NADA Gears Up for the 2025 Dealer Satisfaction Index Survey

Since its inception in 1996, the NADA Dealer Satisfaction Index (DSI) Survey has been a cornerstone initiative to deepen the understanding of motor industry dynamics in South Africa. Developed in collaboration with research partners Lightstone, the NADA DSI Survey has become a vital management tool, enabling both franchise motor vehicle dealers and motor vehicle OEMs/Importers to strengthen their working relationships.

Now entering its 29th consecutive year (with 2020 being the only interruption due to the Covid-19 pandemic), the DSI Survey remains a benchmark for dealer-OEM relations.

NADA is pleased to confirm that Lightstone commenced Field Operations for the 2025 DSI Survey on 22 April 2025, distributing questionnaires to Dealer Principals across all participating motor vehicle brands.

As with previous years, the aim is to achieve at least an 80% response rate per brand. Dealer Principals are encouraged to complete the questionnaire promptly to ensure comprehensive and valuable insights are gathered.

This year's survey timeline is particularly focused, and key dates include:

- Commence Field Operations – 22 April 2025
- Complete Field Operations – 23 May 2025
- Data Verification Process – 30 May 2025
- Top Line Results Finalised – 13 June 2025
- Production of Passenger & Commercial Vehicle Reports – 20 June 2025
- NADA DSI Awards Function – 3 July 2025, sponsored by WesBank

The continued support and active participation of the Dealer community are essential to the success of this important initiative.

ENDS

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