



## 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)
Car X	\$55	\$28	\$39.99	\$89.99	N/A	\$140	X \$352.98
Firestone	\$58	\$59	\$56	\$96	\$135	\$158	\$562
Dobbs	\$64.95	\$25	\$39.95	\$110	\$200	\$315	\$754.90
Midas	\$80	\$40	\$100	\$120	\$135	\$300	\$775
Plaza Tire	\$69.95	\$35	\$35	\$120	N/A	\$190	X \$449.95
Ballast + Clayton Auto	\$50	\$50	\$65	\$120	\$110	\$175	\$570
Competitor Averages	\$62.98	\$39.50	\$55.99	\$109.33	\$145	\$213	\$665.47
My Dealership	\$49.95	\$60	\$79.95	\$114.95	\$164.95	\$180	\$649.80



ACADEMY

### Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Honda of Frontenac		C <u>68.25</u> W <u>139.00</u> M <u>142.77</u> R <u>146.90</u> I <u>104.40</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other
Columbia Honda		C _____ W <u>133.40</u> M _____ R <u>145</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other
Hw Kia		C _____ W <u>144.90</u> M _____ R <u>149.95</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other
Mercedes of STL		C _____ W <u>164.60</u> M _____ R <u>165.00</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other
Serra Honda		C _____ W <u>120.00</u> M _____ R <u>134.00</u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other
<b>Variable Rate Code(s):</b> C=Lowest, Most Competitive (ie., L.O.F., etc.)      W=Warranty      I= Internal M=Maintenance Rate (Normal Factory Maintenance)      R =Highest, Repair Rate			