



ACADEMY

Meanly Price.  
GM Dealer  
National Retail Marketing Plan.

Dealer Labor Rate Survey

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

Dealer	Labor Rate		Flat Rate Time Standard
	Single	Variable	
Brown Auto Group.	170 <sup>00</sup>	C <u>69.95</u> W <u>149.25</u> M <u>35</u> R <u>170</u> I <u>170</u>	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other <i>identifix</i>
Greg Lair	174.95	C <u>83.50</u> W <u>148</u> M <u>59.18</u> R <u>174.95</u>	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input type="checkbox"/> Other
Autonation	185 <sup>00</sup> Matrix	C <u>43.00</u> W <u>180</u> M <u>37</u> R <u>185<sup>00</sup></u>	<input checked="" type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input checked="" type="checkbox"/> Mitchell <input checked="" type="checkbox"/> Other <i>identifix</i>
All Star Dodge	170 <sup>00</sup> ↑ sister stores	C <u>69.00</u> W <u>148.00</u> M <u>32</u> R <u>170<sup>00</sup></u>	<input type="checkbox"/> Factory <input type="checkbox"/> Chilton <input type="checkbox"/> Computer <input type="checkbox"/> Motors <input type="checkbox"/> Mitchell <input type="checkbox"/> Other
Texas Dodge	170	C <u>69.00</u> W <u>148.00</u> M <u>32</u> R <u>170-</u>	<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



Time / DATE / Whom

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
Jiffy lube 45th st.	99.95 4 QTS 10.00 per	55.00	—	159	—	349
Five stone	118.95	45.00	49.95	109.95	—	599 <sup>00</sup>
Goodyear Quikl CAR	91.99	30.00	Not offered.	" "		290 <sup>00</sup> Axel.
Take Five	73.99	29.00	—	—	—	425 <sup>00</sup>
Competitor Averages	79.57	39.75	49.95	134.47	N/A	415.75
My Dealership	69 <sup>95</sup>	28 <sup>00</sup>	89 <sup>95</sup>	149 <sup>95</sup>	129 <sup>25</sup>	379 <sup>95</sup>

15 GMC 1500 5.3 8QTS