



2011 CONSUMER SATISFACTION SURVEY RESULTS

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Arbitration Certification Program
May 2012

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.

Methodology

The ACP utilized two methods for polling consumers: postal service and on-line. 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 2011 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).

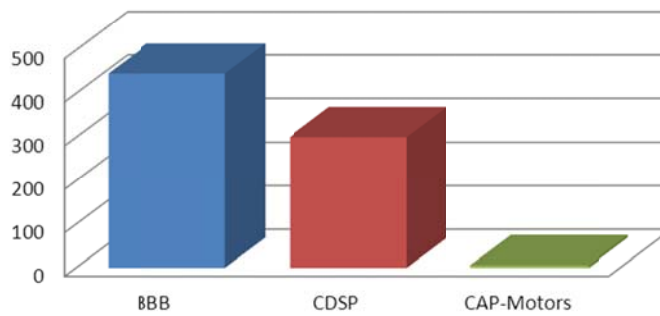
Consumers were polled via a mailed questionnaire, which also included a website for on-line submission. This gave consumers multiple avenues for completing the questionnaire.

The ACP also conducted a survey which was provided by the program in the hearing packet or disbursed by the hearing coordinator at the end of the hearing. If an ACP representative was in attendance at the hearing, the representative would then present the survey. The survey, consisting of four questions, was to capture the consumer's insight on their recent experience with the process prior to a decision being rendered. This pre-decision survey consisted of questions on how they would rate the program staff, the vehicle manufacturer's representative, the arbitrator and the entire arbitration process.

Cumulative 2011 Survey Overview

The ACP contacted 612 consumers who participated in the arbitration process between January and December of 2011. Of the 612 consumers contacted, 431 utilized the BBB AUTO LINE, 181 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

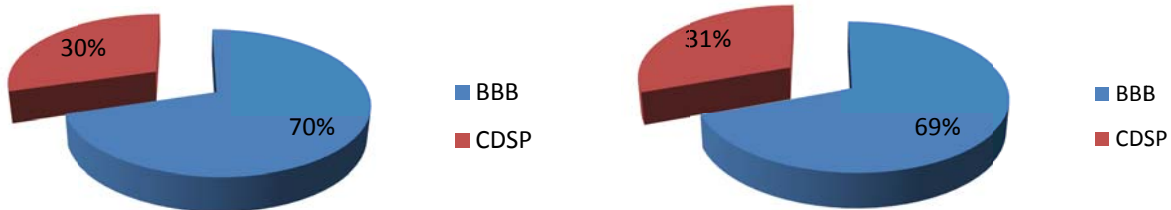


The ACP received responses from 137 of the 612 consumers contacted for a response rate of 23%. The 2011 total responses included: 95 or 69% from consumers who utilized BBB AUTO LINE and 42 or 31% from consumers who utilized CDSP. The ACP did not receive any surveys from consumers who utilized CAP-Motors.

The ACP also received 92 pre-decision responses from consumers who utilized BBB AUTO LINE and 39 pre-decision responses from consumers who utilized CDSP.

Respondents by Arbitration Program

Pre-Decision

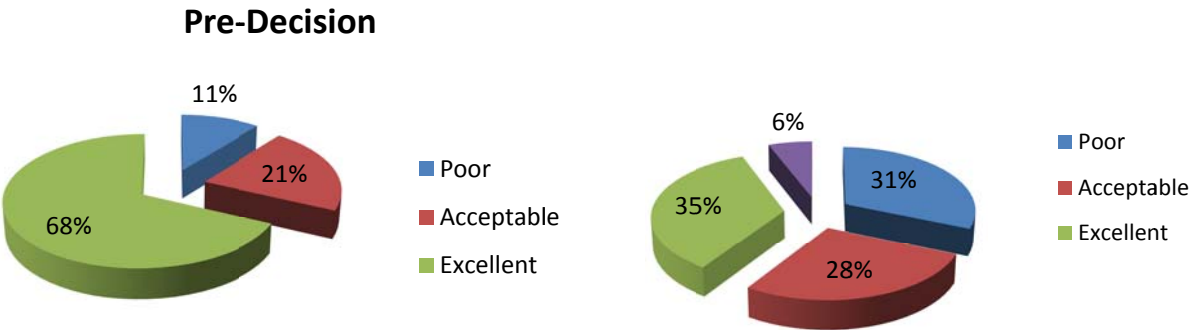


For all certified arbitration programs in California, consumers were asked to rate their experience with the arbitration program staff as excellent, acceptable or poor in the post-decision survey. Forty-eight (48) or 35% of the respondents rated their experience as excellent and 38 (28%) participants indicated the process was acceptable, while 43 (31%) respondents rated it as poor. Eight (8) or 6% of the consumers did not respond to this question.

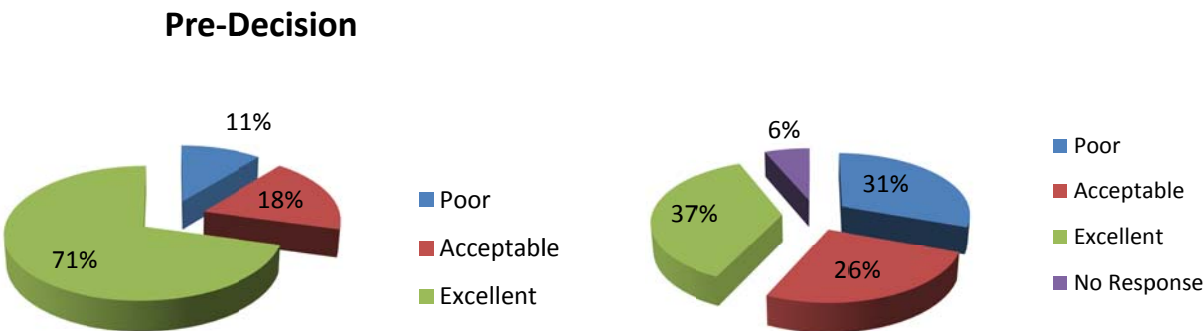
The same question was asked prior to a decision being rendered. Eighty-nine (89) or 68% of the respondents rated their experience as excellent and 28 (21%) participants indicated the process was acceptable, while 14 (11%) respondents rated it as poor.

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

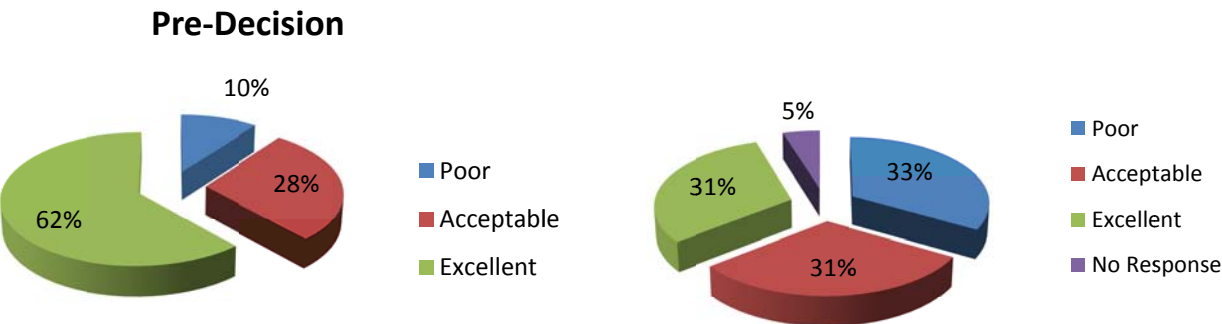
Experience with Arbitration Program Staff, All Programs



Experience with Arbitration Program Staff, BBB AUTO LINE



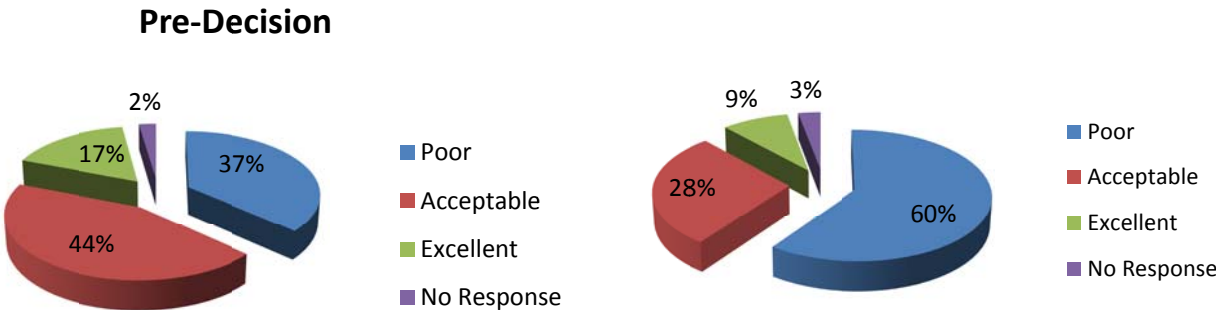
Experience with Arbitration Program Staff, CDSP



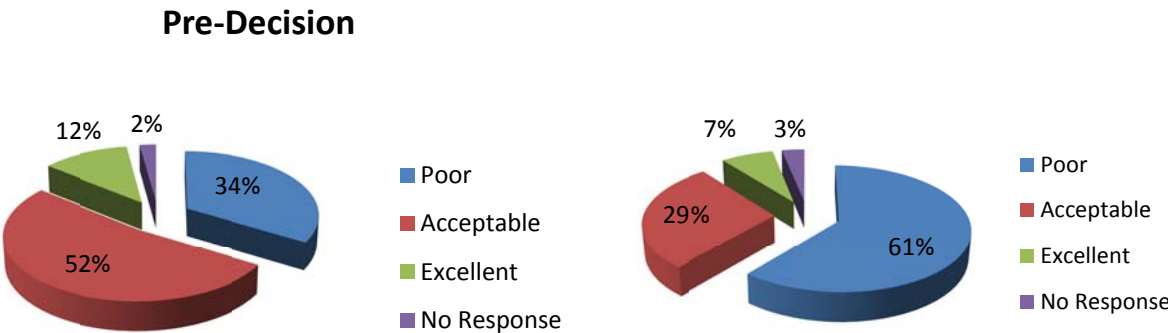
Consumers were also asked to rate their experience with the vehicle manufacturer's representative. Twelve (12) or 9% of the respondents indicated that the experience was excellent and 39 (28%) of the consumers indicated that the experience was acceptable, while 82 (60%) participants indicated it was poor. Four (4) or 3% of the consumers did not respond to this question.

The same question was asked prior to a decision being rendered. Twenty-two (22) or 17% of the respondents rated their experience as excellent and 58 (44%) participants indicated the process was acceptable, while 48 (37%) respondents rated it as poor. Three (3) or 2% did not respond to this question.

Experience with Vehicle Manufacturer’s Representative, All Programs

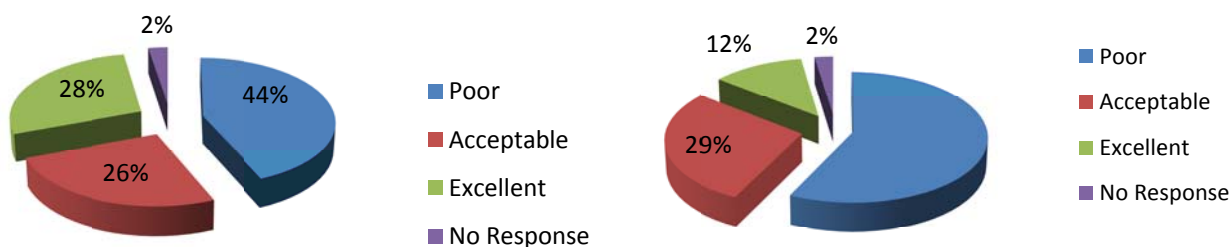


Experience with Vehicle Manufacturer’s Representative, BBB AUTO LINE



Experience with Vehicle Manufacturer's Representative, CDSP

Pre-Decision

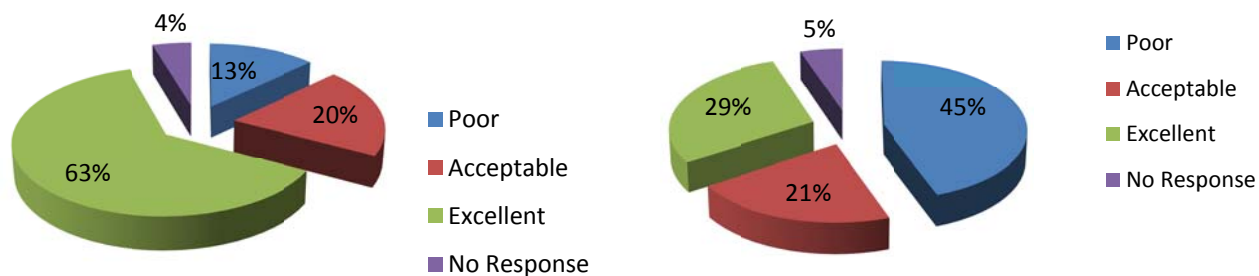


Consumers were then asked to rate their experience with the arbitrator. Forty (40) or 29% of the respondents indicated that the experience was excellent and 29 (21%) of the consumers indicated that it was acceptable, while 61 (45%) participants indicated it was poor. Seven (7) or 5% of the consumers did not respond to this question.

The same question was asked prior to a decision being rendered. Eighty-two (82) or 63% of the respondents rated their experience as excellent and 26 (20%) participants indicated the process was acceptable, while 17 (13%) respondents rated it as poor. Six (6) or 4% did not respond to this question.

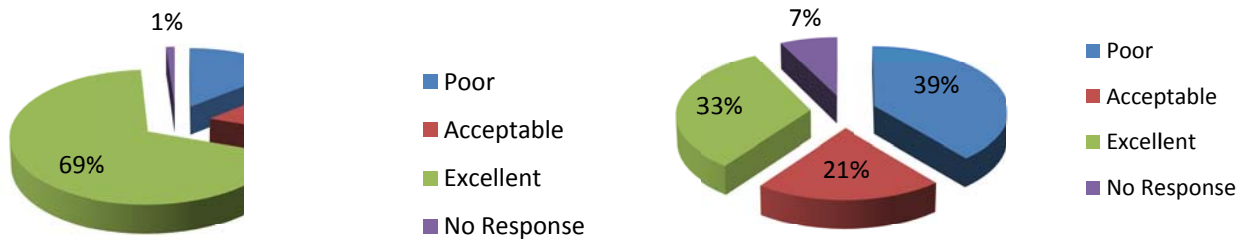
Experience with Arbitrator, All Programs

Pre-Decision



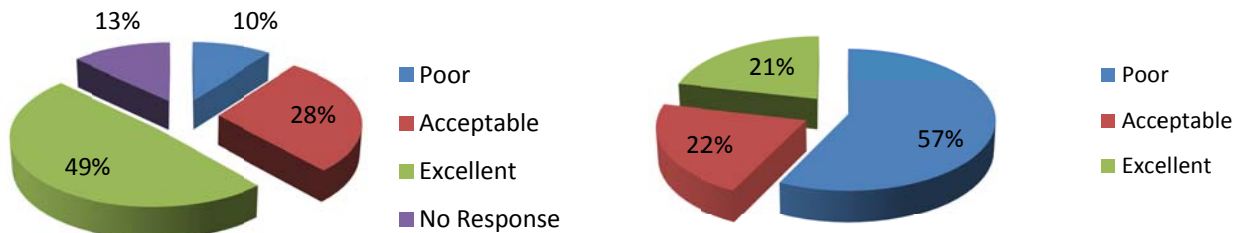
Experience with Arbitrator, BBB AUTO LINE

Pre-Decision



Experience with Arbitrator, CDSP

Pre-Decision

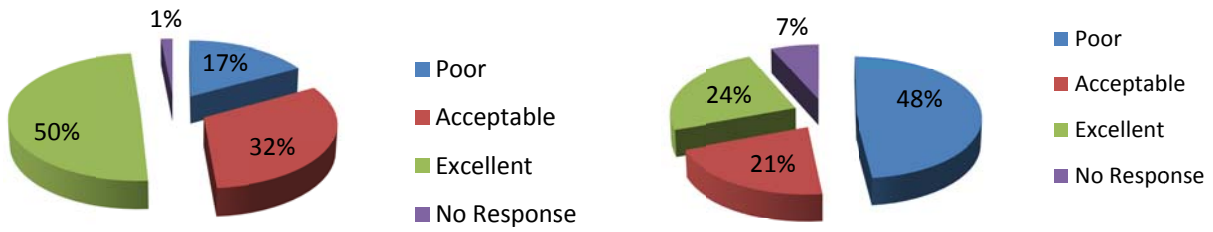


Finally, consumers were asked to rate their experience with the entire arbitration process. Thirty-three (33) or 24% of the respondents indicated that the experience was excellent and 29 (21%) of the consumers indicated that it was acceptable, while 66 (48%) participants indicated it was poor. Nine (9) or 7% of the consumers did not respond to this question.

The same question was asked prior to a decision being rendered. Sixty-five (65) or 50% of the respondents rated their experience as excellent and 42 (32%) participants indicated the process was acceptable, while 22 (17%) respondents rated it as poor. Two (2) or 1% did not respond to this question.

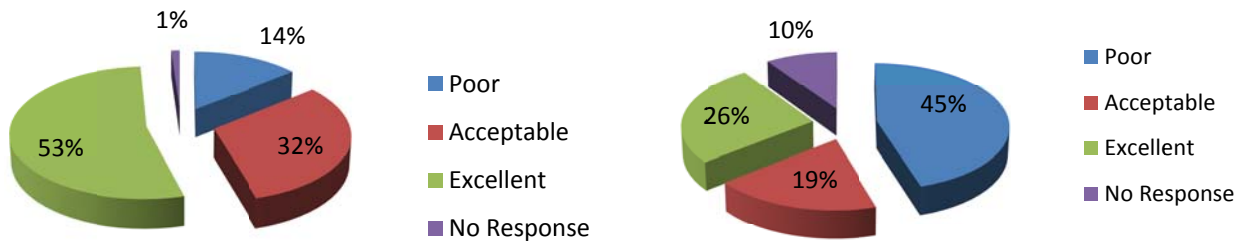
Experience with Entire Arbitration Process, All Programs

Pre-Decision



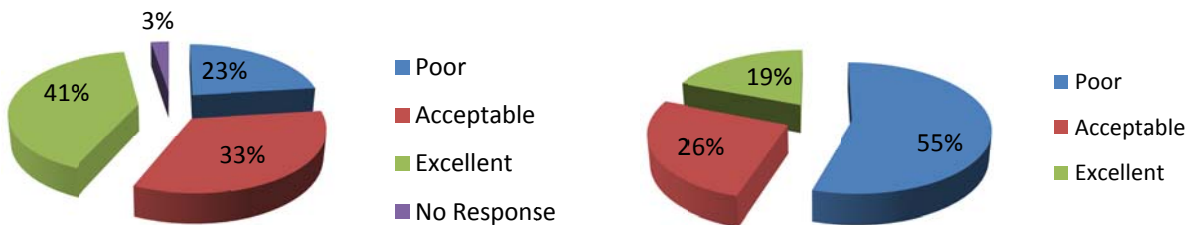
Experience with Entire Arbitration Process, BBB AUTO LINE

Pre-Decision



Experience with Entire Arbitration Process, All Programs

Pre-Decision



DATA BY MANUFACTURERS

The questionnaire data in the 2011 Consumer Satisfaction Survey has been arranged by each manufacturer's state-certified arbitration program. The survey illustrations include those manufacturers with nine 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	0
Ferrari North America, Inc.	BBB AUTO LINE	0
Isuzu Motors America, Inc.	BBB AUTO LINE	0
Lamborghini America, LLC	BBB AUTO LINE	0
Lotus Cars	BBB AUTO LINE	0
Maserati North America, Inc.	BBB AUTO LINE	0
Porsche Cars North America	CAP-Motors	6
Airstream, Inc.	CAP-RV	0
Thor Motor Coach, Inc.	CAP-RV	0
Winnebago Industries, Inc.	CAP-RV	0

Moreover, question number 1 in both surveys 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)

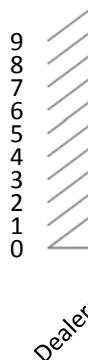
In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 13 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 56 consumers. Of these 56 consumers, 16 (29%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

Each illustration represented below is characterized by the survey questions. In addition, three consumers completed both pre and post-decision surveys. A narrative is included to represent the results of these three respondents.

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



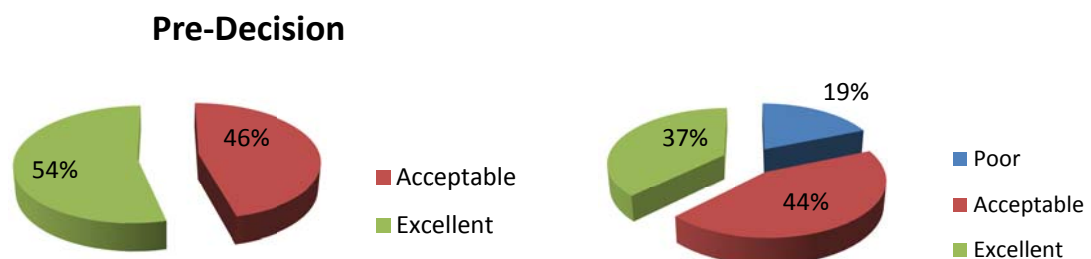
3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



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?



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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer B answered “excellent” on both surveys.

Consumer C answered “excellent” on the pre-decision survey and “poor” on the post-decision survey.

In the post-decision survey, consumers made the following comments:

- Difficult to reach my case manager
- Good process but disappointed arbitrator did not test drive car
- Linda was always there for all questions and concerns, very professional
- Linda Fernandez took the time to explain each step of the process
- I think the arbitration staff works for the interest of the manufacturer
- BBB staff were ok but would not rate as excellent

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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “poor” on both surveys.

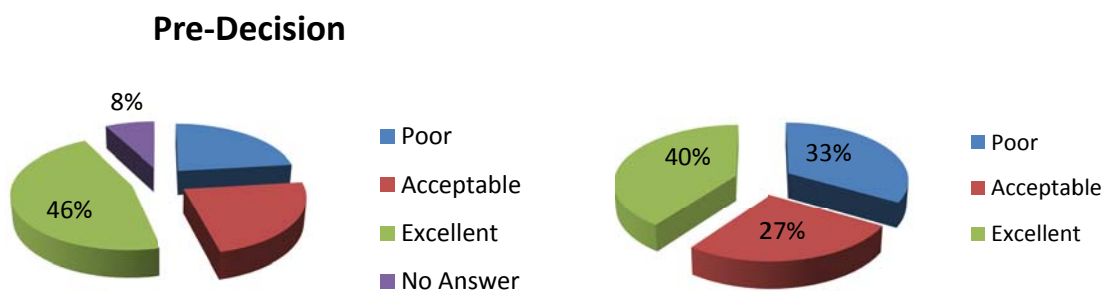
Consumer B answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

Consumer C answered “poor” on both surveys.

In the post-decision survey, consumers made the following comments:

- Complete denial of issues
- Representative did not tell the truth
- Manufacturer representative insinuated I was lying
- Honda failed to answer or return my phone calls
- Difficult to get a hold of the manufacturer, took a long time for response

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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “acceptable” on the pre-decision survey and “excellent” on the post-decision survey.

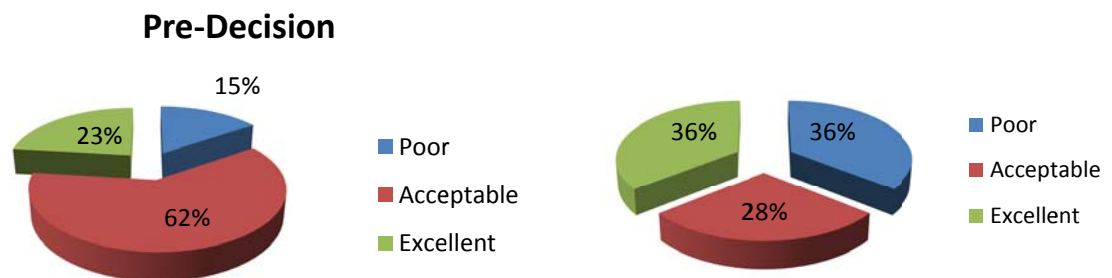
Consumer B answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer C answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

In the post-decision survey, consumers made the following comments:

- Arbitrator did not want to see videos
- Arbitrator was neutral and clearly there to gather all the facts
- He experienced my complaint in the test drive but didn't think it was life threatening
- Arbitrator deals with the law as he pleased. This was very poor and biased.
- Both arbitrators had no experience dealing with cars

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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “acceptable” on both surveys.

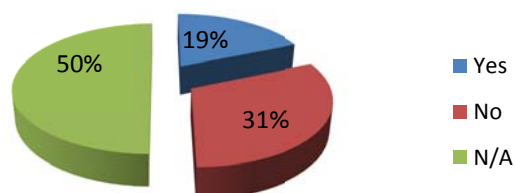
Consumer B answered “excellent” on both surveys.

Consumer C answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

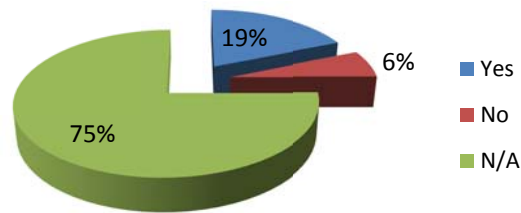
In the post-decision survey, consumers made the following comments:

- Useless to report to BBB, never again
- Disappointed in outcome after presenting twice

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

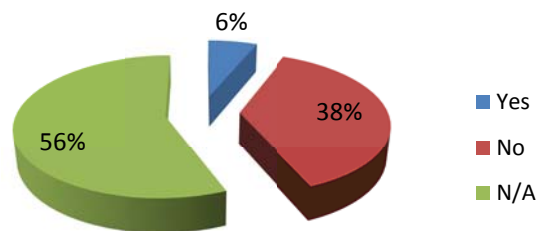


A. If the performance of the award was over 30 days, did you agree to the delay?

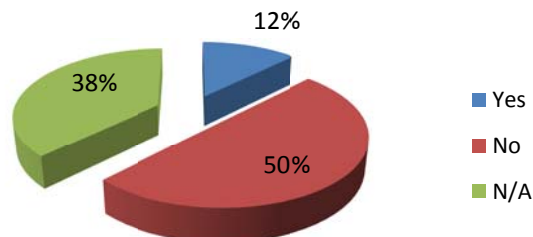


10. If your claim was denied,

A. Did you pursue legal action?



B. Did you know you 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? Please specify.

- I wasn't notified correctly as to who would be representing the manufacturer in the arbitration room
- Explain the process more fully but the process was good.

- The arbitrator needs to speak clear English. This is a legal matter, not a time to be trying to understand their heavy accent.
- One advice session to prepare me for arbitration.
- The manufacturer should pay a penalty if they don't award the amount within the 30 day limit.
- To have an expert in auto safety in the test drive.
- Have an arbitrator who has experience with vehicles.

The following comments were provided by consumers that completed the Pre-Decision survey:

- Learning experience
- Arbitrator was not technical and did not ask for a test drive
- Meeting was held in a professional manner

BBB AUTO LINE

BMW OF NORTH
AMERICA, LLC

(INCLUDES MINI COOPER)

BMW of North America (BMW and Mini Cooper)

In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 2 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 26 consumers. Of these 26 consumers, 4 (15%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumer's awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

One consumer completed both the pre- and post-decision surveys. A narrative is included to represent this result.

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

Two (50%) of the four consumers indicated they knew about the 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?

Of the four consumers, two (50%) learned about applying for arbitration from: 1) the manufacturer's warranty manual, or 2) a friend and an attorney. Two consumers received the information from either a community event or Internet.

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 (50%) consumers were informed by the BBB AUTO LINE that the settlement, mediation process was voluntary. Two consumers indicated "no" to this question.

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

In the pre-decision survey, one (50%) consumer rated their experience with the BBB AUTO LINE staff as excellent, while another gave a poor rating.

In the post-decision survey, two (50%) consumers rated their experience as acceptable, one (25%) rated excellent, and one (25%) rated poor.

One consumer responded to both the pre- and post-decision surveys, rating "poor" in the pre-decision and "acceptable" in the post-decision. In the post-decision survey, this consumer also made the following comment:

- It was useless and did not help me solve problems

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

In the pre-decision survey, both (100%) consumers rated their experience with the vehicle Manufacturer Representative as poor.

In the post-decision survey, two (50%) consumers rated their experience as acceptable, and two consumers rated poor.

One of the consumers who indicated a poor rating in the post-decision survey, made the following comment:

- They did not follow nor compensate me anything

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

In the pre-decision survey, one (50%) consumer rated their experience with the Arbitrator as excellent and the other gave a rating of poor.

In the post-decision survey, two (50%) consumers rated their experience as acceptable, one (25%) rated poor, and one (25%) indicated "not applicable."

The consumer who gave a poor rating in the post-decision survey, made the following comment:

- Arbitrator doesn't have knowledge of how factory applied paint would cost

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

In the pre-decision survey, one (50%) consumer rated their experience with the entire arbitration process as excellent and one rated poor.

In the post-decision survey, two (50%) consumers rated their experience as acceptable, while two rated poor.

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

Two (50%) of the four consumers affirmed the manufacturer did not perform the award within the 30-day timeframe, while one indicated "don't recall" and another indicated "not applicable."

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

The same responses were gathered for this question: two (50%) consumers did not agree to the delay of the manufacturer's performance, one indicated "don't recall" and another indicated "not applicable."

10. If your claim was denied,

A. Did you pursue legal action?

Out of the 4 consumers, 2 (50%) did not pursue legal action. Two consumers indicated "not applicable."

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

All four (100%) consumers were not aware they were able to reapply for arbitration after getting an additional warranty repair.

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

- Arbitrator should have more knowledge of factory paint
- Easier, more productive and make sure it has a result
- Hearing offices a little closer

BBB AUTO LINE

FORD MOTOR COMPANY

Ford Motor Company

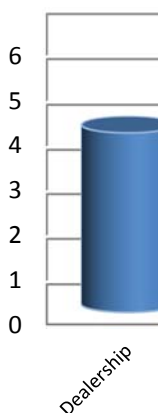
In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 23 responses to the pre-decision survey. The pre-decision survey consisted of five questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey the ACP contacted 95 consumers. Of these 95 consumers, 23 (24%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

Each illustration represented below is characterized by the survey questions.

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



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



Note: Consumers were allowed to select multiple ways of learning about BBB AUTO LINE. Thus, the results are greater than the number of respondents.

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?



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



Consumers had a much more favorable view (87% excellent/acceptable pre versus 58% excellent/acceptable post) of BBB AUTO LINE staff prior to receiving their decision. The following comments were provided on the post-decision survey regarding BBB AUTO LINE staff:

- My case manager had informed me of the date and time of my arbitration. When I was called by the person at the arbitration offices where it would be held at, they provided a voice mail message with the wrong date and time. This caused me to be late to work because I was given the wrong time and the lady was unreachable
- My case manager did not fully read my emails and emailed me a few days later asking for documents that had been sent in the original email

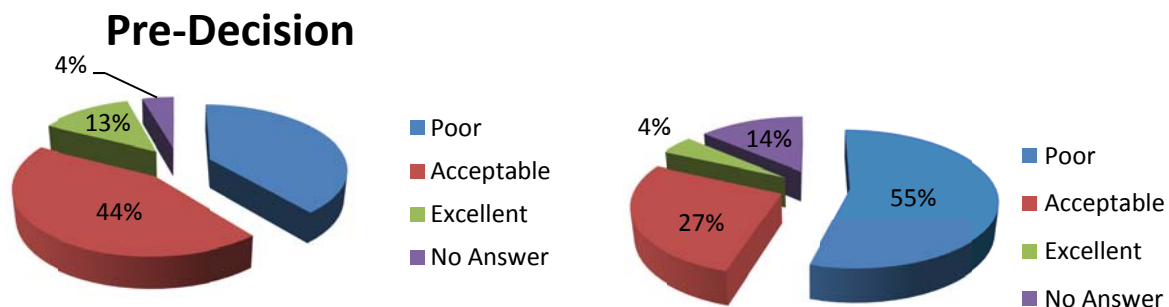
- Waste of time
- BBB, especially case manager, was great
- Case manager did an excellent job of keeping me informed throughout the process
- Staff showed bias in favor of the manufacturer by giving them more time in which to submit documents or arguments to cite a specific example. I was given only four days in which to submit a written rebuttal, but the manufacturer was provided nearly three weeks
- Very satisfied but I felt the staff tried to twist my arm into settling, instead of going to arbitration
- The initial person that handled my case was one of the most rude
- The BBB case manager was very helpful
- The BBB staff were also very courteous and helpful

Two consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “excellent” on the pre-decision survey and “excellent” on the post-decision survey.

Consumer B answered “acceptable” on the pre-decision survey and “excellent” on the post-decision survey.

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



Consumers had a much more favorable view (57% excellent/acceptable pre versus 31% excellent/acceptable post) of Manufacturer’s Representative prior to receiving their decision. The following comments were provided on the post-decision survey regarding the Manufacturer’s Representative:

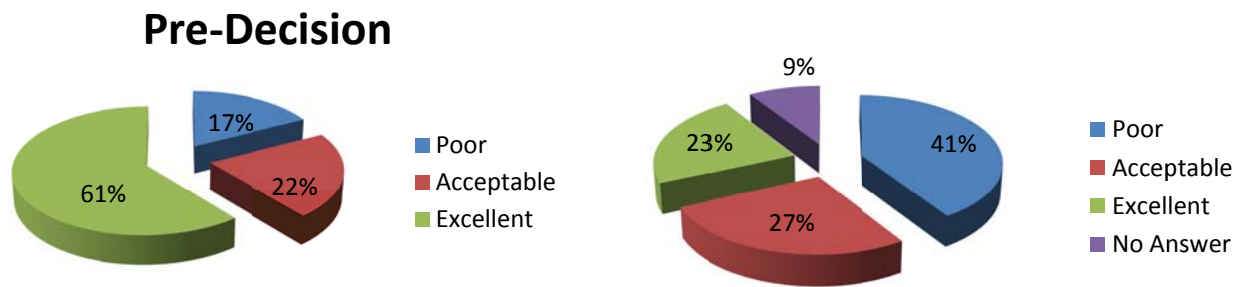
- The vehicle manufacturer representative was poorly prepared. You can tell they do a lot of these calls and do not really research each case properly. When I was speaking on specifics of the vehicle, for example the flight recorder of the vehicle, she was not aware that my recorder did not have a button to push, in order to record the event of stalling. She then accuses me of not doing what I was supposed to in order to record the malfunction of the vehicle. Once I clarified the specifics of the flight recorder all she could say is that she was not aware of this, but if she would of gotten all the proper specifics from the dealer as she was supposed to she would have known this
- One of the Manufacturer's representative made factually wrong statements (I can easily provide proof upon request) that seemed to confuse the arbitrator
- Unprofessional
- The people on the phone were nice and helpful. The people at Perry Ford were honestly interested in resolving the issue.
- They tried to deny me the time allowed to me by the BBB to make my case
- The Ford representative phoned it in, which leads me to believe that the arbitrator and the Ford representative were in cahoots
- The owner's representative was not communicating
- I was not able to bring an attorney to the hearing. However, Ford's representative was a legal expert. I feel this made the process entirely unbalanced and favored the manufacturer. The Ford representative could not have cared less about my experience as a consumer. This was all about Ford winning this battle. They made me feel unimportant in the process. She never once issued an apology for all the trouble I experienced with their product. Instead she stated it wasn't a big deal because my life wasn't in danger, and probably I wasn't using the product correctly. Very poor experience with Ford that made me angry for buying their product.

Two consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "excellent" on the pre-decision survey and "acceptable" on the post-decision survey.

Consumer B did not answer this question on the pre-decision survey and answered "poor" on the post-decision survey.

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



Consumers had a substantially more favorable view (83% excellent/acceptable pre versus 50% excellent/acceptable post) of the arbitrator prior to receiving their decision. The following comments were provided on the post-decision survey regarding the arbitrator:

- Dissatisfied with the arbitrator
- I was unsatisfied with the arbitrator because although I provided sufficient amount of paperwork and was well prepared she decided to have me continue working with the dealership. The arbitrator said she didn't consider all my trips to get my car fixed an attempt to have my car fixed just because the manufacturer didn't want to provide service to the vehicle. This went on for seven months. This just continues to allow car manufacturers to avoid their responsibility to the consumer all because an arbitrator did not want to enforce their responsibility to a big corporation
- The arbitrator admitted that he knew nothing about automobiles. If this was the case then why was he involved in the proceeding? He did not have the experience to be involved in this type of hearing
- The arbitrator allowed one of the manufacturer's representatives to remain in the room with her when I was not present, which leads me to question the impartiality of the arbitration process(i.e. unequal access to the arbitration, in this case to the advantage of the manufacturer)
- The arbitrator gave us every opportunity to state our case
- The second arbitrator was concerned and conducted the hearing better than the first arbitrator
- The arbitrator conducted the hearing in a professional fashion
- The arbitrator decided that the issues were not that severe as to warrant a buy back form the manufacturer

- The arbitrator was extremely professional and gave me the time to speak my point of view. Overall, disappointed. I don't feel the arbitrator was neutral and felt the process was biased towards the manufacturer

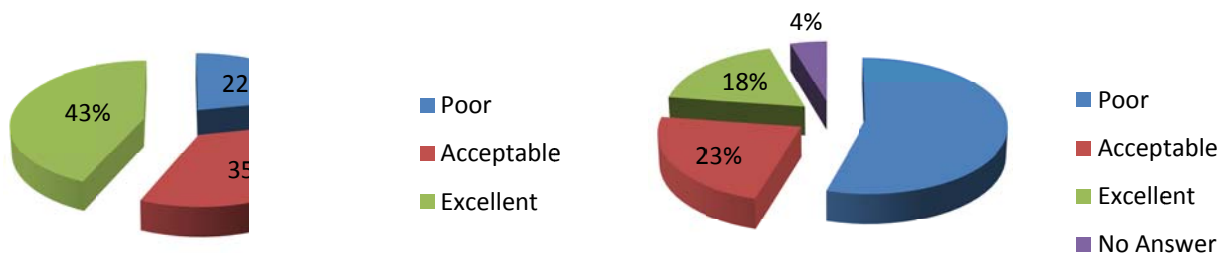
Two consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "excellent" on the pre-decision survey and "acceptable" on the post-decision survey.

Consumer B answered "excellent" on the pre-decision survey and "excellent" on the post-decision survey.

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

Pre-Decision



Consumers had a substantially more favorable view (78% excellent/acceptable pre versus 41% excellent/acceptable post) of the entire arbitration process prior to receiving their decision. The following comments were provided on the post-decision survey regarding the entire arbitration process:

- I feel I should have received some sort of compensation
- Sure people were nice, but this does not mean that this process is necessarily fair to the consumer. This is why the big corporations get away with so many injustices toward the consumer and there is no one to enforce the law. I feel if you have an arbitrator who is non-biased it is a program that can work for the individual. If not, you have a situation like mine and many Toyota consumers that lost their lives all because they went unheard
- The BBB is supposed to protect the consumer. They didn't in this case
- Arbitration occurred in advertised timeline, but some of the staff were difficult to deal with

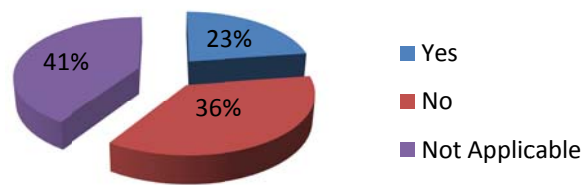
- Stressful the first time, because I was not prepared
- BBB seemed to favor the manufacturer throughout the hearing
- Very unprofessional staff at the BBB. Very rude
- One major complaint with the process: I received a notice via mail that I had to send in all paperwork regarding subsequent service visits by a certain date- that date was the same date I received the letter. Also the same date I had my last service visit, thus not allowing me time to submit the paperwork on time. The result of the arbitration deemed that I hadn't had enough service visits, when in fact I had, just was not notified with proper advance warning by what date all service visits and paperwork had to be completed
- I feel the overall process was flawed and favored the manufacturer, who didn't care at all for all the trouble I had encountered

Two consumers answered both the pre-decision and post-decision surveys.

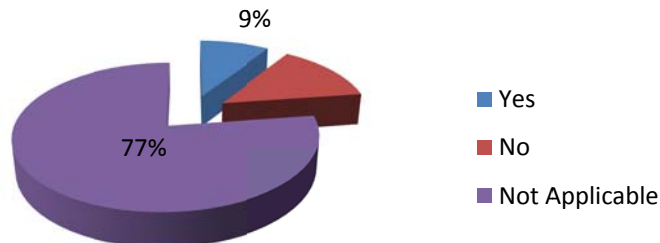
Consumer A answered "excellent" on the pre-decision survey and "acceptable" on the post-decision survey.

Consumer B answered "excellent" on the pre-decision survey and "excellent" on the post-decision survey.

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

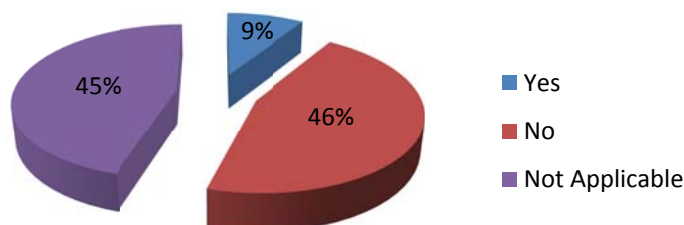


A. If the performance of the award was over 30 days, did you agree to the delay?

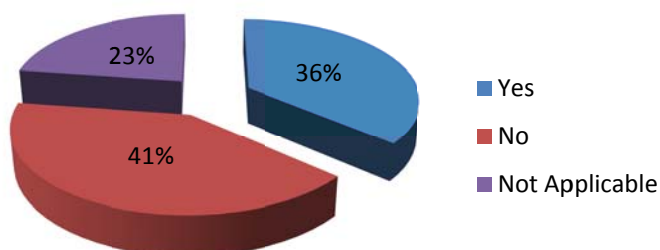


10.If your claim was denied,

A. Did you pursue legal action?



B. Did you know you 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? Please specify.

- Law firms should not lie to get clients. Krohn & Moss let me down
- Let consumer's know the same existing problem has to be on the same exact part
- Make sure that the arbitrators are (sic) judging the cases are truly non-biased toward the automotive manufacturers and abide by the lemon law for a fair and impartial case
- Your arbitrators need to be experienced in the cases that they deal with
- Inform consumers about the availability of mediation programs that may be used before arbitration
- Terminate employees
- Service was good, very professional
- A review of the process the first time would have helped. I think the manufacturer should put an offer on the table before my decision

- If I have four repair receipts, I believe the arbitrator should want me to return the car back to the dealership
- Better enforcement of the arbitrator's decision, coupled with the ability to levy penalties against a manufacturer that fails to wholly comply with an arbitrator's decision
- Since the staff tried to bully me into settling instead of going to arbitration, I got the impression that this was not a neutral process. I think if we have to go through this again to settle a warranty claim, then it should be a neutral process
- Once a vehicle meets all of the criteria and qualifies for California lemon law, there should not be additional "hoop" that the consumer has to go through in order to have the vehicle bought back by the manufacturer

The following comments were provided by consumers that completed the Pre-Decision survey:

- Manufacturer agreed to repurchase
- Manufacturer representative lied
- I would like someone from the dealership to be present, because I feel there was a lot of information that was omitted to Ford
- Fair and timely
- Arbitrator listened to all testimony and questions. I thought the process would be faster
- It felt like a total waste of time, when I walked out of the BBB office
- Field Service Engineer was excellent. Manufacturer representative was poor. Arbitrator was even handed. I felt very comfortable. BBB case administrator has been easy going and responsive
- Went well for not having all the documents
- Very satisfied with process, did not want to involve lawyers
- Manufacturer was super helpful once claim was filed, but representative at hearing was disagreeable
- The result will be the real measure
- I felt like BBB staff was trying to twist my arm into settling instead of going to arbitration. I did not feel the process was objective and would not recommend to others
- The vehicle met all criteria for the lemon law process, but the claim was denied
- I just hope Ford acknowledges consumer complaints instead of denying them

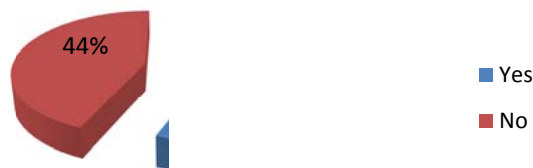
BBB AUTO LINE
GENERAL MOTORS
CORPORATION

General Motors Corporation

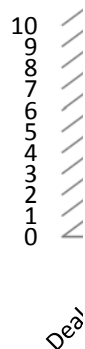
In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received five responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 79 consumers. Of these 79 consumers, 16 (20%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

Each illustration represented below is characterized by the survey questions. In addition, two consumers completed both pre and post-decision surveys. A narrative is included to represent the results of these two respondents.

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



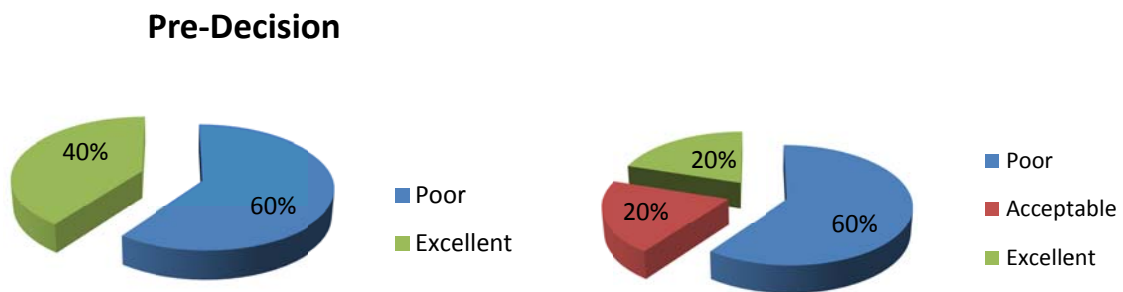
3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



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?



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



Two consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "excellent" on both surveys

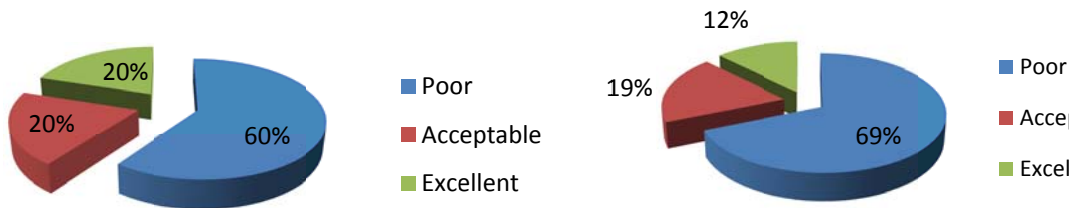
Consumer B answered "poor" on both surveys.

In the post-decision survey, consumers made the following comments:

- Took way too long to receive my settlement
- They were timely and kept me informed

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

Pre-Decision



Two consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “acceptable” on the pre-decision survey and “excellent” on the post-decision survey.

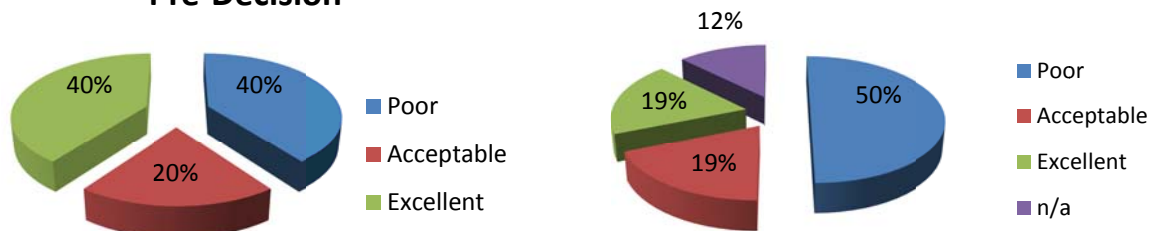
Consumer B answered “poor” on both surveys.

In the post-decision survey, consumers made the following comments:

- Representative attempted to introduce documents that were falsified, luckily we were able to locate the originals and exposed document fraud.
- They don’t care about the overall safety of the vehicles
- GM misinformed with me with vague responses and failed to provide documents until the end of the hearing that I was not allowed to respond to

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

Pre-Decision



Two consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “excellent” on both surveys.

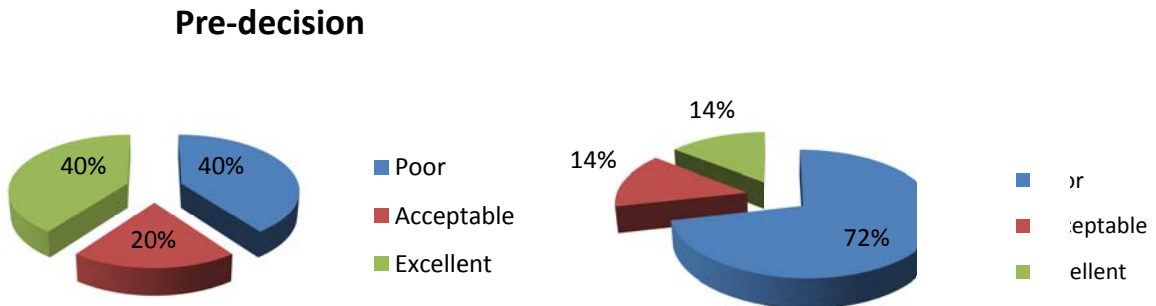
Consumer B answered “poor” on both surveys.

In the post-decision survey, consumers made the following comments:

- I see him with a lot of experience but it’s only the benefits of the corporation
- Arbitrator did not follow ground rules for evidence submission

- She was knowledgeable about the law/code and listened to both sides however I am glad a professional technician tested the car

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



Two consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “excellent” on both surveys.

Consumer B answered “poor” on both surveys.

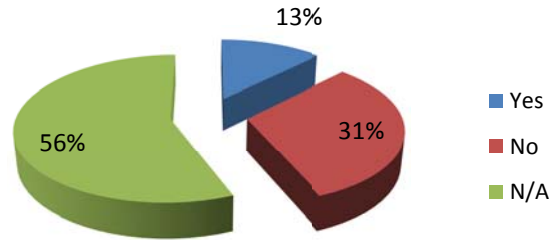
In the post-decision survey, consumers made the following comments:

- Too much homework has to be done
- I am a licensed attorney and found it to be a difficult and laborious process

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

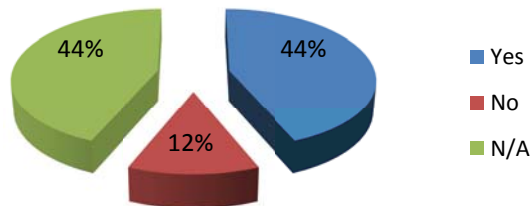


A. If the performance of the award was over 30 days, did you agree to the delay?

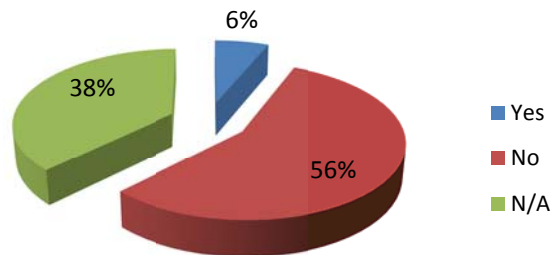


10. If your claim was denied,

A. Did you pursue legal action?



B. Did you know you 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? Please specify.

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

- Stand behind the warranty of the manufacturer
- I don't think an arbitrator should do this more than once

- Verify the issue and replace the auto
- Have an arbitrator that knew more about cars and allow the arbitrator to record the session

The following comments were provided by consumers that completed the Pre-Decision survey:

- Manufacturer was non responsive
- I felt the arbitrator was closed minded

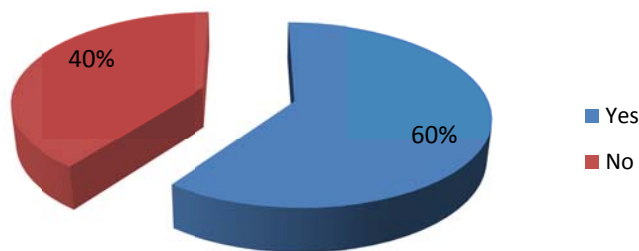
BBB AUTO LINE
HYUNDAI MOTOR
AMERICA

Hyundai Motor America

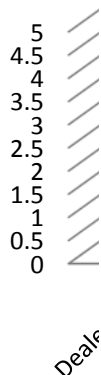
In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 12 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 24 consumers. Of these 24 consumers, 10 (42%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

Each illustration represented below is characterized by the survey questions. In addition, three consumers completed both pre-decision and post-decision surveys. A narrative is included to represent the results of these three respondents.

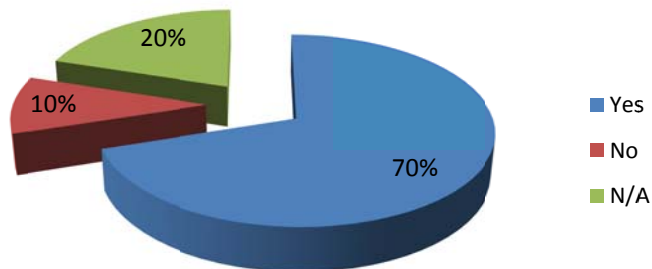
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



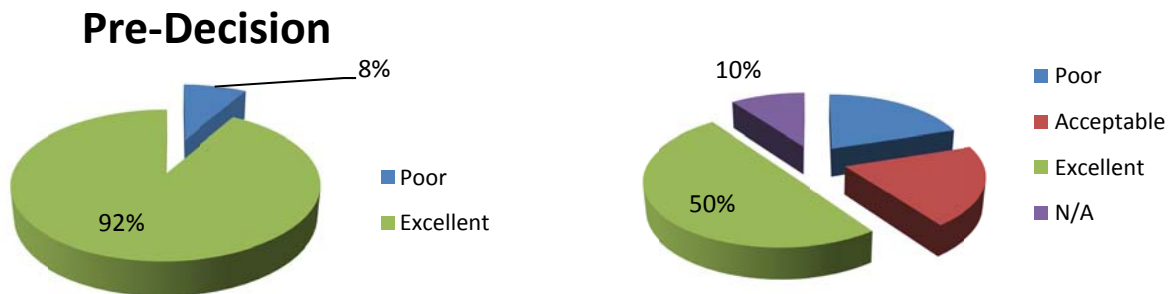
3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



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?



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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "Excellent" on the pre-decision and post-decision surveys.

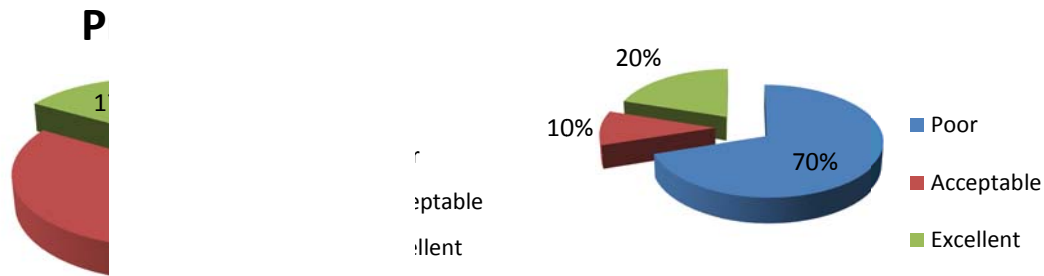
Consumer B answered "Excellent" on the pre-decision and post-decision surveys.

Consumer C answered "Acceptable" on the pre-decision and post-decision surveys.

In the post-decision survey, three consumers made the following comments:

- Fast call back with answers to all my questions
- I wasn't informed that the BBB served as the mediator and I was confused initially with the overall process
- Arbitrator knew the Hyundai rep and critical information was not given to the arbitrator.

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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "Excellent" on the pre-decision and post-decision surveys.

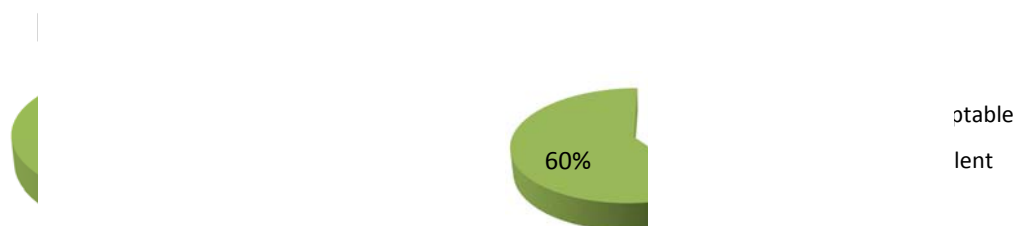
Consumer B answered "Excellent" on the pre-decision and "Poor" in the post-decision surveys.

Consumer C answered "Acceptable" on the pre-decision and "Poor" on the post-decision surveys.

In the post-decision survey, four consumers made the following comments:

- I am convinced the manufacturer never intended to honor their 10 year warranty
- The representative made comments off the record after the hearing that were not appreciated or warranted
- The representative was contracted by Hyundai and kept bringing up irrelevant topics such as we had oil service done elsewhere than a Hyundai dealership and accused us of excessive mileage which neither has anything to do with the electrical problems that we were and still are experiencing
- The representative was not even a Hyundai employee. Was a "hired gun" for them detailed to handle the many complaints about their cars

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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “Excellent” on the pre-decision and post-decision surveys.

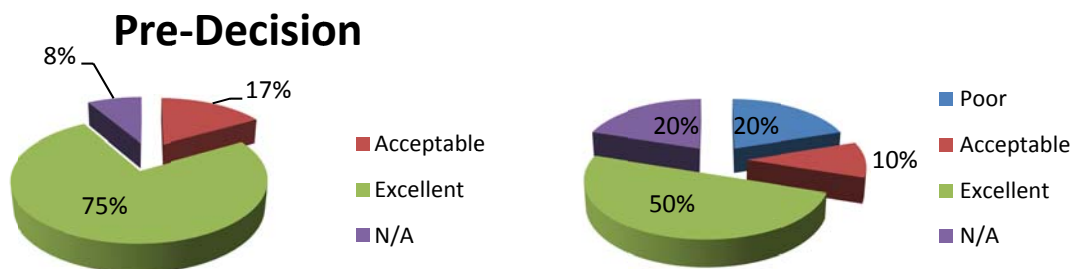
Consumer B answered “Excellent” on the pre-decision and “Acceptable” in the post-decision surveys.

Consumer C answered “Excellent” on the pre-decision and post-decision surveys.

In the post-decision survey, five consumers made the following comments:

- Very professional
- She was a little short with us during the process but she was most interested in keeping the process fair and honest
- She was fair
- We watched her struggle with the steering myself from the back seat, she lied about the steering feeling normal then relied on the word of the hired gun
- He showed obvious favoritism and avoided the core reason for damages

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



Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “Excellent” on the pre-decision and post-decision surveys.

Consumer B answered “Excellent” on the pre-decision and “Acceptable” in the post-decision surveys.

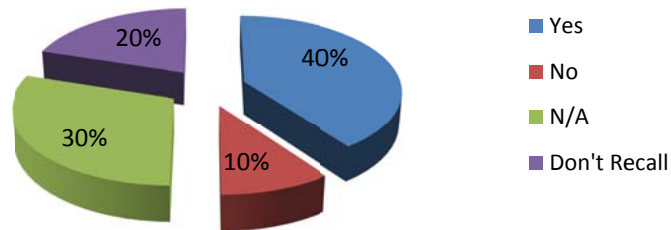
Consumer C answered “Acceptable” on the pre-decision and “Excellent” on the post-decision surveys.

In the post-decision survey, three consumers made the following comments:

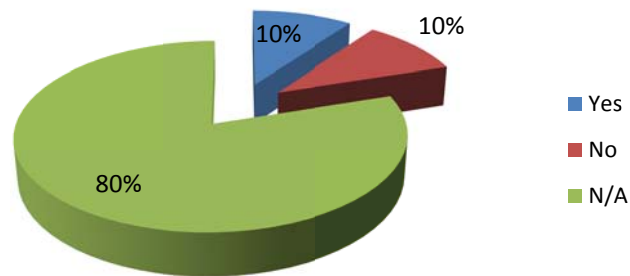
- The process was fast
- Waste of my wife and my time

- Only a rubber stamp for the auto industry. I submitted 29 pages of evidence plus expert opinion. Hyundai submits one paragraph three days before the hearing and they won!!!

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

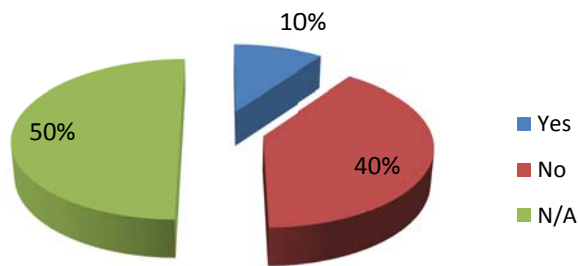


A. If the performance of the award was over 30 days, did you agree to the delay?

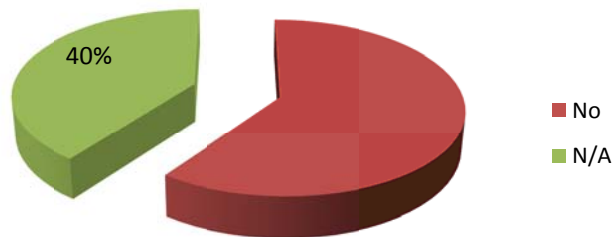


10. If your claim was denied,

A. Did you pursue legal action?



B. Did you know you 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 comments on improving the arbitration process were offered by nine consumers:

- Good communication by phone and email
- Very nervous at the arbitrator
- Very interesting process, thank you for having this service
- Very pleased
- More office location nearby
- It would be good for me to have had a disinterested party with me to help me think to ask the right questions
- Provide a thorough explanation of BBB's role in the process as mediator
- Drop this program. The only winner is going to be the manufacturer anyway
- Demand at least 50% of cases must be awarded

BBB AUTO LINE

JAGUAR LAND ROVER
NORTH AMERICA, LLC

Jaguar Land Rover North America, LLC

In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received one response to the pre-decision survey. The pre-decision survey consisted of five questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey the ACP contacted ten consumers. Of these ten consumers, three (30%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as to answer the same questions asked on the pre-decision survey.

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

All three respondents indicated that they knew of California's Lemon Law prior to their purchase.

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

One respondent learned about arbitration through their owner's manual; the other learned through an attorney; the other did not specify.

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 of the respondents answered that they were informed, and one indicated that they were not informed.

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

The respondent to the pre-decision survey rated BBB AUTO LINE staff as excellent.

Two of the respondents to the post-decision survey indicated that the BBB AUTO LINE staff was excellent; one rated staff as poor.

The following comments were provided on the post-decision survey:

- Nice and accommodating
- It would be nice if the BBB had the authority to penalize the manufacturer for non-compliance with the arbitrator's decision

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

The respondent to the pre-decision survey rated the Manufacturer's Representative as poor.

All three respondents rated the Manufacturer's Representative as poor.

The following comments were provided on the post-decision survey:

- Representative was indignant and arrogant
- Blamed problems on accident

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

The respondent to the pre-decision survey rated the Arbitrator as excellent.

One of the respondents to the post-decision survey indicated that the Arbitrator was excellent; one rated the arbitrator as poor; the other did not answer.

The following comments were provided on the post-decision survey:

- The dash should not have cracked
- Very efficient, kept on task

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

The respondent to the pre-decision survey rated entire arbitration process as excellent.

One of the respondents to the post-decision survey indicated that the entire arbitration process was excellent; one rated the process as poor; the other did not answer.

The following comments were provided on the pre-decision survey:

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

One respondent indicated that they did not recall; the other respondents did not answer this question

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

One respondent indicated that they did not recall; the other respondents did not answer this question

10. If your claim was denied,

A. Did you pursue legal action?

One respondent indicated that they did not; the other respondents did not answer this question

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

One respondent indicated that they did not; the other respondents did not answer this question

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

- Don't change arbitrators at last minute. The arbitrator was not prepared and knew nothing
- Enforce the award within the 30 days after accepting award. Ability to fine manufacturer, large fines to assist with compliance

The following comments were provided by consumers that completed the Pre-Decision survey:

- Land Rover Representative was not prepared and did not have the basic knowledge of mandated safety features or their functions.

BBB AUTO LINE

KIA MOTORS AMERICA

Kia Motors America

In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received nine responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 24 consumers. Of these 24 consumers, 4 (2%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey. In addition, three consumers completed both pre and post-decision surveys. A narrative is included to represent the results of these three respondents.

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

All four consumers responded yes.

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

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

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, while two responded N/A (non-applicable).

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

In the pre-survey, five consumers rated their experience as excellent, three as acceptable and one as poor.

In the post-survey, three consumers rated their experience as excellent, while the other responded as acceptable.

Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "Excellent" on the pre-decision and post-decision surveys.

Consumer B answered "Poor" on the pre-decision and "Excellent" on the post decision surveys.

Consumer C answered "Acceptable" on the pre-decision and post-decision surveys.

In the post-decision survey, two consumers made the following comments:

- BBB staff always helped me out
- I was surprised that the outcome was so dependent on how well I prepared and arguments I made.

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

In the pre-survey, six consumers rated their experience as acceptable, while the other three rated their experience as poor.

Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "Acceptable" on the pre-decision and "Excellent" on the post-decision surveys.

Consumer B answered "Poor" on the pre-decision and post decision surveys.

Consumer C answered "Acceptable" on the pre-decision and post-decision surveys.

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

In the pre-survey, five consumers rated their experience as excellent, while the other four consumers rated their experience as acceptable.

In the post-survey, three consumers rated their experience as excellent, while the other consumer responded as acceptable.

Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "Excellent" on the pre-decision and post-decision surveys.

Consumer B answered "Acceptable" on the pre-decision and "Excellent" on the post decision surveys.

Consumer C answered "Acceptable" on the pre-decision and "Excellent" on the post-decision surveys.

In the post-decision survey, two consumers made the following comments:

- She was fair, I believe both sides were allowed ample time to speak, showed concern
- Listened to details provided by myself

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

In the pre-survey, five consumers rated their experience as excellent, three as acceptable and one as poor.

In the post-survey, two consumers rated their experience as excellent, while the other two responded as acceptable.

Three consumers answered both the pre-decision and post-decision surveys.

Consumer A answered "Excellent" on the pre-decision and post-decision surveys.

Consumer B answered "Poor" on the pre-decision and "Excellent" on the post decision surveys.

Consumer C answered "Acceptable" on the pre-decision and post-decision surveys.

In the post-decision survey, one consumer made the following comment:

- I felt I received the outcome that the situation deserved.

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

Two consumers reported the award being performed within 30 days after accepting the decision, while one consumer responded no and the other responded N/A.

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

The consumer who responded "No" to question 9, responded no.

10. If your claim was denied,

A. Did you pursue legal action?

Two consumers stated they did not pursue legal action, while the other two consumers responded as N/A.

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

All four consumers responded to this question stating they did not know 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 comments on improving the arbitration process were offered by two consumers:

- Process has been acceptable, the outcome may change my opinion of the entire event but how it has been handled has been very professional and acceptable (pre-decision survey)
- Better email communication for BBB, they would send files as photo files instead of PDF. Use PDF to send documents (post-decision survey)

BBB AUTO LINE

MAZDA NORTH
AMERICAN OPERATIONS

Mazda North American Operations

In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received two responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 6 consumers. Of these 6 consumers, 1 (17%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey. In addition, one consumer completed both pre and post-decision respondents.

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 through their 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?

The consumer responded they knew that mediation was voluntary.

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

The consumer rated their overall experience with the BBB AUTO LINE staff as poor.

For the two consumers that completed a pre-decision survey, both answered "excellent."

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

The consumer rated their experience as acceptable.

For the two consumers that completed a pre-decision survey, one answered "excellent" while the other answered "acceptable."

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

The consumer rated their experience with the Arbitrator as poor. The consumer stated that the arbitrator “did not follow legal requirement of state law.”

For the two consumers that completed a pre-decision survey, both answered “excellent.”

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

The consumer rated their experience with the entire process as poor.

For the two consumers that completed a pre-decision survey, one answered “excellent” while the other answered “acceptable.”

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

The consumer responded as not applicable.

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

The consumer responded as not applicable.

10.If your claim was denied,

A. Did you pursue legal action?

The consumer responded yes.

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

The consumer responded yes.

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

No responses were provided.

BBB AUTO LINE

NISSAN NORTH
AMERICA, INC.

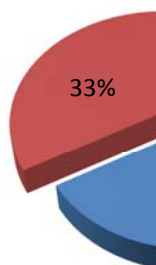
(INCLUDES INFINITI)

Nissan North America, Inc. (Nissan and Infiniti)

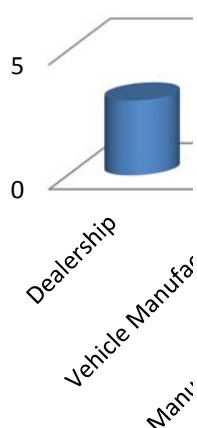
In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 7 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 51 consumers. Of these 51 consumers, 9 (18%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

Each illustration represented below is characterized by the survey questions. In addition, two consumers completed both the pre- and post-decision surveys. A narrative is included to represent the results of these three respondents.

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

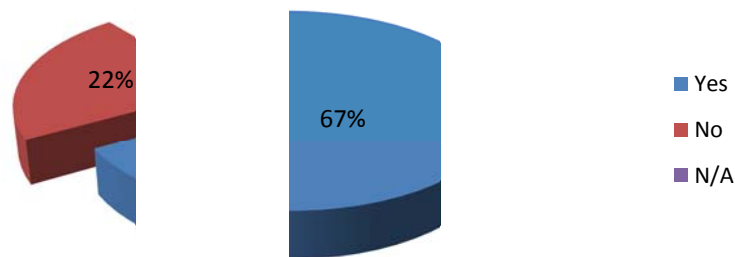


3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



Note: For the above chart, consumers were allowed to select multiple ways of learning about BBB AUTO LINE. Thus, the results are greater than the number of respondents.

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?



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

Pre-Decision



Prior to the arbitration hearing decision, all consumers rated their experience with the BBB AUTO LINE staff as excellent. However, their view dropped to 45% after receiving a decision.

The following comment was provided on the post-decision survey regarding the BBB AUTO LINE staff:

- Very poor, BBB has not given the sufficient time to submit evidence. Only gave us 2 days

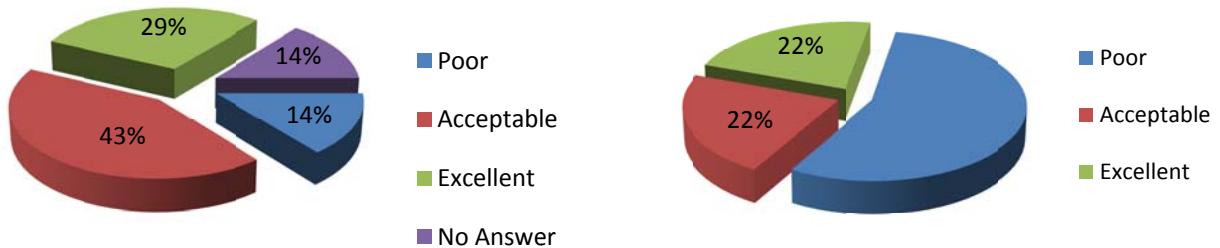
Two consumers responded to both pre- and post-decision surveys. Their response are as follows:

Consumer A – Rated “excellent” on the pre-decision survey
Rated “poor” on the post-decision survey

Consumer B - Rated “excellent” on both the pre- and post-decision surveys

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

Pre-Decision



The consumers’ overall view of their experience with the Manufacturer’s Representative declined tremendously after receiving the arbitration decision.

The following comment was provided on the post-decision survey regarding the Manufacturer’s Representative:

- Waste of time

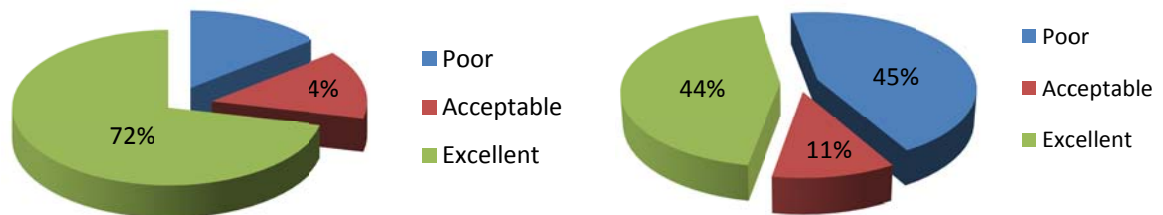
Two consumers responded to both pre- and post-decision surveys. Their response are as follows:

Consumer A – Rated “acceptable” on the pre-decision survey
Rated “poor” on the post-decision survey

Consumer B - Rated “poor” on the pre-decision survey
Rated “acceptable” on the post-decision survey

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

Pre-Decision



Consumers' initial experience with an arbitrator is at the time of the arbitration hearing. As the illustration shows, consumers' assessment of the arbitrator is more favorable prior to the arbitrator's decision. After receipt of the arbitration decision, consumers' rating of the arbitrator is less favorable.

The following comments were provided on the post-decision survey regarding the Arbitrator:

- Was only concerned about protecting MFR
- Because of BBB's time limit, I understand ARB's is obliged to finish asap

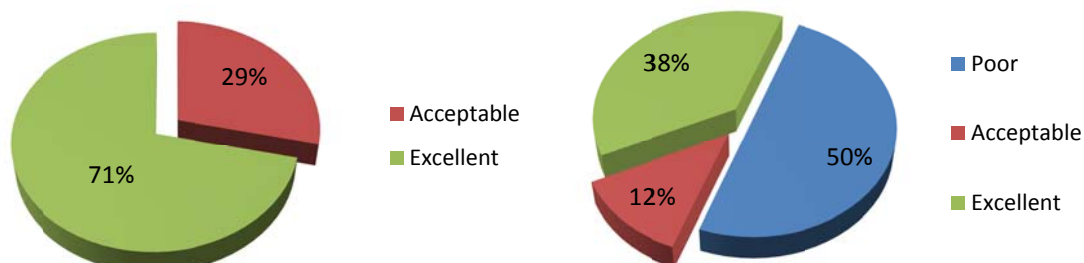
Two consumers responded to both pre- and post-decision surveys. Their response are as follows:

Consumer A – Rated "acceptable" on the pre-decision survey
Rated "poor" on the post-decision survey

Consumer B - Rated "excellent" on both the pre- and post-decision surveys

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

Pre-Decision



Consumers perception of the arbitration process prior to receiving an arbitration decision was rated favorably (excellent and acceptable) at 100%. Whereas after a decision was received, their perception decreased to 50% unfavorable (poor).

The following comments were provided on the pre-decision survey regarding the entire process:

- My real opinion is based on the outcome
- The consumer was not present. I am the attorney whom represented the consumer during the hearing.

The following comments were provided on the post-decision survey regarding the entire process:

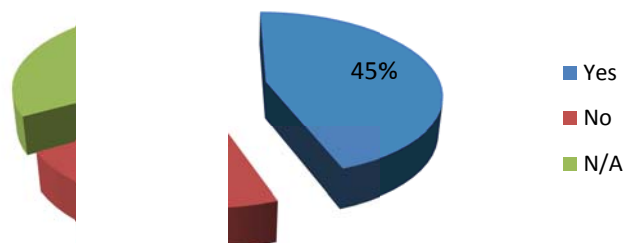
- Processing time sooner
- Process is worthless
- In hindsight, I should have brought an attorney with me
- They are in the stand point of the MFR

Two consumers responded to both pre- and post-decision surveys. Their response are as follows:

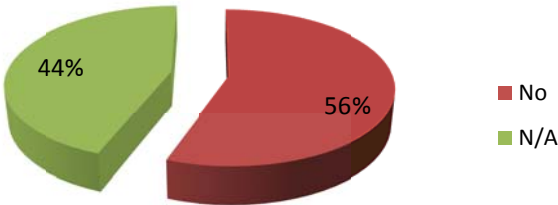
Consumer A – Rated “acceptable” on the pre-decision survey
Rated “poor” on the post-decision survey

Consumer B - Rated “excellent” on the pre-decision survey
Rated “acceptable” on the post-decision survey

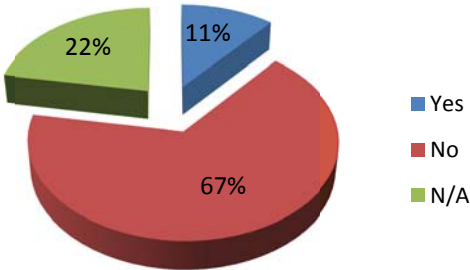
9. Did the Manufacturer perform the award within the 30 days after you accepted the award?



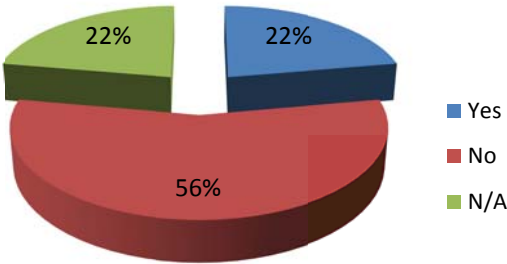
B. If the performance of the award was over 30 days, did you agree to the delay?



10. If your claim was denied,
A. Did you pursue legal action?



B. Did you know you 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? Please specify.

- My case was handled very well
- Set the hearing as soon as consumer files the claim, in order to reduce consumer's damages caused by MFR's fault.
- Would have been appropriate if a technician to be present
- Rule on the facts and not the relationships you have built with the manufactures. This decision was surely supporting their interest and it was apparent.
- Replace it with a fair process

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

Volkswagen of America, Inc. (Volkswagen and Audi)

In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 18 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 54 consumers. Of these 54 consumers, 10 (18%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

Each illustration represented below is characterized by the survey questions. In addition, four consumers completed both pre-decision and post-decision surveys. A narrative is included to represent the results of these three respondents.

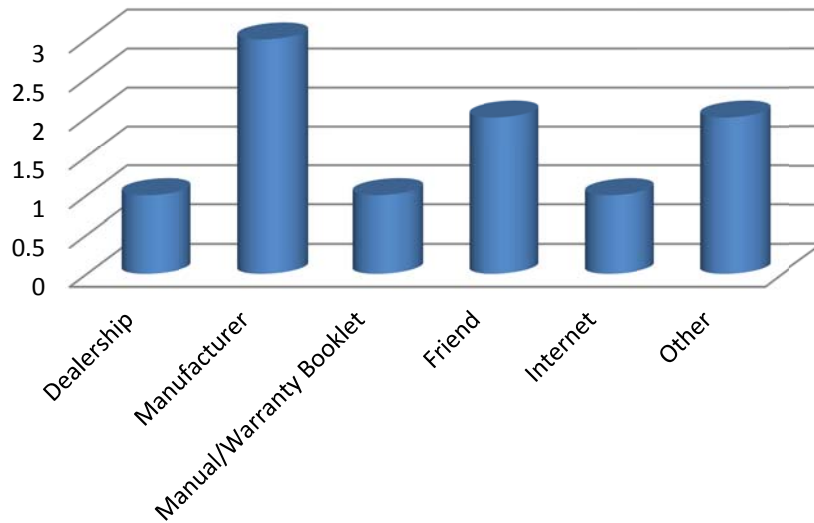
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



■ Yes

■ No

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



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?



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

Pre-Decision



Four consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “Excellent” on the pre-decision and “Acceptable” on the post-decision surveys.

Consumer B answered “Poor” on the pre-decision and “Acceptable” on the post-decision surveys.

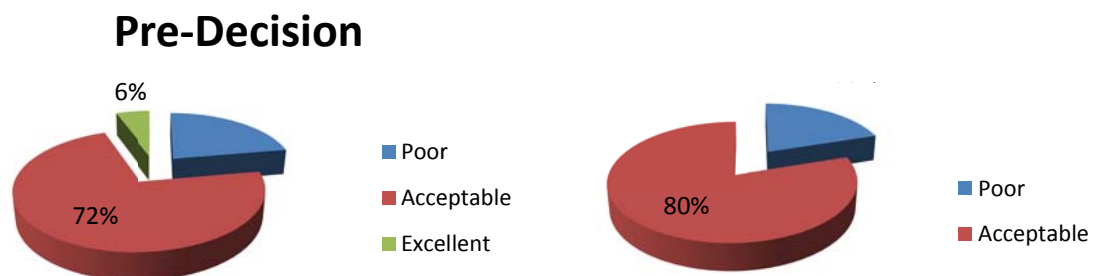
Consumer C answered “Excellent” on the pre-decision and “Poor” on the post-decision surveys.

Consumer D answered “Excellent” on the pre-decision and post-decision surveys

In the post-decision survey, seven consumers made the following comments:

- Person handling my case at BBB was not involved
- Service was acceptable but lacked motivation to be friendly or service oriented
- BBB staff was excellent to work with. She really helped me though the process
- BBB Auto Line staff stands behind the arbitrator who made mistakes. The process is just a fiasco to deceive the consumer that the BBB is there for them. There is only one way- BBB way regardless of the consumer complaints. They are guarding themselves behind set of rules that they made for themselves and collect money from the manufacturer
- BBB staff was helpful and explained things
- The BBB Auto Line should be discontinued immediately. It is a complete fraud
- The personnel was OK, they were professional

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



Four consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “Acceptable” on the pre-decision and post-decision surveys.

Consumer B answered “Poor” on the pre-decision and “Acceptable” in the post-decision surveys.

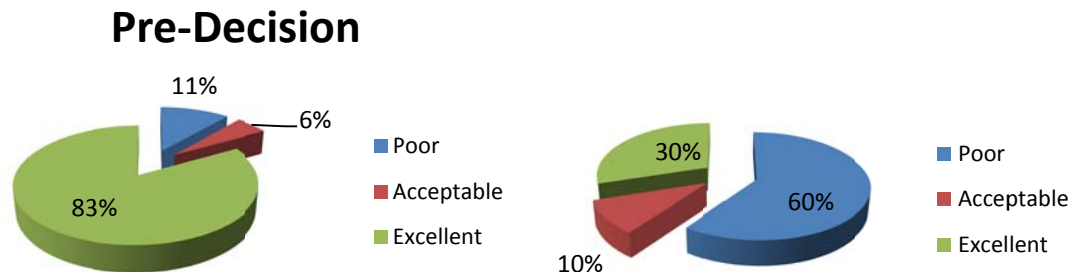
Consumer C answered “Acceptable” on the pre-decision and post-decision surveys.

Consumer D answered “Poor” on the pre-decision and “Acceptable” on the post-decision surveys

In the post-decision survey, four consumers made the following comments:

- Not professional, rude, due to BBB experience, they will no longer accept calls from me
- Although I wish Audi could have fixed my car, I found the representative to be professional
- They have experience to play with customer and get what they want. Sleazy courteous
- He seemed a little aggressive but was polite

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



Four consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “Excellent” on the pre-decision and “Acceptable” on the post-decision surveys.

Consumer B answered “Poor” on the pre-decision and post-decision surveys.

Consumer C answered “Excellent” on the pre-decision and “Poor” on the post-decision surveys.

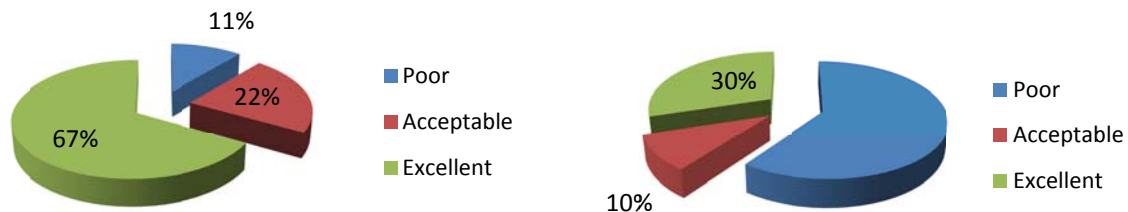
Consumer D answered “Excellent” on the pre-decision and post-decision surveys

In the post-decision survey, five consumers made the following comments:

- Professional when being recorded but then laughed with the manufacturer representative off recording about my vehicle
- Very professional and put me at ease at the hearing
- Should add another bullet for unacceptable. The arbitrator was pretending to be listening, was not familiar with claim paperwork, made many inexcusable mathematical incorrect facts, overall and unfortunately for consumer totally incompetent
- He listened to every comment and timeline prepared
- Appealed the decision and though there was injustice, I was told the decision cannot be changed and no new hearing

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

Pre-Decision



Four consumers answered both the pre-decision and post-decision surveys.

Consumer A answered “Acceptable” on the pre-decision and post-decision surveys.

Consumer B answered “Poor” on the pre-decision and post-decision surveys.

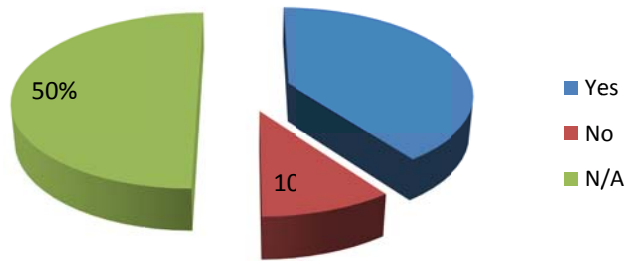
Consumer C answered “Excellent” on the pre-decision and “Poor” on the post-decision surveys.

Consumer D answered “Excellent” on the pre-decision and post-decision surveys

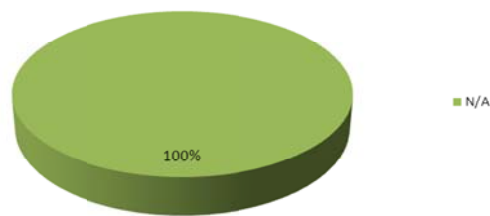
In the post-decision survey, five consumers made the following comments:

- Cannot compete with VW
- BBB sided with manufacturer, denial letter was open ended and contradictory
- Nice to see a system that sides with the consumers. I am very satisfied
- Oh do not believe that this program is for the consumer protection. Nobody has control over the arbitrator decision or BBB rules. They just pretend to be working for the consumer but in reality they got paid from the manufacturer
- Decision was made based on incorrect testimony

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

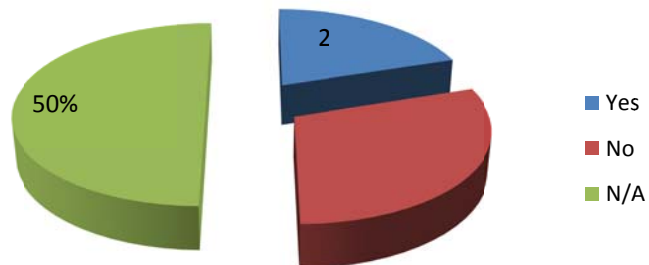


A. If the performance of the award was over 30 days, did you agree to the delay?

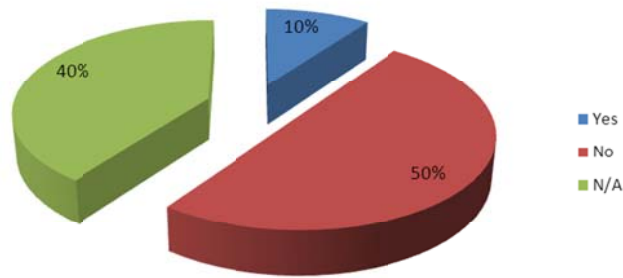


10. If your claim was denied,

A. Did you pursue legal action?



B. Did you know you 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 comments on improving the arbitration process were offered by nine consumers:

- Good communication by phone and email
- Very nervous at the arbitrator
- Very interesting process, thank you for having this service
- Very pleased
- More office location nearby
- It would be good for me to have had a disinterested party with me to help me think to ask the right questions
- Provide a thorough explanation of BBB's role in the process as mediator
- Drop this program. The only winner is going to be the manufacturer anyway
- Demand at least 50% of cases must be awarded

**California Dispute Settlement Program
(CDSP)**

**TOYOTA MOTOR SALES
USA, INC.**

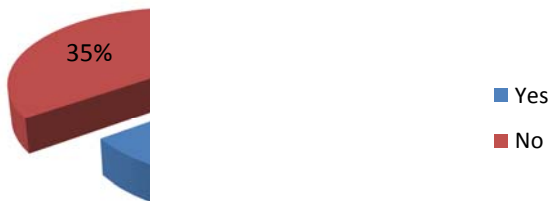
(INCLUDES SCION)

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

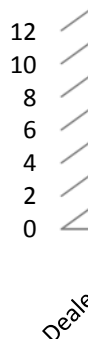
In 2011, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 39 responses to the pre-decision survey. The pre-decision survey consisted of five questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 181 consumers. Of these 181 consumers, 42 (23%) responded to the survey. The post-decision survey consisted of 12 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

Each illustration represented below is characterized by the survey questions. In addition, eleven consumers completed both pre and post-decision surveys. A narrative is included to represent the results of these three respondents.

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



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

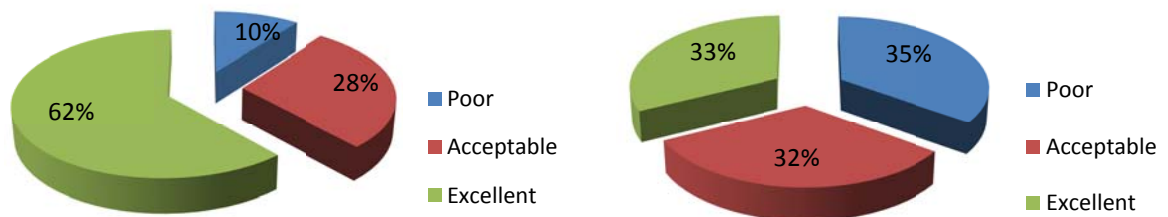


4. If you participated in a settlement or mediation process after applying for arbitration with the California Dispute Settlement Program (CDSP), were you informed that it was a voluntary process?



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

Pre-Decision Survey



Five consumers from Northern California, and six consumers from Southern California participated in both surveys.

Consumer A answered “acceptable” on both surveys.

Consumer B answered “poor” on both surveys.

Consumer C answered “excellent” on both surveys.

Consumer D answered “excellent” on the pre-decision survey and “poor” on the post-decision survey.

Consumer E answered “acceptable” on both surveys.

Consumer F answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer G answered “excellent” on both surveys.

Consumer H answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

Consumer I answered “excellent” on both surveys.

Consumer J answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

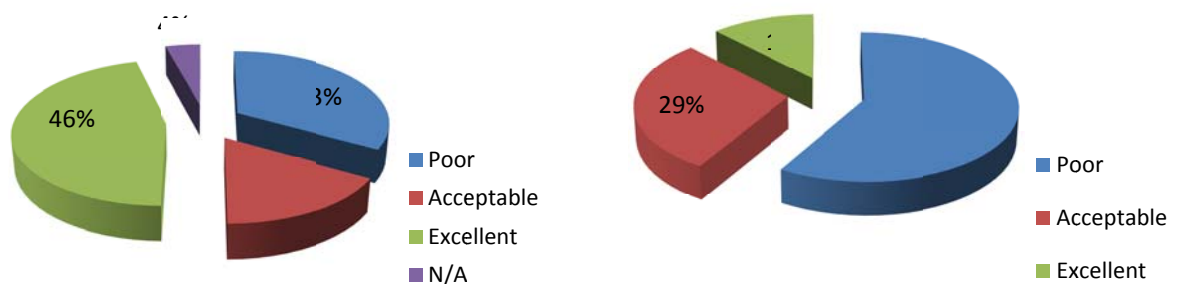
Consumer K answered “acceptable” on both surveys.

In the post-decision survey, consumers made the following comments:

- They should use email – too many mailings
- I had an excellent experience with Case Administrator Diane Kimbrough regarding correspondence except that when they denied the case, I called Diane three times, left message, and no answer.
- Office staff was very efficient and professional
- Terrible, horrible not a fair process at all
- Good staff very professional. DCA representative was excellent.

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

Pre-Decision



Consumer A answered “poor” on pre-decision survey and “not applicable” on post-decision survey.

Consumer B answered “poor” on both surveys.

Consumer C answered “poor” on both surveys.

Consumer D answered “poor” on both surveys.

Consumer E answered “acceptable” on both surveys.

Consumer F answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer G answered “excellent” on both surveys.

Consumer H answered “acceptable” on both surveys.

Consumer I answered “poor” on the pre-decision survey and “acceptable” on the post-decision survey.

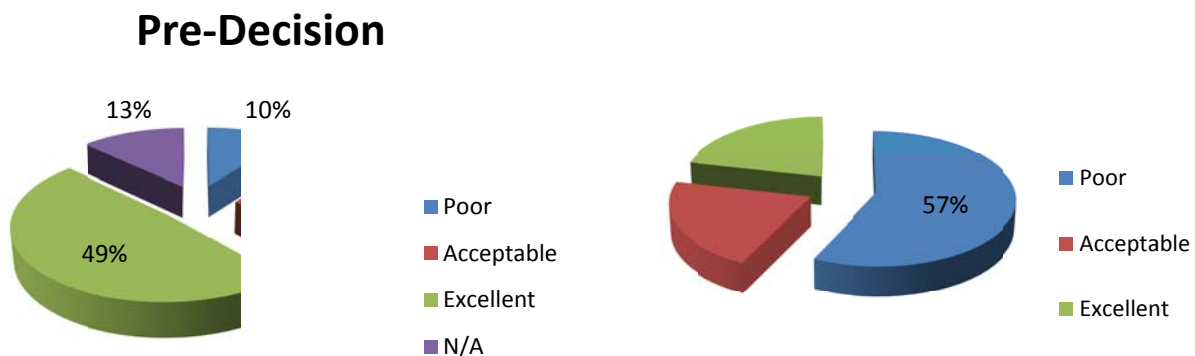
Consumer J answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer K answered “poor” on both surveys.

In the post-decision survey, consumers made the following comments:

- Manufacturer rep was very rude, and she behaved as she was the boss
- Nasty, rude attitude, unprofessional
- They were slow in responding, looking to blame anyone else or thing
- The rep was very thorough and attentive
- Would not accept online evidence that there was a problem. Denied anything we submitted.

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



Consumer A answered “excellent” on pre-decision survey and “acceptable” on post-decision survey.

Consumer B answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

Consumer C answered “poor” on both surveys.

Consumer D answered “not applicable” on the pre-decision survey and “poor” on the post-decision survey.

Consumer E answered “acceptable” on both surveys.

Consumer F answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer G answered “excellent” on both surveys.

Consumer H answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

Consumer I answered “excellent” on both surveys.

Consumer J answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

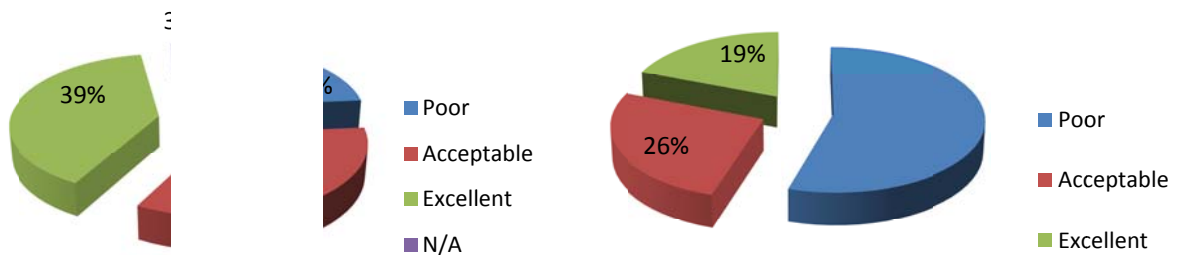
Consumer K answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

In the post-decision survey, consumers made the following comments:

- The arbitrator had dealings with manufacturer rep before. His decision was with or favored the manufacturer’s position
- Polite and professional
- Thought arbitrator was partial to the car manufacturer
- Paid off – consumer has no chance
- We were treated very professionally

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

Pre-Decision



Consumer A answered “acceptable” on pre-decision survey and “poor” on post-decision survey.

Consumer B answered “poor” on both surveys.

Consumer C answered “poor” on both surveys.

Consumer D answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

Consumer E answered “poor” on both surveys.

Consumer F answered “excellent” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer G answered “excellent” on both surveys.

Consumer H answered “poor” on the pre-decision survey and “acceptable” on the post-decision survey.

Consumer I answered “acceptable” on the pre-decision survey and “excellent” on the post-decision survey.

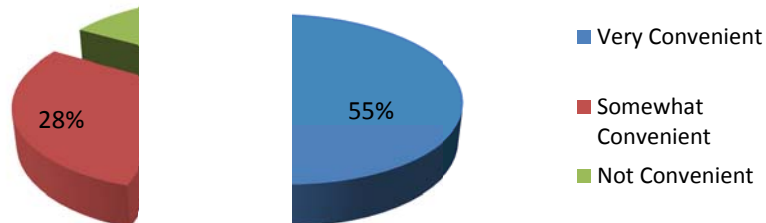
Consumer J answered “excellent” on both surveys.

Consumer K answered “acceptable” on the pre-decision survey and “poor” on the post-decision survey.

In the post-decision survey, consumers made the following comments:

- Not a good result for us. Arbitrator appeared to be disinterested and did not really listen to what we claimed.
- Staff at CDSP helpful
- Very disappointed with the whole experience. A total waste of our time, effort, and money
- Everyone always kept me informed of the status of what was going on
- I felt I was at a disadvantage right from the start. The arbitrator and the rep had both been in several arbitrations together and were able to get you off topic ignoring the real issue.

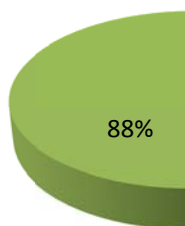
9. How convenient was the location of the hearing?



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



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

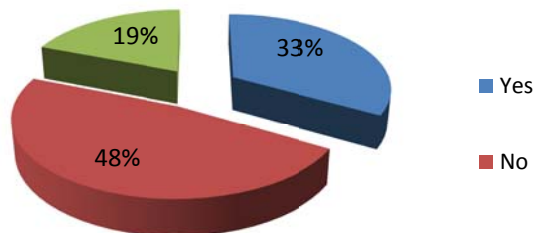


11. If your claim was denied,

A. Did you pursue legal action?



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



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

- Fairness
- Listen to people
- Have impartial arbitrators and be more familiar with the autos and possible problems overall
- Perhaps arbitration should be video and audio taped to confirm statements made and considered
- Independent arbitrators. It seems like they both gone through together before.
- I can't think of anything – they did an excellent job! Thank you!
- Work with the customer for his/her convenience. It seemed the process was to save Toyota a few bucks despite Toyota initiated the process!
- After clicking the CAPTCHA link below to have the letters read to me, there was no obvious way to get back to this page. When I hit the back button in my browser, I got back, but all my answers were erased. I had to fill out the form all over a second time.
- Our arbitrator needs better training.
- Have an arbitrator that knew more about cars. Allow the arbitrator to record session. Had to repeat or go slow so she could take notes.
- That it be fair and impartial.

CONCLUSION

The responses received from consumers suggest needed improvements in many important areas. Although there was a decrease in percentage from 2010 to 2011 in regards to poor ratings (39% poor in 2010 and 31% poor in 2011), consumers still desire better satisfaction with program staff. Poor rating for manufacturer representatives also decreased in percentage when 2010 to 2011 were compared (65% poor in 2010 and 60% in 2011). Both the programs and manufacturers should consider increased training of staff in order to better handle consumers' questions and complaints. Additionally, manufacturers should 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. The percentage of excellent ratings remained consistent between 2010 and 2011, both years respectively at 29%. 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. Ratings of the entire arbitration process also showed minimal changes between 2010 and 2011 (28% excellent in 2010 and 24% excellent in 2011).

The results of the 2011 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.