2014 CONSUMER SATISFACTION SURVEY RESULTS

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Prepared by:

Arbitration Certification Program

May 2015

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.

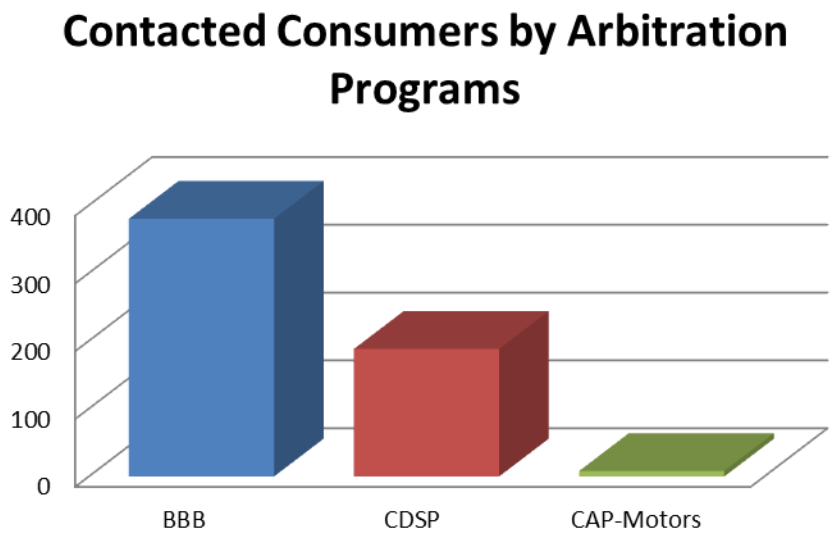
Methodology

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 2014 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), and Consumer Arbitration Program for Motor Vehicles (CAP-Motors).

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.

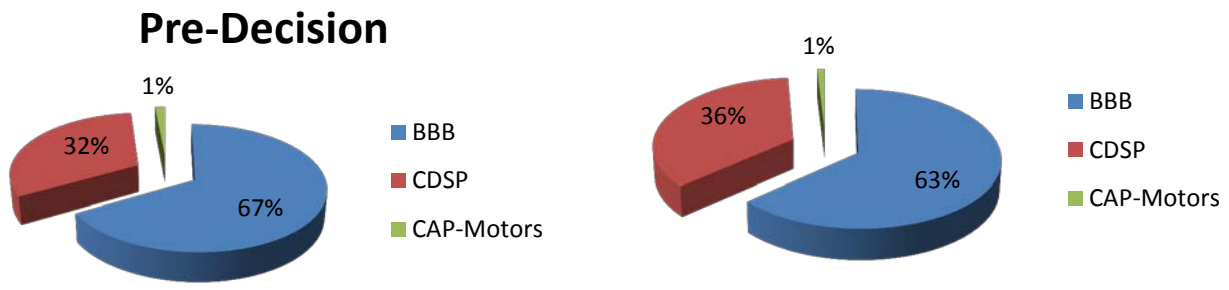
The ACP also conducted a survey which was provided by the program in the hearing packet or disbursed by the hearing coordinator at the end of the hearing. If an ACP representative was in attendance at the hearing, the representative would then present the survey to the consumer. The survey, consisting 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 2014 Survey Overview



The ACP contacted 576 consumers who participated in the arbitration process between January and December of 2014. Of the 576 consumers contacted, 380 utilized the BBB AUTO LINE, 188 participated in arbitration through the CDSP, and 8 consumers used CAP-Motors.

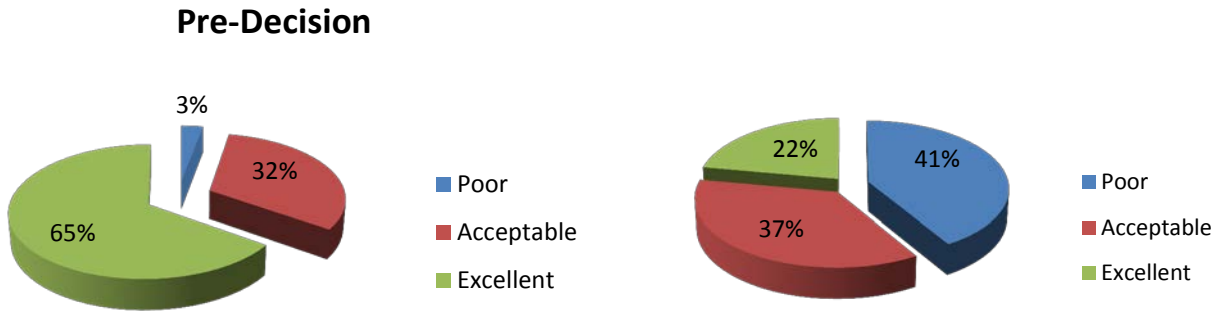
Consumers by Arbitration Program



The ACP received responses from 104 of the 576 consumers contacted for a response rate of 18%. This is a decrease to 2013's response rate of 26%. The 2014 total responses included: 66 or 63% from consumers who utilized BBB AUTO LINE, 37or 36% from consumers who utilized CDSP and one or 1% from consumer who utilized CAP-Motors.

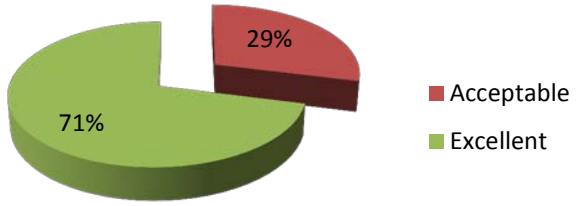
The ACP also received 90 pre-decision responses from consumers who utilized BBB AUTO LINE, 43 pre-decision responses from consumers who utilized CDSP, and two pre-decision responses from consumers who utilized CAP-Motors, for a total of 135 responses.

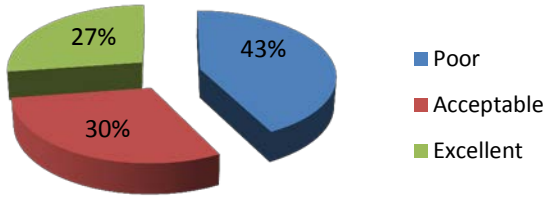
Experience with Arbitration Program Staff, All Programs



Experience with Arbitration Program Staff, BBB AUTO LINE

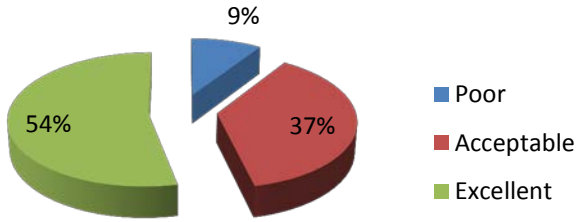
Pre-Decision

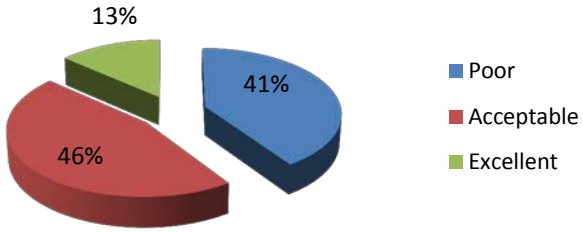




Experience with Arbitration Program Staff, CDSP

Pre-Decision





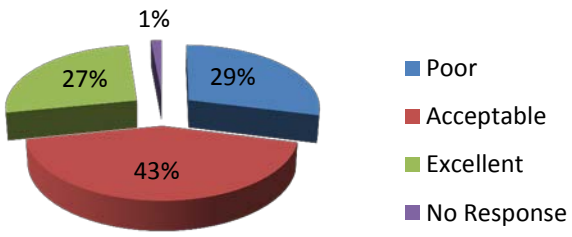
For all certified arbitration programs in California, consumers were asked to rate their experience with the arbitration program staff as excellent, acceptable or poor in the post-decision survey. Twenty-three or 22% of the consumers rated their experience as excellent (a decrease from 43% in 2013) and 38 (37%) indicated the process was acceptable, while 43 (41%) rated it as poor.

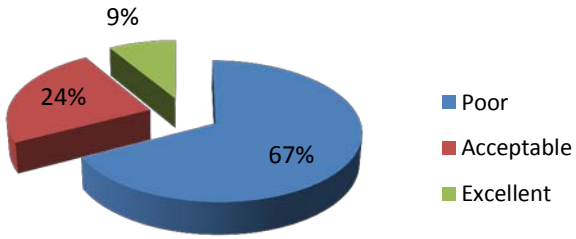
The same question was asked prior to a decision being rendered. Eighty-eight or 65% of the consumers rated their experience as excellent (a slight decrease from 68% in 2013) and 43 (32%) indicated the process was acceptable, while 4 (3%) rated it as poor.

Two consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the two pre-decision surveys, one consumer rated their experience as excellent while the other rated acceptable. The consumer of the post decision survey rated their experience as excellent.

Experience with Vehicle Manufacturer's Representative, All Programs

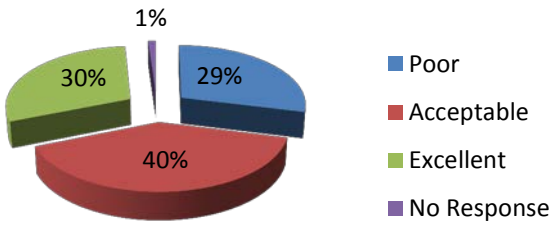
Pre-Decision

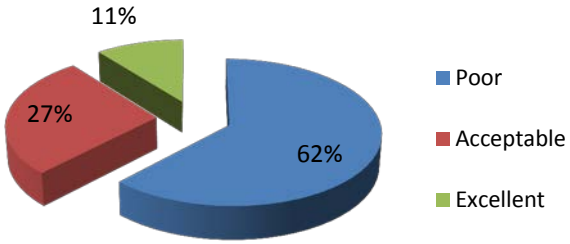




Experience with Vehicle Manufacturer's Representative, BBB AUTO LINE

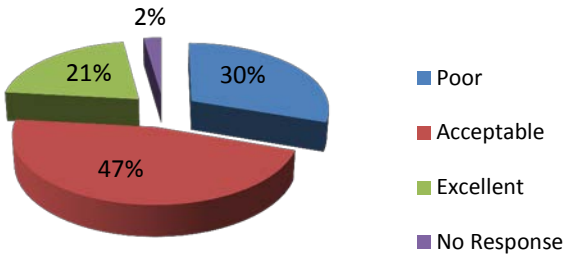
Pre-Decision

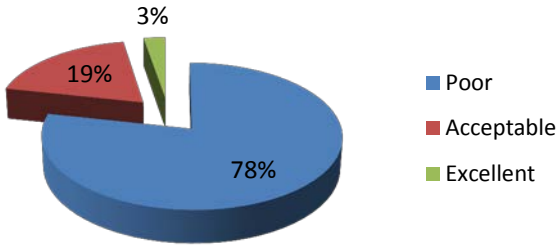




Experience with Vehicle Manufacturer's Representative, CDSP

Pre-Decision





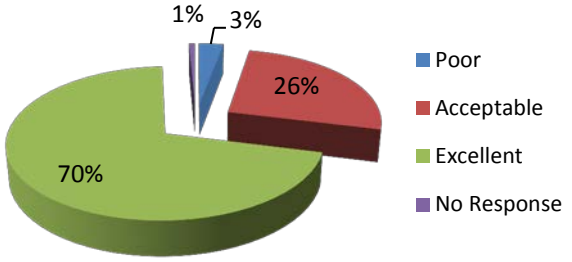
Consumers were also asked to rate their experience with the vehicle manufacturer's representative. Nine or 9% of consumers indicated that the experience was excellent (a decrease from 15% in 2013) and 25 (24%) indicated that the experience was acceptable, while 70 (67%) indicated it was poor (an increase from 62% in 2013).

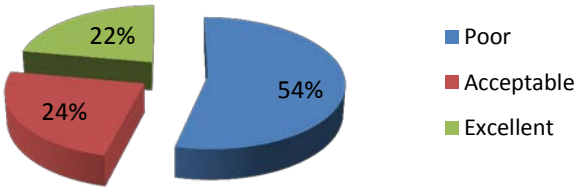
The same question was asked prior to a decision being rendered. 36 or 27% of consumers rated their experience as excellent (a positive from 21% in 2013) and 58 (43%) indicated the process was acceptable, while 39 (29%) rated it as poor (a decrease to the 32% in 2013). Two or 1% of consumers did not respond to this question.

Two consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the two pre-decision surveys, both consumers rated their experience as acceptable. The consumer of the post decision survey rated their experience as excellent.

Experience with Arbitrator, All Programs

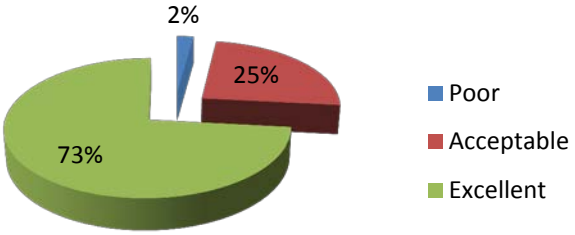
Pre-Decision

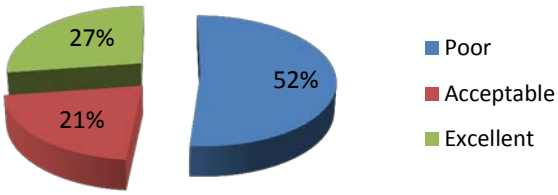




Experience with Arbitrator, BBB AUTO LINE

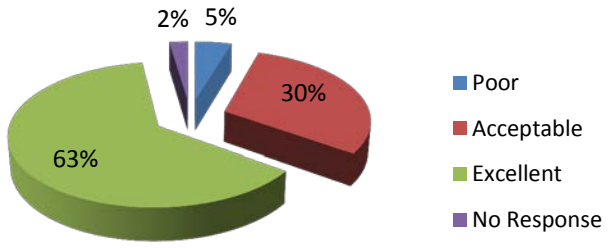
Pre-Decision

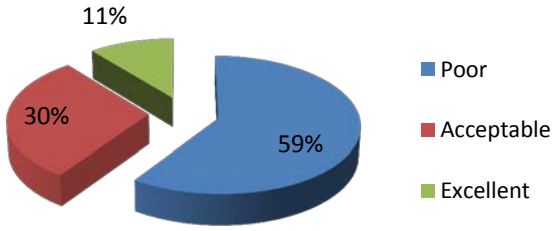




Experience with Arbitrator, CDSP

Pre-Decision





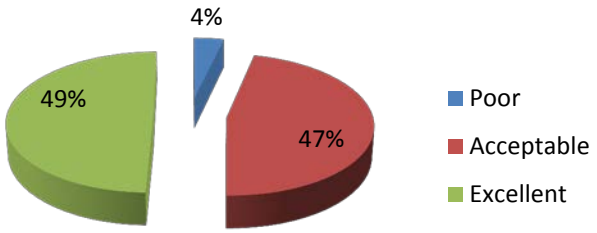
Consumers were then asked to rate their experience with the arbitrator. Twenty-three or 22% of the consumers indicated that the experience was excellent (a decrease from 32% in 2013) and 25 (24%) indicated that it was acceptable, while 56 (54%) indicated it was poor.

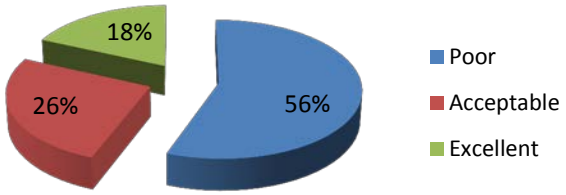
The same question was asked prior to a decision being rendered. Ninety-five or 70% of the consumers rated their experience as excellent (an increase from 64% in 2013) and 35 (26%) indicated the process was acceptable, while four (3%) rated it as poor. One or 1% did not respond to this question.

Two consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the two pre-decision surveys, both consumers rated their experience as excellent. The consumer of the post decision survey rated their experience as excellent.

Experience with Entire Arbitration Process, All Programs

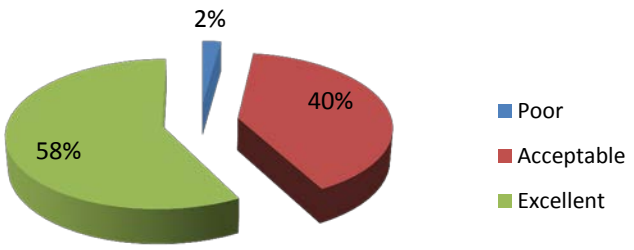
Pre-Decision

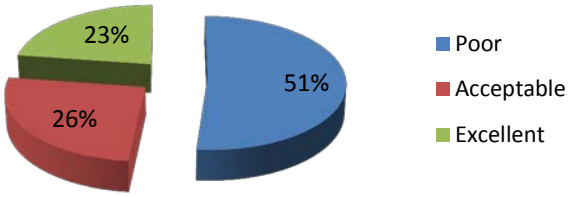




Experience with Entire Arbitration Process, BBB AUTO LINE

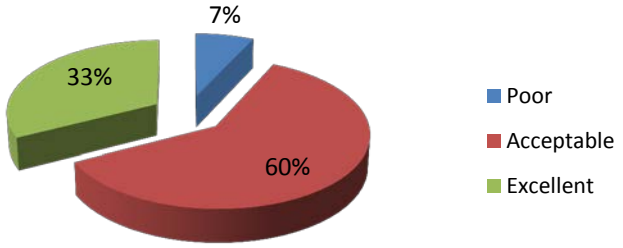
Pre-Decision

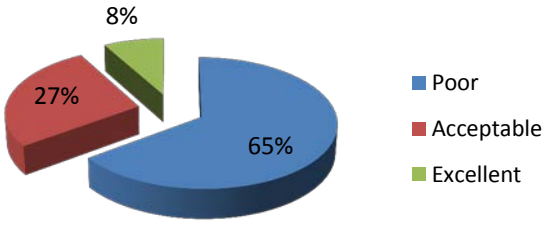




Experience with Entire Arbitration Process, CDSP

Pre-Decision



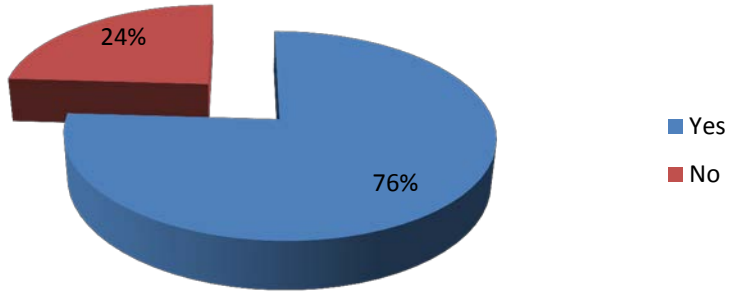


Finally, consumers were asked to rate their experience with the entire arbitration process. Nineteen or 18% of the consumers indicated that the experience was excellent (a decrease from 32% in 2013) and 27 (26%) indicated that it was acceptable, while 58 (56%) indicated it was poor (an increase from 44% in 2013).

The same question was asked prior to a decision being rendered. Sixty-seven or 49% of the consumers rated their experience as excellent (a slight decrease from 51% in 2013) and 63 (47%) indicated the process was acceptable, while five (4%) rated it as poor.

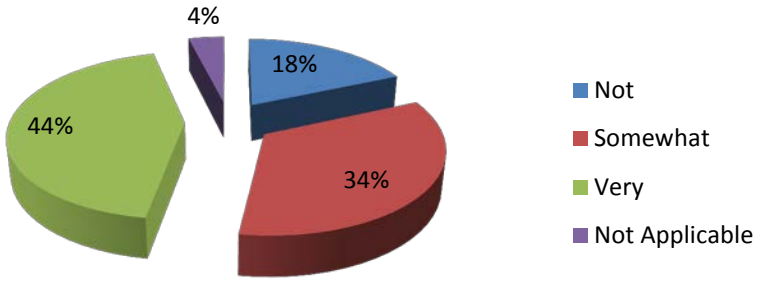
Two consumers utilizing the CAP-Motors program completed a pre-decision survey while one completed a post-decision survey. Of the two pre-decision surveys, one consumer rated their experience as excellent while the other rated acceptable. The consumer of the post decision survey rated their experience as excellent.

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



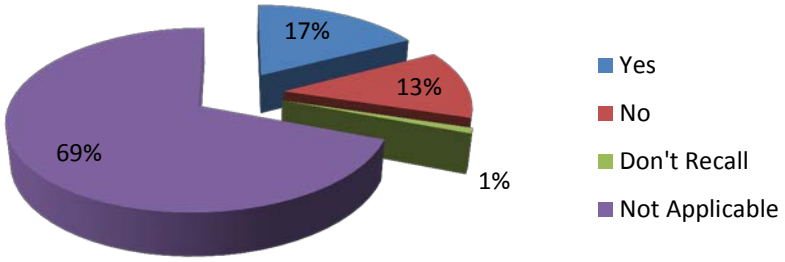
In addition to asking consumers about their experience with various parties of the process, ACP also asked consumers whether they were informed of certain procedures. Consumers were asked that if they participated in a settlement or mediation process after applying for arbitration, were they informed that it was a voluntary process. Of the 104 responses, (76%) indicated they were informed while 25 (24%) stated they were not informed. The programs have done a better job of notifying the consumers of the process as an increase from 54% in 2013 is noted.

In terms of distance and accommodations, were you satisfied with the location of your hearing?



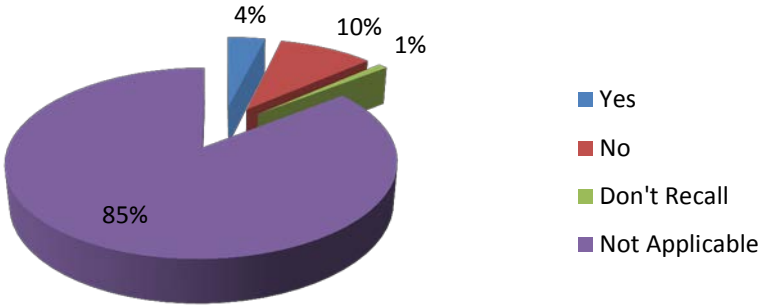
Consumers were asked if they were satisfied with the location of their hearing. Almost half of the consumers (44%) stated they were very satisfied with the location while only 18% were not satisfied.

If you received an award, did the Manufacturer perform the award within 30 days after you accepted the award?

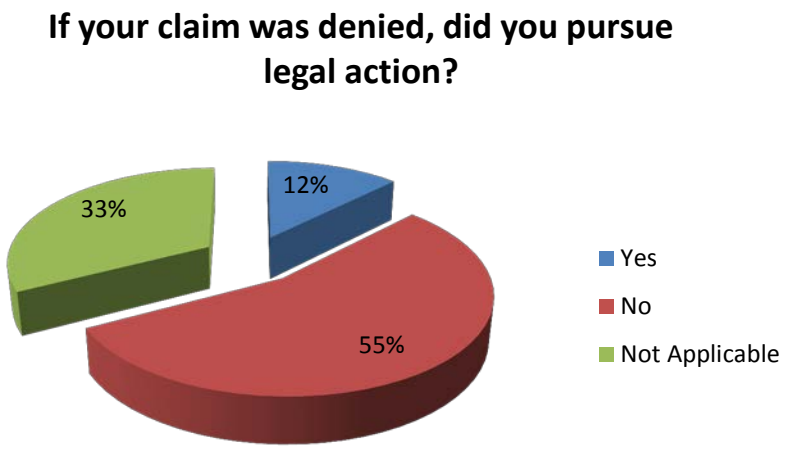


Consumers were asked if the manufacturer performed the award within the 30 days after the award was accepted. 18 (17%) consumers stated the award was performed within 30 days while 13 (13%) answered it was not. The remaining 73 consumers don't recall or answered not applicable.

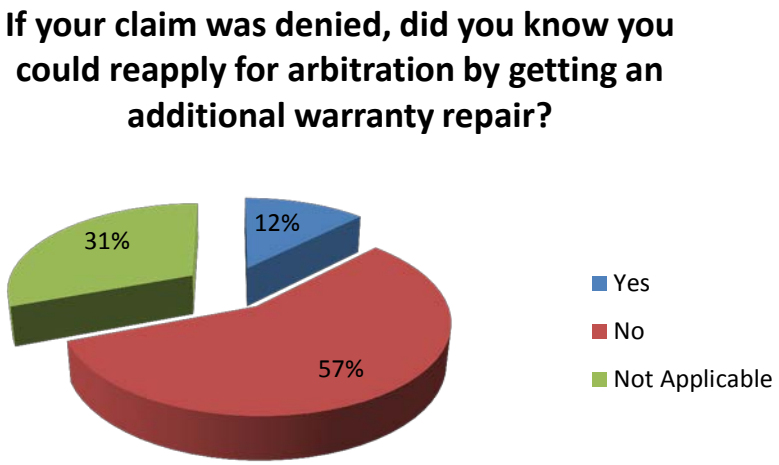
If you received an award, and the performance was over 30 days, did you agree to the delay?



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 4 (4%) consumers agreed while 10 (10%) did not agree to the delay. The remaining 90 consumers don't recall or answered not applicable



Consumers were asked if they pursued legal action if they received a denial decision. Thirteen (12%) consumers stated they did pursue legal action while 57 (55%) answered did not. The remaining 34 consumers answered not applicable.



Lastly, consumers were asked if they knew they could reapply for arbitration by obtaining an additional warranty repair. Of the 104 responses, only 13 (12%) indicated that they were aware of this while 59 (57%) were not aware you could reapply with an additional warranty repair. This was not applicable to 32 (31%) of consumers who completed the survey.

DATA BY MANUFACTURERS

The questionnaire data in the 2014 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 that responded 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**
Ferrari North America, Inc.	BBB AUTO LINE	0
Lamborghini America, LLC	BBB AUTO LINE	0
Lotus Cars	BBB AUTO LINE	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 10 and 11 pertain to consumers who have received an arbitration award or did not receive an award.

BBB AUTO LINE

ASTON MARTIN NORTH AMERICA

Aston Martin North America

In 2014, 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 one consumer and did not receive a response.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as excellent.

BBB AUTO LINE

BENTLEY MOTORS, INC.

Bentley Motors, Inc.

In 2014, 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 one consumer and did not receive a response.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as excellent.

BBB AUTO LINE

BMW OF NORTH AMERICA, LLC

(INCLUDES MINI COOPER)

BMW of North America
(BMW and Mini Cooper)

In 2014, 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 37 consumers. Of these 37 consumers, 5 (14%) 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, two 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?**

   Four consumers responded yes, while one responded no.

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

   One consumer responded with state agency, one with manufacturer and the other three 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?**

   Four consumers stated they were informed it was a voluntary process, while one consumer stated they were not.

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

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

   Two consumers to the post-decision survey indicated that the BBB AUTO LINE staff was acceptable while three consumers indicated poor.

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

- Things could have moved more swiftly and correspondence/contact more efficient
- Timely and responsive

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

- BBB did not listen
- BBB was very professional to the point of processing the paper work

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 excellent while four consumers indicated acceptable and one indicated poor.

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

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

- Not really interested in addressing the problems or complaints
- Helpful but slow

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

- Didn't seem to have many knowledge about vehicle issues except keep repeating the noises and rattling are normal

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

All seven consumers to the pre-decision survey indicated that the Arbitrator was excellent.

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

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

- Listened well, asked very good related questions

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

- Not detail oriented and refused to view the video recording and audio
- Nothing was resolved, arbitrator agreed there was in fact an issue with the vehicle yet the manufacturer couldn't fix it

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

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

One consumer to the post-decision survey indicated that the Arbitrator was acceptable while four consumers indicated poor.

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

- Didn't like the decision because many work orders indicate the BMW foreman have described that the noises and rattling were not normal

9. In terms of distance and accommodations, were you satisfied with the location of your hearing?

Two consumers responded very satisfied, one responded somewhat satisfied while two responded not satisfied.

10. If you received an award,

A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

One consumer reported the award being performed within 30 days while four responded not applicable.

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

All five consumers responded not applicable.

11. If your claim was denied,

A. Did you pursue legal action?

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

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

Four consumers stated they knew they could reapply for arbitration after an additional warranty repair, while one consumer responded not applicable.

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

- Rule in favor of the person with the lemon car
- Be more serious, not satisfied at all
- Make sure to review all the proof including video and recording that consumers provide to help the cases

Results of Consumers Completing Both Pre & Post Surveys

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

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

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

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: acceptable ; acceptable
- Consumer B: acceptable ; poor

The following bullet points indicate consumers' 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 ; poor

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

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

BBB AUTO LINE

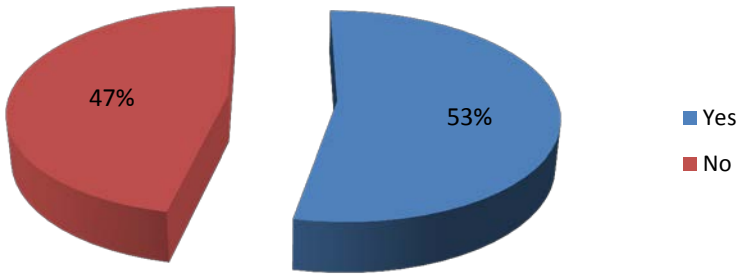
FORD MOTOR COMPANY

Ford Motor Company

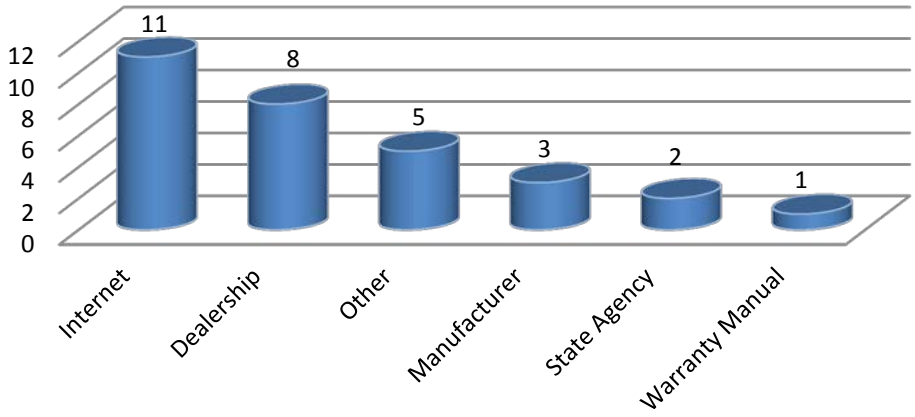
In 2014, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 29 responses to the pre-decision survey. For the post-decision survey the ACP contacted 154 consumers. Of these 154 consumers, 30 (19%) responded to the survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. 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, 11 consumers completed both pre and post-decision surveys. A narrative is included to represent the results of these consumers.

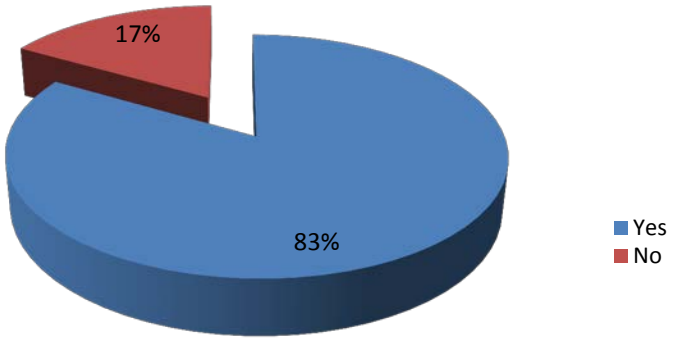
2. **Before you purchased your vehicle, did you know about the California's Lemon Law?**



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

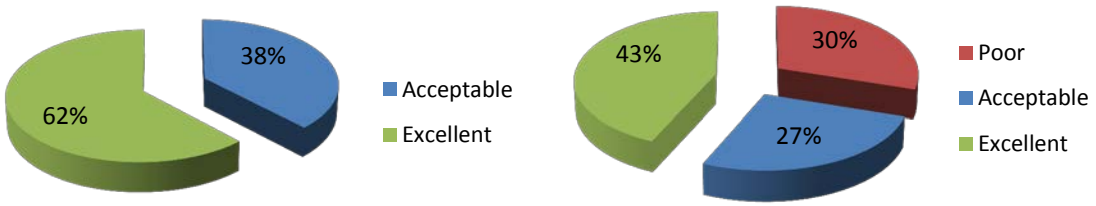


4. **If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**



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

Pre-Decision



Consumers had a substantially more favorable view (100% excellent/acceptable pre versus 70% excellent/acceptable post) of the BBB AUTO LINE staff prior to receiving their decision.

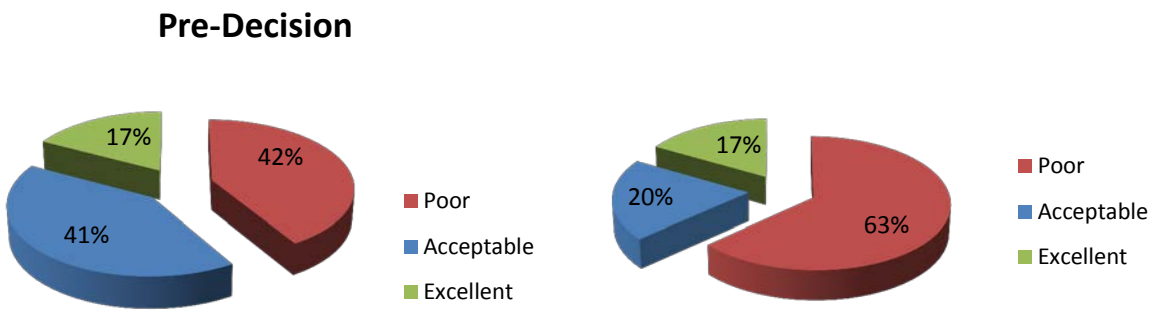
The following comments were provided on the pre-decision survey regarding BBB AUTO LINE staff:

- Very thorough and quick responses to my questions
- They took their time, did not rush me and listened
- Easy to file auto complaint online
- Very clear with my questions

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

- The last stage has been rough. They keep dropping the ball, but it will happen
- At times it was hard to get a hold of my BBB rep. They did not always return my call
- The best for the consumer
- They can improve their customer service skills and relation with the customer. They made me feel like I was guilty already
- Very slow, rude, unprofessional service
- Our claim manager at the BBB was excellent, very thorough communication, great follow-up, they made sure our case was handled in a timely fashion
- My representative was good, but there were a few times where I would tell them something about my situation and they would either forget what I had just said or I think perhaps they mixed me up with someone else. Overall, it was fine though
- They never answered my calls and I had to wait for a call back and the correspondence was very confusing
- We felt like they were more on the side of Ford
- Everyone was friendly
- It was difficult to find a bilingual person on the telephone

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



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:

- Lack of understanding of the product, which resulted in poor performance
- Manufacturer's representative didn't have many of the documents. This was a brand new car, there should not have to be so many repair orders necessary
- Service advisors at dealerships were very poor. Representative participating in process was acceptable, but they did not have knowledge of what transpired
- When the letter was sent back by Ford, they did not go into detail of why they were turning our request (for repurchase) down
- No positive input
- Ford twisted the facts to serve their argument. On a number of occasions (they were) misstating facts
- The documents were not available for my review
- A lot of communication regarding what to expect and how to prepare
- Bad communication
- They stated what they knew
- The regional director became very rude once I mentioned arbitration and Lemon Law

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

- The first person was great. The guy who is getting the check is a flake
- Dealing with Ford was the worst part about this whole thing. They never called me back and they never answered the phone. They would not return my phone calls nor would they reply to my emails. Getting a hold of them was almost impossible. They have no idea what customer service is. They wasted numerous hours of my time
- My car was repaired by Ford after arbitration under warranty
- The materials mailed and information and solutions provided were less than what we had started with

- They gave us a total run around, telling us twice that the car did not qualify for Lemon Law consideration

- Deceptive and unwilling to acknowledge issues

- They did not care about my car

- Good. There were a few instances where I had to call or email more than once to get a response and a few times I had to remind them which case I was speaking about

- He was rude and abrupt and had already made a decision on my case before I was able to state my case

- No one from Ford showed at the arbitration, so it was almost like they knew the decision ahead of time

- Never once was I able to reach my case worker or anyone else. The answering machine actually said do not leave a message and their backup was never available either

- They were very condescending and the whole process allowed Ford to hide behind semantics and words and not look at the fact that the car has problems and they will not own up to it

- Previously, they informed me that they will send out a technician to check my car. After arbitration, they disappeared and did not show up anymore

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

Pre-Decision

Consumers had a substantially more favorable view (100% excellent/acceptable pre versus 60% excellent/acceptable post) of the arbitrator prior to receiving their decision.

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

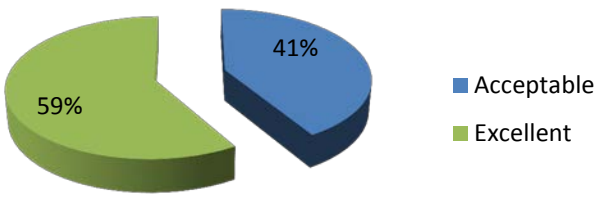
- Very professional
- Very pleasant

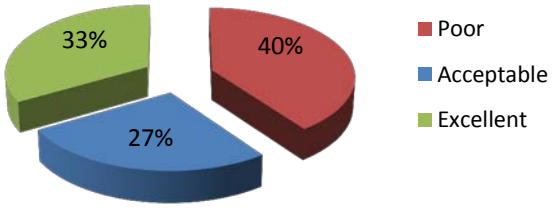
The following comments were provided on the post-decision survey regarding the arbitrator:

- The arbitrator is a little bit arrogant. Test drive is only five to ten minutes time and then the arbitrator indicated that the car is ok. I don't think ten minutes are enough to capture the issue. Unprofessional
- Arbitrator was very nice and I think she understood that Ford gets away with it
- They were unprepared and did not have all the related materials. In fact, they had to copy all of my job orders and read them before we could get started. They also stated they would contact us with their decision, but they never did
- Did not fully read all provided documents in determining the decision
- Slow to render a decision that was only considerate of manufacturer's concerns/position. They awarded an extension after initial performance period lapsed
- Gave Ford another 30 days to fix the car when Ford already had over three months
- Fair, thorough, and provided equal opportunity to all parties involved
- They weren't attentive at all, they missed key facts in the case
- The actual arbitration went very well, the arbitrator did a very good job of hearing both sides and staying neutral. They collected all the information and made a fair decision

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 (100% excellent/acceptable pre versus 60% 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:

- Fair
- Confusing, too much information and hard to navigate
- It was wonderful to have the professional at the BBB there for me as a resource
- Fast from beginning to today
- I am concerned with the technical expert process
- So far so great
- I was told this is a 40 day process, but it is not

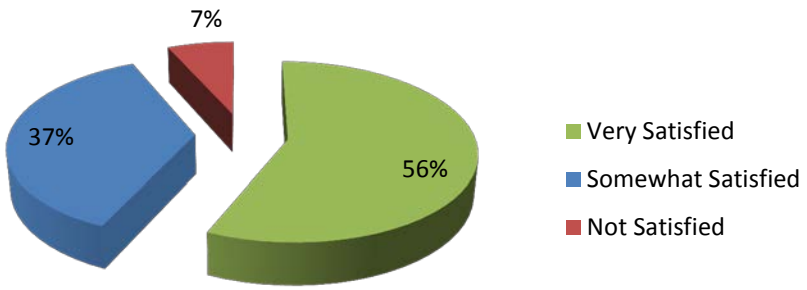
The following comments were provided on the post-decision survey regarding the entire arbitration process:

- I found the process to be protracted and heavily weighted in favor of manufacturer
- The arbitration staff was great, but once again Ford corporate was unsatisfactory
- Very tough to be patient and understanding as the process seemed very lengthy. We were fortunate to be in a position to be able to see it through. Time favored the manufacturer
- In the end, the arbitrator changed their decision when Ford was unable to fix the vehicle
- Lemon Law not taken into consideration
- It was very detailed and moved along step by step which made it easy to know and prepare for what was next
- Not very well prepared
- Less than poor
- Waste of time
- I was not given all information or documents

- Bad outcome, but one person against Ford and their experienced people does not allow for fair competition

- Very long process and when I called it was difficult to get someone who could interpret for me. Nobody at BBB spoke my language

9. In terms of distance and accommodations, were you satisfied with the location of your hearing?



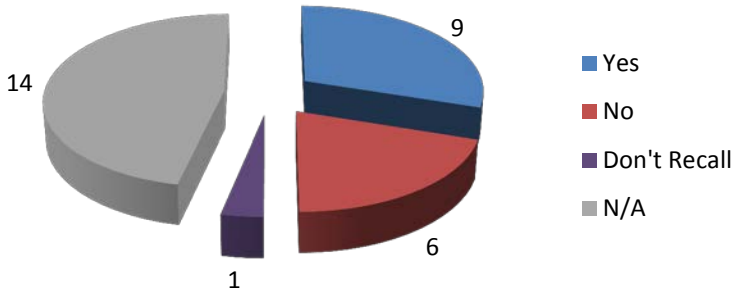
The following comments were provided to question 9:

- Close and convenient

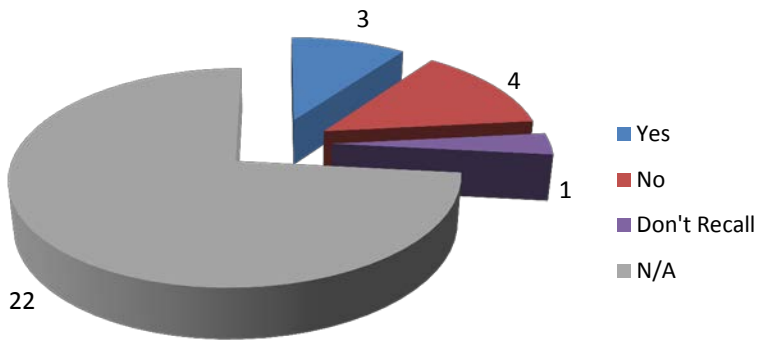
- A little far from where I lived

10. If you received an award,

A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

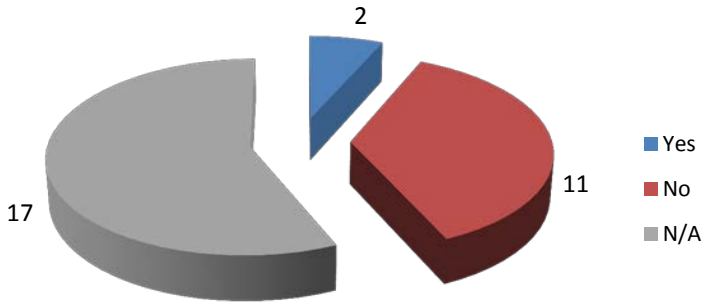


B. If the performance of the award was over 30 days, did you agree to the delay?

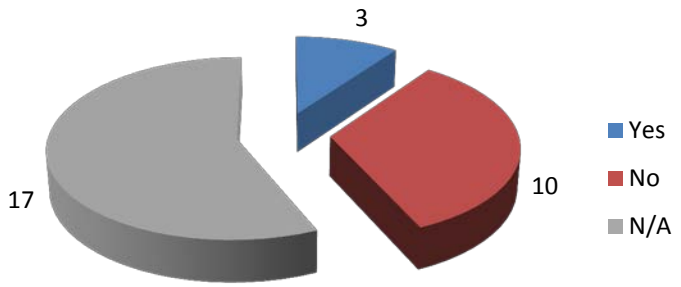


11. If your claim was denied,

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? Please specify.

- BBB should have bilingual personnel
- If the arbitrator knew more about vehicles, it would be helpful
- Make your people available and accountable
- The process was fair
- Have technicians actually do an investigation and know what they are looking at
- Better preparation by arbitration staff
- It would be so much easier to be able to scan and email the required documents rather than faxing hundreds of pages. It would make things much easier and the quality would come out better
- No improvements required
- Finish in the required time, not in six months
- Help the customer more than the dealer or car company
- There has to be a better way! Entire process should be transparent and visible online. Timeframes should be upheld

- Streamline. Our process lasted nine months
- BBB information should be provided to customers in some type of mandated open way (like finance and APR information)
- Ability to appeal and get a second hearing
- More guidance for the consumer
- Ford should take a look at the customer service they are providing
- Perform awards within 30 days

Analysis of Consumers Completing Both Pre & Post Surveys

Eleven respondents completed both the pre and post-decision surveys. Consumers A, B, C, D, E, F, G, H, I received an award. Consumer J and K did not receive awards.

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

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

The following bullet points indicate consumers' 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 ; poor
- Consumer C: excellent ; acceptable
- Consumer D: excellent ; excellent
- Consumer E: excellent ; excellent
- Consumer F: acceptable ; excellent
- Consumer G: excellent ; acceptable
- Consumer H: excellent ; excellent
- Consumer I: acceptable ; poor
- Consumer J: excellent ; acceptable
- Consumer K: excellent ; acceptable

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

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

Comparison to 2013 Consumer Satisfaction Survey

A comparison between the results of the 2014 and 2013 Consumer Satisfaction Surveys reveals some interesting information:

- The response rate remained unchanged in 2014 at 19%

- Satisfaction with BBB AUTO LINE has decreased consistently on the post-decision survey over the last three years from a high of 92% "excellent" or acceptable in 2012 to 86% in 2013 and 70% in 2014

It appears that overall satisfaction with the entire arbitration process increased in 2014 for pre decision surveys and post-decision surveys:

- In 2013 90% of pre-decision respondents indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2014, 100% of respondents reported this level of satisfaction

- In 2013 50% of post-decision respondents indicated “acceptable” or “excellent” satisfaction with the entire arbitration process, while, in 2014, 60% of respondents reported this level of satisfaction

BBB AUTO LINE saw a marked increase in consumers’ awareness of the voluntary nature of the settlement process. In 2014, 83% of respondents indicated on Question 4 that they were informed that the mediation process was voluntary, compared to 62% in 2013.

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

- In 2014, 9 of 16 consumers who received awards indicated that the manufacturer performed the award within 30 days, compared to 3 of 10 respondents in 2013

In 2014, 3 of the 8 respondents reported that they agreed to extend the timeframe for compliance beyond 30 days, compared to 2 of 5 in 2013.

BBB AUTO LINE

GENERAL MOTORS CORPORATION

General Motors Corporation

In 2014, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received six 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 28 consumers. Of these 28 consumers, three (11%) 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.

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

   One consumer responded yes, while two responded no.

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

   Each consumer responded with owner's manual, internet and dealership.

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

   One consumer stated they were informed it was a voluntary process, while two consumers stated they were not.

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

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

   One consumer to the post-decision survey indicated that the BBB AUTO LINE staff was acceptable while two consumers indicated poor.

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

   - My adjuster was too inexperienced and provided false information

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

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

   All three 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:

   - Hard to get ahold of, missed phone appointments

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

   - I was sent in circles and my character was attacked, stating that I lied and made false allegations about my vehicle

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

   All seven consumers to the pre-decision survey indicated that the Arbitrator was excellent.

   One consumer to the post-decision survey indicated that the Arbitrator was acceptable while two consumers indicated poor.

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

   Four consumers to the pre-decision survey indicated that the entire arbitration process was excellent while two consumers indicated acceptable.

   One consumer to the post-decision survey indicated that the Arbitrator was acceptable while two consumers indicated poor.

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

   - Informed, everything needed was provided to make best case possible

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

   - Nothing has been done but my application and hearing

9. **In terms of distance and accommodations, were you satisfied with the location of your hearing?**

   One consumer responded very satisfied while two responded somewhat satisfied.

10. **If you received an award,**

    A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

    All three consumers responded not applicable.

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

    All three consumers responded not applicable.

11. **If your claim was denied,**

    A. Did you pursue legal action?

    All three consumers stated they did not pursue legal action.

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

    All three consumers stated they did not know they could reapply for arbitration after an additional warranty repair.

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

- Help more, it gives guidance up to you meet the judge but not after. I asked for help and still haven't received any.

BBB AUTO LINE

HYUNDAI MOTOR AMERICA

Hyundai Motor America

In 2014, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 19 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 49 consumers. Of these 49 consumers, seven (14%) 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, four consumers completed both pre-decision 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?**

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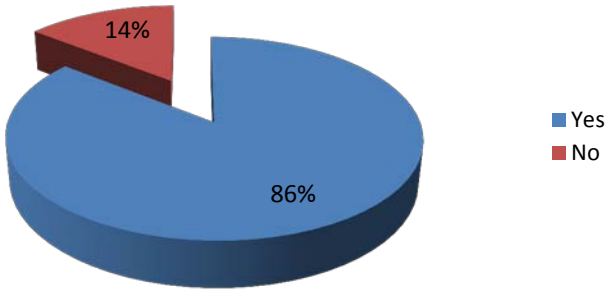
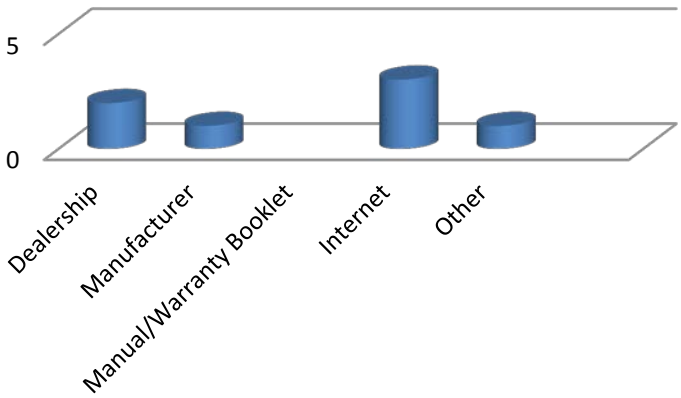
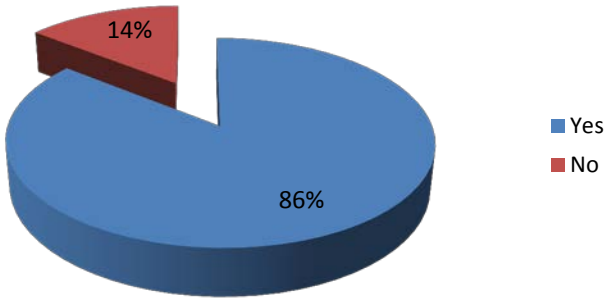


3. **Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**

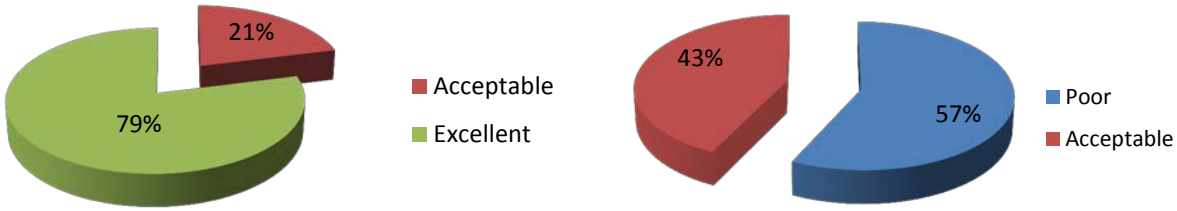


4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?



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

Pre-Decision



Consumers had a substantially more favorable view (100% excellent/acceptable pre versus 43% excellent/acceptable post) of the BBB AUTO LINE staff prior to receiving their decision.

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

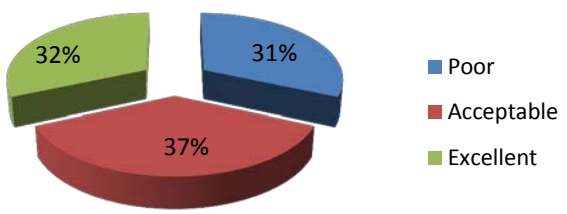
- It was extremely difficult to upload my documentation. I had to reload and re-open my case multiple times
- Very helpful and very good service!
- The hearing was conducted very orderly manner
- Professional! Great business environment
- Very nice and helpful
- Arbitration has impartial and took the time to test drive with me and opposite side
- Friendly and helpful, very accommodating

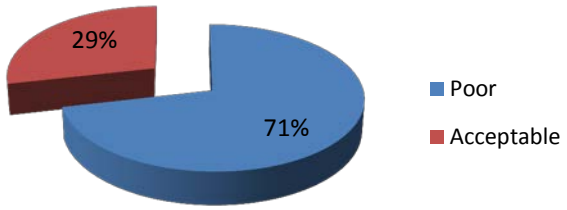
The following comments were provided on the post-decision survey:

- Car company knows the process and we did not! All my concerns were ignored. The State participation made no difference
- This program is a great option for consumers. I rate this as acceptable because on 3 different occasions after placing calls to the BBB I did not receive a call back as told by the service members
- I felt like there is an established relationship with Hyundai rep and that office

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:

- Very nice
- Overall lack of responsiveness. Response criteria set by Hyundai rarely met
- Rep did not have accurate records and did not even know what I wanted the resolve to be
- He works for manufacturer and therefore, despite hearing, sounds that hear annoying, stated that the car is acceptable?
- Very professional and polite

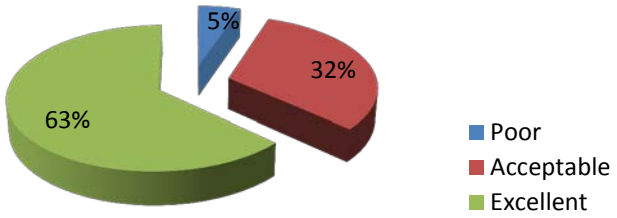
The following comment was provided in the post-decision survey:

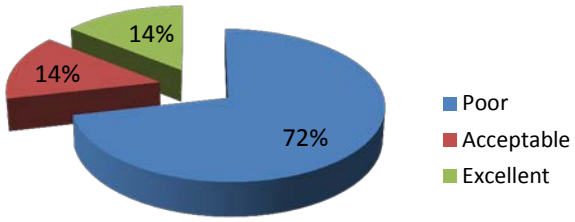
- Hyundai cars are poorly made, even when you have a warranty, it requires too many service repairs and it does not get repaired

- Customer service changed immediately. I have taken my car to dealer 6 times for the same problem. From the Hyundai hotline, they did not show that they cared at all

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

Pre-Decision





Consumers had a substantially more favorable view (95% excellent/acceptable pre versus 28% excellent/acceptable post) of the arbitrator prior to receiving their decision.

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

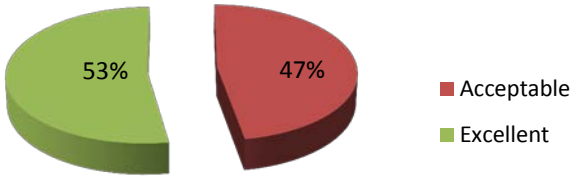
- So far, but the process is not complete yet
- Open, fair, receptive. She wanted to understand my concern
- Very knowledgeable
- She was professional
- Appears very impartial and explained the process clearly

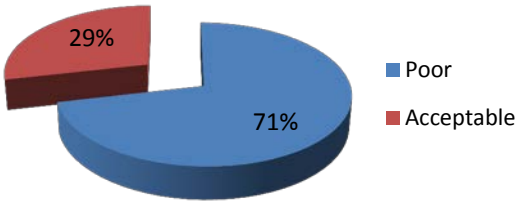
The following comments were provided in the post-decision survey:

- Arbitrator wanted me to listen, but did not listen to my concerns
- I honestly believe the arbitrator had a pre-determined mind on the case as he never gave me a chance to explain myself thoroughly
- It felt that there is a well established relationship with Hyundai rep

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 (100% excellent/acceptable pre versus 29% acceptable post) of the entire arbitration process prior to receiving their decision.

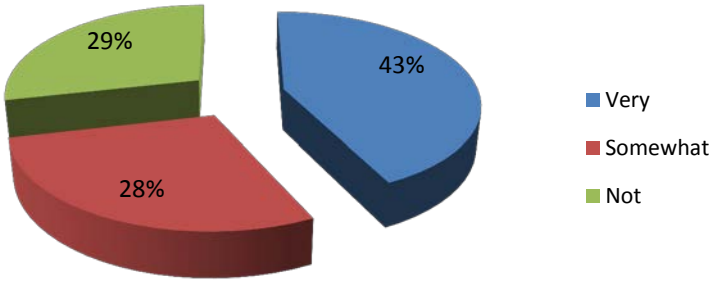
In the pre-decision survey, two consumers made the following comments:

- Very professional and detail. Get to the facts! Staff is pleasant and easy to work with. Very responsive!
- The BBB arbitration has been very useful so far to help get closure
- I feel this was a professional and well orchestrated venue

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

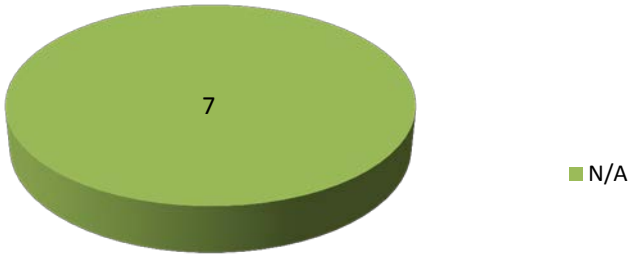
- Never again, a waste of time and effort, just let car company take advantage of consumers

9. **In terms of distance and accommodations, were you satisfied with the location of your hearing?**

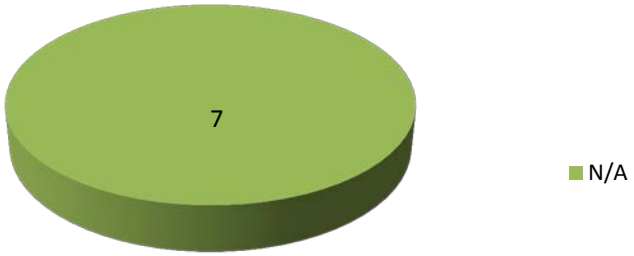


10. If you received an award,

A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

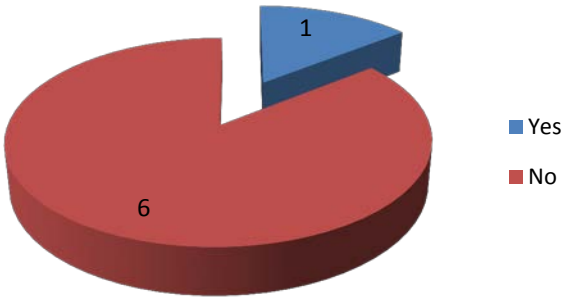


B. If the performance of the award was over 30 days, did you agree to the delay?

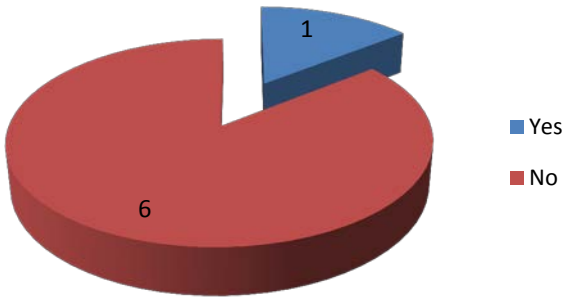


11. If your claim was denied,

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 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

Four consumers answered both the pre-decision and post-decision surveys. All four consumers did not receive an award.

The following bullet points indicate consumers' 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
- Consumer B: excellent ; poor
- Consumer C: acceptable ; acceptable
- Consumer D: excellent ; poor

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

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

- Consumer D: poor ; poor

The following bullet points indicate consumers' 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 ; poor
- Consumer C: acceptable ; poor
- Consumer D: acceptable ; poor

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

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

Comparison to 2013 Consumer Satisfaction Survey

A comparison between the results of the 2013 and 2014 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decreased response rate in 2014. In 2013, 20% of consumers responded to the survey, while 14% responded in 2014

- The BBB AUTO LINE staff received lower remarks for consumer satisfaction. In 2013, 83% of respondents indicated "acceptable" or "excellent" satisfaction with BBB AUTO LINE staff, while, in 2014, 43% of respondents reported this level of satisfaction

- It appears that satisfaction with the arbitrator decreased in 2013, specifically for consumers surveyed post-decision. In 2013, 60% of post-decision respondents indicated "acceptable" or "excellent" satisfaction with the arbitrator, while, in 2014, 28% of respondents reported this level of satisfaction

It appears that overall satisfaction with the entire arbitration process decreased in 2014:

- In 2013, 100% of pre-decision respondents indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, as was the same, in 2013, with 100% of respondents reported this level of satisfaction

- In 2013, 60% of post-decision respondents indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2014, 29% of respondents reported this level of satisfaction

BBB AUTO LINE

JAGUAR LAND ROVER NORTH AMERICA, LLC

Jaguar Land Rover North America, LLC

In 2014, 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, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted six consumers and did not receive a response.

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

   The consumer indicated excellent

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

   The consumer indicated poor

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

   The consumer indicated excellent

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

   The consumer indicated excellent

BBB AUTO LINE

KIA MOTORS AMERICA

Kia Motors America

In 2014, 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, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 12 consumers. Of these 12 consumers, four consumers responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

In addition, three consumers completed both pre-decision 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?**

   Three consumers indicated No, while one indicated Yes.

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

   Two consumers indicated from the dealership, two indicated from a friend and family, one from the owner's manual or warranty booklet, and one from the internet.

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

   All four consumers indicated Yes.

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

   All four consumers to the pre-decision survey indicated that the BBB AUTO LINE staff was acceptable.

   Three consumers to the post-decision survey indicated that the BBB AUTO LINE staff was poor, while one indicated acceptable.

   The following comment was provided on the pre-decision survey:

   - [Staff] lost documents, had to redo all the paperwork processing

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

- It worked out in my favor but during the process it felt like they were always on the side of the manufacturer
- Took a long time to get ahold of assigned person at BBB, felt arbitrator did not read my materials prior to hearing- did not hear what I was saying
- Slow response, case constantly closed without follow-up, no follow through by BBB

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

Two consumers to the pre-decision survey rated the Manufacturer Representative as acceptable, while the other two provided a rating of poor.

Two consumers to the post-decision survey rated the Manufacturer Representative as acceptable, while the other two provided a rating of poor.

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

- Didn't show up, just phoned in his response. Had wrong information and didn't know what SA upgrades were. He basically was there just to say no
- Changing of representative often
- Felt they were sneaky, tried to get me to settle prior to the arbitration hearing; implied they "cared about me" and "took care" of me

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

- They would have had to work hard to be worse. They denied everything and tried to blame me for their problem. Less than 1 month after our case I received a recall from the manufacturer concerning the problem I had which they denied ever existed
- Car was brought to dealer 8 times, manufacturer knew since 2011

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

Three of the consumers to the pre-decision survey rated the Arbitrator as acceptable, while one provided a rating of excellent.

One consumer to the post-decision survey rated the Arbitrator as excellent, while the other three indicated poor.

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

- Didn't like his interruptions

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

- He seemed fair and listened intently to both sides
- Felt he was only looking at whether dealer did their job
- Not that the arbitrator decided on the side of the dealer, but his reason for his decision

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

Three consumers to the pre-decision survey rated the entire arbitration process as acceptable, while one provided a rating of poor.

One consumer to the post-decision survey rated the entire arbitration process as acceptable, while the other three provided a rating of poor.

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

- Constant closing of our case without any settlement agreement
- Have mixed feeling- mostly felt it was not worth the effort. Didn't feel arbitrator took me seriously

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

- Didn't feel heard- arbitrator leaned more towards dealer
- Decision took over 2 weeks, it said dealer did not have time to repair (even though we took car in 8 times) and he felt that it was an unsafe situation

9. In terms of distance and accommodations, were you satisfied with the location of your hearing?

One consumer indicated very satisfied, while two indicated somewhat satisfied, and one indicated not satisfied.

10. If you received an award,

A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

One consumer indicated yes.

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

No response was provided.

11. If your claim was denied,

A. Did you pursue legal action?

Three consumers indicated no.

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

Two consumers indicated no, while one indicated yes.

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

The following comments were provided:

- Clearly inform the claimant regarding the process and how to prepare. Tell them not to waste time gathering information other than repair [history]
- After being told we won the arbitration the manufacturer was impossible to reach and waited until the 30th day to talk action. Also there was no disposition of the vehicle in those 30 days (i.e., do I keep it insured, etc.) and no one to ask. I think there should be stipulation that if the manufacturer knowingly has a problem and fights anyway in arbitration and looses there should be an additional penalty to the manufacturer. They clearly knew of the problem as they shortly after announced a recall
- Better follow-up by BBB. Don't just close case because you don't receive reply. We faxed a document to BBB, we did not hear from them so I called and was told case was closed for lack of response. Document was faxed to their number and I had confirmation

Analysis of Consumers Completing Both Pre & Post Surveys

Three respondents completed both the pre and post-decision surveys. Consumers A and B did not receive an award. Consumers C did receive an award.

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

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

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: poor : poor

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

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

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

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

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

Comparison to 2013 Consumer Satisfaction Survey

A comparison between the results of the 2013 and 2014 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decreased response rate in 2014. In 2013, 45% of consumers responded to the survey, while 33% responded in 2014

- The BBB AUTO LINE staff received lower marks for consumer satisfaction. In 2013, 90% of respondents indicated "acceptable" or "excellent" satisfaction with BBB AUTO LINE staff, while in 2014, 25% of respondents reported this level of satisfaction

- It appears that satisfaction with the arbitrator decreased in 2014. In 2013, 80% of respondents indicated "acceptable" or "excellent" satisfaction with the arbitrator, while, in 2014, 50% of respondents reported this level of satisfaction

It appears that overall satisfaction with the entire arbitration process decreased in 2014:

- In 2013, 100% of pre-decision respondents indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2014, 75% of respondents reported this level of satisfaction

- In 2013, 60% of post-decision respondents indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2014, 25% of respondents reported this level of satisfaction

BBB AUTO LINE

MASERATI
NORTH AMERICA, INC

Maserati North America, Inc.

In 2014, 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 one consumer and did not receive a response.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as poor.

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

   The consumer rated their experience as excellent.

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

   The consumer rated their experience as excellent.

BBB AUTO LINE

MAZDA NORTH AMERICAN OPERATIONS

Mazda North American Operations

In 2014, 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, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted six consumers and did not receive a response.

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

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

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

   The consumer rated their experience with the Manufacturer Representative as acceptable.

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

   The consumer rated their experience with the Arbitrator as acceptable.

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

   The consumer rated their current experience with the entire arbitration process as acceptable.

BBB AUTO LINE

NISSAN NORTH AMERICA, INC.

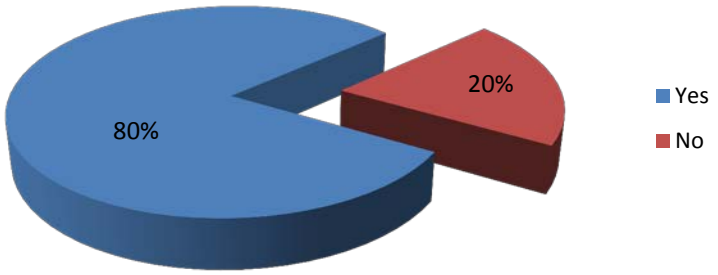
(INCLUDES INFINITI)

Nissan North America, Inc.
(Nissan and Infiniti)

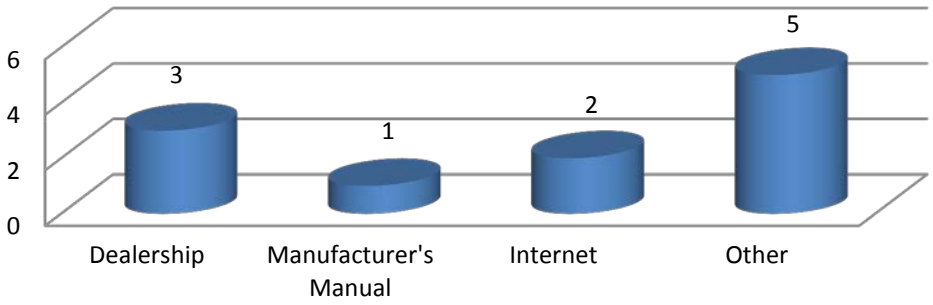
In 2014, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received seven responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, 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, 11 (22%) responded. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

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

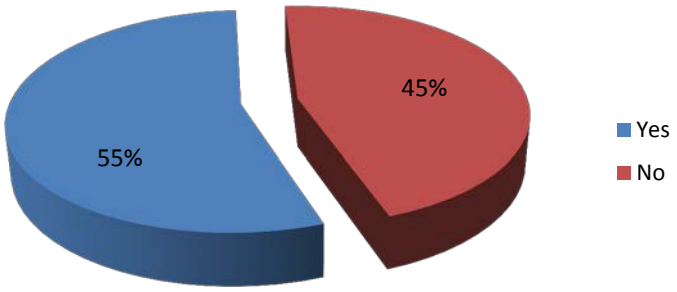
2. Before you purchased your vehicle, did you know about the California's Lemon Law?



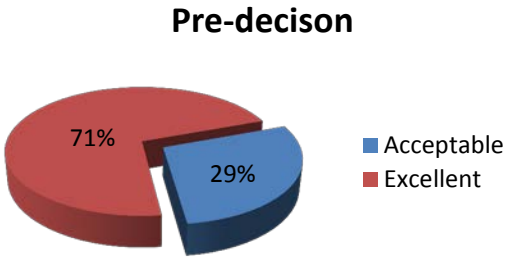
3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?

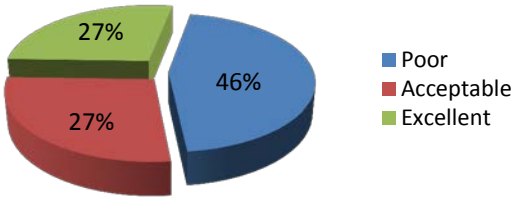


4. **If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**



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





Consumers expressed greater satisfaction with their experience with the BBB AUTO LINE staff prior to receiving the decision by the arbitrator than after. The rating dropped from 100% of acceptable and excellent to 54%.

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

- We were explained the wrong procedure of the meeting
- Very professional. Ran very smooth & everything was explained

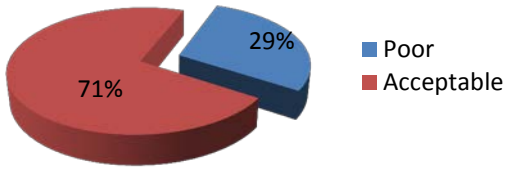
The following comments were provided on the post-decision survey regarding the BBB AUTO LINE staff:

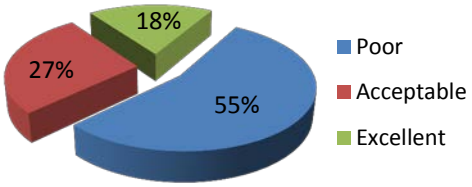
- Sometimes hard to reach. Send several emails with no reply. Had to call direct to get answers
- Horrible arbitrator—should not be allowed this position

- An absolute joke. I went through arbitration—which is flawed beyond words
- I just received letters
- Since I was represented by my attorney, I was never in contact with the arbitration staff
- The arbitration was unfair. The gentleman arbitrating was too old and he really did not care one way or another. I will never use BBB again.
- Responsiveness lacking

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

Pre-decision





Prior to the arbitration hearing, 71% of the consumers were overall satisfied with their experience with the Manufacturer's Representative. After the hearing, the percentage rose to 82%.

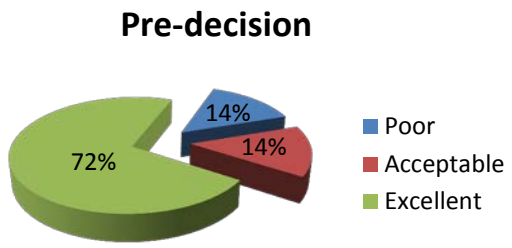
The following comments were provided on the pre-decision survey regarding the Manufacturer's Representative:

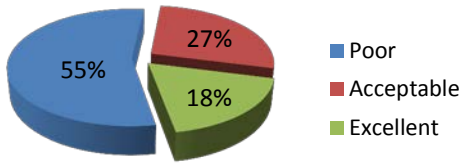
- Explained everything to use

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

- Very uncooperative. Always tells us to contact BBB. Didn't even show up in the hearing
- Not sympathetic, rude, and dismissive
- After arbitration failed, I contacted Nissan Consumer Affairs—within 48 hours Customer Quality called and advised me of a buyback
- I went through an attorney
- The vehicle manufacturer's representative was not communicative and clearly had no intent to try and work things out
- The car was poorly made. The occurrence that happen could have caused death or loss of limb. I only ask to replace the car which is a lemon and I receive no help from arbitration. I will never recommend BBB to anyone.
- Pre-arbitration hearing: unresponsive
  Post-arbitration hearing: turned against arbitration decision for repair, persisted in denial and chose to take no corrective actions

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





Consumers had a substantially more favorable view (86% excellent or acceptable) of the arbitrator prior to receiving a decision, compared with a 45% excellent or acceptable rating in the post decision.

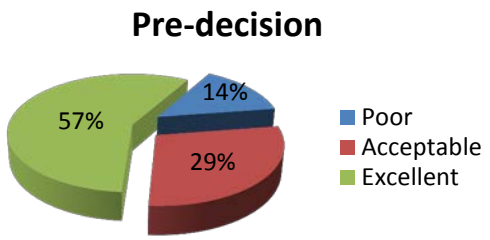
The following comments were provided on the pre-decision survey regarding the Arbitrator:

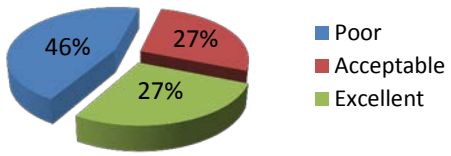
- Very professional

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

- Very good listener…both sides. Interrupted when necessary and was extremely polite
- 1-10 with 10 best, it was close to 0
- The arbitrator was ignorant, he had little to no knowledge of electronics on modern vehicles
- I didn't go thru!
- The arbitrator fail on oversee the proved vehicle defect by a manufacturer service bulletin which describes ABS malfunction
- The arbitrator made some statements that were completely false, if he/she only looked at all the records it would be clear. The arbitrator deserves a rating lower than poor
- The questions he ask were very useless—he did not consider my case and he was not concerned about this case
- Good job in fact-finding but decision not specific enough about corrective actions

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 somewhat favorable with a rating of 86% excellent and acceptable. Whereas after a decision was received, their view declined to 54%.

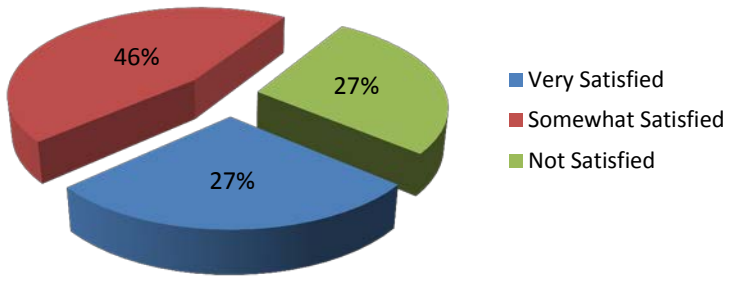
The following comment was provided on the pre-decision survey regarding the entire arbitration process:

- Please call me if you are really interested. The arbitrator was poor at best. I have had a lot of arbitration experience and she should not be used by the BBB

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

- Thank God for this process; otherwise, we would have been stuck with a $35k lemon
- BBB Auto Line—would rate as a "D-", but the BBB won't accept comments on their own business
- Very unfair, it seems to me that it's a fake process intended to favor the manufacturer, not the consumer
- If I had a different arbitrator, that would take the time to actually go through the information presented in detail then I'm sure the outcome would have been very different
- In all fairness, I paid $30,000 for a car that has been to the repair shop since I had it. Yes it's been repaired but why 4 or 5 times
- Helpful but suffers from significant weaknesses

9. In terms of distance and accommodations, were you satisfied with the location of your hearing?

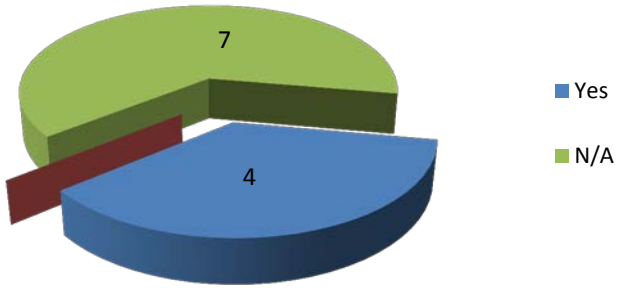


The following comments were provided on the post-decision survey regarding the location of the hearing:

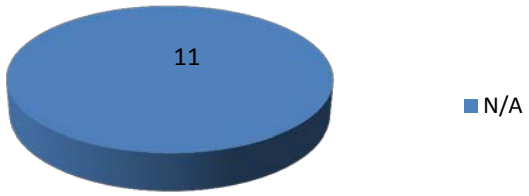
- A bit to travel but worth it
- 35 miles away was not the problem—it was the hearing itself—once again a farce
- Unfortunately since I was represented by my attorney this was out of my control
- The building was refurbished and the parking fee should have been waived

10. If you received an award,

A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

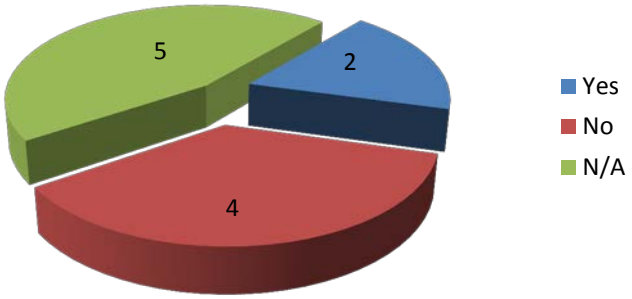


B. If the performance of the award was over 30 days, did you agree to the delay?

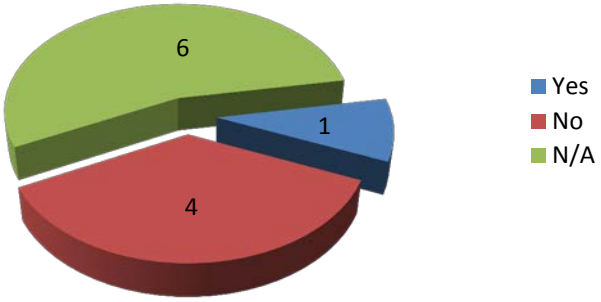


11. If your claim was denied,

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? Please specify.

- Better communication would be nice. Also, what's with the TIF files? Why not just PDFs?
- Have the arbitrator listen and be neutral—which is what they are supposed to do.
- Deal directly with the manufacturer
- Speed it up, still waiting on manufacturer for the right deal
- Fair and honest arbitrators willing to protect consumer rights
- Younger arbitrator. Someone who cares for the consumer. Someone who reads the complaints. Nissan was so horrible before the arbitration. They offer me $500 not to appear for the arbitration hearing and the arbitrator did not want to hear this.
- 1) avail everything pertinent to case online, including case details/status/trail/history, documents, and arbitration hearing recording
  2) better independence of BBB Auto Line from participating vehicle manufacturers—communications between BBB Auto Line & Manufacturer not transparent to Consumer

3) better mediation efforts to stave off arbitration by coordinating communications between the parties—no meaningful effort by BBB Auto Line to have Manufacturer address Consumer concerns
4) settlement terms should originate from the parties, not BBB Auto Line
5) signatures of both parties should appear on the same settlement agreement
6) BBB Auto Line case handler should be responsive to consumer inquiries

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

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

The following bullet points indicate consumers' 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; poor
- Consumer D: acceptable; poor

The following bullet points indicate consumers' 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; acceptable
- Consumer C: excellent; excellent
- Consumer D: excellent; poor

The following bullet points indicate consumers' 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; poor
- Consumer C: excellent; poor
- Consumer D: poor; poor

The following bullet points indicate consumers' 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; poor
- Consumer C: excellent; poor
- Consumer D: poor; poor

Comparison to 2013 Consumer Satisfaction Survey

A comparison between the results of the 2014 and 2013 Consumer Satisfaction Surveys, based on the post-decision surveys, revealed:

- There is a decrease in the response rate in 2014. In 2013, 33% of consumers responded to the survey, while 22% responded in 2014

- The BBB AUTO LINE staff received a significant decrease in overall remarks for consumer satisfaction. In 2013, 71% of respondents indicated excellent or acceptable satisfaction. While in 2014, 54% of respondents rated the BBB AUTO LINE staff as excellent or acceptable

- Consumers rated the arbitrators less favorable in 2014. In 2013, 58% of respondents indicated acceptable or excellent satisfaction with the Arbitrator, while in 2014, the rating declined to 45%

- The Manufacturer's Representative had a less favorable overall consumer satisfaction rating in 2014. In 2013, 47% of the respondents indicated excellent and acceptable with the Manufacturer's Representative. While in 2014, the rating slightly dropped to 45%

It appears that overall satisfaction with the entire arbitration process waned in 2014.

- In 2013, 100% of pre-decision respondents indicated excellent or acceptable satisfaction with the entire arbitration process. While in 2014 the percentage declined to 86%

- In 2013, 65% of post-decision respondents indicated excellent or acceptable satisfaction with the entire arbitration process. While in 2014, 54% of respondents indicated excellent or acceptable

The percentage of consumers aware of the voluntary nature of the settlement process remains about the same in 2013 and 2014. In 2013, 47% of respondents indicated that they were informed the mediation process was voluntary, compared to 45% in 2014.

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BBB AUTO LINE

VOLKSWAGEN OF AMERICA, INC.

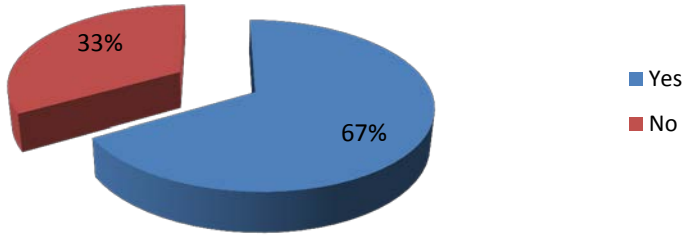
(INCLUDES AUDI)

Volkswagen of America, Inc.
(Volkswagen and Audi)

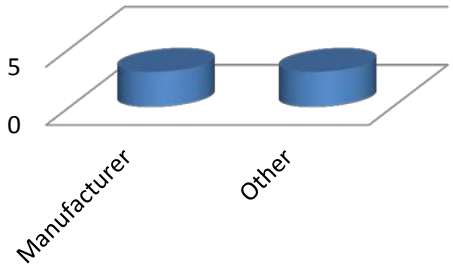
In 2014, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 13 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program staff, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 34 consumers. Of these 34 consumers, six (18%) responded to the survey. The post-decision survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law, as well as the same questions asked on the pre-decision survey.

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

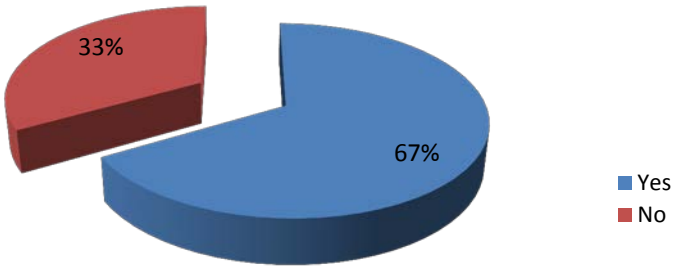
2. **Before you purchased your vehicle, did you know about the California's Lemon Law?**



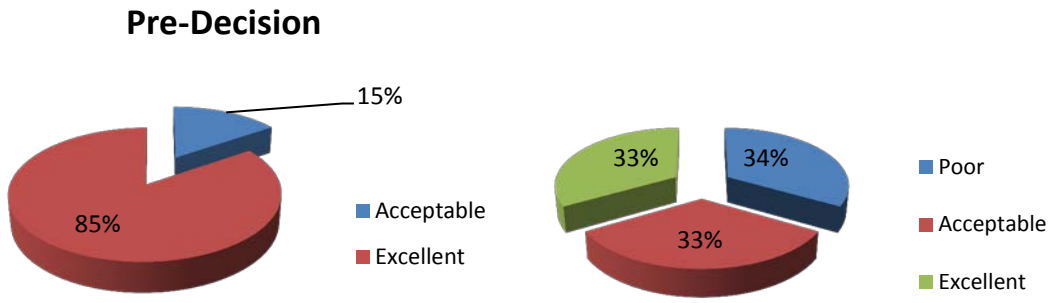
3. **Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**



4. **If you participated in a settlement or mediation process after applying for arbitration with the 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 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:

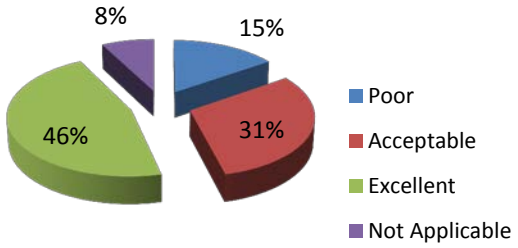
- My representative is professional, courteous and timely
- They were very helpful
- Very friendly, knowledgeable and efficient

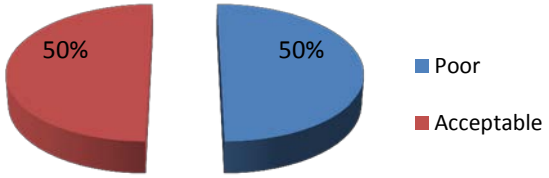
In the post-decision survey, consumers made the following comments:

- Good experience
- It was biased
- The person handling my case was very unprofessional and was not accommodating

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

Pre-Decision





Consumers expressed satisfaction with the Manufacturer's Representative in the pre-survey however indicated dissatisfaction in the post-survey.

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

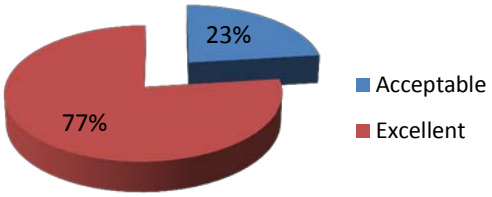
- When I asked if they had an arbitration program, I was told "no"
- I felt that at the dealership level, I was given the run around on the issues I had
- It will help if they have some experience or knowledge about cars

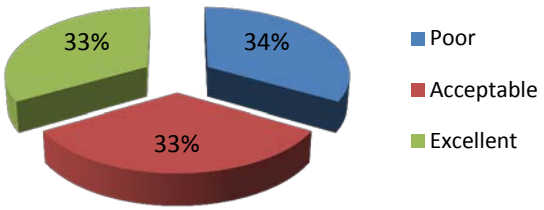
In the post-decision survey, consumers made the following comment:

- They have always approached us in professional manner however even though they knew exactly what our problem was, they have been denying the matter because they didn't know how to fix it
- VW has the worse customer service and don not case about their customers who have saddled with dangerous, defective vehicle

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:

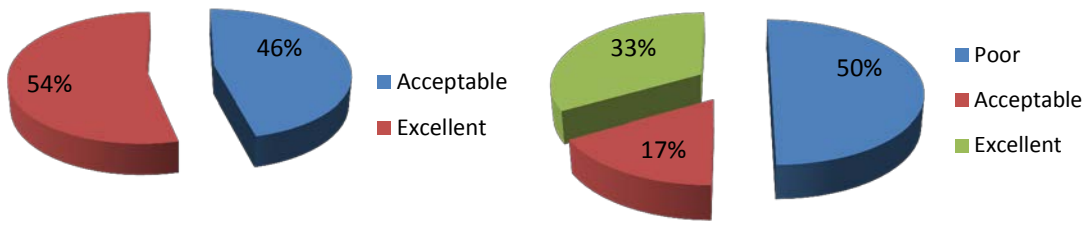
- Very professional
- Friendly and to the point
- I felt confident that they were honest/objective

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

- VW admitted that the vehicle was defective in the arbitration yet the arbitrator ignored this
- Facts which are visible and acknowledged were overlooked in the final decision
- Very knowledgeable person

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

Pre-Decision



Consumers expressed a similar dissatisfaction with the entire arbitration process in both pre and post surveys.

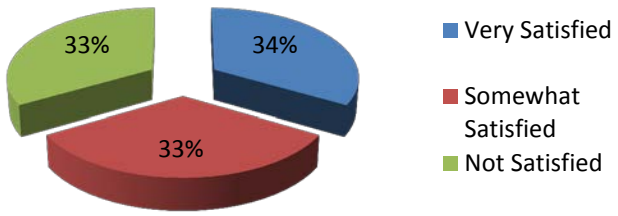
The following comments were provided on the pre-decision survey regarding the entire arbitration process:

- It's good to know this kind of service is available
- Our arbitrator was fair

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

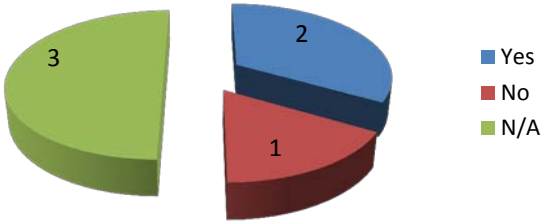
- I had all customers report on the other vehicle with the same issues but again I believe if company is paying their bill that is where the royalty goes

9. In terms of distance and accommodations, were you satisfied with the location of your hearing?

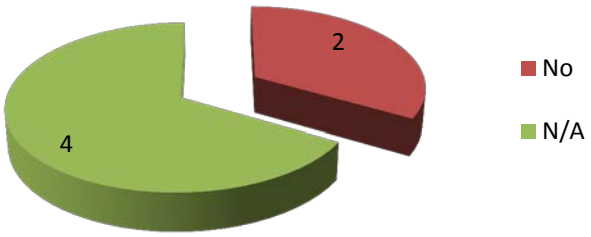


10. If you received an award,

A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

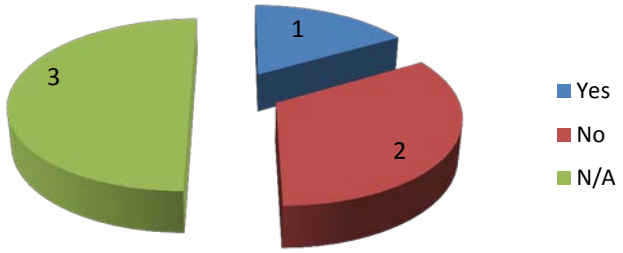


B. If the performance of the award was over 30 days, did you agree to the delay?

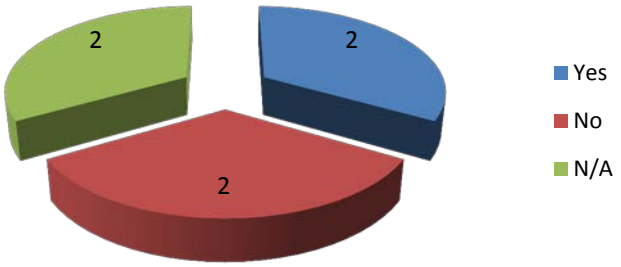


11. If your claim was denied,

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? Please specify.

- Arbitrator selection should be done by customer from pool of third-party arbitrators
- Arbitrators should take into account that when a manufacturer admits that a vehicle has defective parts, there is an issue
- Keep up good work protecting consumers
- It was a great service, very professional
- Your representative could be more forthcoming providing info

Results of Consumers Completing Both Pre & Post Surveys

Four consumers completed both the pre and post-decision surveys. All four consumers received an award.

The following bullet points indicate consumers' 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: excellent ; excellent
- Consumer C: excellent ; acceptable
- Consumer D: acceptable ; poor

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

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

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

The following bullet points indicate consumers' 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: acceptable ; poor

Comparison to 2013 Consumer Satisfaction Survey

A comparison between the results of the 2014 and 2013 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decrease response rate in 2014. In 2013, 31% of consumers responded to the survey, while 18% responded in 2014

- The BBB AUTO LINE staff received a slight decrease in excellent remarks for consumer satisfaction. In 2013, 67% of post-survey consumers indicated "excellent" satisfaction with BBB AUTO LINE staff, while, in 2014, 33% of consumers reported this level of satisfaction

- The ACP saw an increase in consumers being aware that the settlement or mediation process was a voluntary process. In 2013, 60% were aware while in 2014, 67% were aware of this voluntary process.

- In 2014, the ACP received a positive response in 67% indicating consumers were satisfied with the location and accommodations of their hearing.

California Dispute Settlement Program (CDSP)

TOYOTA MOTOR SALES USA, INC.

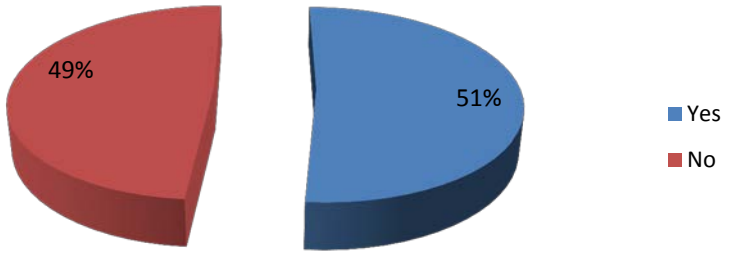
(INCLUDES SCION)

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

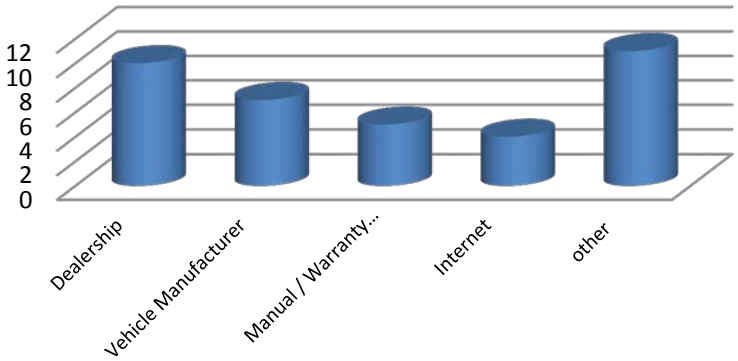
In 2014, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received 43 responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted 188 consumers. Of these 188 consumers, 37 (19%) 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, seven consumers completed both pre and post-decision surveys. A narrative is included to represent the results of these consumers.

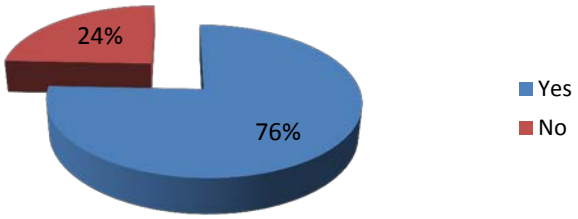
2. **Before you purchased your vehicle, did you know about the California's Lemon Law?**



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

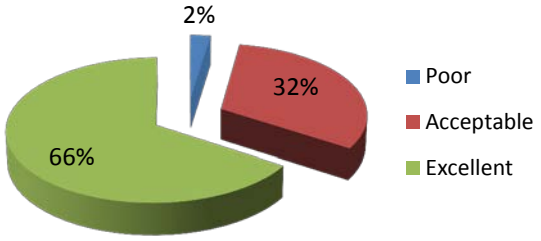


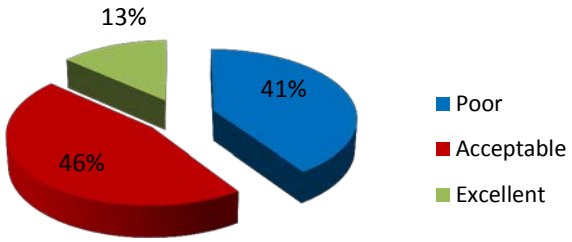
4. **If you participated in a settlement or mediation process after applying for arbitration with the CDSP, were you informed that it was a voluntary process?**



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

Pre-Decision





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

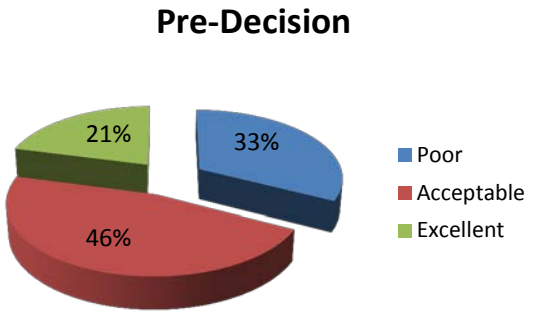
- I am very happy with the prompt response
- Staff was very nice and friendly
- The CDSP staff was very nice, polite and helpful
- Really nice and good support
- They were very timely with information and details
- Staff was very nice to talk with and welcomed all my questions
- very professional, and prompt with email responses
- Interactions with staff were rude and abrupt. Staff refused to forward videos as instructed per arbitrator

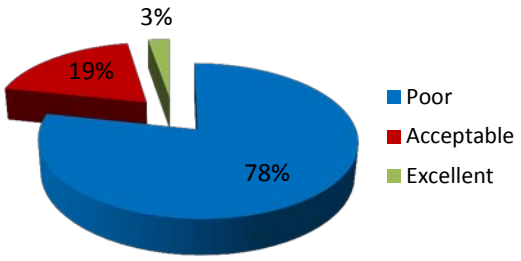
- Communication was not established, solely through mail
- There was not enough time to address all my concerns

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

- Case administrator was excellent, provided all the information I needed, promptly returned all my phone calls and answered the many questions I had.
- Staff was very professional
- Case administrator was polite, patient and helpful.
- Excellent Communication
- Sometimes very difficult to reach via phone
- Staff failed to acknowledge the problem and considered it a minimal nuisance. They favored Toyota more and sent emails past due dates.
- Calls were not returned in a timely manner
- Prompt and professional but they don't help you understand the process or the differences between a dealer and a manufacturer liability.
- Satisfied with the staff overall attitude
- They are very unprofessional

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





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

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

- Only clarify case information, representative could not respond to my questions.
- Gave wrong information on the operation of the car
- They don't have any understanding or feelings
- Representative refused to answer questions and started to get flustered
- Representative provided signature that was not mine and refused to address the matter
- Representative was very dishonest. Made numerous misrepresentations to the arbitrator in verbal comments and obviously did not even understand the case
- Representative was respectful and maintained a professional demeanor, however, was unable to answer my direct questions about the vehicle
- Representative was in contact with me prior to hearing and very aggressive on the phone telling me to go and pick up my car. Very unprofessional
- Manufacturer representatives rudely made fun of the video evidence I provided. Not very receptive to my comments and concerns. Very rude when I tried to explain my concerns. Tries to make me feel like I did not know what I was talking about

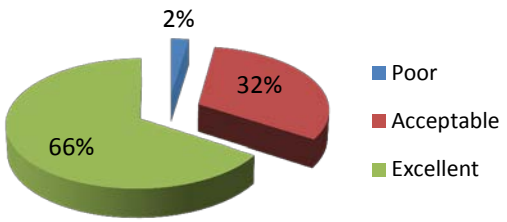
The following comments were provided on the post-decision survey regarding the Manufacturer Representative:

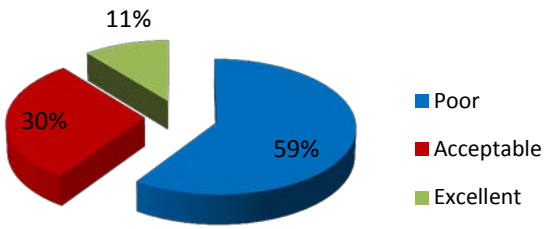
- Quick to say vehicle is operating as design but could not explain how the vehicle was designed to operate. Tried to make me feel like I don't know how to operate my vehicle
- Totally not acceptable- impolite and very rude
- They lied that the problem was fixed and did not check the facts on the repair orders
- They are not honest
- Toyota's rep was obnoxious and dismissive. Never gave me a chance to explain then diverge from the issue
- Representative was unpleasantly rude. Rolled her eyes and answered my questions with sarcasm
- Had no knowledge about the issue or the vehicle

- Provided false information
- They had no interest in resolving the issue
- Very poor; obnoxious and disgusting
- No one ever contacted me
- Representative received all required documents within 1 day and would wait a week to request additional information that was not required
- They don't care about consumer
- Representative tried to help me
- Obviously were friends with the arbitrator, seems very bias
- Lies about fixing the car

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

Pre-Decision





Consumers had a substantially more favorable view (90% excellent/acceptable pre versus 40% 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 fair and impartial
- Clearly explained the arbitration process

- Did not have any concern that Toyota was using a fake receipt I did not sign for evidence, but paid more attention to representative. Very bias

- Arbitrator was very prepared; he knew the files and gave both sides all the time they needed to present their case

- Arbitrator was very respectful and listened to both sides testimony

- Arbitrator was very professional and gave enough time to parties to present our case

- He does well to substantiate his position of being impartial

- He was way too familiar with the Manufacturer representative

- Arbitrator was very professional and listened to my case

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

- Arbitrators on the panel did not review any evidence and never inspected my car

- Did not rule in my favor which makes it difficult to give a great rating

- Arbitrator was neutral and fair

- Arbitrator had little interest in what I was presenting and was obviously friends with the Toyota representative

- Very rude, snapping and disrespectful

- Very poor automotive knowledge

- He listened to my concerns with the vehicle

- Arbitrator was not neutral was obviously on Toyota's side not mine

- It is unfair to have an arbitrator who knows nothing about vehicle. His decision was also bias and unfair

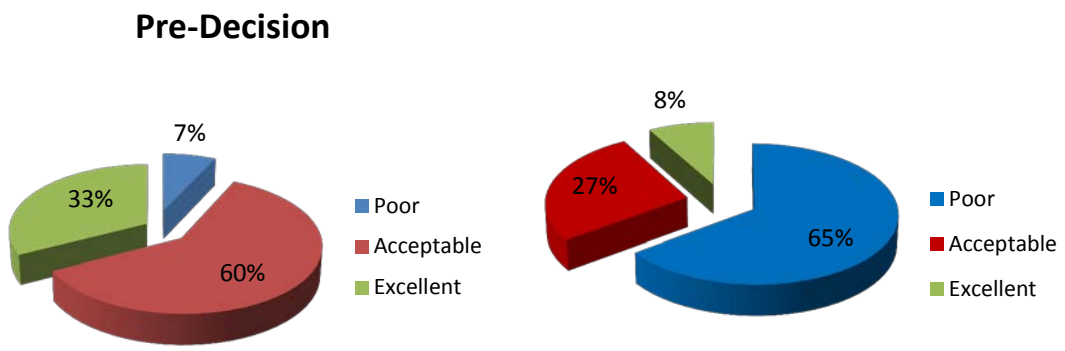
- Arbitrator's phone dropped call in the middle of arbitration and he did not have a clue about the case. Very unprofessional

- Did not know the law and sided with the manufacturer on every point

- Arbitrator was useless and clueless

- Did not care about my case

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



Consumers had a substantially more favorable view (67% excellent/acceptable pre versus 35% excellent/acceptable post) of the entire arbitration process prior to receiving their decision.

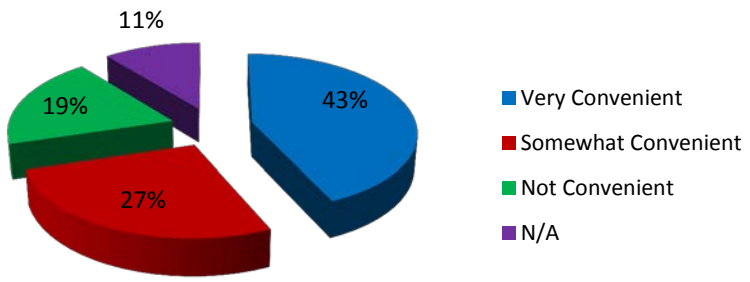
The following comments were provided on the pre-decision survey regarding the entire arbitration process:

- Scheduled hearing right away. I am glad someone from consumer affairs was present, made me feel like someone really cares
- Being oblivious to the situation we feel Toyota had the upper hand in this arbitration
- Definitely was not pleased with the process
- I am satisfied with the process and procedures
- It appears that all the evidence we provided was forwarded to Toyota, but none of Toyota's evidence was forward to us. Bias can't describe this process
- Did not know multiple representatives would be present at Arbitration and the process was long
- Manufacturer will always win, in reality they pay the arbitrator since arbitrator says he is paid by CDSP
- So far so good
- I was not prepared as I should but this process prepares me for the next one
- The arbitrator and Toyota were bias and I sense his decision was predetermined. Complete waste of time

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

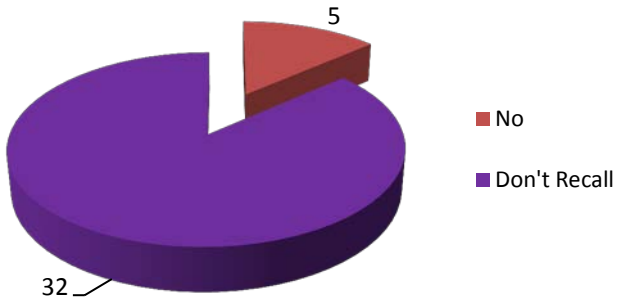
- Process was acceptable but since it did not rule in my favor I can't rate it as excellent
- The process took too long to resolve
- The CDSP completely favors Toyota the entire process is so bias. I would not recommend anyone wasting their time
- Seemed predetermined that the outcome would favor Toyota
- The process is ridiculous, consumers don't know what to do or ask for and manufacturer rep has the advantage to get what they want since they are more familiar with the process
- Terrible! No one care about the problems I was explaining. Process was very poor
- The arbitrator and manufacturer's representative obviously have relationship outside of the process
- Ridiculous
- Thank God for this process
- Complete waste of time
- The decision was unfair and bias
- Representatives are more prepared and favored. Our evidence has to be sent to them but CDSP did not provide us their evidence. Bias in my opinion
- Complete waste of time, Manufacturer will always win
- Process was fine
- Arbitrator had no knowledge of vehicle and was not prepared but wants to make decision. So much for being neutral

9. In terms of distance and accommodations, were you satisfied with the location of your hearing?

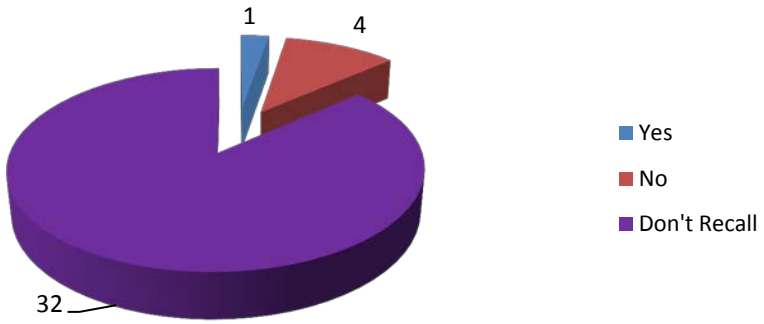


10. If you received an award,

A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?

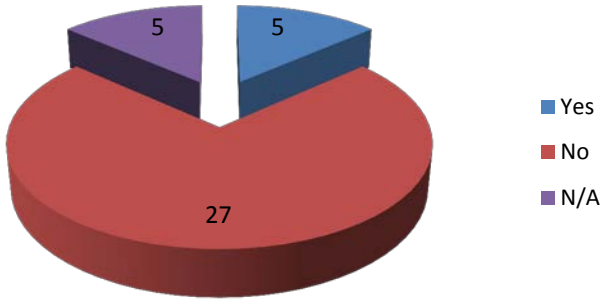


B. If the performance of the award was over 30 days, did you agree to the delay?

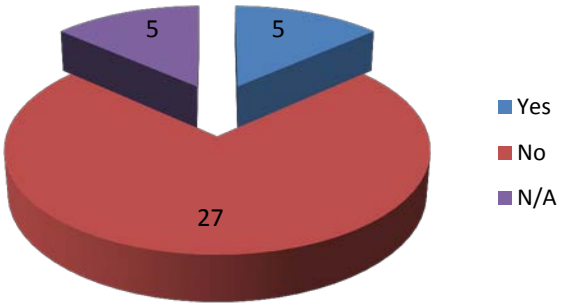


11. If your claim was denied,

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? Please specify.

- In the document process, it is only fear to send someone out to inspect the vehicle
- Follow up with CDSP and manufacturer to make sure the process was complete within 30 days
- Get rid of the program and don't waste customers time
- There is no one who help us to understand the process and how to prepare
- Stop using arbitrators who are familiar with representatives
- Use arbitrators who are familiar with vehicle
- Have a neutral inspector with a good background in auto operation and repair

- It is great as is
- Stop being bias and stop fooling customers
- Video tape the arbitration process
- Process is bias, Toyota has trained representatives to represent them and customers come to the process clueless
- Arbitrator was afraid of manufacturer representative, no wonder my claim was denied
- The same thing that is required of customers should be required of Toyota

Analysis of Consumers Completing Both Pre & Post Surveys

Seven respondents completed both the pre and post-decision surveys. Consumers A, B, C, D, E, F and G did not receive an award.

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 ; acceptable
- Consumer B: excellent ; acceptable
- Consumer C: excellent ; excellent
- Consumer D: acceptable; poor
- Consumer E: acceptable ; poor
- Consumer F: excellent ; acceptable
- Consumer G: excellent ; acceptable

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; excellent
- Consumer B: acceptable ; poor
- Consumer C: poor; poor
- Consumer D: poor ; poor
- Consumer E: acceptable ; poor
- Consumer F: excellent ; poor
- Consumer G: excellent ; acceptable

The following bullet points indicate consumers' 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 ; acceptable
- Consumer C: acceptable ; poor
- Consumer D: excellent; poor
- Consumer E: excellent ; poor

- Consumer F: excellent ; acceptable
- Consumer G: excellent ; acceptable

The following bullet points indicate consumers' 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: excellent ; acceptable
- Consumer C: excellent ; poor
- Consumer D: poor; poor
- Consumer E: acceptable ; poor
- Consumer F: excellent ; acceptable
- Consumer G: acceptable ; poor

Comparison to 2013 Consumer Satisfaction Survey

A comparison between the results of the 2014 and 2013 Consumer Satisfaction Surveys reveals some interesting information:

- The ACP saw a decreased response rate to the post-decision survey. In 2013, 24% of consumers responded to the survey, while 19% responded in 2014

- The CDSP staff received much lower assessments for consumer satisfaction in the post-decision surveys. In 2013, 67% of respondents indicated "acceptable" or "excellent" satisfaction with the CDSP staff, while, in 2014, 59% of respondents reported this level of satisfaction

- It appears that satisfaction with the arbitrator increased, specifically for consumers surveyed post-decision. In 2013, 39% of post-decision respondents indicated "acceptable" or "excellent" satisfaction with the arbitrator, while, in 2014, 41% of respondents reported this level of satisfaction

The overall satisfaction with the entire arbitration process increased in 2014.

- In 2013 78% of pre-decision respondents indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2014, 98% of respondents reported this level of satisfaction

- In 2013 38% of post-decision respondents indicated "acceptable" or "excellent" satisfaction with the entire arbitration process, while, in 2014, 41% of respondents reported this level of satisfaction

Consumers' awareness of the voluntary nature of the settlement process remained constant. In 2014 76% of respondents indicated on Question 4 that they were informed that the mediation process was voluntary, compared to 70% in 2013.

Consumer Arbitration Program for Motor Vehicles (CAP-Motors)

PORSCHE CARS NORTH AMERICA, INC.

Porsche Cars North America, Inc

In 2014, the ACP administered both a pre-decision survey (conducted directly after the arbitration hearing) and a post-decision survey. The ACP received two responses to the pre-decision survey. The pre-decision survey consisted of four questions designed to gauge consumer satisfaction with the arbitration program, vehicle manufacturer, arbitrator, and overall arbitration process, independent of the decision the consumers received. For the post-decision survey, the ACP contacted eight consumers. Of these 8 consumers, 1 (13%) responded (to the questionnaire which did not include the inquiry of the consumer's satisfaction to the hearing location). 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.

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 their 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.

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

   The consumer affirmed that the CAP-Motors staff informed the settlement 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, two consumers rated their experience with the CAP-Motors staff as acceptable and excellent.

   In the post-decision survey, the one consumer rated their experience with the CAP-Motors staff as excellent. The consumer also commented *It was smooth and reasonable*.

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

   In the pre-decision survey, both consumers rated their experience with the vehicle Manufacturer's Representative as acceptable.

In the post-decision survey, the one consumer rated their experience with the CAP-Motors staff *a bit of both* acceptable and excellent. The respondent added the comment *Unfortunately he was doing his job and although I felt he was abrupt, he was knowledgeable and friendly in spite of situation.*

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

   In the pre-decision survey, both consumers rated their experience with the Arbitrator as excellent.

   In the post-decision survey, the consumer gave the arbitrator an excellent rating and provided the following comment: *To the point, professional, unemotional all good!*

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

   In the pre-decision survey, one consumer rated their experience with the entire arbitration process as excellent and one rated acceptable.

   In the post-decision survey, the consumer rated their experience as excellent, and commented *It could have been uncomfortable had I needed to dispute all accused of, however, I had my facts and docs in order, making process easy and reasonable*.

9. **A. Did the Manufacturer perform the award within the 30 days <u>after</u> you accepted the award?**

   The consumer affirmed the manufacturer performed the award within 30 days.

   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 checked the *N/A* box for this question.

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

    The consumer checked the *No* box for this question.

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

    The consumer replied *Educating the consumer better*.

CONCLUSION

This year's survey shows a decrease in responses received: 18% in 2014 and 26% in 2013.

With a slight decrease of negative responses from 26% in 2013 to 24% in 2014, 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.

When asked if the manufacturer performed the award within the 30 days required, an improvement from 23% in 2013 to 13% in 2014 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 85% stated it did not apply to them, a remaining 10% stated they did not agree to the delay, compared to 17% in 2013. A significant improvement can be noted in that manufacturers are adhering to the timelines required.

The programs should continue to ensure consumers are aware that they could reapply for arbitration by getting an additional warranty repair. In 2014, 57% of consumers were not aware of this, compared to 52% in 2013.

The responses received from consumers suggest needed improvements in various important areas. A significant decrease in percentage occurred from 2013 to 2014 in regards to excellent ratings of the program staff (43% excellent in 2013 and 22% excellent in 2014). Poor ratings for manufacturer representatives continue to increase from 2013 and 2014 (62% poor in 2013 and 67% in 2014). 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 48% in 2013 to 46% in 2014.

In regards to the overall satisfaction of the entire arbitration process, noted 56% poor ratings in 2014, up from 44% in 2013. Arbitration programs should continue to strive to obtain positive ratings from consumers who have used their arbitration process.

The responses show consumers were very satisfied with the distance and accommodations of the hearing site with a positive 44% and only 18% not being satisfied.