



Dealer Labor Rate Survey

Complete this survey if you have a dealer (OEM) store.

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Alexander	\$198	C _____ W _____ M _____ R _____ I _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
Silverstar	\$175	C _____ W _____ M _____ R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
Simi Chevy	\$199	C _____ W _____ M _____ R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
Rydell Chevy	\$215	C _____ W _____ M _____ R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
AV Chevrolet	\$225	C _____ W _____ M _____ R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other

Variable Rate Code(s):

C=Lowest, Most Competitive (ie., L.O.F., etc.)

W=Warranty

I= Internal

M=Maintenance Rate (Normal Factory Maintenance)

R =Highest, Repair Rate

Non-Dealer Competitive Maintenance Pricing Summary Survey

- This survey is designed for independent, or non-dealer stores.
- Make sure to include parts and labor.

Competitor Name	Lube, Oil & Filter	Cabin Filter	Balance Tires	Align Front End	Service A/C	Replace Front Disc Pads	Totals (Sum Rows)
Quick Lube	\$69.99	\$29.99	99.99	\$120	64.99	249.99	\$634.94
Jiffy	\$89.99	—	—	—	—	—	\$89.99
Hats Auto	\$49.99	\$24.99	\$50	\$50	\$149.00	\$325	648.98
Simi Lube Oil	\$88.37 synthetic	\$41 -if you have it, \$0	\$0.00	—	\$18.00	—	\$147.37
Todd's Car Connection	\$82.00 ~ synthetic	\$.50	No service.	\$119 coupon	\$ —	\$250	\$501
Jim's Tire Center	\$58.95	\$30 to \$50 Depending on vehicle	\$14.99 per tire	\$50 to 139.95 ↑ no coupon	\$ —	\$239.99 No Rotors \$100/rotor	\$502.89
Competitor Averages	\$73.21	\$39.19	54.99	\$107.23	\$77.33	\$265.99	\$617.94
My Dealership	99.99	139.99	99.99	199.99	248	449.00	\$1,166.96