



2013 CONSUMER SATISFACTION SURVEY RESULTS

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Arbitration Certification Program
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INTRODUCTION

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

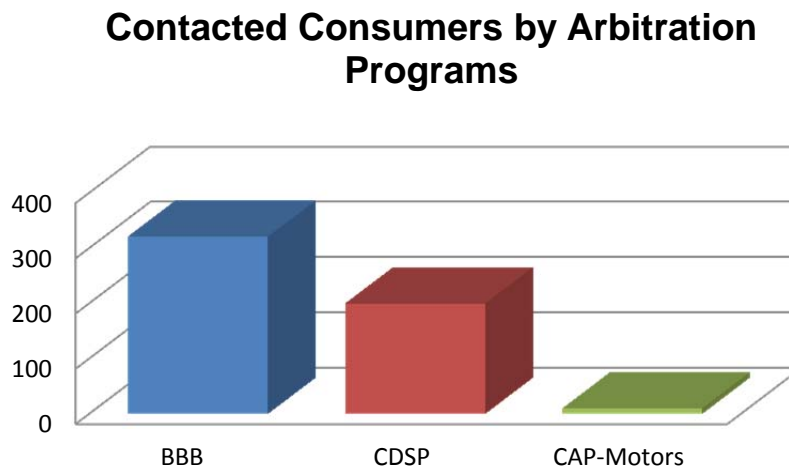
Methodology

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 2013 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 to the consumer. 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 2013 Survey Overview

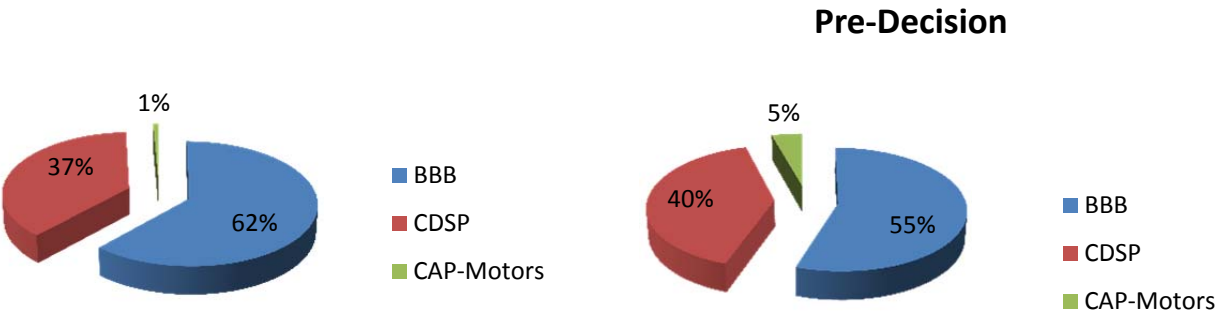


The ACP contacted 531 consumers who participated in the arbitration process between January and December of 2013. Of the 531 consumers contacted, 321 utilized the BBB AUTO LINE, 200 participated in arbitration through the CDSP, and 10 consumers used CAP-Motors. No consumers participated in arbitration through CAP-RV.

The ACP received responses from 136 of the 531 consumers contacted for a response rate of 26%. This is identical to 2012's response rate of 26%. The 2013 total responses included: 84 or 62% from consumers who utilized BBB AUTO LINE, 51 or 37% from consumers who utilized CDSP and one or 1% from consumer who utilized CAP-Motors.

The ACP also received 63 pre-decision responses from consumers who utilized BBB AUTO LINE, 46 pre-decision responses from consumers who utilized CDSP, and five pre-decision responses from consumers who utilized CAP-Motors, for a total of 114 responses.

Consumers by Arbitration Program

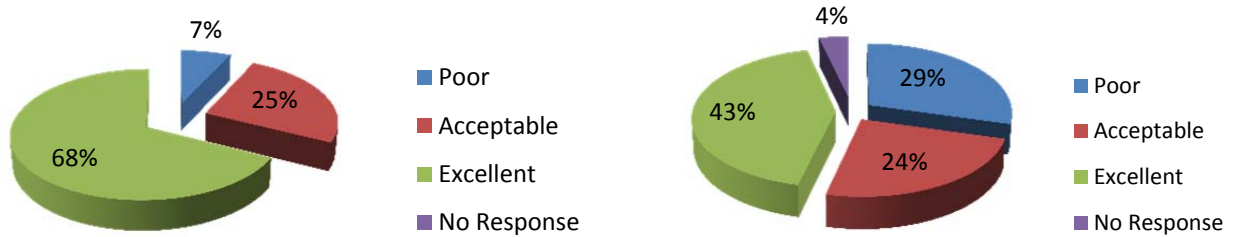


The ACP received responses from 136 of the 531 consumers contacted for a response rate of 26%. This is similar from 2012's response rate of 26%. The 2013 total responses included: 84 or 62% from consumers who utilized BBB AUTO LINE, 51 or 37% from consumers who utilized CDSP and one or 1% from consumer who utilized CAP-Motors.

The ACP also received 63 pre-decision responses from consumers who utilized BBB AUTO LINE, 46 pre-decision responses from consumers who utilized CDSP, and five pre-decision responses from consumers who utilized CAP-Motors, for a total of 114 responses.

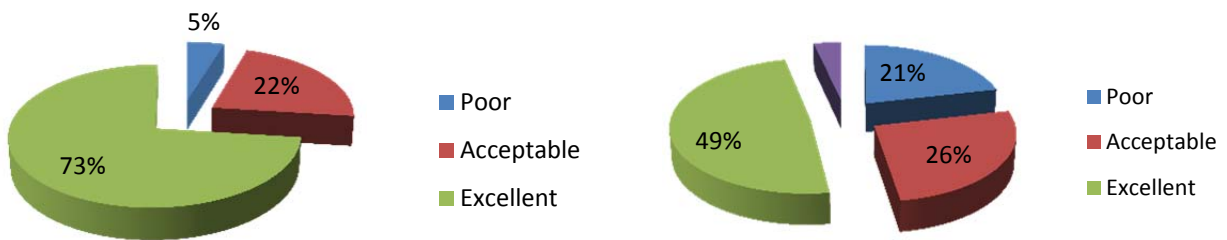
Experience with Arbitration Program Staff, All Programs

Pre-Decision



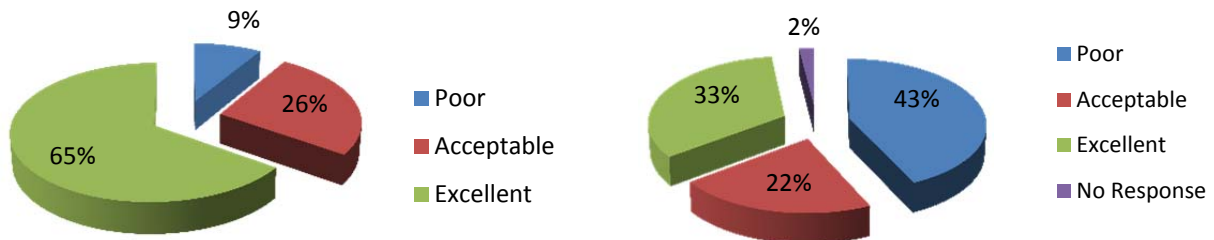
Experience with Arbitration Program Staff, BBB AUTO LINE

Pre-Decision



Experience with Arbitration Program Staff, CDSP

Pre-Decision



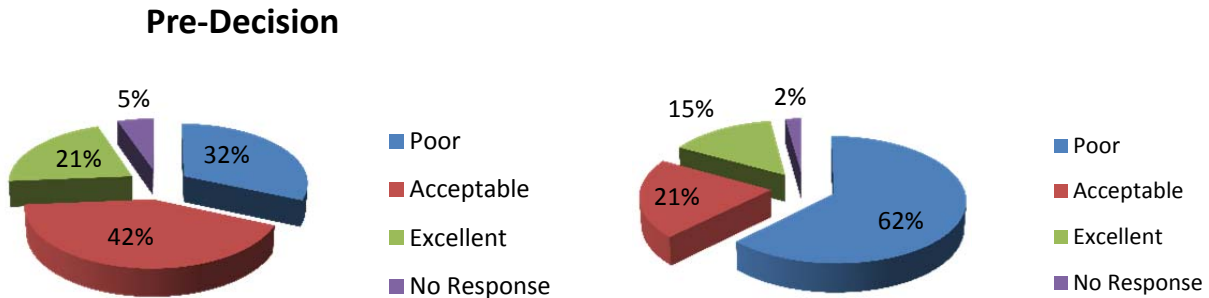
For all certified arbitration programs in California, consumers were asked to rate their experience with the arbitration program staff as excellent, acceptable or poor in the post-decision survey. Fifty-eight or 43% of the consumers rated their experience as excellent (a

decrease from 48% in 2012) and 33 (24%) indicated the process was acceptable, while 40 (29%) rated it as poor. Five or 4% of the consumers did not respond to this question.

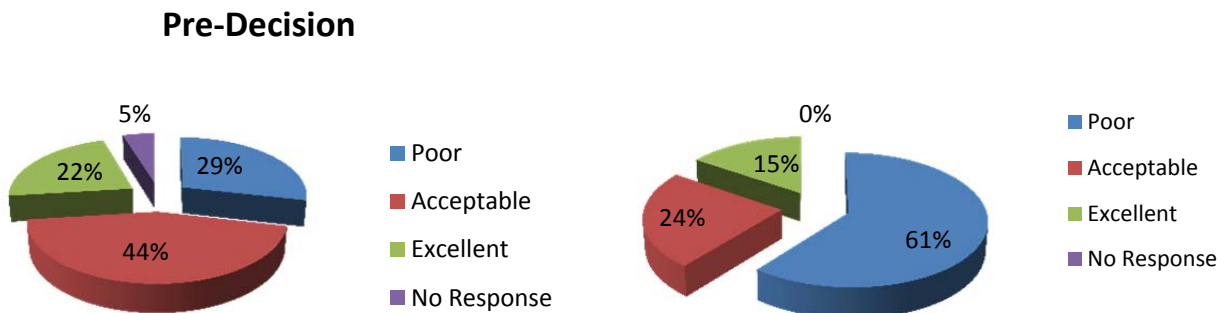
The same question was asked prior to a decision being rendered. Seventy-seven or 68% of the consumers rated their experience as excellent (a decrease from 79% in 2012) and 29 (25%) indicated the process was acceptable, while 8 (7%) rated it as poor (an increase from 3% from 2012).

Five consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the five pre-decision surveys, three consumers rated their experience as excellent while the other two rated acceptable and poor respectively. The consumer of the post decision survey answered not applicable.

Experience with Vehicle Manufacturer's Representative, All Programs

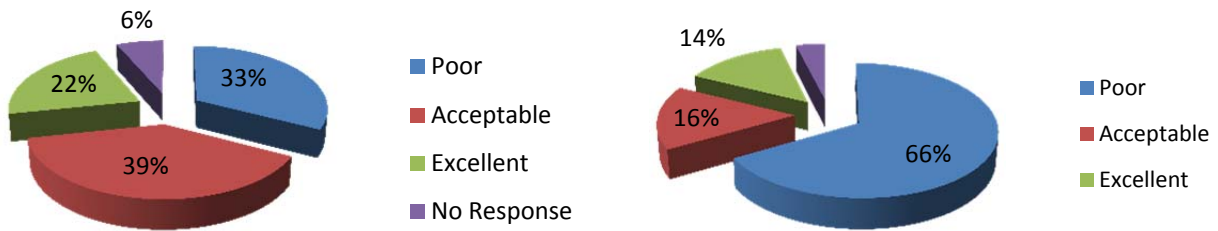


Experience with Vehicle Manufacturer's Representative, BBB AUTO LINE



Experience with Vehicle Manufacturer's Representative, CDSP

Pre-Decision



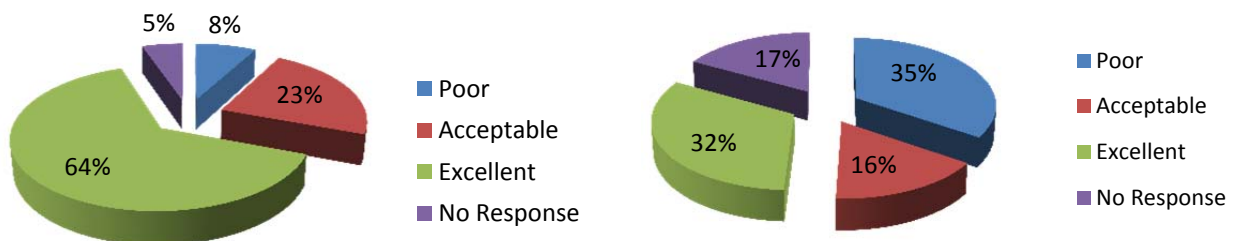
Consumers were also asked to rate their experience with the vehicle manufacturer's representative. Twenty or 15% of consumers indicated that the experience was excellent (a slight decrease from 16% in 2012) and 28 (21%) indicated that the experience was acceptable, while 85 (62%) indicated it was poor (an increase from 49% in 2012). Three or 2% of the consumers did not respond to this question.

The same question was asked prior to a decision being rendered. Twenty-four or 21% of consumers rated their experience as excellent (a slight decrease from 20% in 2012) and 48 (42%) indicated the process was acceptable, while 36 (32%) rated it as poor (similarly to the 32% in 2012). Six or 5% of consumers did not respond to this question.

Five consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the five pre-decision surveys, three consumers rated their experience as poor while the other two rated acceptable. The consumer of the post decision survey answered not applicable.

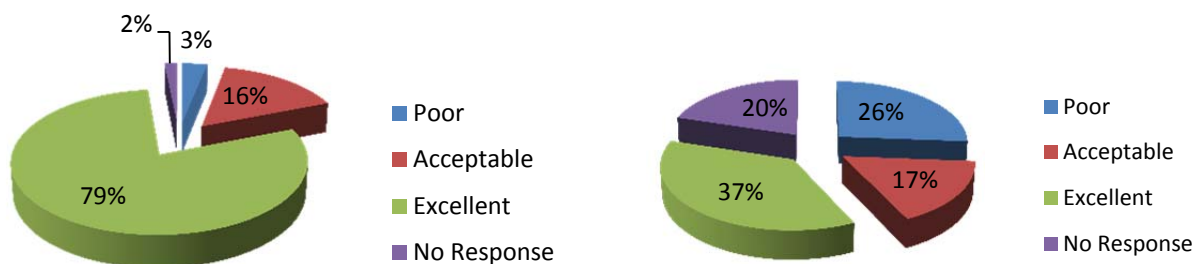
Experience with Arbitrator, All Programs

Pre-Decision



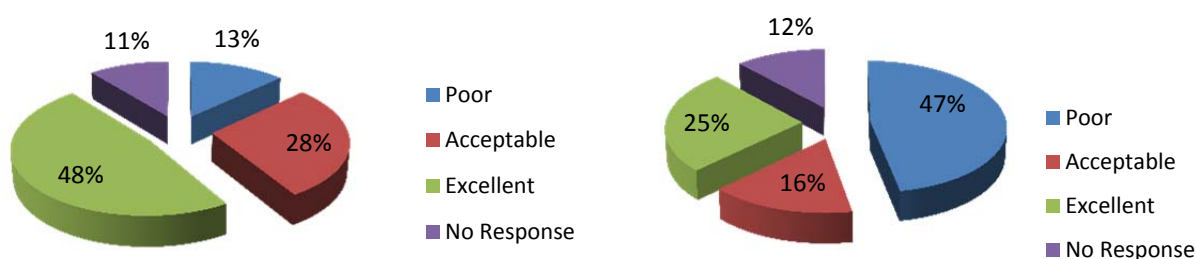
Experience with Arbitrator, BBB AUTO LINE

Pre-Decision



Experience with Arbitrator, CDSP

Pre-Decision



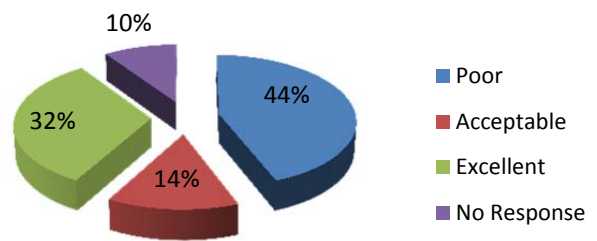
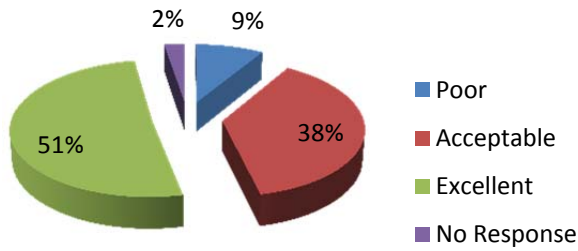
Consumers were then asked to rate their experience with the arbitrator. Forty-four or 32% of the consumers indicated that the experience was excellent (a decrease from 38% in 2012) and 22 (16%) indicated that it was acceptable, while 47 (35%) indicated it was poor. Twenty-three or 17% of the consumers did not respond to this question.

The same question was asked prior to a decision being rendered. Seventy-three (73) or 64% of the consumers rated their experience as excellent (a decrease from 71% in 2012) and 26 (23%) indicated the process was acceptable, while 9 (8%) rated it as poor (an increase from 5% in 2012). Six (6) or 5% did not respond to this question.

Five consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the five pre-decision surveys, three consumers rated their experience as acceptable while the other two rated excellent and poor respectively. The consumer of the post decision survey answered poor.

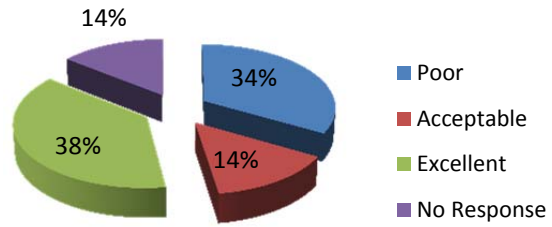
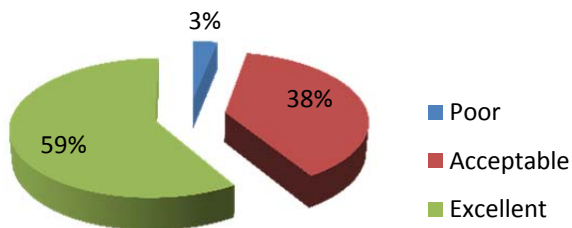
Experience with Entire Arbitration Process, All Programs

Pre-Decision



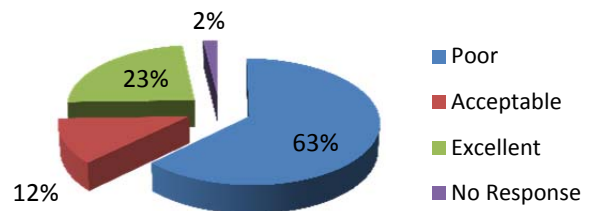
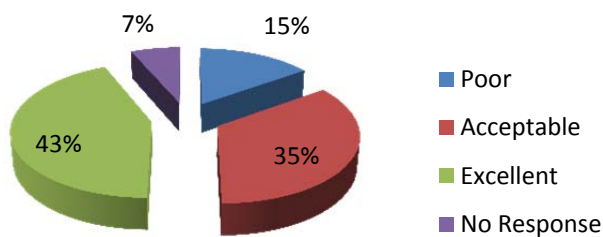
Experience with Entire Arbitration Process, BBB AUTO LINE

Pre-Decision



Experience with Entire Arbitration Process, CDSP

Pre-Decision



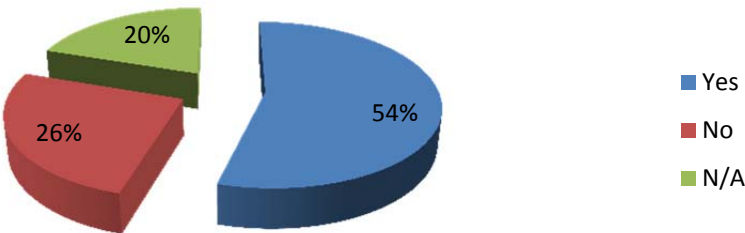
Finally, consumers were asked to rate their experience with the entire arbitration process. Forty-four or 32% of the consumers indicated that the experience was excellent (a slight decrease from 34% in 2012) and 19 (14%) indicated that it was acceptable, while 60 (44%)

indicated it was poor (a slight decrease from 46% in 2012). Thirteen (13) or 10% of the consumers did not respond to this question.

The same question was asked prior to a decision being rendered. Fifty-eight or 51% of the consumers rated their experience as excellent (a decrease from 59% in 2012) and 43 (38%) indicated the process was acceptable, while 10 (9%) rated it as poor (a slight increase from 7% in 2012). Three (3) or 2% did not respond to this question.

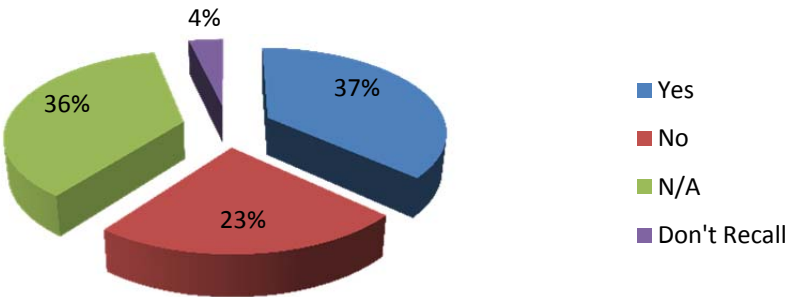
Five consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the five pre-decision surveys, three consumers rated their experience as acceptable while the other two rated excellent and poor respectively. The consumer of the post decision survey answered acceptable.

Were you informed that the settlement or mediation process was a voluntary process?



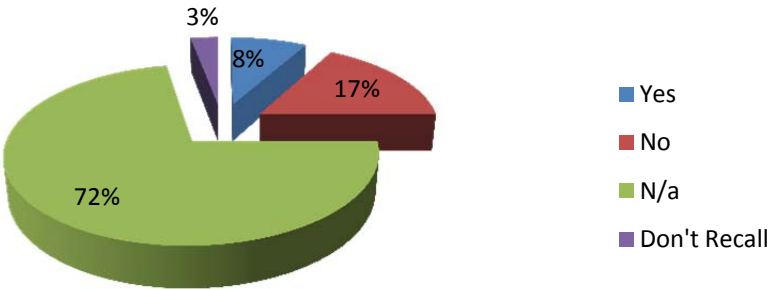
In addition to asking consumers about their experience with various parties of the process, ACP also asked consumers whether they were informed of certain procedures. Consumers were asked that if they participated in a settlement or mediation process after applying for arbitration, were they informed that it was a voluntary process. Of the 136 responses, 74 (54%) indicated that were informed while 35 (26%) stated they were not informed. The remaining 27 consumers (20%) answered not applicable.

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



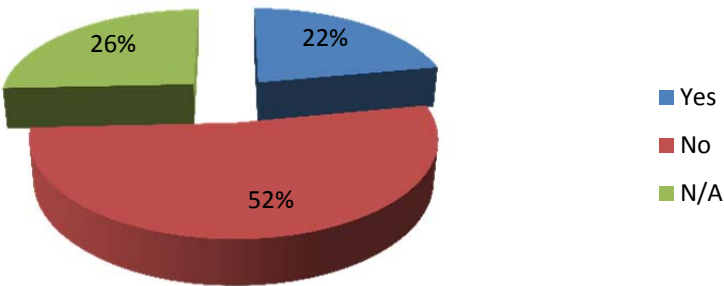
Consumers were asked if the manufacturer performed the award within the 30 days after the award was accepted. 50 (37%) consumers stated the award was performed within 30 days while 32 (23%) answered it was not. The remaining 54 consumers don't recall or answered not applicable.

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



As a follow up to the previous question, ACP asked consumers if they had agreed to the delay if the performance of the award was over 30 days. Only 11 (8%) consumers agreed while 23 (17%) did not agree to the delay. The remaining 102 consumers don't recall or answered not applicable

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



Lastly, consumers were asked if they knew they could reapply for arbitration by obtaining an additional warranty repair. Of the 136 responses, 52% (71 consumers) indicated that they were not aware of this while 22% (30 consumers) were aware you could reapply with an additional warranty repair. This was not applicable to 26% (35 consumers) who completed the survey.

DATA BY MANUFACTURERS

The questionnaire data in the 2013 Consumer Satisfaction Survey has been arranged by each manufacturer's state-certified arbitration program. The survey illustrations include those manufacturers with ten or more consumers 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	Number of Consumers
Aston Martin North America	BBB AUTO LINE	0
Ferrari North America, Inc.	BBB AUTO LINE	0
Isuzu Motors America, Inc.	BBB AUTO LINE	0
Jaguar Land Rover North America, LLC	BBB AUTO LINE	3
Lamborghini America, LLC	BBB AUTO LINE	0
Lotus Cars	BBB AUTO LINE	0
Maserati North America, Inc.	BBB AUTO LINE	0
Mazda North American Operations	BBB AUTO LINE	2
Workhorse Custom Chassis	CAP-Motors	0
Airstream, Inc.	CAP-RV	0
Thor Motor Coach, Inc.	CAP-RV	0
Winnebago Industries, Inc.	CAP-RV	0
Tesla Motors, Inc.	CDSP	0

Moreover, question number 1 in both surveys pertains to the consumers' 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 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received four responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 23 consumers. Of these 23 consumers, 5 (22%) responded to the survey. This is a slight increase from the 21% received in 2012. The post-decision survey consisted of 10 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 surveys. A narrative is included to represent the results of this consumer.

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

One consumer responded yes, while four responded no.

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

Three consumers responded with owner's manual, while one responded with other.

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?

Three consumers stated they were informed it was a voluntary process, while one consumer stated they were not and one answered not applicable.

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

Three consumers to the pre-decision survey indicated that the BBB AUTO LINE staff was excellent while one consumer indicated poor.

Two consumers to the post-decision survey indicated that the BBB AUTO LINE staff was excellent while one consumer indicated acceptable and one consumer indicated poor.

The following comments were provided on the post-decision survey regarding BBB AUTO LINE staff:

- BBB Council said BBB trained arbitrators but did not responsible for what they did. Arbitrators could what they wanted.

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

Two consumers to the pre-decision survey indicated that the Manufacturer's Representative was acceptable while two consumers indicated poor.

One consumer to the post-decision survey indicated that the Manufacturer's Representative was excellent while one consumer indicated acceptable and three consumers indicated poor.

The following comments were provided on the post-decision survey regarding the Manufacturer's Representative:

- Manufacturer violated the warranty policy, deleted car inspection records and did their best to cover car defects
- Took too long to call back and wasted too much time They failed to address my concerns and have yet to find the root cause of the problem
- Good job, thank you.

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

Three consumers to the pre-decision survey indicated that the Arbitrator was excellent while one consumer indicated poor.

One consumer to the post-decision survey indicated that the Arbitrator was acceptable while two consumers indicated poor and two consumers indicated not applicable.

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

- Arbitrator lied in front of car defect facts and played games with customers
- The arbitrator is an incompetent judge

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

Two consumers to the pre-decision survey indicated that the entire arbitration process was excellent while one consumer indicated acceptable and one consumer indicated poor.

Two consumers to the post-decision survey indicated that the entire arbitration process was acceptable while two consumers indicated poor and one consumer indicated not applicable.

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

- Arbitration is a legal process, not a game. Arbitrator shall respect facts and be fair.

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

Two consumers reported the award not being performed within 30 days after accepting the decision, while three consumers responded not applicable.

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

Two consumers reported they did not agree to the delay, while three responded not applicable.

10. If your claim was denied,

A. Did you pursue legal action?

Two consumers stated they pursued legal action, while one consumer did not and two consumers responded not applicable

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

One consumer stated they knew they could reapply for arbitration after an additional warranty repair, while four consumers stated that did not know.

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

- Arbitration shall setup based on US safety laws. BBB AUTO LINE shall be responsible for what arbitration is and what arbitrators do.
- Hire some younger arbitrators in their 40s and 50s, not the 70s and 80s that you have.
- The process was fine

Results of Consumers Completing Both Pre & Post Surveys

One consumer completed both the pre and post-decision surveys. The consumer did not receive an award.

The following bullet point indicates the consumer's answers on the pre and post-decision surveys for the satisfaction with BBB AUTO LINE STAFF (Pre-decision listed first):

- Consumer A: excellent ; poor

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Manufacturer Representative (Pre-decision listed first):

- Consumer A: acceptable ; poor

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Arbitrator (Pre-decision listed first):

- Consumer A: excellent ; poor

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the entire arbitration process (Pre-decision listed first):

- Consumer A: excellent ; poor

BBB AUTO LINE
BENTLEY MOTORS, INC.

Bentley Motors, Inc.

In 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. For the post-decision survey, the ACP contacted one consumer. The consumer contacted responded to the survey. The post-decision survey consisted of 10 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

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

The consumer responded yes.

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

The consumer responded other.

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 stated they were not 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?

The consumer rated their experience as poor.

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

The consumer rated their experience as poor.

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

The consumer rated their experience as poor.

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

The consumer rated their experience as poor.

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

The consumer answered not applicable.

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

The consumer answered not applicable.

10.If your claim was denied,

A. Did you pursue legal action?

The consumer provided a yes response.

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

The consumer provided a no response.

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

- Should speak to the person that is experiencing the issues with the vehicle.

BBB AUTO LINE

BMW OF NORTH
AMERICA, LLC

(INCLUDES MINI COOPER)

BMW of North America (BMW and Mini Cooper)

In 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received six (6) responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 17 consumers. Of these 17 consumers, 6 (35%) responded to the survey. The post-decision survey consisted of 10 questions designed to ascertain consumer's 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 consumers.

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

Of the six consumers, one knew about California's Lemon Law prior to purchasing the vehicle while the other five did not.

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

Each consumer learned about the arbitration program application from a variety of sources: the manufacturer's representative, vehicle owner's or warranty manual, on-line, attorney, dealership, small claims court, family member.

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?

Three of the consumers stated they were informed settlement and mediation discussions are voluntary on their part, while two were not informed. One indicated not applicable.

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

In the pre-decision survey, all six (100%) consumers rated their experience with the BBB AUTO LINE staff as excellent. The following are comments made by the consumers:

- Very professional and responsive.
- They were really awesome and helpful.

In the post-decision survey, one consumer rated their experience with the BBB AUTO LINE staff as poor. The remaining five responded excellent. The following are comments made by the consumers:

- The arbitrator was knowledgeable and the environment where the arbitration was held was welcoming and knowledgeable.
- Highly professional
- Your company was excellent, I am glad your company exists, otherwise the auto company never answers your questions.

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

In the pre-decision survey, four consumers rated their experience with the Manufacturer's Representative as acceptable. One rated poor and another excellent.

In the post-decision survey, after receiving the arbitrator's hearing decision, five consumers conveyed their experience with the Manufacturer's Representative as poor, while one indicated excellent. The following are comments made by the consumers:

- The representative was unprepared, didn't seem to know some of the fundamental facts about the case.
- Manufacturer did not respond until the day of the hearing.
- When I applied for this matter, company doesn't give me answer and on the application, there is no telephone number.

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

In the pre-decision survey, five consumers rated the Arbitrator as excellent, and one indicated not applicable.

In the post-decision survey, two consumers rated the Arbitrator as excellent; one rated acceptable; and three indicated not applicable. The following are comments made by the consumers:

- Fair and pleasant individual.
- Manufacturer offered a settlement at the arbitration hearing. So no need for arbitration.
- Representative was excellent.

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

In the pre-decision survey, five consumers rated their experience with the entire arbitration process as excellent, while one indicated acceptable. The following are comments made by the consumers:

- Thank you specifically to the BBB for being timely and prompt in handling this case.
- Feels like someone pays attention when manufacturer said no.

In the post-decision survey, four consumers rated the arbitration process as excellent, while one rated poor. The following is a comment made by one of the consumers:

- In my opinion, this was the only way to engage the manufacturer.

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

Five consumers affirmed the manufacturer complied with the performance of the award within the 30-day timeframe, while one indicated no.

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

The consumer who affirmed the manufacturer exceeded the 30-day performance of the award did not agree to the delay.

10. If your claim was denied,

A. Did you pursue legal action?

All consumers gave a reply of not applicable.

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

Two consumers indicated they were aware of the arbitration re-filing option, while one indicated no.

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

- None. I love the protection.
- Follow up after the decision has been made.
- Ensure the program actually works with consumers. It was clear the representative only cared about the manufacturer's response. Program is poor example of protecting consumers.
- The BBB representative who was responsible for my case had told me they would be present at the arbitration, but he wasn't.

- REQUIRE the manufacturer to respond or give a position on the matter as soon as the claim is filed. As it stands, the manufacturer can remain un-responsive until the last moment. Wasting everybody else's time.

Results of Consumers Completing Both Pre- & Post-Decision Surveys

Three consumers answered both the pre-decision and post-decision surveys. Consumers A and B received an award. Consumer C's claim was settled during the arbitration hearing.

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the experience with the BBB AUTO LINE staff (pre-decision listed first):

- Consumer A: excellent, excellent
- Consumer B: excellent, excellent
- Consumer C: excellent, excellent

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the satisfaction with the Manufacturer's Representative (pre-decision listed first):

- Consumer A: poor, poor
- Consumer B: acceptable, poor
- Consumer C: acceptable, poor

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the satisfaction with the Arbitrator (pre-decision listed first):

- Consumer A: excellent, acceptable
- Consumer B: excellent, excellent
- Consumer C: not applicable, not applicable

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the experience with the entire arbitration process (pre-decision listed first):

- Consumer A: acceptable, not applicable
- Consumer B: excellent, excellent
- Consumer C: excellent, excellent

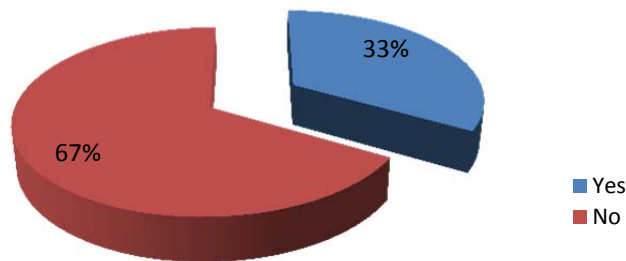
BBB AUTO LINE

FORD MOTOR COMPANY

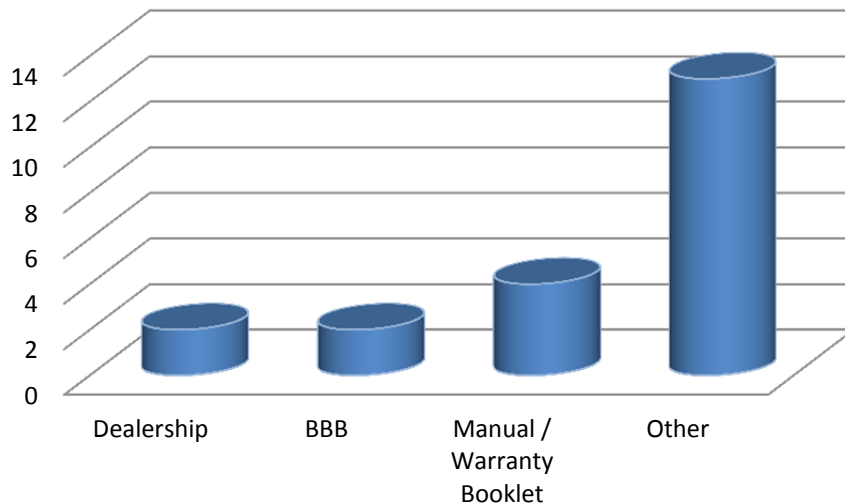
Ford Motor Company

In 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 14 responses to the pre-decision survey. For the post-decision survey the ACP contacted 108 consumers. Of these 108 consumers, 21 (19%) responded to the survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. The post-decision survey consisted of 10 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.

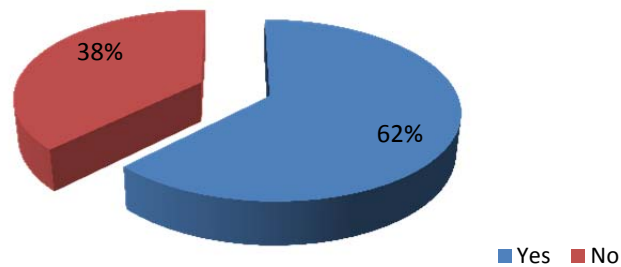
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



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

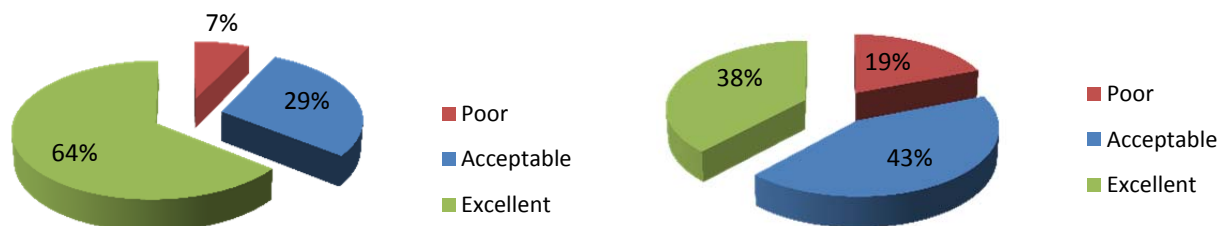


4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?



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

Pre-Decision



Consumers expressed very high satisfaction with BBB AUTO LINE staff, in both the pre and post-decision surveys. Of the 35 surveys, 30 (86%) indicated acceptable or excellent satisfaction with BBB AUTO LINE staff.

The following comments were provided on the pre-decision survey regarding BBB AUTO LINE staff:

- Everyone has been very professional, organized and helpful
- All staff I have dealt with were easy to speak to and helpful
- Delivery of documents via email would be nice
- A little shaky at the start but then the process started to work
- Did not receive the Manufacturer Response Form

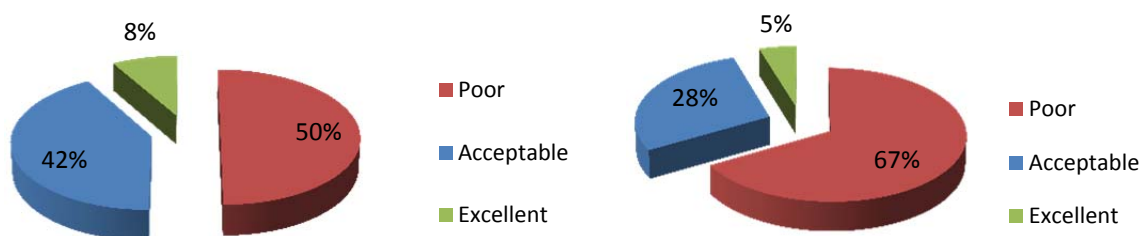
- BBB representative was hard to get a hold of. They would either be out of the office or would not call back

The following comments were provided on the post-decision survey regarding BBB AUTO LINE staff:

- BBB did the minimum to make the process seem plausible
- Unacceptable. A beginning law student could have helped us seniors better
- Email attachments were hard to open. It was difficult to contact someone
- The process appeared to be one-sided. BBB seemed to always side with the manufacturer. In fact, not all my information was sent to the arbitrator
- BBB did the minimum
- It was quick. BBB representatives were very timely and polite
- They are paid by the auto manufacturers

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

Pre-Decision



Consumers had a lower level of satisfaction with the Manufacturer's Representative in the post-decision survey compared to the pre-decision survey.

The following comments were provided on the pre-decision survey regarding the Manufacturer's Representative:

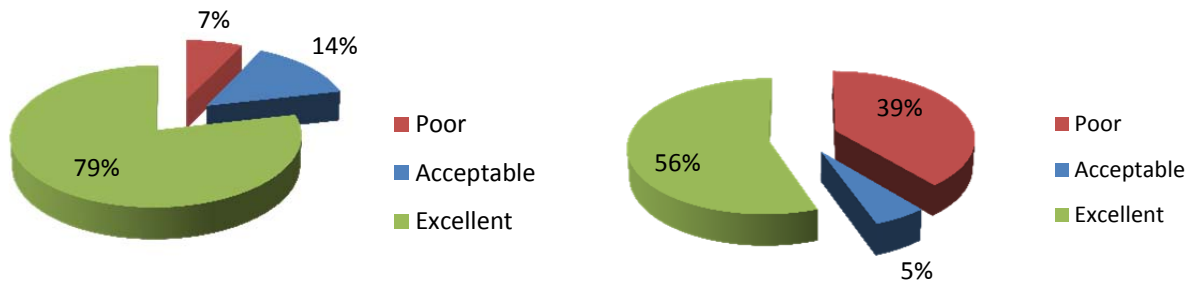
- Seems that everything they had to say was written out and they didn't have anything to say outside of that
- Didn't take me seriously and I had to do a lot of work
- I sent a certified letter and was never provided a response to that letter

The following comments were provided on the post-decision survey regarding the Manufacturer's Representative:

- They didn't even show up, except by phone. They were not prepared with (or sent) the documents I prepared, so there was a half hour of faxing involved
- I had to keep calling them to get a response. I spent long hours on the phone explaining things multiple times, but they were nice
- Entire history with Ford was one of a) making excuses b) accusing others of being the problem, e.g. the company that makes the charger installed, and c) using very frustrating and nonproductive procedures to handle customer complaints
- The manufacturer's representative delayed at each step of the process, e.g. waited a full week after the decision to comply. They said the dealer could provide a copy of the purchase agreement (b/c the version provided by the BBB was illegible) but did not contact me when the dealer didn't cooperate. They delayed informing me of a problem with the lease copy I provided. They delayed providing the payment worksheet to me. They failed to notify the dealer of the inspection/buyback., which I did four days before the deadline. They changed the inspection/transfer of payment procedure 3 times. They asked for a ten day extension to comply (which I denied) 3 days before the deadline. They failed to comply by the deadline. They asked for an extension 3 days after missing the deadline
- Lack of communication
- The worst experience of my life. They stalled the process
- The Ford representative said that they had no authority to talk with me and try to reach an agreement before arbitration
- Polite but disinterested
- Poor responsiveness. Never returned numerous phone calls. Delayed email responses. Disrespectful behavior at arbitration
- Typical big business attitude

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

Pre-Decision



Consumers had a substantially more favorable view (93% excellent/acceptable pre versus 61% excellent/acceptable post) of the arbitrator prior to receiving their decision.

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

- Professional and articulate
- I feel they gave me the time to state my case. I felt comfortable with their guidance
- I felt a little intimidated by the arbitrator. They are an attorney and I felt they were more on the manufacturer's side
- I felt listened to and believed

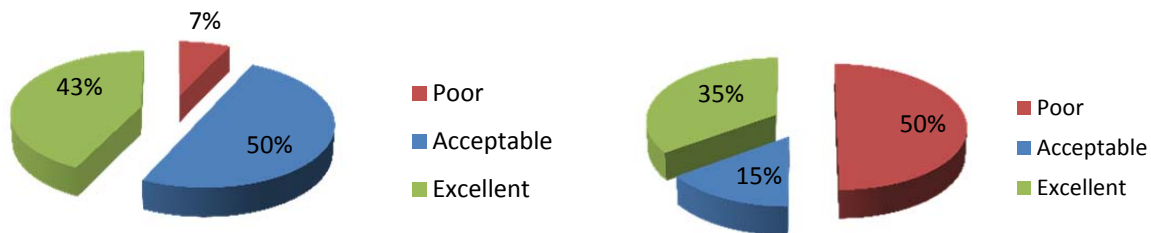
The following comments were provided on the post-decision survey regarding the arbitrator:

- It was very weird in the test drive. I did not know what to show them on things that occasionally occurred
- Very professional, but completely oblivious to or uninterested in the support documentation I provided
- The arbitrator seemed to be receptive upon hearing of my problems with the car and with Ford but then apparently ignored this data when making their findings
- The arbitrator listened to what I said and asked reasonable questions of me and the manufacturer's agent. They issued a reasoned opinion within a week of the hearing

- Great, very thorough
- The arbitrator seemed to be supportive of Ford
- My arbitrator had zero automotive knowledge and their advice regarding a backup camera not working was to make sure my kids were out of the way
- Thorough and fair

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 (93% excellent/acceptable pre versus 50% excellent/acceptable post) of the entire arbitration process prior to receiving their decision.

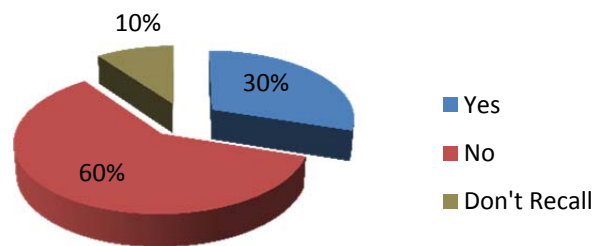
The following comments were provided on the pre-decision survey regarding the entire arbitration process:

- Well organized, understandable process
- Lack of direction. Would like to know the common pitfalls of consumers
- Process is a little nerve racking
- I am not confident that it is a neutral process
- Excellent so far
- I wish there were more examples online to help consumers better prepare and know what to expect. Everyone else in the room had done this before

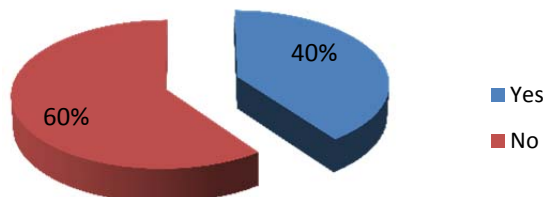
The following comments were provided on the post-decision survey regarding the entire arbitration process:

- The BBB is “owned” by Ford Motor Company, in that it is a “pay-for-play” scam. Ford is one of BBB’s biggest patrons. How could I have stood a chance?
- Entire BBB process is underwritten by the manufacturer and was therefore a charade
- The process was biased at best. I felt as if I should have skipped the arbitration hearing as none of my evidence/testimony was taken into account
- BBB was good but entire process is flawed

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

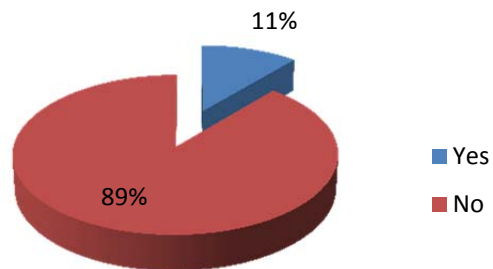


B. If the performance of the award was over 30 days, did you agree to the delay?

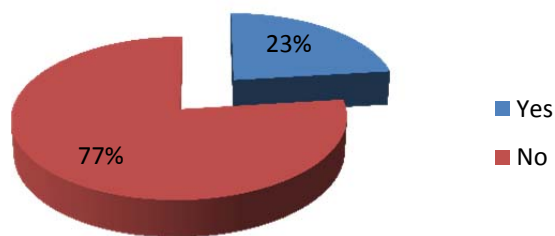


10. If your claim was denied,

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?

- Possibly better documentation of process and rights post-decision. No one to speak with once decision was made. Some direction post hearing would be very helpful
- Outside mechanic to test and approve work done
- BBB could become an independent, nonbiased organization. I was never told I could phone in as well
- Remove involvement of manufacturers and their representatives from the process

- The arbitration staff was unable to receive documents by email apparently because the staff had no ability to print out emails and scan them to the file, although I am not sure why the original email document couldn't be attached to the file. They requested everything be snail-mailed or faxed. It is much easier in the 21st century to scan and email documents. Update BBB AUTO LINE facilities to allow consumers to do so would be much more convenient
- Needs to be better explained overall
- Clear process of what will happen during and after BBB involvement
- Better customer service from Ford
- I would not have BBB over the system. It appears they are biased because they are paid by the auto company. I would prefer either AAA or the State run the program
- Florida has a model program sponsored/run by the State whereby consumers have a real alternative to filing a case in state or federal court to seek a remedy for a lemon
- BBB could be more responsive before and during arbitration process
- System is flawed. Heavily leans toward manufacturers
- Have the car taken to an independent shop, and have a mechanic assess the car

Analysis of Consumers Completing Both Pre & Post Surveys

None of the consumers who completed the survey took both a pre and post survey.

Comparison to 2012 Consumer Satisfaction Survey

A comparison between the results of the 2013 and 2012 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decreased response rate in 2013. In 2012 30% of consumers responded to the survey, while 19% responded in 2013.
- The BBB AUTO LINE staff has consistently received high remarks for consumer satisfaction. In 2012 92% of consumers indicated "acceptable" or "excellent" satisfaction with BBB AUTO LINE staff, while, in 2013, 86% of consumers reported this level of satisfaction

It appears that overall satisfaction with the entire arbitration process remained the same in 2013 for pre decisions surveys, but dipped significantly in the post-decision survey:

- In 2012 90% of pre-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2013, 93% of consumers reported this level of satisfaction
- In 2012 65% of post-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2013, 50% of consumers reported this level of satisfaction

BBB AUTO LINE saw a small decrease in consumer’s awareness of the voluntary nature of the settlement process. In 2013, 62% of consumers indicated on Question 3 that they were informed that the mediation process was voluntary, compared to 68% in 2012.

The following responses reflect consumers’ experience after receiving an arbitrator’s award:

- In 2013, 30% of consumers indicated that the manufacturer performed the award within 30 days, compared to 35% of consumers in 2012
- In 2013, 40% of consumers reported that they agreed to extend the timeframe for compliance beyond 30 days, compared to 16% in 2012

In 2013, consumers were more aware of their right to request an additional repair attempt and then reapply for arbitration through BBB AUTO LINE. In 2013, 23% of consumers indicated that they were aware of this right, compared to 16% in 2012.

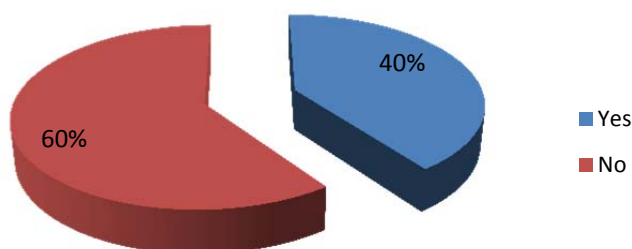
BBB AUTO LINE
GENERAL MOTORS
CORPORATION

General Motors Corporation

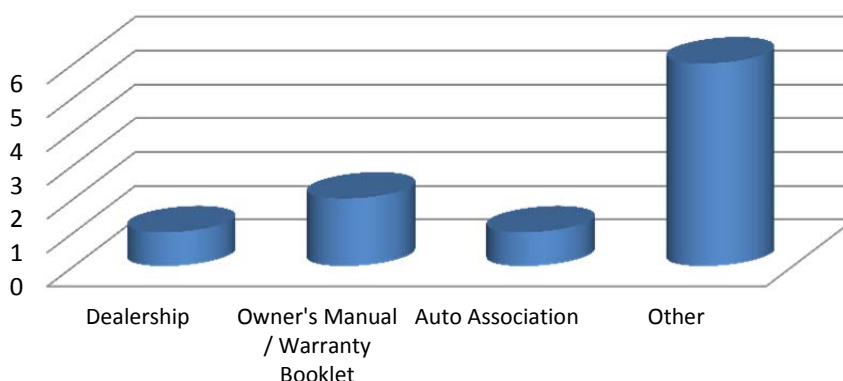
In 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received seven responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 30 consumers. Of these 32 consumers, 10 (31%) responded to the survey. This is an increase from the 13% received in 2012. The post-decision survey consisted of 10 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, one consumer completed both pre and post-decision surveys. A narrative is included to represent the results of this consumer.

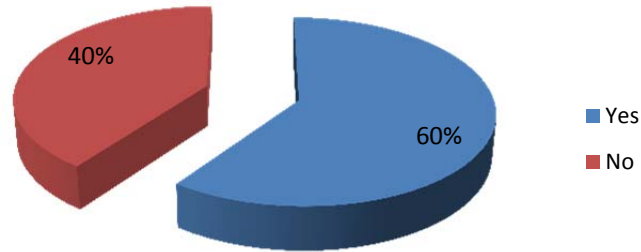
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



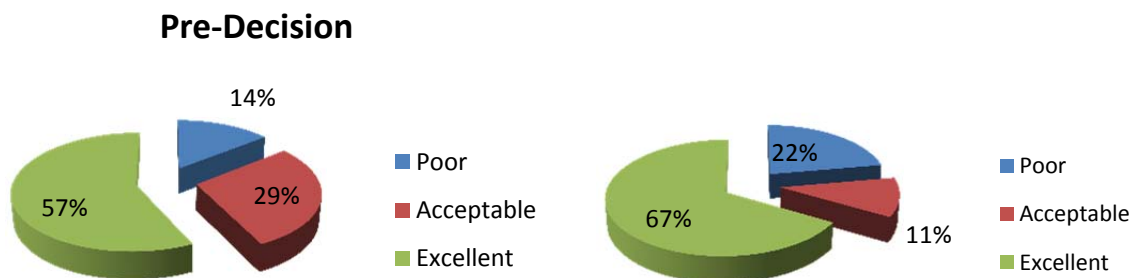
3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



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?



Consumers expressed very high satisfaction with BBB AUTO LINE staff, in both the pre and post-decision surveys.

The following comments were provided on the pre-decision survey regarding BBB AUTO LINE staff:

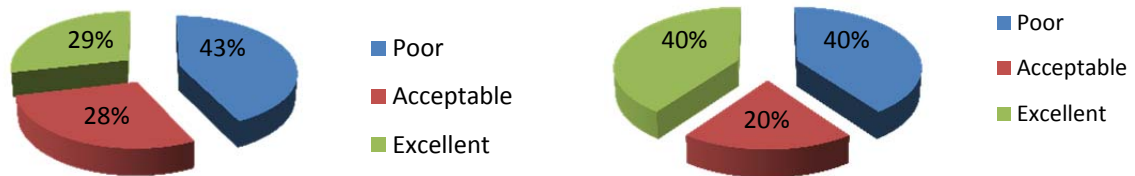
- I am very happy I decided to use BBB
- BBB did make the process run smooth and effective
- Staff seemed unhelpful

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

- Awesome...thank you very much
- Very smooth process
- I am still dealing with the problem

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

Pre-Decision



Consumers expressed similar satisfaction with the Manufacturer's Representative in both pre and post surveys.

The following comment was provided on the pre-decision survey regarding the Manufacturer's Representative:

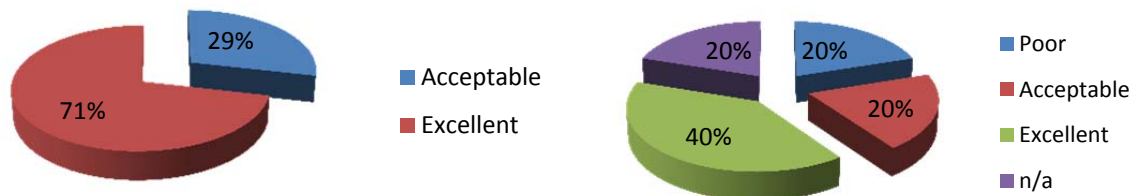
- Did not respond to our stated concerns

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

- Dragged feet on settlement
- Awesome....thank you very much
- Comedy of errors from top to bottom in every department
- Nice people. Process seemed transparent
- Not helpful

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

Pre-Decision



Consumers expressed similar dissatisfaction with the Arbitrator in both pre and post surveys.

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

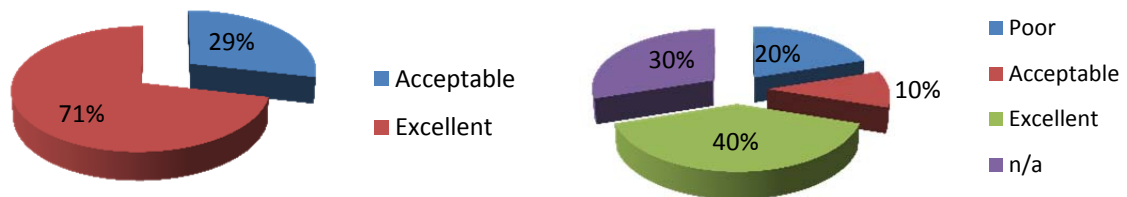
- Seemed impartial
- Arbitrator was non-bias and very professional

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

- Very fair – impressed
- I feel he didn't go over all the work orders

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

Pre-Decision

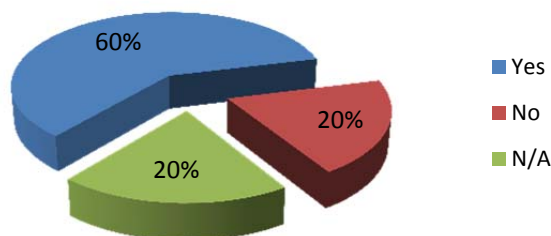


Consumers expressed a varied response with the entire arbitration process in both pre and post surveys.

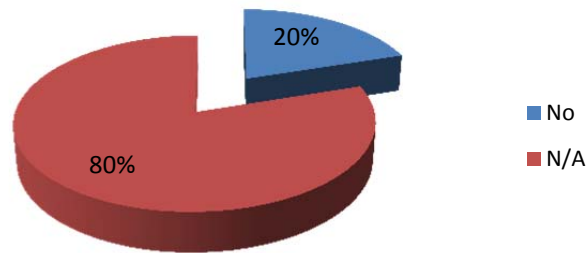
In the post-decision survey, consumer made the following comment:

- Good job

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

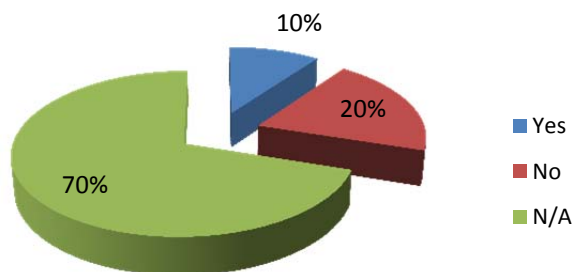


A. If the performance of the award was over 30 days, did you agree to the delay?

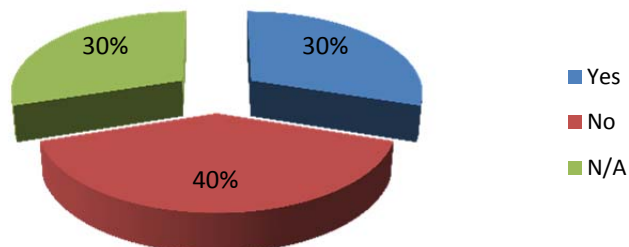


10. If your claim was denied,

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.

- Send out arbitration book at the time of application, not after arbitration process is complete
- None, had excellent service from both sides

Results of Consumers Completing Both Pre & Post Surveys

One consumer completed both the pre and post-decision surveys. This consumer did receive an award.

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with BBB AUTO LINE STAFF (Pre-decision listed first):

- Consumer A: poor ; acceptable

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Manufacturer Representative (Pre-decision listed first):

- Consumer A: poor ; excellent

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Arbitrator (Pre-decision listed first):

- Consumer A: acceptable ; acceptable

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the entire arbitration process (Pre-decision listed first):

- Consumer A: acceptable ; acceptable

Comparison to 2012 Consumer Satisfaction Survey

A comparison between the results of the 2013 and 2012 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw an increase response rate in 2013. In 2012, 13% of consumers responded to the survey, while 31% responded in 2013
- The BBB AUTO LINE staff received a slight decrease in excellent remarks for consumer satisfaction. In 2012, 75% of post-survey consumers indicated "excellent" satisfaction with BBB AUTO LINE staff, while, in 2013, 67% of consumers reported this level of satisfaction
- The ACP saw a decrease in consumers being aware that the settlement or mediation process was a voluntary process. In 2012, 75% were aware while in 2013, 60% were aware of this voluntary process.

- The ACP saw an increase in consumers stating that their award was performed within 30 days (50% in 2012 and 60% in 2013).
- The ACP saw a decrease in consumers stating that they were not aware they could reapply in arbitration with an additional warranty repair. 75% were not aware in 2012 while in 2013, this percentage dropped to 40%.

BBB AUTO LINE
HYUNDAI MOTOR
AMERICA

Hyundai Motor America

In 2013, 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 staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 25 consumers. Of these 25 consumers, five (20%) responded to the survey. The post-decision survey consisted of 10 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-decision and post-decision surveys. A narrative is included to represent the results of these three consumers.

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

Three consumers responded yes, while two responded no.

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

Two consumers stated learning about applying for arbitration from the owner's manual or warranty booklet, one consumer from the dealership, one consumer from a friend and the other from a Google search.

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?

Three consumers indicated yes, while one responded no, and the other consumer indicated N/A.

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

Seven consumers to the pre-decision survey indicated that the BBB AUTO LINE staff was excellent and two responded acceptable.

Two consumers to the post-decision survey indicated the BBB AUTO LINE staff was excellent, two responded acceptable, while two responded poor.

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

- This is a professional service

- Most professional

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

- The arbitrator was not well versed in the laws. My car was at the dealership for numerous repairs (which were still not fixed when my case was heard) totaling over 30 days within 9 months of purchase
- I really felt this arbitration gave me a fair chance to represent myself in a comfortable environment
- Very professional

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

Three consumers to the pre-decision survey rated the Manufacturer Representative as excellent, four responded acceptable, one responded poor, while one responded N/A.

Two consumers to the post-decision survey indicated the Manufacturer Representative was excellent, while three responded poor.

The following comment was provided in the post-decision survey:

- The representative lied under oath, I tried repeatedly to submit evidence that he lied and was denied. I believe this greatly affected and effected my case

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

Eight consumers to the pre-decision survey rated the Arbitrator as excellent and one responded indicated poor.

Three consumers to the post-decision survey indicated the Arbitrator was excellent, while the other two consumers indicated poor.

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

- I did not get everything I claimed but I think the process was fair
- The arbitrator did a great job. Learned from them.
- As stated, he was not well versed in the laws. My car was at the dealership for electrical and mechanical repairs over 30 days within 9 months of purchase. Safety issues were dismissed

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

Six consumers to the pre-decision survey rated the entire arbitration process as excellent, while three responded acceptable.

Three consumers to the post-decision survey indicated the entire arbitration process was excellent, while the other two consumers indicated poor.

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

- Disappointed that BBB did not help me as a consumer. My car is a lemon and I am concerned for my safety and my family too
- I would like to thank everyone that helped me along with this process

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

One consumer reported the award being performed within 30 days after accepting the decision and two responded no.

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

One consumer responded no.

10. If your claim was denied,

a. Did you pursue legal action?

One consumer stated they did not pursue legal action and one consumer stated they did pursue legal action.

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

Four consumers stated they did not know they could reapply for arbitration by getting an additional warranty repair, while the other consumer answered N/A.

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:

- Customer service with BBB in California made up for the lack of customer service in Arlington, VA
- Simplify the paperwork and consider that your deadline terms do not reflect the distance between the east and west coasts

Analysis of Consumers Completing Both Pre & Post Surveys

Three consumers answered both the pre-decision and post-decision surveys. Consumers A and C received an award.

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the experience with the BBB AUTO LINE staff (Pre-decision listed first):

- Consumer A: excellent ; excellent
- Consumer B: excellent ; acceptable
- Consumer C: excellent ; excellent

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Manufacturer's Representative (Pre-decision listed first):

- Consumer A: excellent ; excellent
- Consumer B: acceptable ; poor
- Consumer C: excellent ; excellent

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Arbitrator (Pre-decision listed first):

- Consumer A: excellent ; excellent
- Consumer B: excellent ; excellent
- Consumer C: excellent ; excellent

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the experience with the entire arbitration process (Pre-decision listed first):

- Consumer A: excellent ; excellent
- Consumer B: excellent ; excellent
- Consumer C: excellent ; excellent

Comparison to 2012 Consumer Satisfaction Survey

A comparison between the results of the 2012 and 2013 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decreased response rate in 2013. In 2012, 32% of consumers responded to the survey, while 20% responded in 2013
- The BBB AUTO LINE staff continued to receive high remarks for consumer satisfaction. In 2012, 81% of consumers indicated "acceptable" or "excellent"

satisfaction with BBB AUTO LINE staff, as in 2013, with 83% of consumers reported this level of satisfaction

- It appears that satisfaction with the arbitrator decreased in 2013, specifically for consumers surveyed post-decision. In 2012, 81% of post-decision consumers indicated “acceptable” or “excellent” satisfaction with the arbitrator, while, in 2013, 60% of consumers reported this level of satisfaction

It appears that overall satisfaction with the entire arbitration process increased in 2013:

- In 2012, 87% of pre-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2013, 100% of consumers reported this level of satisfaction
- In 2012, 50% of post-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2012, 60% of consumers reported this level of satisfaction

BBB AUTO LINE

KIA MOTORS AMERICA

Kia Motors America

In 2013, 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 four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 11 consumers. Of these 11 consumers, five (45%) responded to the survey. The post-decision survey consisted of 10 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 surveys. A narrative is included to represent the results of this one consumer.

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

Two consumers responded yes, while two responded no and the fifth consumer did not provide a response.

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

Two consumers stated learning about applying for arbitration from the owner's manual or warranty booklet, one consumer from the dealership, another from the BBB and one consumer did not provide a response.

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

Two consumers responded yes, while two responded N/A and another did not provide a response.

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

The consumer to the pre-decision survey indicated that the BBB AUTO LINE staff was acceptable.

Two consumers to the post-decision survey indicated the BBB AUTO LINE staff was excellent, two responded acceptable, while one responded poor.

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

- I'm satisfied with the result but the BBB's arbitrary deadlines and duplicated paperwork was hard to beat
- I received poor customer service from reps/staff at Arlington, VA

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

The consumer to the pre-decision survey rated the Manufacturer Representative as poor.

Two consumers to the post-decision survey indicated the Manufacturer Representative was excellent, two responded acceptable, while the other consumer indicated poor.

The following comment was provided in the post-decision survey:

- Kia was not interested in providing any assistance or any business records

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

The consumer to the pre-decision survey rated the Arbitrator as acceptable.

Two consumers to the post-decision survey indicated the Arbitrator was excellent, one responded acceptable, while the other two consumers indicated N/A.

The following comment was provided in the post-decision survey:

- Good result but my information, if allowed to provide fully, could've helped other vehicle owners

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

The consumer to the pre-decision survey rated the entire arbitration process as acceptable.

Two consumers to the post-decision survey indicated the entire arbitration process was excellent, one responded acceptable, while the other two consumers indicated N/A.

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

- Kia was allowed too much leeway in spite of their providing wrong information or refusing to provide any information at all

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

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

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

The one consumer whose award was over 30 days did not agree to the delay.

10. If your claim was denied,

a. Did you pursue legal action?

One consumer stated they did not pursue legal action.

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

One consumer stated 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:

- Customer service with BBB in California made up for the lack of customer service in Arlington, VA
- Simplify the paperwork and consider that your deadline terms do not reflect the distance between the east and west coasts

Analysis of Consumers Completing Both Pre & Post Surveys

One consumer answered both the pre-decision and post-decision surveys. The consumer received an award.

The following bullet point indicates consumer's answers on the pre and post-decision surveys for the experience with the BBB AUTO LINE staff (Pre-decision listed first):

- Consumer A: acceptable ; acceptable

The following bullet point indicates consumer's answers on the pre and post-decision surveys for the satisfaction with the Manufacturer's Representative (Pre-decision listed first):

- Consumer A: poor ; poor

The following bullet point indicates consumer's answers on the pre and post-decision surveys for the satisfaction with the Arbitrator (Pre-decision listed first):

- Consumer A: acceptable ; acceptable

The following bullet point indicates consumer's answers on the pre and post-decision surveys for the experience with the entire arbitration process (Pre-decision listed first):

- Consumer A: acceptable ; acceptable

Comparison to 2012 Consumer Satisfaction Survey

A comparison between the results of the 2012 and 2013 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw an increased response rate in 2013. In 2012, 36% of consumers responded to the survey, while 45% responded in 2013
- The BBB AUTO LINE staff received high remarks for consumer satisfaction. In 2012, 63% of consumers indicated "acceptable" or "excellent" satisfaction with BBB AUTO LINE staff, while in 2013, 90% of consumers reported this level of satisfaction
- It appears that satisfaction with the arbitrator increased in 2013. In 2012, 75% of consumers indicated "acceptable" or "excellent" satisfaction with the arbitrator, while, in 2013, 80% of consumers reported this level of satisfaction

It appears that overall satisfaction with the entire arbitration process increased in 2013:

- In 2012, 100% of pre-decision consumers indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2013, 100% of consumers reported this level of satisfaction
- In 2012, 25% of post-decision consumers indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2013, 60% of consumers reported this level of satisfaction

BBB AUTO LINE

**NISSAN NORTH
AMERICA, INC.**

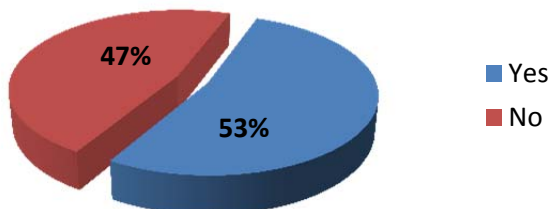
(INCLUDES INFINITI)

Nissan North America, Inc. (Nissan and Infiniti)

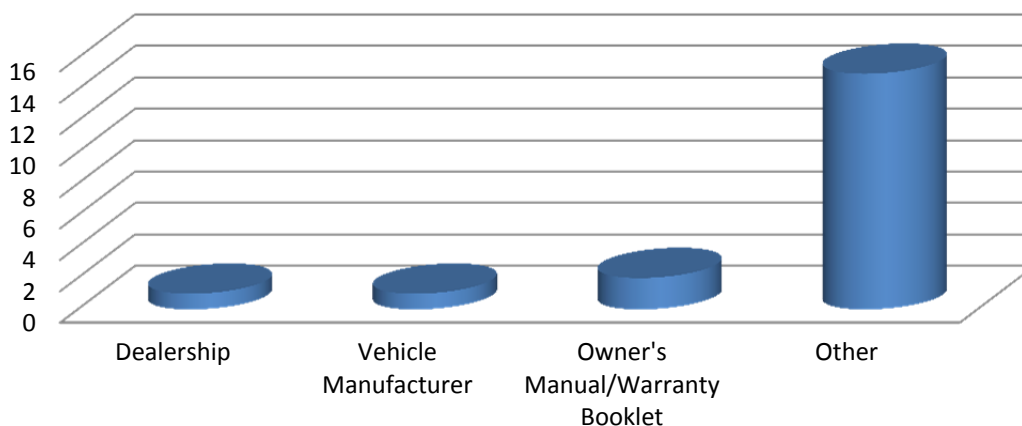
In 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 9 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, 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, 17 (33%) responded to the survey. The post-decision survey consisted of 10 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 result of the consumers.

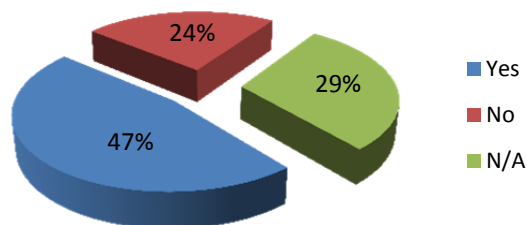
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



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?

Pre-Decision



Consumers expressed very high satisfaction with their experience with the BBB AUTO LINE staff in both the pre and post-decision surveys. Of the 26 pre- and post-survey responses, 21 (81%) of the consumers indicated “acceptable” or “excellent” satisfaction.

The following comments were provided on the pre-decision survey regarding the BBB AUTO LINE staff:

- The arbitrator was very polite and professional. They kept the hearing under control and was fair.
- The staff was friendly.
- I just wish the BBB representative was a little more responsive. I had to call them directly every time in order to find out the status of my case.

The following comments were provided on the post-decision survey regarding the BBB AUTO LINE staff:

- The manufacturer fixed the problem after complaining for more than 2 years.
- They don't help. I pushed for arbitration. They didn't submit my record to the arbitrator. They only submitted what they thought was helping the company.
- It took about 1 month to obtain a decision from the arbitrator, as opposed to the 3-7 business days it was supposed to take. Otherwise, excellent.
- Treated well and nice people.
- I was contacted by phone within 1 week of filing. I received correspondence within 1 week. They were very helpful.
- Quick service, friendly customer service. General rep could have been more detailed but, all in all, very satisfied with the outcome.

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



Prior to the arbitration hearing, 63% of the consumers were overall satisfied with their experience with the Manufacturer's Representative. After the hearing, the percentage declined slightly to 47%.

The following comments were provided on the pre-decision survey regarding the Manufacturer's Representative:

- They centered around my "modifications" to the vehicle, even though that was in the past. They kept repeating non-relevant information which I feel may have influenced the arbitrator.
- I didn't think he was adequately prepared.
- Rep was professional.

The following comments were provided on the post-decision survey regarding the Manufacturer's Representative:

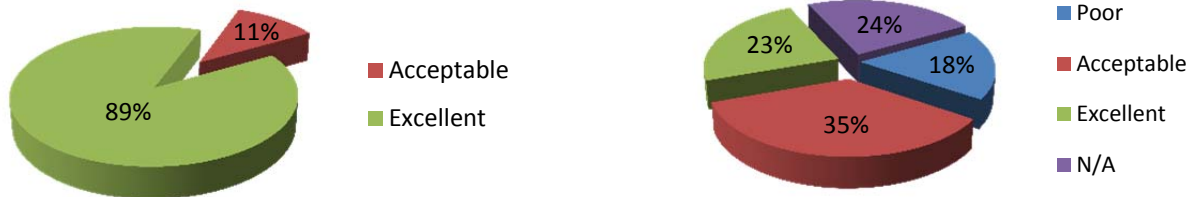
- Never listened to a word I said till I got my own lawyer involved.
- They offered me 1500 dollars and 5 years, 100K miles warranty before arbitration. The car still has problems. The mileage is still not accurate. I call them, and they told me it is your responsibility. They don't care. After arbitration, I didn't get any warranty or help.
- Neglect in providing customer service. Especially "INFINITI" BRAND CONSIDERED LUXURY VEHICLE and consumer demand to have intensive care of my car. But during the whole process of repair car or mediation, do not see

Man. Rep. giving us support. We feel like we bought an old car, not brand new car anymore.

- I feel the technician that Nissan sent just lumped my situation and complaint in with the others. Of course he never heard my brakes squeak.
- As far as the Lemon Law, the manufacturer is not very specific. And the manufacturer never wanted to take time to call you.
- Nissan made me pay \$700.00 for the rebate out of my pocket. They should have covered all expenses since it was their fault.
- They (Nissan) would take a few days before returning my phone calls.
- The gentleman that dealt with me at the dealership was great, process was easy.

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

Pre-Decision



Consumers had a more favorable view (100% excellent or acceptable) of the arbitrator compared with 58% excellent or acceptable in the post decision.

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

- Professional, although at times I felt rushed and I don't know why the arbitrator wanted me to move faster or avoid certain remarks.
- The arbitrator listened well and gave everyone time to explain as necessary.

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

- The arbitrator only helps the company. I asked the BBB if I could have a Spanish arbitrator, and they told me they can't help me, to read the instructions.
- I did my arbitration on the phone so I didn't get to meet him face to face. They left out a lot of pertinent information. They misspoke regarding when my brakes squeak.
- The arbitrator listened fairly to both sides and inspected car.

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



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 view decreased to 65%.

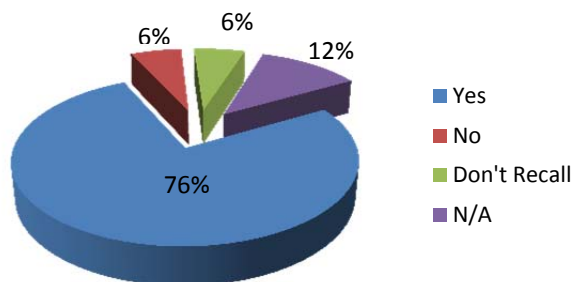
The following comment was provided on the pre-decision survey regarding the entire arbitration process:

- I would have liked to receive all the necessary information on the Rules Booklet that was given to me on the same day of the hearing.

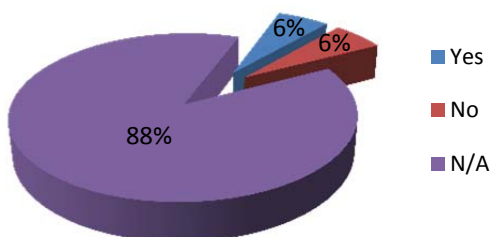
The following comments were provided on the post-decision survey regarding the entire arbitration process:

- The Arbitrator was very helpful. The Representative for Nissan was helpful & nice there but when I went to the dealership, they were not so nice.
- I felt they always took the side of the dealership even though I had good evidence.
- The arbitration was horrible. The arbitrator was always on the side of the company. I was completely alone.
- Arbitrator required the manufacturer to repair my car. We were satisfied the car was fixed, but they made my car so dirty in the interior. Dealer's car repair service was very poor but result is "car fixed" w/dirty interior.
- It was a total waste of my time. I feel like I already knew what the outcome was going to be. I didn't agree with the results. My brakes still squeak to this very day.
- Very good explanation regarding our rights.

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

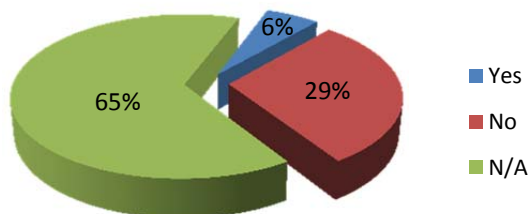


A. If the performance of the award was over 30 days, did you agree to the delay?

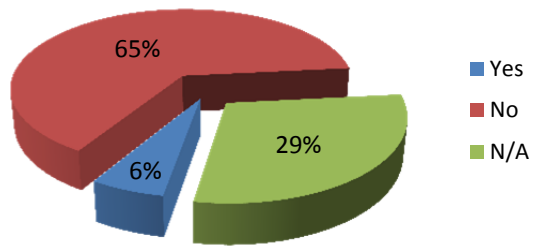


10. If your claim was denied,

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 have been dealing with this problem for so long. After the BBB arbitration. Whew. Though I was unhappy still. So I got a Lemon Law lawyer. I am currently negotiating the buy back. My experience with the BBB I feel was a waste of time. My lawyer took care of everything within 30 days.
- The arbitration doesn't work because the arbitrator only hear both sides and doesn't help the customer and the company always have professional people and no one who can help you as a consumer. To improve you need to have the arbitrator in your side so he can understand you.
- I would like the BBB rep contact me w/updates as opposed to me having to call him for everything...
- This process did not give enough liabilities/pressure to the manufacturer.
- I will probably never use this process again. It doesn't seem like it's there for the benefit of the consumer. I should have had the option to have someone from the outside inspect my vehicle in front of the Nissan rep.
- Have the decision to the parties within the 3 days specified.
- They inform consumers more about the Lemon Law since the dealership never says anything about the law.
- For my part with the department of BBB it is very good and I appreciate the help.

Results of Consumers Completing Both Pre & Post Surveys

Two consumers answered both the pre-decision and post-decision surveys. Consumer A received an award and Consumer B did not.

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the experience with the BBB AUTO LINE staff (pre-decision listed first):

- Consumer A: acceptable, excellent
- Consumer B: excellent, acceptable

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the satisfaction with the Manufacturer's Representative (pre-decision listed first):

- Consumer A: poor, poor
- Consumer B: excellent; acceptable

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the satisfaction with the Arbitrator (pre-decision listed first):

- Consumer A: excellent, excellent
- Consumer B: excellent, acceptable

The following bullet points indicate consumer's answers on the pre- and post-decision surveys for the experience with the entire arbitration process (pre-decision listed first):

- Consumer A: acceptable, excellent
- Consumer B: excellent, acceptable

Comparison to 2012 Consumer Satisfaction Survey

A comparison between the results of the 2013 and 2012 Consumer Satisfaction Surveys revealed:

- There is a significant increase in the response rate in 2013. In 2012, 9% of consumers responded to the survey, while 33% responded in 2013
- The BBB AUTO LINE staff received an increase in overall remarks for consumer satisfaction. In 2012, 67% of consumers indicated excellent or acceptable satisfaction in the post survey, while in 2013, 71% of consumers stated excellent or acceptable
- In both years, from the results of the post-decision surveys, consumers had approximately the same level of satisfaction with the Arbitrator. In 2012, 60% of post-decision consumers indicated acceptable or excellent satisfaction, while in 2013, 58% of consumers submitted the same rating
- The Manufacturer's Representative had a more favorable overall consumer satisfaction rating in 2013. In 2012, 40% of the consumers indicated acceptable. While in 2013, their satisfaction rating increased to 47% and was elevated to excellent and acceptable

It appears that overall satisfaction with the entire arbitration process substantially increased in 2013.

- In 2012 and 2013, 100% of pre-decision consumers indicated excellent or acceptable satisfaction
- In 2012, 40% of post-decision consumers indicated excellent or acceptable satisfaction. While in 2013, 65% of consumers indicated excellent or acceptable

Consumer's awareness of the voluntary settlement process has declined considerably in 2013. In 2012, 60% of consumers indicated on Question 3 that they were informed that the mediation process was voluntary, compared to 47% in 2013.

In 2013, there has been a substantial increase in the manufacturer's performance of an award within the mandated timeline after a consumer accepts the decision. In 2013, 76% of consumers indicated the manufacturer performed the award within 30 days, compared to 40% in 2012.

In 2013, consumers were more aware of their right to request an additional repair attempt after reapplying for arbitration through the BBB AUTO LINE. In 2013, 6% of consumers indicated that they were aware of this right, compared to none in 2012.

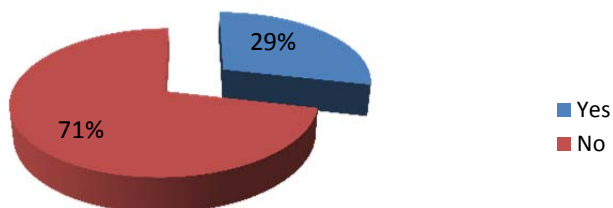
BBB AUTO LINE
VOLKSWAGEN OF
AMERICA, INC.
(INCLUDES AUDI)

Volkswagen of America, Inc. (Volkswagen and Audi)

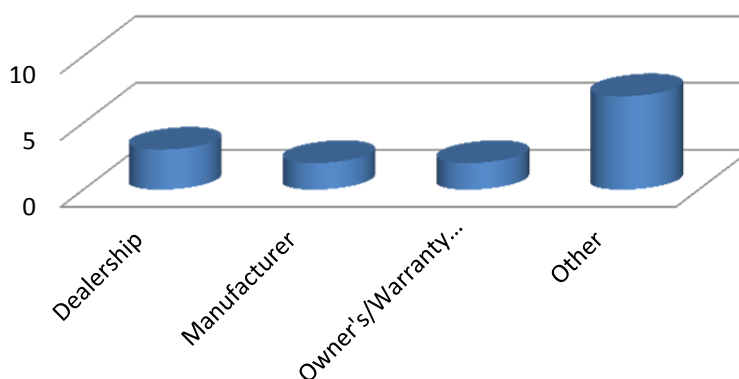
In 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 13 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 48 consumers. Of these 48 consumers, 14 (29%) responded to the survey. The post-decision survey consisted of 10 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 four consumers.

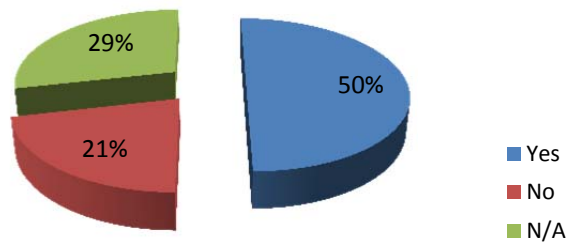
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



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

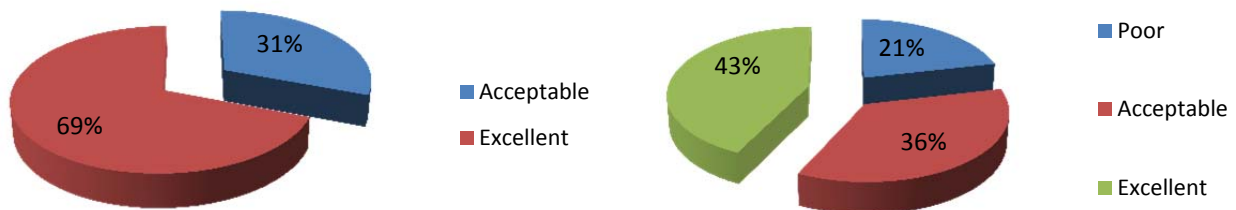


4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?



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

Pre-Decision



Consumers expressed a high satisfaction with BBB AUTO LINE staff, in both the pre and post-decision surveys. Of the 27 surveys, 22 (81%) indicated “acceptable” or “excellent” satisfaction with BBB AUTO LINE staff.

The following comments were provided on the pre-decision survey regarding BBB AUTO LINE staff:

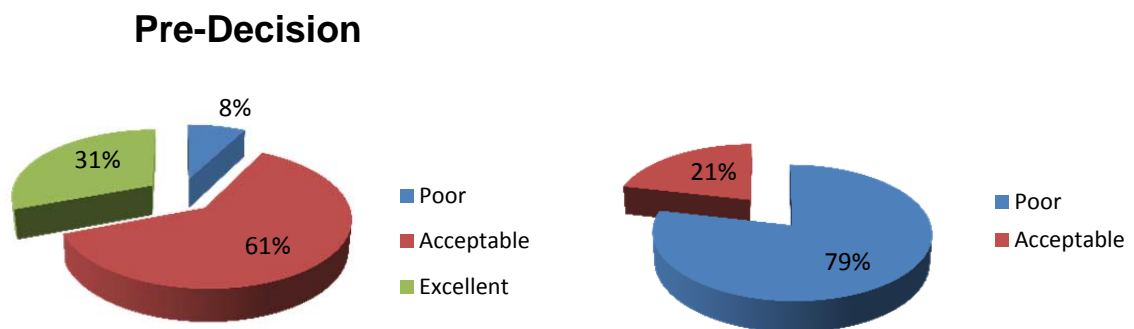
- When staff was taken off the case and changes were made we were not notified. We were informed to expect a follow up and there was no follow up. Also, the website stated a volunteer interpreter would be attempted to be acquired, but no attempts were made. We were just informed there was none available
- Quick, professional, provided me with information needed to prepare me for the arbitration
- I received all the available information needed to file a case

- Easily accessible, questions answered accurately and promptly

The following comments were provided on the post-decision survey regarding BBB AUTO LINE staff:

- The BBB did not provide the manufacturer all the documents I submitted, so the arbitration meeting took a long time because we had to wait for copies to be made
- Very slow with response, this is a very slow process
- I was scared to go to the arbitration meeting, however, the staff at the BBB in San Diego were amazing in telling me what exactly to expect
- Very helpful
- Staff made it obvious of the positive rapport they already had with past dealings involving the Volkswagen attorney
- The person from the BBB AUTO LINE was very professional and courteous

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



Consumers had approximately the same level of satisfaction with the Manufacturer's Representative in the pre and post-decision surveys.

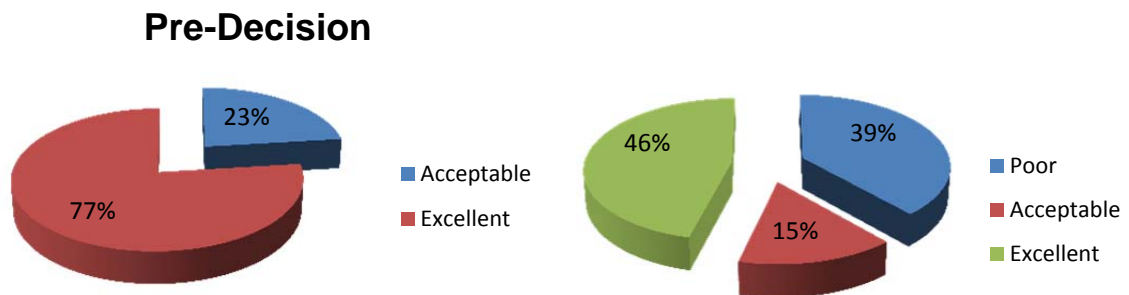
The following comments were provided on the pre-decision survey regarding the Manufacturer Representative:

- Provided contradicting statements, but that is not surprising as the representative defends manufacturer's interest
- The rep was only saying what he's been told to say- not very personable though
- Was professional and appeared to be doing his job

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

- They never contacted me about my car getting purchased back.
- The representative at the arbitration was great as was one of the reps I had dealt with on the phone. A couple others were extremely self-serving and not great reps for the company
- Before I told them everything, they offered me \$500- like let's give her a little cash and get rid of her. I'm still having problems, we just replaced the fuses. They go out for no reason
- Although he was pleasant, it is still uncomfortable because the representative will dispute your case even though you provide them evidence the car is a lemon
- Has never contacted me regarding my matters
- He had our Volkswagen paperwork mixed together with a Nissan claim for a different arbitration meeting. He also kept referring to the Nissan claim and how everything would be covered under Nissan's warranty
- Volkswagen showed little interest in the customer
- The rep was an attorney...dismissive and lacking sympathy for my situation even when presented with the facts- pretty much what I expected

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



Consumers had a substantial more favorable view (100% excellent/acceptable pre versus 61% excellent/acceptable post) of the arbitrator prior to receiving their decision.

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

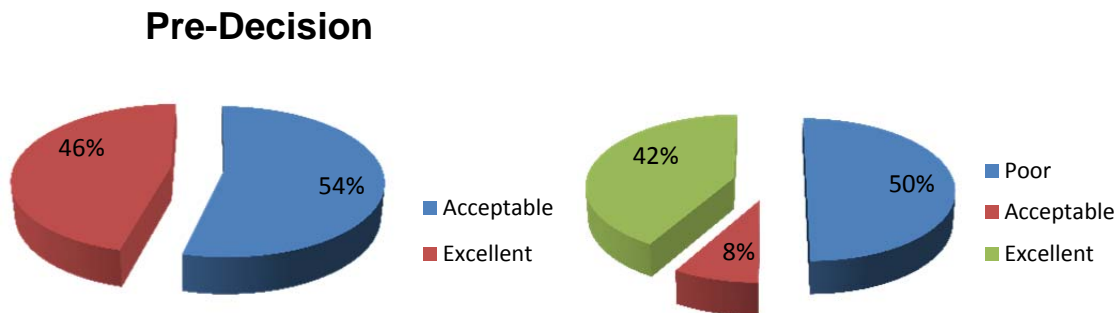
- The arbitrator asked good questions
- This is my first time and I believe the arbitrator was clear and specific on the main points of the arbitration
- Direct and precise

- Very thorough and was able to translate statements between parties in lawyers terms

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

- Though the arbitrator was polite and listening to my grievance, the arbitrator was biased in the decision and misstated facts in the decision
- The arbitrator was fair and gave the dealer one last shot which they blew off and then made the best decision for me
- Very slow responses
- The arbitrator listened to everything we had to say, and asked questions related to the claim
- Very helpful and was fair representing both parties
- I placed a request that the arbitration be held near my house so that I could take the arbitrator on the route in which the car is driven daily so that I could demonstrate the trouble. I was told that this was not an option. Flexibility in the location of the arbitration should be added to the system so that the consumer can demonstrate the trouble they are experiencing in the day to day environment in which it is used

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



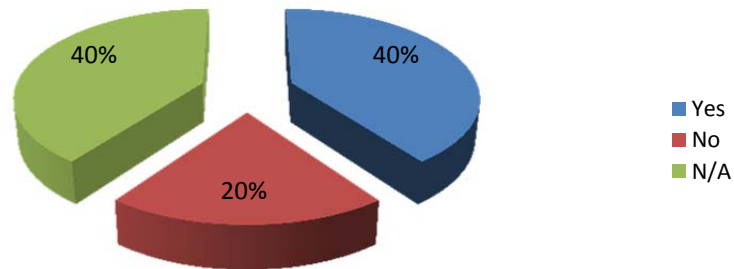
The following comments were provided on the pre-decision survey regarding the entire arbitration process:

- Once the case was handled from one staff person to another, staff did a great job following up and getting things done in a timely manner
- Very easy because BBB guide is very simple

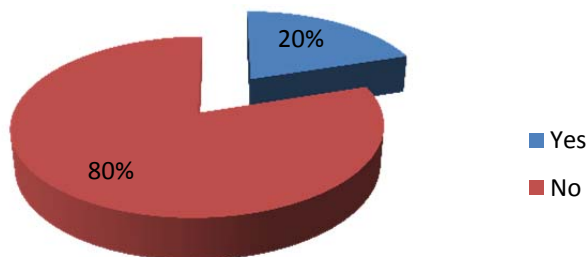
The following comments were provided on the post-decision survey regarding the entire arbitration process:

- Somewhat slow but overall it is a process and in the end that is what matters
- Started a process in May 2013 and it's still in the process of being settled (November 2013)
- Fair process
- Didn't work out in my favor, of course I'm not satisfied- I have (still have) a very valid claim

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

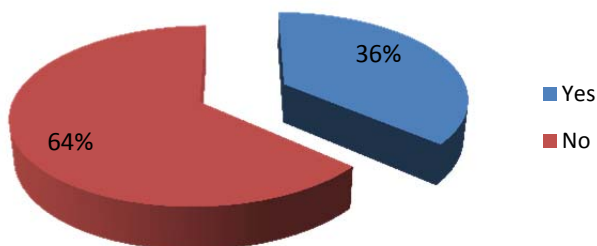


A. If the performance of the award was over 30 days, did you agree to the delay?

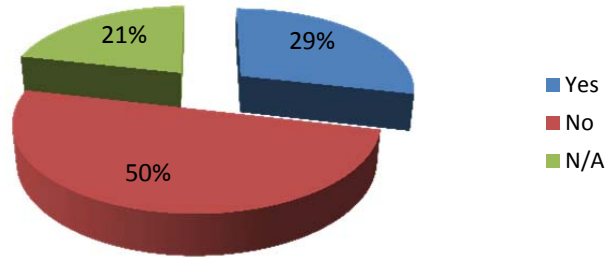


10. If your claim was denied,

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?

- Let DCA choose the arbitrator and work closely with the arbitrator in coming up to a decision. If customer is not happy let DCA contact customer and understand his/her grievance or the decision
- A little more knowledge of the arbitration process explained by the BBB representative at/before the hearing
- Do not try to pay off right off the bat and then end up with nothing
- Consumers need to be more aware of their rights. Even though arbitration is aimed at being “fair”, it’s not. The consumer is disadvantaged because arbitration is a novel experience for the consumer. As a consumer, you have to do a lot of preparation for the meeting
- Would not use again
- Closer office than in Virginia
- I do have to say that the use of email is the best way to communicate. As a full time employee as well as full time student, I didn’t have much time to talk on the phone back and forth with the BBB. Email communication was a life saver
- Arbitrators and attorneys shouldn’t be best friends- nothing like feeling like the odd man out trying to fight an impossible battle!
- I placed a request that the arbitration be held near my home so that I could take the arbitrator on the route in which the car is driven daily so that I could demonstrate the trouble. I was told that this was not an option. Flexibility in the location of the arbitration should be added to the system so that the consumer can demonstrate the trouble they are experiencing in the day to day environment in which it is used

Results of Consumers Completing Both Pre & Post Surveys

Four consumers completed both the pre and post-decision surveys. Consumers A, B and C did receive an award. Consumer D did not receive an award.

The following bullet points indicate consumer’s answers on the pre and post-decision surveys for the satisfaction with BBB AUTO LINE STAFF (Pre-decision listed first):

- Consumer A: excellent ; excellent
- Consumer B: acceptable ; excellent
- Consumer C: acceptable ; acceptable

- Consumer D: excellent ; acceptable

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Manufacturer Representative (Pre-decision listed first):

- Consumer A: poor : poor
- Consumer B: excellent ; acceptable
- Consumer C: acceptable ; acceptable
- Consumer D: acceptable ; poor

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Arbitrator (Pre-decision listed first):

- Consumer A: excellent ; excellent
- Consumer B: excellent ; excellent
- Consumer C: acceptable ; acceptable
- Consumer D: excellent ; acceptable

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the entire arbitration process (Pre-decision listed first):

- Consumer A: excellent ; excellent
- Consumer B: acceptable ; excellent
- Consumer C: acceptable ; acceptable
- Consumer D: excellent ; acceptable

Comparison to 2012 Consumer Satisfaction Survey

A comparison between the results of the 2013 and 2012 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decreased response rate in 2013. In 2012, 40% of consumers responded to the survey, while 29% responded in 2013
- The BBB AUTO LINE staff continued to receive high remarks for consumer satisfaction. In 2012 85% of consumers indicated "acceptable" or "excellent" satisfaction with BBB AUTO LINE staff, while in 2013, with 90% of consumers reported this level of satisfaction
- It appears that satisfaction with the arbitrator decreased slightly in 2013, specifically for consumers surveyed post-decision. In 2012, 64% of post-decision consumers

indicated “acceptable” or “excellent” satisfaction with the arbitrator, while, in 2013, 61% of consumers reported this level of satisfaction

It appears that overall satisfaction with the entire arbitration process remained the same in 2013 since there was an increase for pre-decision consumers and a decrease for post-decision consumers:

- In 2012, 90% of pre-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2013, 100% of consumers reported this level of satisfaction
- In 2012, 58% of post-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2013, 50% of consumers reported this level of satisfaction

**California Dispute Settlement Program
(CDSP)**

**AMERICAN HONDA
MOTOR COMPANY, INC.
(INCLUDES ACURA)**

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

In 2013, the ACP administered both a pre-decision survey (provided in their hearing packet or 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 staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 11 consumers. Of these 11 consumers, five (45%) 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 surveys. A narrative is included to represent the results of this consumer.

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

Three consumers responded yes, while two responded no.

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

Three consumers responded with owner's manual, while one responded with the dealership and one responded with other.

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?

Three consumers stated they were informed it was a voluntary process, while one consumer stated they were not and one answered not applicable.

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

Three consumers to the pre-decision survey indicated that the CDSP staff was excellent while one consumer indicated acceptable and one indicated poor.

Two consumers to the post-decision survey indicated that the CDSP staff was excellent while two consumers indicated poor and one consumer indicated not applicable.

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

- Not all attachments were included in emails, some were not accurate
- They were very helpful and responded to all my inquiries
- Very professional and thorough, they were very helpful

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

- Very helpful, quick response, courteous
- I worked with staff and was quick to respond and very helpful in the proceedings
- Materials I submitted to CDSP in a timely manner were not in the arbitrator's possession on the date of the hearing

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

Three consumers to the pre-decision survey indicated that the Manufacturer's Representative was acceptable while two consumers indicated poor.

All five consumers to the post-decision survey indicated that the Manufacturer's Representative was poor.

The following comments were provided on the pre-decision survey regarding the Manufacturer's Representative:

- The manufacturer's representative was dismissive of our complaint even though the problem was confirmed by an independent expert

The following comments were provided on the post-decision survey regarding the Manufacturer's Representative:

- Would not acknowledge the problem, it's your problem attitude
- The manufacturer's representative did not properly identify himself and was dismissive

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

Three consumers to the pre-decision survey indicated that the Arbitrator was excellent while one consumer indicated acceptable and one indicated poor.

Two consumer to the post-decision survey indicated that the Arbitrator was excellent while three consumers indicated poor.

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

- Very friendly, professional, made me feel comfortable
- Fantastic, made me feel comfortable and respected me and my opinion
- According to her resume, she does not have qualified automotive experience

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

- Very personable, made you feel at home, explained everything in advance
- They did not even read my paperwork before meeting
- They was on point, explained everything that was happening and was supposed to happen. The write up after the hearing was clear and concise.

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

Two consumers to the pre-decision survey indicated that the entire arbitration process was excellent while two consumers indicated acceptable and one consumer indicated poor.

One consumer to the post-decision survey indicated that the entire arbitration process was excellent while four consumers indicated poor.

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

- I think Honda could have responded to the arbitrator's decision more quickly

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

- From my perspective, the entire arbitration process is a sham
- All the dealings with CDSP were fantastic but I have to rate it poor because I still have no resolution.

9. How convenient was the location of the hearing?

Four consumers stated the location of the hearing was very convenient while one consumer stated it was somewhat convenient.

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

One consumer reported the award not being performed within 30 days after accepting the decision, while three consumers responded not applicable and one responded with don't recall.

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

One consumer reported not agreeing with the delay, while three consumers responded not applicable and one responded with don't recall.

11. If your claim was denied,

A. Did you pursue legal action?

One consumer stated they pursued legal action, while two consumers did not and two consumers responded not applicable

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

One consumer stated they knew they could reapply for arbitration after an additional warranty repair, while three consumers stated that did not know and one responded with not applicable.

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

- Listen to customer and acknowledge the problem
- They should review all documents
- If there is a claim of a mechanical defect, have it evaluated by an independent mechanical expert
- Not have CDSP off the case until the entire process is completed so that I'm not left trying to deal with Honda and getting the run around with nobody to turn to

Results of Consumers Completing Both Pre & Post Surveys

One consumer completed both the pre and post-decision surveys. The consumer did not receive an award.

The following bullet point indicates the consumer's answers on the pre and post-decision surveys for the satisfaction with BBB AUTO LINE STAFF (Pre-decision listed first):

- Consumer A: poor ; poor

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Manufacturer Representative (Pre-decision listed first):

- Consumer A: poor ; poor

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Arbitrator (Pre-decision listed first):

- Consumer A: poor ; poor

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the entire arbitration process (Pre-decision listed first):

- Consumer A: poor ; poor

**California Dispute Settlement Program
(CDSP)**

TOYOTA MOTOR SALES
USA, INC.

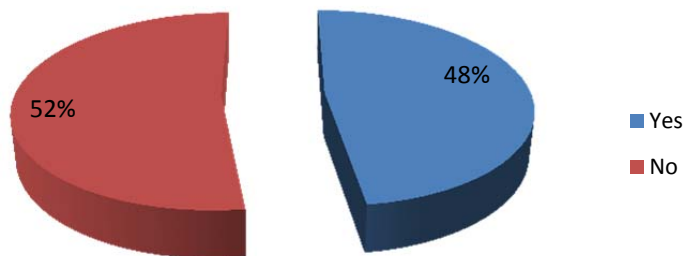
(INCLUDES SCION)

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

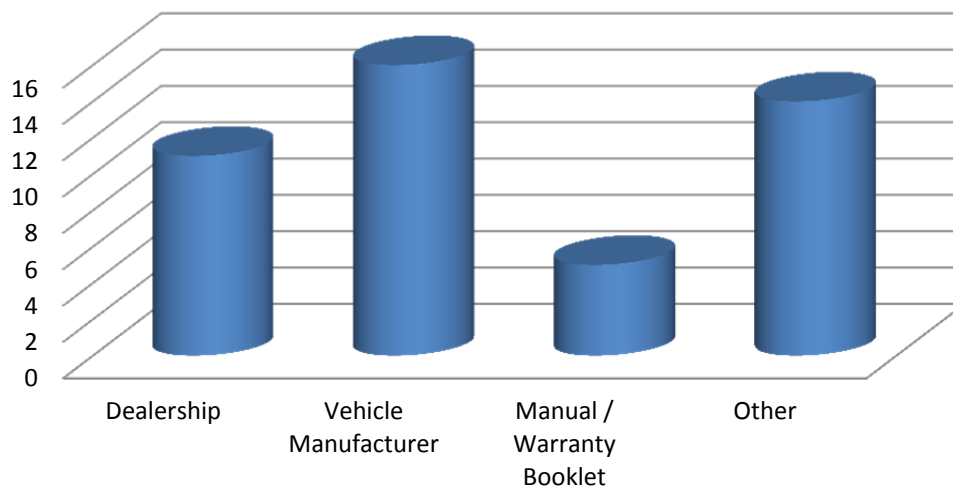
In 2013, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 41 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 189 consumers. Of these 189 consumers, 46 (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.

In addition, 12 consumers completed both pre and post-decision surveys. A narrative is included to represent the results of these consumers.

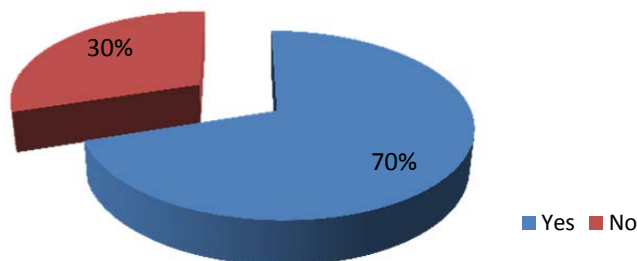
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



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

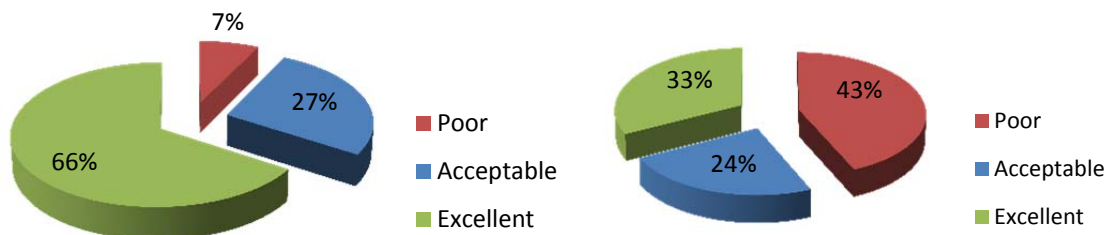


4. If you participated in a settlement or mediation process after applying for arbitration with the California Dispute Settlement Program (CDSP), were you informed that it was a voluntary process?



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

Pre-Decision



Consumers expressed fairly high satisfaction with the CDSP in both the pre and post-decision surveys. Of the 87 surveys, 64 (74%) indicated “acceptable” or “excellent” satisfaction with the CDSP staff.

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

- The procedure was very good
- Very nice, fair and were able to make me feel comfortable
- They were very responsive and thorough
- CDSP staff seem to be caring and warm, although they can’t say much
- Very professional
- Very helpful
- World class service, very professional, answered all questions and were very courteous
- Very thorough in informing us what we needed to do for the arbitration process
- Kept me in the loop
- Extremely helpful and a pleasure to work with
- Provided the help to solve our problem

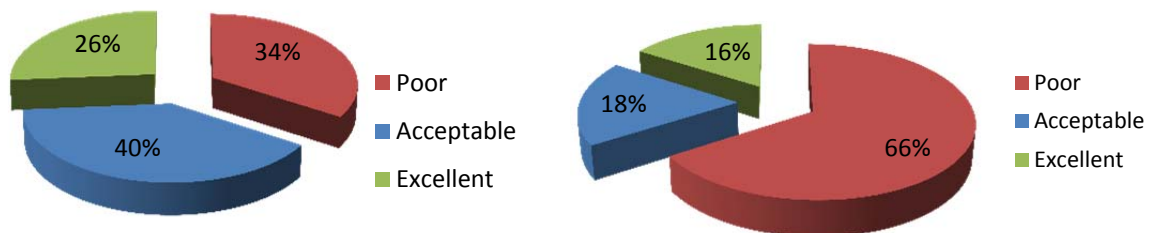
The following comments were provided on the post-decision survey regarding the CDSP staff:

- The staff was informative as the case developed
- Due to poor planning on the part of the CDSP, I was not early enough for the meeting. I did not know where to go nor was there anyone available for directions
- The CDSP representative sided with the manufacturer which does not surprise me. This process is a joke and a waste of my time
- I guess it was acceptable considering I didn’t actually have any direct contact with CDSP staff. All communication was by mail
- All my questions were answered in a timely fashion and the representative I dealt with always kept me informed of what was happening
- The staff was excellent

- They are hand and hand with Toyota
- Poor because they would not help me when Toyota refused to comply with the arbitrator's ruling
- The staff were great
- Very thorough and quick. Very accessible as well. Answered all my questions in a reasonable amount of time
- There wasn't much communication to explain the process and my options to get a fair deal

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

Pre-Decision



Consumers had a stark difference in their overall level of satisfaction with the Manufacturer's Representative in the pre-decision survey compared to the post-decision survey. 66% of pre-consumers indicated "acceptable" or "excellent", compared to 34% of post-consumers.

The following comments were provided on the pre-decision survey regarding the Manufacturer's Representative:

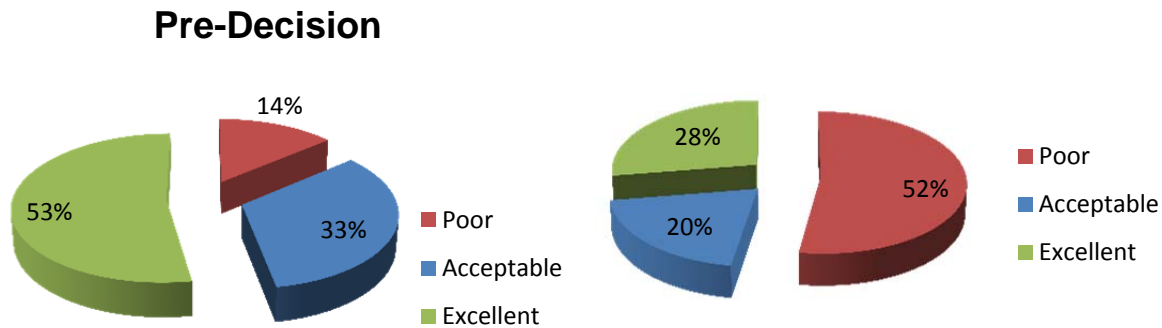
- They controlled the hearing. They ended the hearing when they wanted to and they did not want to hear what I had to say about the driver's door problem
- They did not shake my hand and were very rude
- They kept me informed on a regular basis
- They were very good
- They did not seem interested in listening to my point of view, only repeating their line

- They didn't seem to want to work with me
- Insensitive
- We really had no contact with them. They seemed aloof
- Totally unsatisfied
- The representative was pleasant but not understanding of my issue. I did not agree with their assessment

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

- The representative was very aloof and did not come down to our level. The representative made a derogatory remark about my spouse
- Rude and inconsiderate
- Dishonest and fabricates
- At least person at the dealership understood and offered other solutions
- Arrogant and dismissive
- All paperwork was filed late
- Incredibly rude, condescending and curt
- They do not care
- Provided false information and gave me the run around
- They did not seem to be interested in resolving the problem
- Knew the arbitrator and that did not seem right

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



Consumers had a substantially more favorable view (86% excellent/acceptable pre versus 48% excellent/acceptable post) of the arbitrator prior to receiving their decision.

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

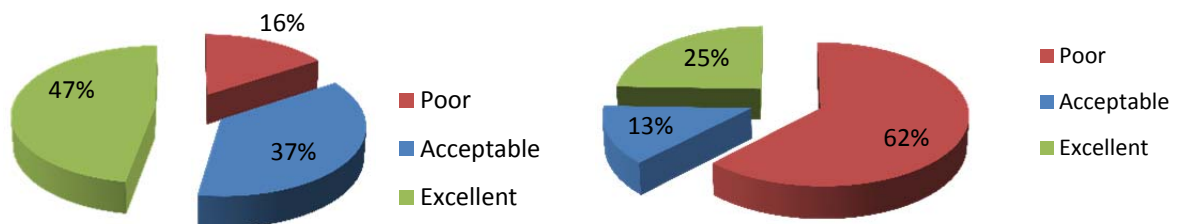
- Very clear and willing to let me explain my side
- Professional and descriptive
- They were not interested in what I had to say, but paid more attention to the Toyota representative
- Arbitrator should have asked for more information
- Arbitrator did not seem biased
- They were professional and very helpful during the process

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

- Did not review any evidence I provided to make their decisions. I reported that I am still having the issues and provided them with evidence. However, their statement showed all my issues were fixed which is not the case
- Was present during part of the settlement negotiation, which would have biased their decision
- Didn't put down all my concerns and seemed to impose own opinion. Went off tangent talking about unrelated matter with Toyota representative
- Very knowledgeable

- I would have been in a bad position without the arbitrator
 - Not a fair judge. Biased from the start. Need a younger arbitrator
 - Need younger arbitrators
 - Worked for the manufacturer
 - Not happy with the arbitrator. They didn't follow protocol. They didn't follow the procedure and accept or use all of my evidence. The reasoning and ruling was very vague. Ruling was completed in less than four days which leads me to believe the arbitrator did not research any of my issues or my evidence
 - They listened to each side's arguments and took into consideration all of the facts
 - The arbitrator made an erroneous assumption that I insisted on a new or replacement car. I only wanted the vehicle repaired and the problem corrected
 - Did not know the law and sided with the manufacturer on every point
 - The arbitrator arrived late, had no paperwork, and had not reviewed the file sent prior. They should not be an arbitrator
 - I did not feel the arbitrator was unbiased
 - They did not have any of my information in front of them during the hearing. They rushed me to present my case
 - Did not listen
 - Very cordial
- 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 38% excellent/acceptable post) of the entire arbitration process prior to receiving their decision.

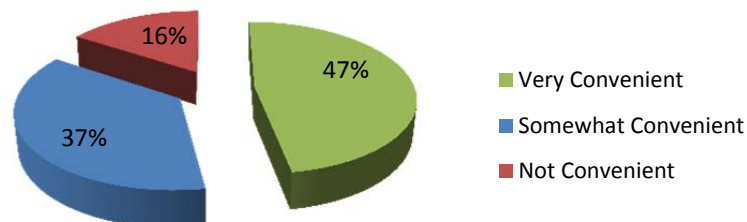
The following comments were provided on the pre-decision survey regarding the entire arbitration process:

- The manufacturer did not fulfill their obligation or commitment
- I am very satisfied
- There was no give and take. The arbitrator did not give us a chance to work out a solution
- It was very lengthy and time consuming
- This is a great program and I would recommend to anyone who needed it

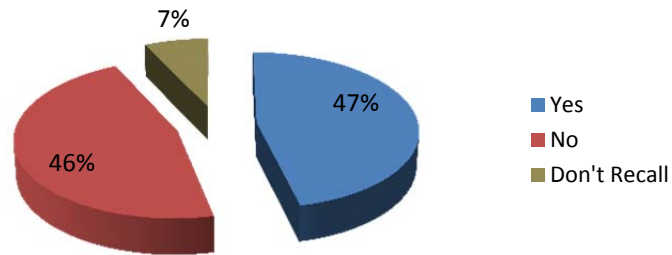
The following comments were provided on the post-decision survey regarding the entire arbitration process:

- Total waste of time
- The process was fine
- Next time, I will go straight to an attorney
- Very easy
- The process does not focus on resolving the issue or follow up to make sure there is a fair resolution
- This process is a joke
- I felt like the arbitrator and manufacturer's representative had a relationship outside of the process

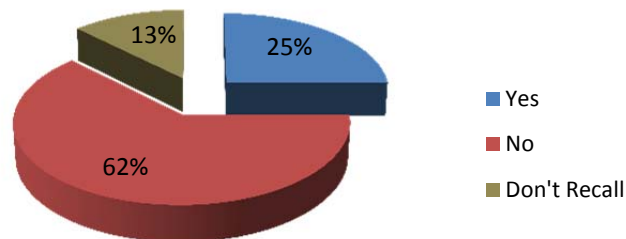
9. How convenient was the location of the hearing?



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

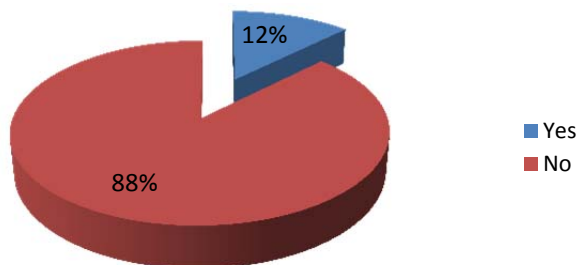


B. If the performance of the award was over 30 days, did you agree to the delay?

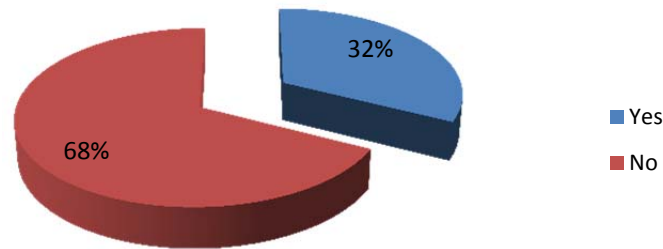


11. If your claim was denied,

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?

- The arbitrators need to be rated on their performance after each case
- Nothing, I was very satisfied
- More information before the arbitration
- None. It was good as is
- Nothing to change
- Get rid of the program entirely
- Have arbitrators that know the case and come prepared
- Start the process earlier, just after my purchase, when all the problems started
- If the arbitrator awards a repair, specify the actual repair
- Younger arbitrators

Results of Consumers Completing Both Pre & Post Surveys

Twelve consumers completed both the pre and post-decision surveys – 6 Southern California and 6 Northern California consumers. Consumers A, B, C, D, E, F, G and H did not receive an award. Consumers I, J, K, and L did receive awards.

The following bullet points indicate consumers' answers on the pre and post-decision surveys for the satisfaction with the CDSP Staff (Pre-decision listed first):

- Consumer A: excellent ; poor
- Consumer B: acceptable ; acceptable

- Consumer C: excellent ; acceptable
- Consumer D: acceptable; acceptable
- Consumer E: excellent ; acceptable
- Consumer F: excellent ; excellent
- Consumer G: poor ; poor
- Consumer H: acceptable ; acceptable
- Consumer I: acceptable ; acceptable
- Consumer J: excellent; excellent
- Consumer K: excellent ; excellent
- Consumer L: excellent ; excellent

The following bullet points indicate consumers' answers on the pre and post-decision surveys for the satisfaction with the Manufacturer Representative (Pre-decision listed first):

- Consumer A: excellent; poor
- Consumer B: poor ; poor
- Consumer C: not applicable; not applicable
- Consumer D: acceptable ; poor
- Consumer E: acceptable ; acceptable
- Consumer F: acceptable ; acceptable
- Consumer G: poor ; poor
- Consumer H: poor ; poor
- Consumer I: poor ; poor
- Consumer J: excellent ; excellent
- Consumer K: excellent ; excellent
- Consumer L: acceptable ; acceptable

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the Arbitrator (Pre-decision listed first):

- Consumer A: excellent; poor
- Consumer B: poor ; poor
- Consumer C: not applicable ; not applicable
- Consumer D: acceptable; acceptable
- Consumer E: not applicable ; acceptable
- Consumer F: excellent ; poor
- Consumer G: poor ; poor
- Consumer H: acceptable ; poor
- Consumer I: excellent ; excellent
- Consumer J: acceptable ; not applicable
- Consumer K: not applicable ; not applicable
- Consumer L: excellent ; excellent

The following bullet points indicate consumer's answers on the pre and post-decision surveys for the satisfaction with the entire arbitration process (Pre-decision listed first):

- Consumer A: excellent; poor

- Consumer B: poor ; poor
- Consumer C: not applicable ; poor
- Consumer D: acceptable; acceptable
- Consumer E: acceptable ; poor
- Consumer F: excellent ; poor
- Consumer G: poor ; poor
- Consumer H: acceptable ; poor
- Consumer I: acceptable ; poor
- Consumer J: excellent ; excellent
- Consumer K: excellent; excellent
- Consumer L: excellent ; acceptable

Comparison to 2012 Consumer Satisfaction Survey

A comparison between the results of the 2013 and 2012 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decreased response rate to the post-decision survey. In 2012, 30% of consumers responded to the survey, while 24% responded in 2013
- The CDSP staff received much lower assessments for consumer satisfaction in the post-decision surveys. In 2013 57% of consumers indicated “acceptable” or “excellent” satisfaction with the CDSP staff, while, in 2012, 78% of consumers reported this level of satisfaction
- It appears that satisfaction with the arbitrator increased, specifically for consumers surveyed post-decision. In 2013, 48% of post-decision consumers indicated “acceptable” or “excellent” satisfaction with the arbitrator, while, in 2012, 39% of consumers reported this level of satisfaction

It appears that overall satisfaction with the entire arbitration process decreased in 2013.

- In 2012, 91% of pre-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2013, 78% of consumers reported this level of satisfaction
- In 2012, 39% of post-decision consumers indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2013, 38% of consumers reported this level of satisfaction

Consumer’s awareness of the voluntary nature of the settlement process increased significantly. In 2013, 70% of consumers indicated on Question 4 that they were informed that the mediation process was voluntary, compared to 54% in 2012.

The following responses reflect consumers’ experience after receiving an arbitrator’s award:

- In 2013, 47% of consumers indicated that the manufacturer performed the award within 30 days, compared to 22% of consumers in 2012

- In 2013, 25% of consumers reported that they agreed to extend the timeframe for compliance beyond 30 days, compared to 7% in 2012

In 2013, consumers were similarly aware of their right to request an additional repair attempt and then reapply for arbitration through CDSP. In 2013, 37% of consumers indicated that they were aware of this right, compared to 39% in 2012.

**Consumer Arbitration Program for
Motor Vehicles
(CAP-Motors)**

PORSCHE CARS
NORTH AMERICA, INC.

Porsche Cars North America, Inc

In 2013, 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 staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 10 consumers. Of these 10 consumers, 1 (10%) responded to the survey. The post-decision survey consisted of ten questions designed to ascertain consumer's awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

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

The consumer affirmed knowledge about the California's Lemon Law prior to the purchase of the vehicle.

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

The consumer learned about the application for arbitration from the vehicle manufacturer and reading the owner's manual or warranty booklet.

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

The consumer indicated they were informed either process is voluntary.

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

In the pre-decision survey, three consumers rated their experience with the CAP-Motors staff as acceptable, one indicated excellent, and one reported poor.

There was no response to this question from the post-decision survey.

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

In the pre-decision survey, two consumers rated their experience with the vehicle Manufacturer's Representative as acceptable, while three reported poor.

There was no response to this question from the post-decision survey.

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

In the pre-decision survey, three consumers rated their experience with the Arbitrator as acceptable, one indicated excellent, and one reported poor.

In the post-decision survey, one consumer gave a poor rating and provided the following comment:

- I don't think the arbitrator fully understood. I pointed out the issues in my follow up communication.

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

In the pre-decision survey, three consumers rated their experience with the entire arbitration process as acceptable, one indicated excellent, and one reported poor.

In the post-decision survey, one consumer rated their experience as acceptable.

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

There was no response to this question.

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

There was no response to this question.

10. If your claim was denied,

A. Did you pursue legal action?

The consumer indicated legal action may be pursued.

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

The consumer is aware of the eligibility to reapply for arbitration after obtaining an additional warranty repair.

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

There was no response to this question.

CONCLUSION

This year's responses show similar percentage of responses received (26% in both 2012 and 2013).

With an increase of negative responses from 15% in 2012 to 26% in 2013, consumers continue to not be informed that the settlement or mediation process was a voluntary process; the programs should strive in notifying consumers of this procedure. Changes in properly informing consumers of the voluntary process are strongly recommended.

When asked if the manufacturer performed the award within the 30 days required, 23% of consumers that responded stated that the award was not performed in the required time. As a follow up, consumers were also asked if they had agreed to the delay, while 72% stated it did not apply to them, a remaining 17% stated they did not agree to the delay. Manufacturers should strive to adhere to the timelines required. In the event the 30 day requirement cannot be met, consumers should be notified of the delay.

The programs should also ensure consumers are aware that they could reapply for arbitration by getting an additional warranty repair. This is evident with 52% of consumers stating they were not aware of this. This is an increase of 9% from 2012's figures (43% in 2012).

The responses received from consumers suggest needed improvements in various important areas. A decrease in percentage occurred from 2012 to 2013 in regards to excellent ratings of the program staff (48% excellent in 2012 and 43% excellent in 2013) however consumers responded with a decrease on poor ratings (31% poor in 2012 to 29% in 2013). Poor ratings for manufacturer representatives increased by 13% from 2012 and 2013 (49% poor in 2012 and 62% in 2013). Both the programs and manufacturers should consider increased training of staff in order to better handle consumers' questions and complaints.

A slight decrease in excellent and acceptable rating of consumers' experiences with arbitrators could suggest arbitrators should continue to be trained in proper procedures of arbitration. The percentage of excellent and acceptable ratings dropped from 52% in 2012 to 48% in 2013.

In regards to the overall satisfaction of the entire arbitration process, a decrease occurred when consumers rated negatively. Poor ratings decreased from 46% in 2012 to 44% in 2013. Arbitration programs should continue to strive to provide obtain positive ratings from consumers who have used their arbitration process.

It is also evident that in comparing the pre-decision and post-decision surveys, consumers have a much positive rating prior to a decision being rendered. It continues shows that the decision can alter a consumer's outlook of the process, primarily with the manufacturer's representative and the arbitrator, if they don't receive an award.