



ACADEMY

2015 Macan

Non-Dealer Competitive Maintenance Pricing Summary Survey

- This survey is designed for independent, or non-dealer stores.
- Make sure to include parts and labor. - They did not want to break down.

Competitor Name	Lube, Oil & Filter	Cabin Filter	Balance Tires	Align Front End	Service A/C	Replace Front Disc Pads
Black Forest	421. ⁰⁰	27.60	146. ⁰⁰	434. ⁰⁰	289. ⁰⁰	1078. ⁰⁰
Dieters	291. ⁰⁰	45. ⁰⁰	180. ⁰⁰	165. ⁰⁰	225. ⁰⁰	1112. ⁰⁰
German Auto	275. ⁰⁰	50. ⁰⁰	140. ⁰⁰	205. ⁵⁰	147. ⁰⁰	1K
Competitor Averages	Sometimes	price.	May be easier to get	in.	close to Home	on some occasions
My Dealership	OEM parts	Factory trained techs	properly staffed	Loaner cars		

Ability to correct mistakes. Able to properly diagnose more difficult issues. Service records. Brand & dealer warranty for goodwill



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Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Porsche San Diego		C <u>259.00</u> W <u>225.00</u> M <u>225.00</u> R <u>259.00</u> I <u>259.00</u>	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Porsche Carlsbad		C <u>249.00</u> W <u>220.00</u> M <u>210.00</u> R <u>249.00</u> I <u>249.00</u>	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Ferrari of San Diego		C <u>200.00</u> W <u>150.00</u> M <u>300.00</u> R <u>300.00</u>	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Porsche Palm Springs		C <u>200.00</u> — W <u>200.00</u> 200.00 M <u>180.00</u> 200.00 R <u>200.00</u> 220.00	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
		C _____ W _____ M _____ R _____	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other

Variable Rate Code(s):

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

W=Warranty

M=Maintenance Rate (Normal Factory Maintenance)

R =Highest, Repair Rate

I = Internal