



ACADEMY

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
EVANSVILLE MAZDA		C <u>160⁰⁰</u> W <u>140⁰⁰</u> M _____ R _____ I <u>120⁰⁰</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
EVANSVILLE VOLVO		C <u>179⁰⁰</u> W <u>165⁰⁰</u> M _____ R _____ I <u>120⁰⁰</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
EVANSVILLE HYUNDAI		C <u>165⁰⁰</u> W <u>150⁰⁰</u> M _____ R _____ I <u>165⁰⁰</u>	<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
D-PAT HONDA		C <u>160⁰⁰</u> W <u>125⁰⁰</u> M _____ R _____ I <u>160⁰⁰</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
D-PAT XXXXXXXXXX NISSAN		C <u>170⁰⁰</u> W <u>165⁰⁰</u> M _____ R _____ I <u>170⁰⁰</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

Variable Rate Code(s):

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

W=Warranty



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M=Maintenance Rate (Normal Factory Maintenance) R =Highest, Repair Rate I = Internal

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
Firestone	Diesel 102 ⁹⁶	71 ⁹⁸	55 ²⁸	LIFE 201 ⁹⁹ 101 ⁹⁹ ¹² max	165 ⁹⁷	605 ⁹²
* Midas	44 ⁹⁹	68 ⁹⁹	57 ⁸⁸	99 ⁹⁵	145 ⁰⁰	485 ⁰⁰
Goodyear Muensterman's	78 ⁰⁵	70 ⁰⁰	40 ⁰⁰	85 ⁰⁰	150 150 ⁰⁰	425 ⁰⁰
Raben rock	39 ⁹⁹	14 ⁹⁹	120 ⁰⁰	139 ⁰⁰	167 ⁰⁰	344 ⁹⁹
Zeller's	69 ⁹⁵	410 ⁰⁰	48 ⁰⁰	90 ⁰⁰	69 ⁹⁵	350 ⁰⁰
Goodyear	64 ⁹⁹	34 ⁹⁹	18 ⁰⁰ x 4	3 Year 200 ⁰⁰ 109 ⁰⁰	80 ⁰⁰	490 ⁰⁰
Competitor Averages	66 ⁸³	50 ¹⁶	66 ⁸⁶	104 ¹⁶	129 ⁶⁶	450 ¹⁶
My Dealership	75 ⁰⁰	60 ⁰⁰	80 ⁰⁰	119 ⁰⁰	175 ⁰⁰	425 ⁰⁰