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Most automakers have introduced dealership image programs in recent years. Many promote participation with financial incentives and consulting services. Some require dealers to meet facilities standards before they can obtain another franchise; others use incentives to encourage exclusive, single-brand dealerships.

	Dealership design program	Promotes exclusives	Financial incentives	Design consulting services	Required for new franchises ²
Acura	X	X	X		X
Audi	X	X	X	X	X
BMW	X	X	X	X	
Cadillac	X	X	X	X	X
Chrysler	X	X		X	
Ford ³	X			X	
GM ⁴	X	X	X	X	
Honda	X	X	X		X
Hummer	X	X	X	X	X
Hyundai	D ⁵				
Isuzu					
Infiniti	X		X	X	X
Jaguar	X	X		X	X
Kia	D	X	X	X	
Land Rover	X	X		X	X
Lexus	X			X	
Lincoln-Mercury	X			X	X
Mazda	X		X	X	
Mercedes-Benz	D				
Mitsubishi	X		X	X	X
Nissan	X		X	X	X
Porsche	X	X		X	X
Saab	X	X	X	X	
Saturn	X				X
Subaru	X		X	X	X
Suzuki	D				
Toyota	X			X	
Volkswagen	X		X	X	X
Volvo	X	X	X ⁶	X	X

1. Exclusives or preferred brand combinations
2. Image program is required for all new construction or when there is a change of ownership. Without image program dealer may not get an additional franchise
3. Separate from Blue Oval certification
4. Includes all General Motors divisions except Cadillac, which has its own program
5. "D" means program is under development
6. Volvo's financial incentives will expire this year

Source: Company data