumers, manufacturers may consider increased efforts to disclose California's Lemon Law and the availability of the arbitration programs, as well as performing awards within the required timeframe.

The low rating of consumers' experiences with arbitrators and the suggestions provided from consumers indicates a need for the programs to increase their training and education of arbitrators. An increase in the training provided to arbitrators, especially with an emphasis on clear and complete decision writing, may help address some of these concerns.

The results of the 2010 Consumer Satisfaction Survey also indicate the desire for increase educational and outreach activities by the Arbitration Certification Program. The ACP must look for better ways to educate consumers about California's Lemon Law. By educating consumers about the remedies and requirements as well as the limitations of California's Lemon Law, the ACP can facilitate both the ACP's and programs' goal of satisfying consumers.