NADA ACADEMY

Dealer Labor Rate Survey
Complete this survey if you have a dealer (OEM) store.

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Ford	$129 °° $140 °°	C ____ W ____ M ____ R ____ I ____	X Factory, X Chilton, ____ Computer, ____ Motors, X Mitchell, ____ Other *All Data*
Ford	$160 °°	C ____ W ____ M ____ R ____	X Factory, ____ Chilton, ____ Computer, ____ Motors, X Mitchell, ____ Other
CHEVY	$145	C X W ____ M X R ____	X Factory, ____ Chilton, ____ Computer, X Motors, ____ Mitchell, ____ Other
Dodge	$155	C ____ W ____ M ____ R ____	X Factory, ____ Chilton, ____ Computer, ____ Motors, X Mitchell, ____ Other *All Data*
		C ____ W ____ M ____ R ____	____ Factory, ____ Chilton, ____ Computer, ____ Motors, ____ Mitchell, ____ 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

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Firestone	£120 145⁰⁰	C 120 ✓ W ___ M ___ ✓ R 145 I ___	___ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other All data
Goodyear	144	C ✗ W ___ M ✗ R ___	___ Factory ___ Chilton ___ Computer X Motors X Mitchell ___ Other
CJ Tire	139	C ✗ W ___ M ___ R ___	___ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other All data
		C ___ W ___ M ___ R ___	___ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other
		C ___ W ___ M ___ R ___	___ Factory ___ Chilton ___ Computer ___ Motors ___ Mitchell ___ Other

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