



2009

CONSUMER SATISFACTION  
SURVEY RESULTS



DEPARTMENT OF CONSUMER AFFAIRS  
ARBITRATION CERTIFICATION PROGRAM

September 2010

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## **INTRODUCTION**

Pursuant to Business and Professions Code §472.4 and Section Title 16, California Code of Regulations §3399.5(a)(5), the Arbitration Certification Program (ACP) is required to conduct an annual survey. The purpose of the survey is to measure the satisfaction of consumers who utilized state-certified arbitration programs to resolve their vehicle warranty disputes. The survey is not intended, nor does it include, the satisfaction of the many consumers who have had problems resolved through early contact with dealers, manufacturers' customer service representatives, or other mediation efforts.

In previous years' studies, the ACP procured independent consultants to perform the survey. For 2009, the State's goal of streamlining processes and eliminating inefficiencies afforded the ACP to conduct its own survey and analysis. This change also allowed the ACP the ability to address the industry's request to group consumers' answers by manufacturer.

### **Methodology**

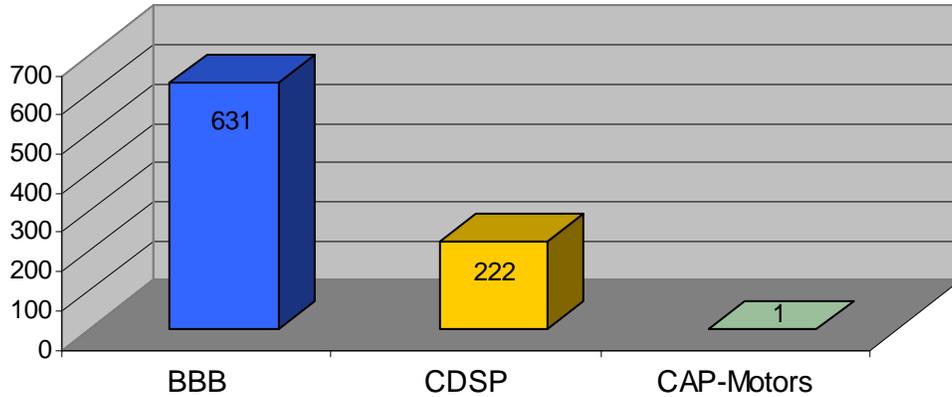
The ACP utilized four methods for polling consumers: postal service, electronic mail, on-line and telephone. The polling was conducted in English and Spanish. The names and contact information, of those who filed and had their case file closed within the 2009 calendar year, were provided by each of the manufacturer's state-certified arbitration program administrators: Better Business Bureau (BBB) AUTO LINE, California Dispute Settlement Program (CDSP), Consumer Arbitration Program for Motor Vehicles (CAP-Motors), and Consumer Arbitration Program for Recreation Vehicles (CAP-RV).

Consumers were initially polled via a mailed questionnaire, which also included a website for on-line submission. This gave consumers multiple avenues for completing the questionnaire. As a follow up, telephone interviews were conducted throughout the week, during standard business hours, as well as early evenings and on the weekend. During the telephone interviews, consumers were also given the option to complete the questionnaire via electronic mail.

### **Cumulative 2009 Survey Overview**

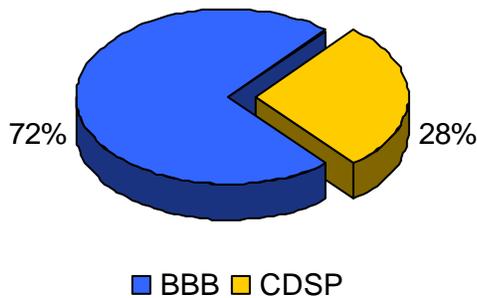
The ACP contacted 854 consumers who participated in the arbitration process between January and December of 2009. Of the 854 consumers contacted, 631 utilized the BBB AUTO LINE, 222 participated in arbitration through the CDSP, and one (1) consumer used CAP-Motors. No consumers participated in arbitration through CAP-RV.

### Contacted Consumers by Arbitration Programs



The ACP received responses from 190 of the 854 consumers contacted for a response rate of 22%. The 2009 total responses included: 137 or 72% from the BBB AUTO LINE and 53 or 28% from the CDSP. The one consumer contacted for CAP-Motors did not respond to the survey.

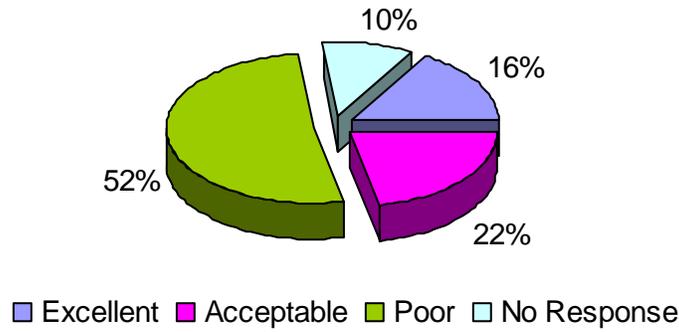
### Respondents by Arbitration Programs



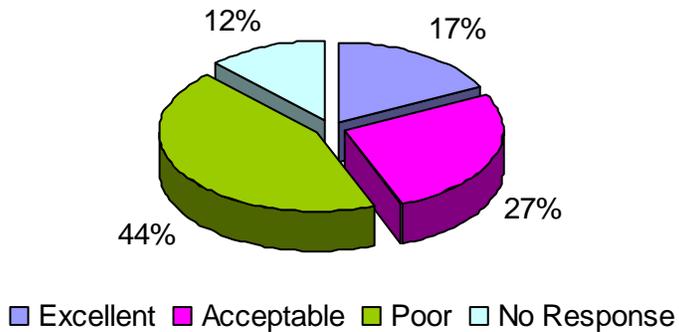
For all certified arbitration programs in California, consumers were asked to rate their overall experience with the arbitration process as excellent, acceptable or poor. Thirty-one (31) or 16% of the respondents rated the overall process as excellent and 42 (22%) participants indicated the process was acceptable, while 98 (52%) respondents rated it as poor. Nineteen (19) or 10% of the consumers did not respond to this question.

The following charts illustrate the percentage of respondents by all certified arbitration programs collectively and individually.

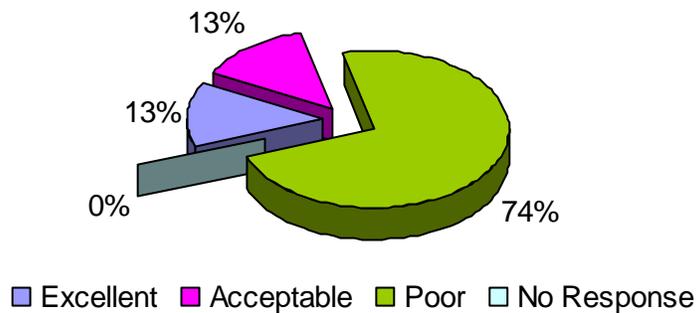
**Overall Satisfaction, All Arbitration Programs**



**Overall Satisfaction, BBB AUTO LINE**

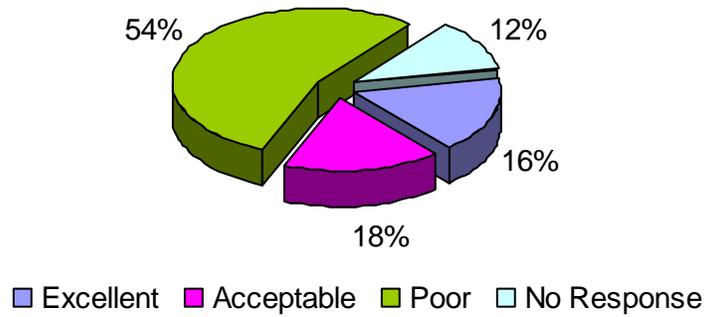


**Overall Satisfaction, CDSP**

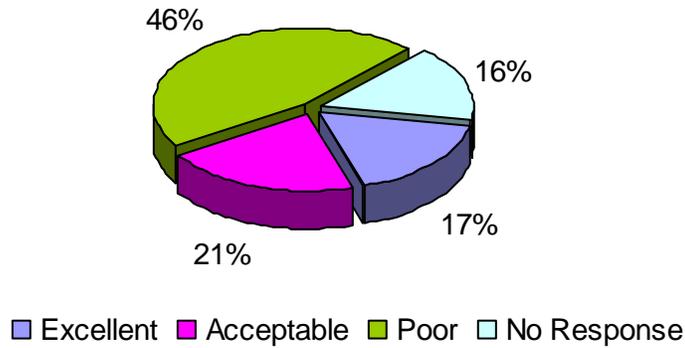


Consumers were also asked to evaluate the fairness of the process. Thirty-one (31) or 16% of the respondents indicated that the fairness was excellent and 34 (18%) of the consumers indicated that the fairness was acceptable, while 103 (54%) participants indicated it was poor. Twenty-one (21) or 18% of the consumers did not respond to this question.

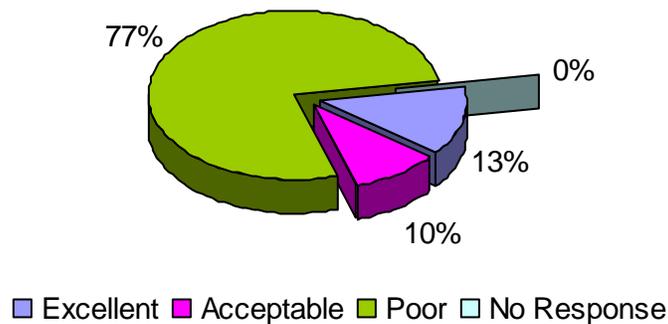
### Fairness of Process, All Arbitration Programs



### Fairness of Process, BBB AUTO LINE

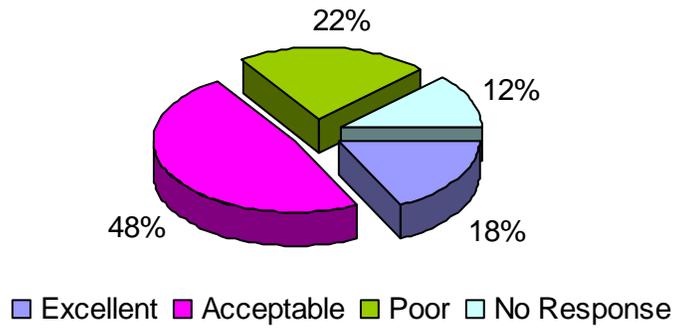


### Fairness of Process, CDSP

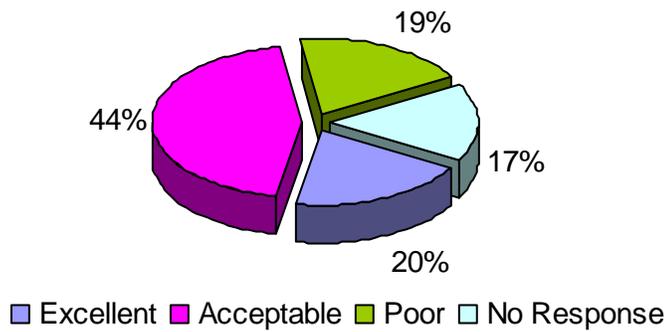


Finally, the consumers were asked to grade the timeliness of the process. Thirty-four (34) or 18% of the respondents rated the timeliness as excellent and 91 (48%) indicated the timeliness was acceptable, while 42 (22%) participants responded that the timeliness was poor. Twenty-three (23) or 12% of the consumers did not respond to this question.

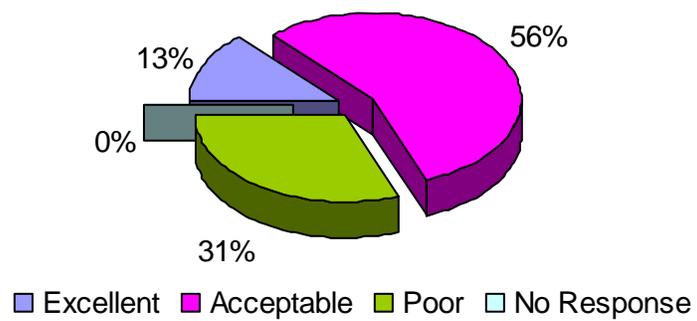
### Timeliness of Process, All Arbitration Programs



### Timeliness of Process, BBB AUTO LINE



### Timeliness of Process, CDSP



## DATA BY MANUFACTURERS

The questionnaire data in the 2009 Consumer Satisfaction Survey has been arranged by each manufacturer's state-certified arbitration program. The survey illustrations include those manufacturers with six (6) or more respondents to the questionnaire.

Additionally, the ACP disseminated a questionnaire to eligible consumers whose case file was closed by the state-certified arbitration program, but the ACP did not receive a reply from the consumer(s). Factors such as no response or reply by consumer, obsolete consumer contact information, or questionnaire returned by the US Postal Service were attributed to the survey response rate. Consequently, there is no questionnaire data for the following manufacturers:

<b>Manufacturer</b>	<b>Program Administrator</b>	<b>No. of Consumers</b>
AM General Sales Corp.	BBB AUTO LINE	1
Bentley Motors, Inc.	BBB AUTO LINE	3
Isuzu Motors America, Inc.	BBB AUTO LINE	3
Porsche	CAP-Motors	1

Moreover, question number 1 in the survey pertains to the respondents' case file number and is omitted in this report for confidentiality purposes. The statistics for questions number 9 and 10 pertain to consumers who have received an arbitration award or did not receive an award, respectively, thereby excluding respondents' answers which were not applicable.

**BBB AUTO LINE**

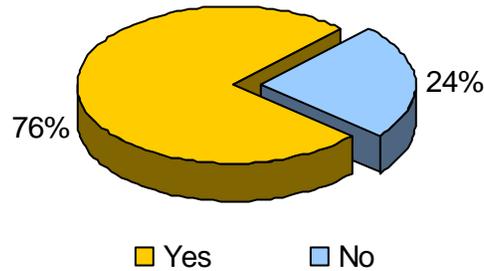
AMERICAN HONDA  
MOTOR COMPANY, INC.

**(INCLUDES ACURA)**

## American Honda Motor Company, Inc. (Honda and Acura)

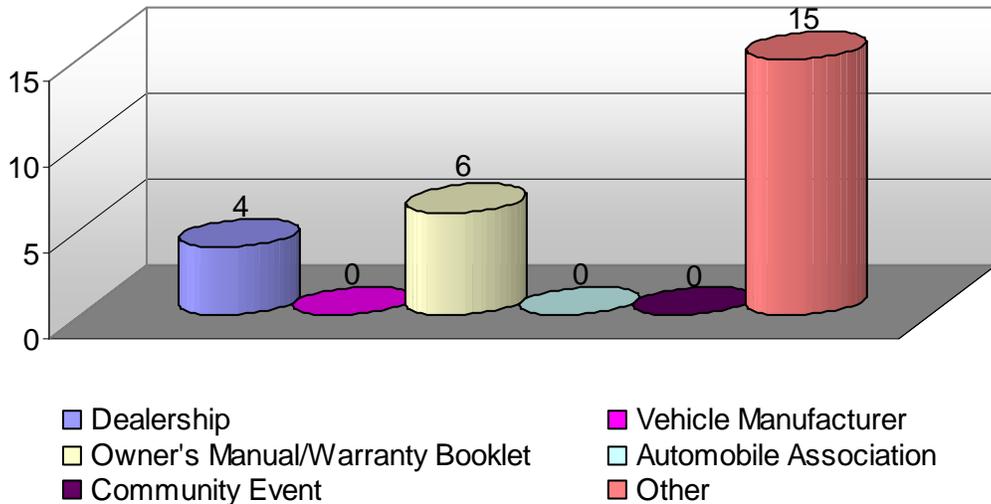
The ACP contacted 95 consumers who utilized the BBB AUTO LINE program in 2009 for their Honda or Acura vehicle. Of these consumers, 25 (25%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

### Question 2: Before you purchased your vehicle, did you know about the California's Lemon Law?



With regard to consumers' knowledge of California's Lemon Law, it is evident that 19 or 76% of respondents said they were aware of the Lemon Law prior to the purchase of their vehicle while 6 or 24% did not.

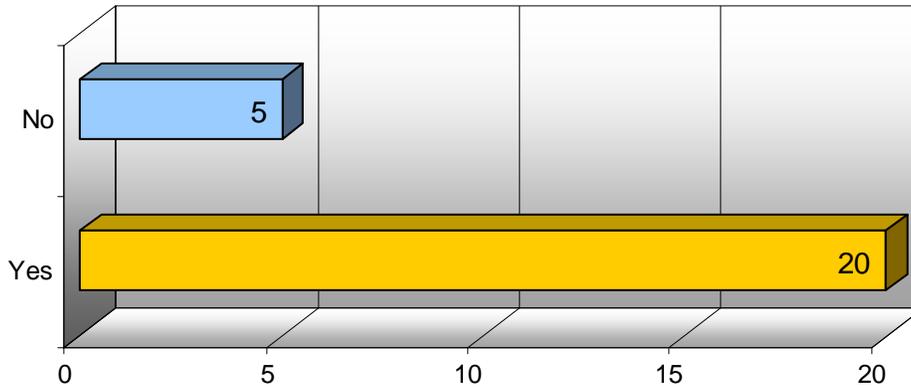
### Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?\*



\* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

Most consumers learned about applying for arbitration under California's Lemon Law in a variety of ways. The chart above shows that 3 or 12% of respondents stated that they learned of arbitration through online. While 4 or 16% of respondents stated that they learned through an attorney. Of the 25 respondents, 4 or 16% was given the information from the dealership.

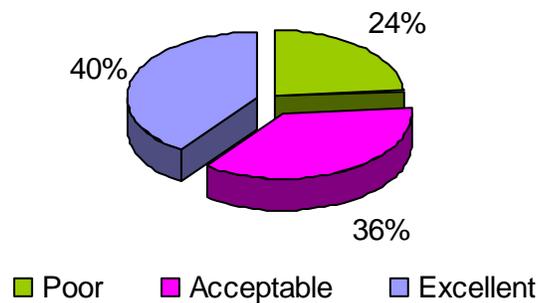
**Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**



Twenty (20) or 80% of respondents stated that the BBB AUTO LINE informed them that any form of settlement or mediation discussion was a voluntary process prior to the arbitration hearing. In contrast, only 5 or 20% responded that they did not know about the voluntary settlement or mediation process.

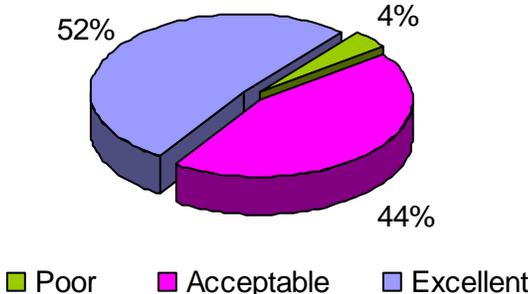
The following rating questions to consumers focused on the arbitration program (BBB AUTO LINE), the vehicle manufacturer representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process.

**Question 5A: How would you rate your experience with the BBB AUTO LINE staff, in terms of overall satisfaction?**



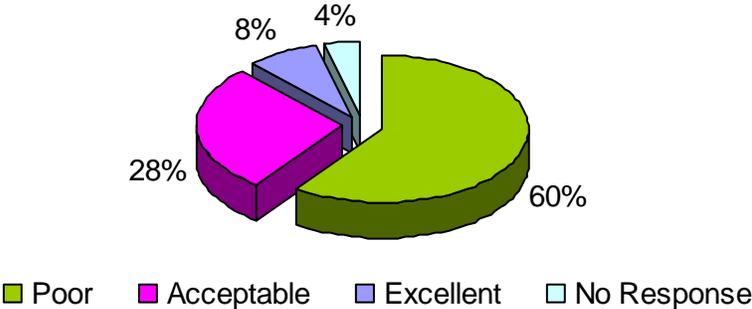
Six (6) or 24% of consumers rated their overall satisfaction with the BBB AUTO LINE staff as poor, while the majority (10 or 40%) rated their experience as excellent. Nine (9) or 36% felt their experience was acceptable.

**Question 5B: How would you rate your experience with the BBB AUTO LINE staff, in terms of accessibility (timely response to your requests and inquiries)?**



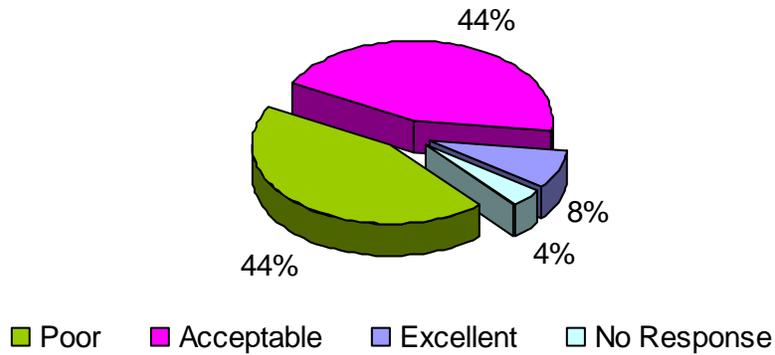
Thirteen (13) or 52% of Honda/Acura consumers gave the BBB AUTO LINE an excellent rating for the accessibility of its staff, while 1 or 4% gave them a poor rating. Eleven (11) or 44% rated staff accessibility as acceptable.

**Question 6A: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of overall satisfaction?**



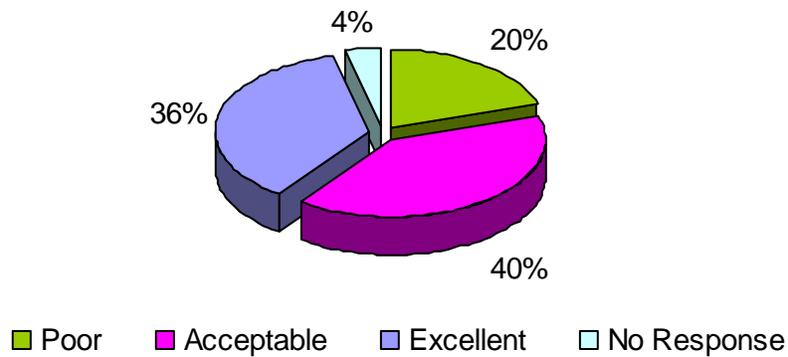
With respect to overall satisfaction and experience with their vehicles and the Manufacturer's Representative, 15 or 60% of consumers rated their experience as poor while 9 or 36% found their experience to be acceptable or excellent.

**Question 6B: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of accessibility (timely response to your requests and inquiries)?**



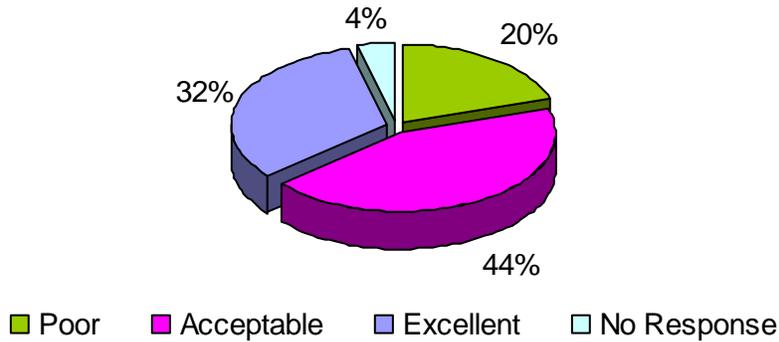
In regards to the accessibility of the Manufacturer's Representative, 11 or 44% of respondents rated their experience as acceptable and the same number of respondents (11 or 44%) rated their experience as poor.

**Question 7A: How would you rate your experience with the Arbitrator, in terms of overall satisfaction?**



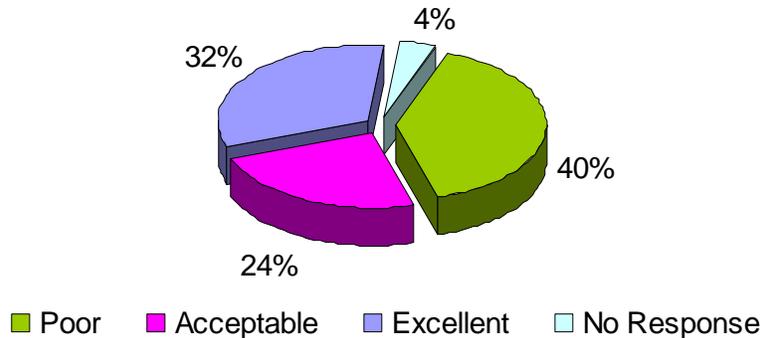
Consumers expressed greater responses about the survey when rating the arbitrator in terms of overall satisfaction and accessibility. Overall, 5 or 20% rated their overall experience with the arbitrator as poor; while 10 or 40% of consumers touted their experience as acceptable.

**Question 7B: How would you rate your experience with the Arbitrator, in terms of being knowledgeable about your case?**



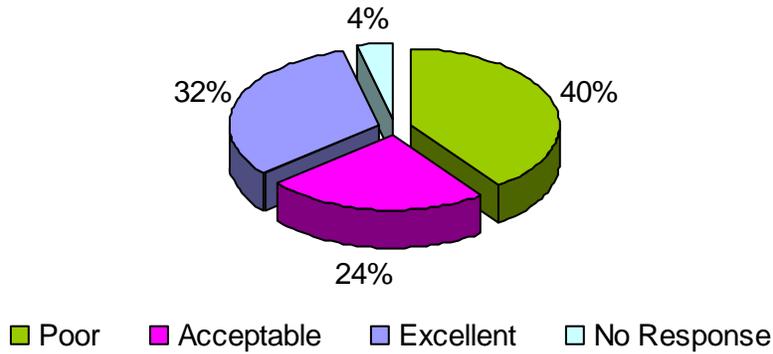
Similarly, 5 or 20% of participants rated the arbitrators with a poor rating in regards to knowledge of their case, while 11 or 44% of consumers regarded their experience as acceptable.

**Question 8A: How would you rate your experience with the entire arbitration process, in terms of overall satisfaction?**



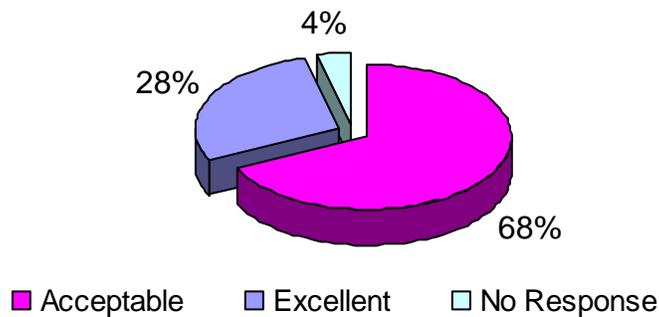
With respect to the entire arbitration process from the initial request for arbitration to the closed case files, 10 or 40% of consumers rated the arbitration process to be poor, 6 or 24% as acceptable and 8 or 32% as excellent.

**Question 8B: How would you rate your experience with the entire arbitration process, in terms of being a fair process?**



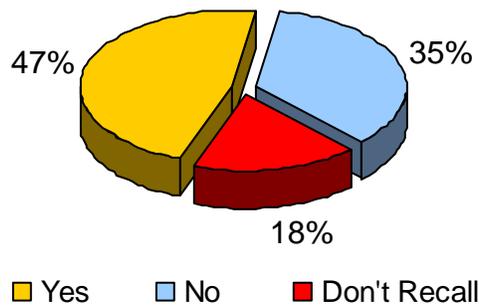
Almost half of the consumers (10 or 40%) rated their experience with the entire arbitration process, in terms of fairness as poor, while 6 or 24% rated their experience as acceptable, and 8 or 32% rated their experience as excellent.

**Question 8C: How would you rate your experience with the entire arbitration process, in terms of being a timely process?**



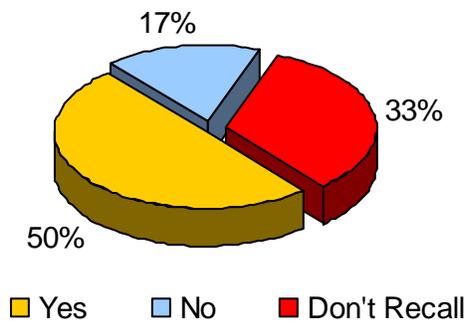
More than half of the consumers (17 or 68%) rated their experience with the entire arbitration process, in terms of timeliness as acceptable, while 7 or 28% rated their experience as excellent, and nobody rated their experience as poor.

**Question 9: Did the Manufacturer perform the award within 30 days after you accepted the award?**



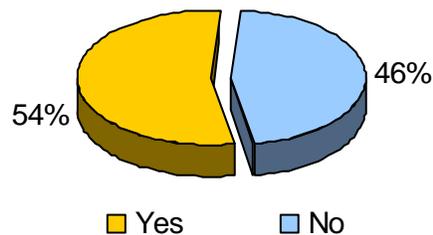
Eight (8) or 47% of consumers reported the Manufacturer did perform the award within the 30 days after accepting the decision, while 6 or 35% reported the Manufacturer did not perform the award within the 30 days. The remaining 3 or 18% did not recall if they did or not.

**Question 9A: If the performance of the award was over 30 days, did you agree to the delay?**



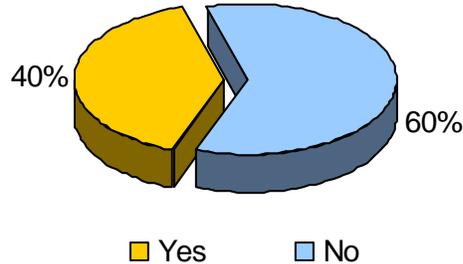
Fifty percent (50%) of consumers whose performance exceeded 30 days stated they did agree to a delay for the performance of their award. The other 50% either did not agree or do not recall.

**Question 10A: If your claim was denied, did you pursue legal action?**



Of the consumers' claims that were denied, 6 or 46% reported they did not pursue legal action, while 7 or 54% did pursue legal action.

**Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?**



Nine (9) or 60% of consumers, whose claims were denied, reported they did not know they could reapply for arbitration by getting an additional warranty repair, while 6 or 40% stated they did know they could reapply for arbitration.

**Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.**

The following comments on improving the arbitration process were offered by the consumers:

- Usage charge unfair
- Technical expert should take more time to attempt to locate the problem
- Expand marketing of the arbitration program
- An assistance for owners to get a rental, dealer refused to help and was stuck with a rental expense
- Let people know that the manufacturer representative is a trained professional
- The BBB office in Culver City needs adequate parking
- Encourage better training of arbitrators on the Lemon Law

**BBB AUTO LINE**  
**BMW OF NORTH**  
**AMERICA, LLC**  
**(INCLUDES MINI COOPER)**

## **BMW of North America (BMW and Mini Cooper)**

The ACP contacted 42 BMW and Mini Cooper consumers who utilized the BBB AUTO LINE program in 2009 concerning their BMW or Mini Cooper vehicle. Of these consumers, four (10%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of California's Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2009 Consumer Satisfaction Survey for BMW and Mini Cooper are as follows. Each survey question is listed along with the consumers' responses.

**2. Before you purchased your vehicle, did you know about the California's Lemon Law?**

Two of the respondents indicated they knew about California's Lemon Law, while the other two or 50% had no prior knowledge.

**3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**

Two of the respondents learned about applying for arbitration through their owner's manual or warranty booklet, while another obtained the information through the internet. Also, another respondent was familiar with the arbitration application after owning a previous vehicle.

**4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**

Two of the respondents indicated they were informed that the mediation process was voluntary, whereas one was not informed. One consumer did not respond to this question.

**5. How would you rate your experience with the BBB AUTO LINE staff, in terms of:**

**A. Overall satisfaction**

Three respondents rated their overall experience with the BBB AUTO LINE staff as acceptable, and one respondent gave a rating of excellent.

**B. Accessibility (timely response to your requests and inquiries)**

Likewise, three consumers rated their experience with the BBB AUTO LINE staff's accessibility as acceptable, and one respondent gave an excellent rating.

**6. How would you rate your experience with the vehicle Manufacturer's Representative in terms of:**

**A. Overall satisfaction**

Three consumers rated their overall experience with the vehicle Manufacturer's Representative as poor, while another consumer rated their experience as acceptable.

**B. Accessibility (timely response to your requests and inquiries)**

Two of the respondents indicated their experience with the accessibility of the Manufacturer's Representative as acceptable, while the remaining two or 50% of respondents rated their experience as poor.

**7. How would you rate your experience with the Arbitrator, in terms of:**

**A. Overall satisfaction**

Three respondents rated their overall experience with the Arbitrator as poor, while another respondent rated their experience as excellent.

**B. Being knowledgeable about your case**

Two consumers gave a poor rating of the Arbitrator's knowledgeable about their case; while one consumer gave the Arbitrator an excellent rating. One consumer rated the Arbitrator as acceptable.

**8. How would you rate your experience with the entire arbitration process, in terms of:**

**A. Overall satisfaction**

Two respondents noted their overall experience with the entire arbitration process as poor, while another respondent gave a rating of excellent. One consumer rated their experience as acceptable.

**B. Being a fair process**

Two consumers gave a poor rating on the fairness of the entire arbitration process, while one respondent rated it as excellent and another as acceptable.

### **C. Being a timely process**

All four (100%) of the respondents indicated that the timeliness of the entire arbitration process is poor.

#### **9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

Two of the respondents, who accepted the award, indicated that the Manufacturer did not perform within the 30 days.

##### **A. If the performance of the award was over 30 days, did you agree to the delay?**

Two of the respondents, who accepted the award, indicated they did not agree to the delay.

#### **10. If your claim was denied,**

##### **A. Did you pursue legal action?**

After their claim was denied, one of the consumers pursued legal action, whereas the other consumer did not.

##### **B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

Three of the four respondents indicated that they did not know they could reapply for arbitration after their first claim was denied.

#### **11. If you could think of one major change to improve the arbitration process, what would that be?**

One consumer offered a comment, while the other respondents left this question unanswered.

- Arbitrator needs to understand leased vehicles and listen to all facts before making erroneous conclusions

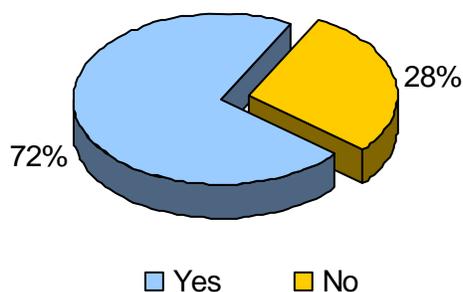
**BBB AUTO LINE**

FORD MOTOR COMPANY

## Ford Motor Company

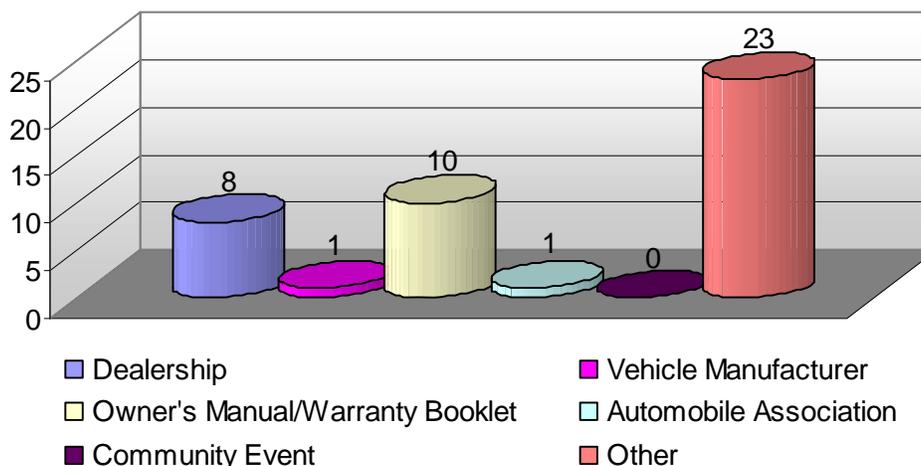
The ACP contacted 131 consumers who utilized the BBB AUTO LINE program in 2009 for their Ford vehicle. Of these consumers, 39 (30%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

### Question 2: Before you purchased your vehicle, did you know about the California's Lemon Law?



Twenty-eight (28) or 72% of consumers indicated that they were aware of California's Lemon Law prior to purchasing their vehicle, while 11 (28%) Ford customers stated they were not aware of this law.

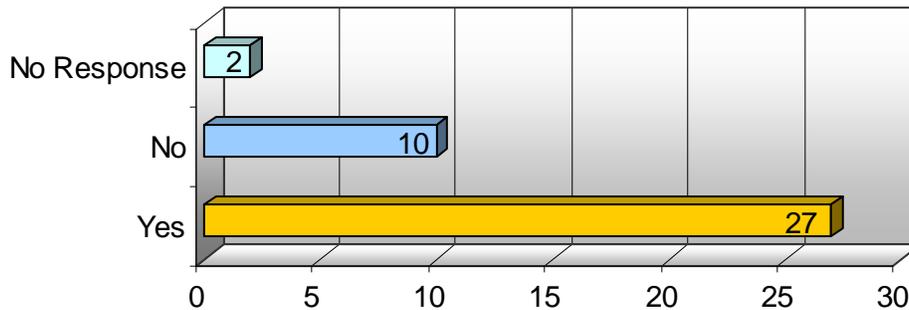
### Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?\*



\* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

Consumers learned about applying for arbitration under California's Lemon Law in a variety of ways. The majority of Ford customers, 10 or 23%, learned about arbitration through their owner's manual or warranty booklet. Nine (9) or 21% of Ford respondents discovered arbitration through attorneys, and 8 or 19% learned of arbitration through their servicing Ford dealership.

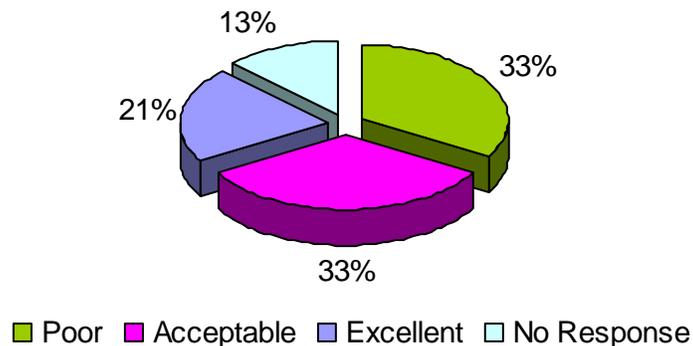
**Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**



Twenty-seven (27) or nearly 69% of respondents stated the BBB AUTO LINE did inform them that any form of settlement or mediation discussion was a voluntary process. In contrast, 10 or 26% indicated they were not informed that mediation process was voluntary, and 2 or 5% did not respond to the survey question.

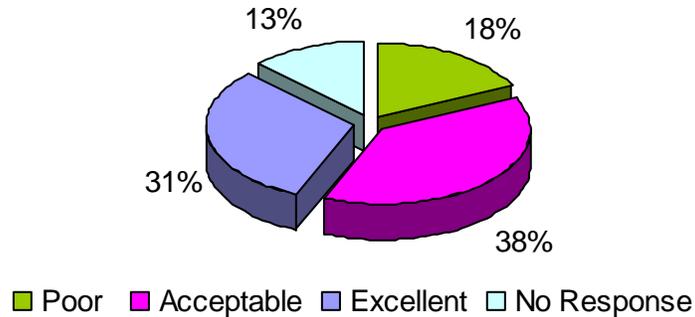
The following rating questions to consumers focused on the arbitration program (BBB AUTO LINE), the vehicle manufacturer representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process.

**Question 5A: How would you rate your experience with the BBB AUTO LINE staff, in terms of overall satisfaction?**



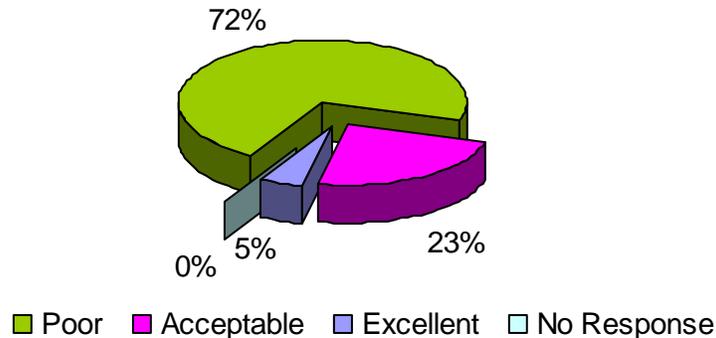
Thirteen (13) or 33% of consumers rated their overall satisfaction with BBB AUTO LINE staff as poor, an additional 13 or 33% rated their overall satisfaction as acceptable, while 8 or 21% rated their overall satisfaction with staff as excellent. Five (5) or 13% did not answer this question.

**Question 5B: How would you rate your experience with the BBB AUTO LINE staff, in terms of accessibility (timely response to your requests and inquiries)?**



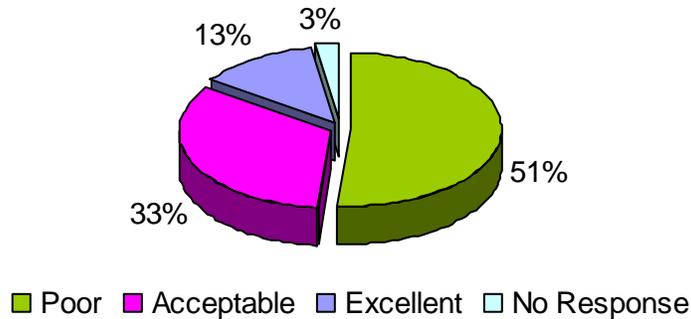
In terms of accessibility, 15 or 38% of consumers rated the BBB AUTO LINE staff as acceptable, and 12 or 31% responded that staff accessibility was excellent. Seven (7) or 18% rated staff accessibility as poor, and 5 or 13% of consumers did not respond to this question.

**Question 6A: How would you rate your experience with the vehicle Manufacturer's Representative in terms of overall satisfaction?**



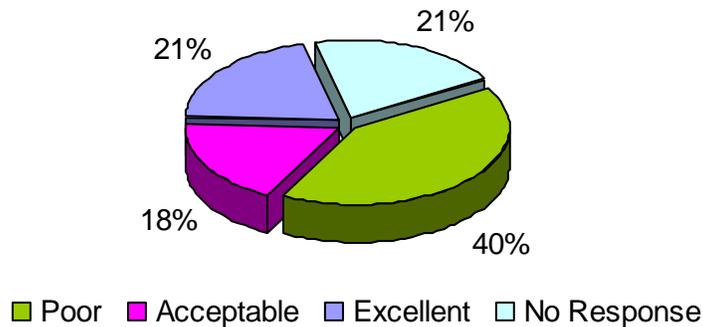
With respect to overall satisfaction and experience with the Manufacturer's Representative, 28 or 72% of consumers rated their experience as poor. Nine (9) or 23% rated their overall experience as acceptable, and only 2 or 5% indicated their experience with the Manufacturer's Representative was excellent.

**Question 6B: How would you rate your experience with the vehicle Manufacturer's Representative in terms of accessibility (timely response to your requests and inquiries)?**



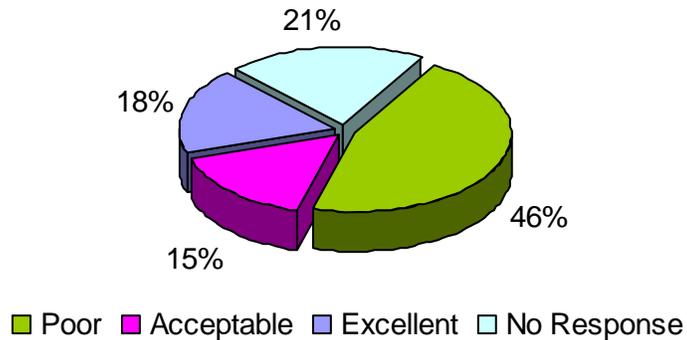
In reference to the accessibility of the Manufacturer's Representative, 20 or 51% of consumers rated their experience as poor, whereas 8 or 46% rated their experience as acceptable and excellent. One consumer did not respond to the question.

**Question 7A: How would you rate your experience with the Arbitrator, in terms of overall satisfaction?**



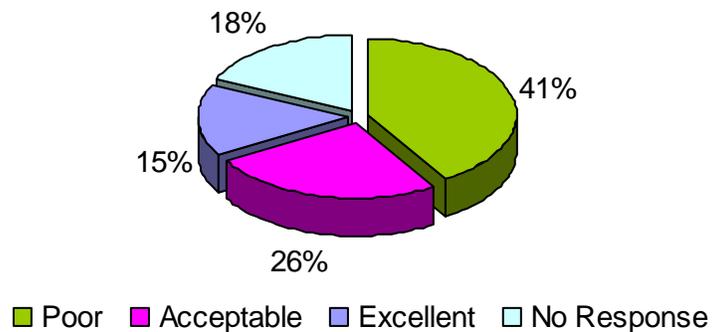
Sixteen (16) or 40% of respondents rated their overall experience with the Arbitrator as poor, while 8 or 21% of consumers touted their experience as excellent, and 7 or 18% indicated it as acceptable.

**Question 7B: How would you rate your experience with the Arbitrator in terms of being knowledgeable about your case?**



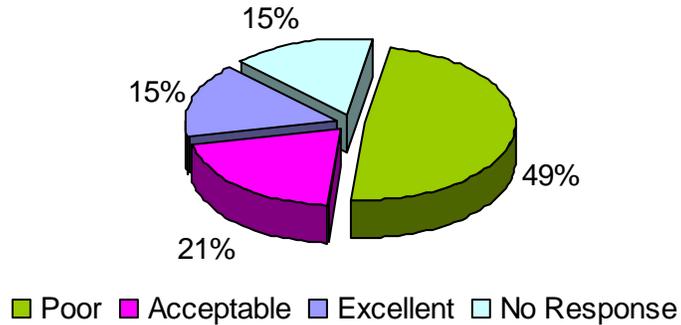
Eighteen (18) or 46% of respondents rated the Arbitrators with a poor score on being knowledgeable about their cases, while 7 or 18% of consumers regarded their experience as excellent.

**Question 8A: How would you rate your experience with the entire arbitration process, in terms of overall satisfaction?**



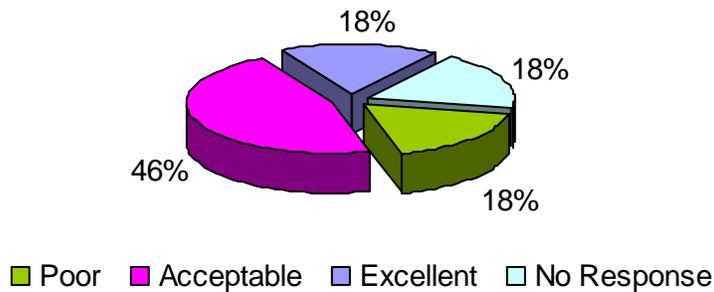
With respect to the entire arbitration process, 16 or 41% of consumers believed the arbitration process was poor, while only 6 or 15% indicated it was excellent.

**Question 8B: How would you rate your experience with the entire arbitration process, in terms of being a fair process?**



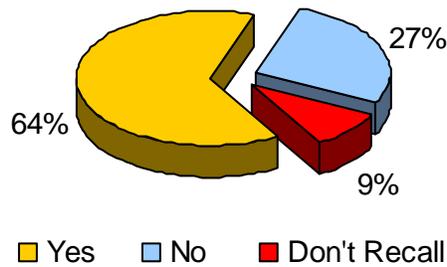
About half (19 or 49%) of consumers rated their experience in terms of fairness as poor, while only 6 or 15% rated it as excellent.

**Question 8C: How would you rate your experience with the entire arbitration process, in terms of being a timely process?**



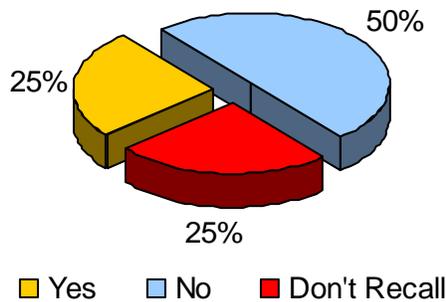
Consumers appear to be generally satisfied with the timeliness of the process. Eighteen (18) or 46% of consumers indicated the timeliness was acceptable, while only 7 or 18% rated the timeliness as poor.

**Question 9: Did the Manufacturer perform the award within the 30 days after you accepted the award?**



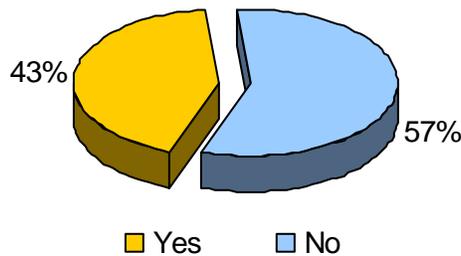
Fourteen (14) or 64% of consumers reported that the manufacturer did perform the award within 30 days, while 6 or 27% indicated that the manufacturer did not comply within this allotted time.

**Question 9A: If the performance of the award was over 30 days, did you agree to the delay?**



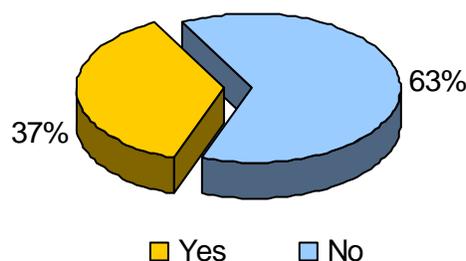
Two (2) or 25% of respondents indicated that they agreed to the delay, while 4 or 50% of consumers indicated they did not agree to the delay.

**Question 10A: If your claim was denied, did you pursue legal action?**



Of the consumers whose claims were denied, 12 or 57% did not pursue legal action.

**Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?**



Nineteen (19) or 63% of consumers did not know that they were eligible to reapply for arbitration after obtaining an additional warranty repair.

**Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.**

The following comments on improving the arbitration process were offered by the consumers:

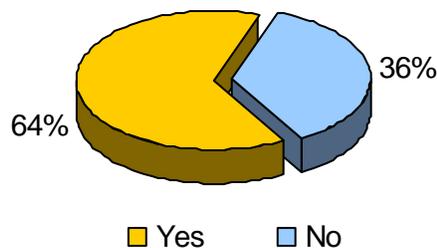
- Ensure arbitrators have vehicle knowledge
- Arbitrators need more knowledge
- Make sure dealers inform owners of rights
- An individual needs a lawyer because the manufacturer has an extreme advantage in the process
- Arbitrator should have knowledge about problems. The manufacturer takes the lead during the hearing
- When an arbitrator misunderstands something and it's a deciding factor, the consumer should have the ability to point out the misunderstanding so a decision isn't made with the wrong information
- The arbitrator could make it seem like a fair process by looking at the problem with the vehicle. Instead the arbitrator walked back to the hearing room without observing the issue
- The test drive required to determine the failure was not duplicated. Test drive must be performed under similar conditions
- Better communication by the BBB. Arbitrator asked for feedback on the issues of the car prior to denying the claim
- Better communication by the BBB
- Let arbitrators know that one repair problem could be related to others
- Not happy with the arbitration process

**BBB AUTO LINE**  
**GENERAL MOTORS**  
**CORPORATION**

## General Motors Corporation

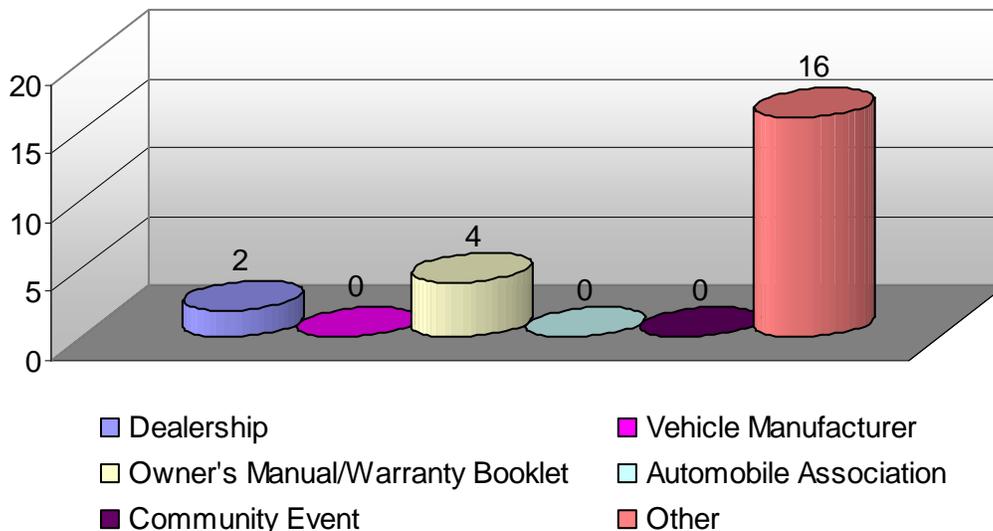
The ACP contacted 121 consumers who utilized the BBB AUTO LINE program in 2009 for their General Motors vehicle. Of these consumers, 22 (18%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

### Question 2: Before you purchased your vehicle, did you know about the California's Lemon Law?



With regard to consumers' knowledge of California's Lemon Law, it is evident that 14 or 64% of respondents said that they were aware of the Lemon Law prior to the purchase of their vehicle while 8 or 36% did not.

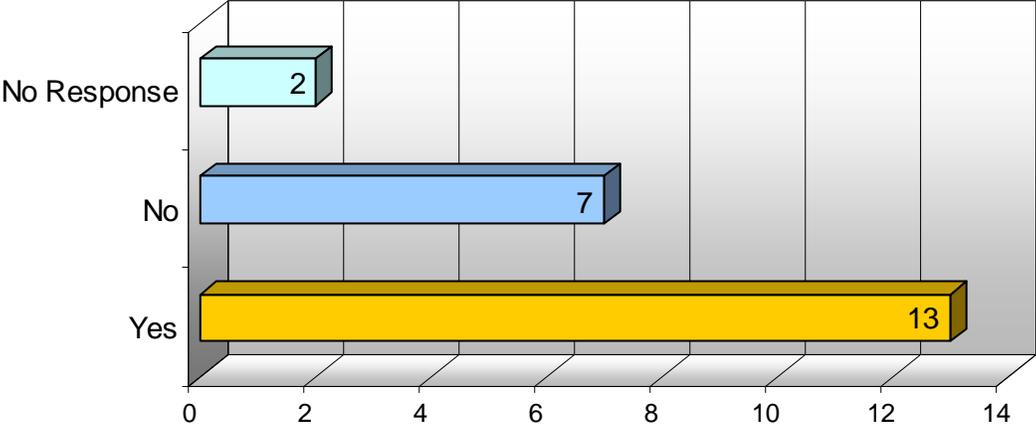
### Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?\*



\* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

Most consumers learned about applying for arbitration under California's Lemon Law in a variety of ways. The chart above shows that 5 or 23% of respondents stated that they learned of arbitration through online. While another 5 or 23% of respondents stated that they learned through an attorney. Of the 22 respondents, 2 or 9% was given the information from the dealership.

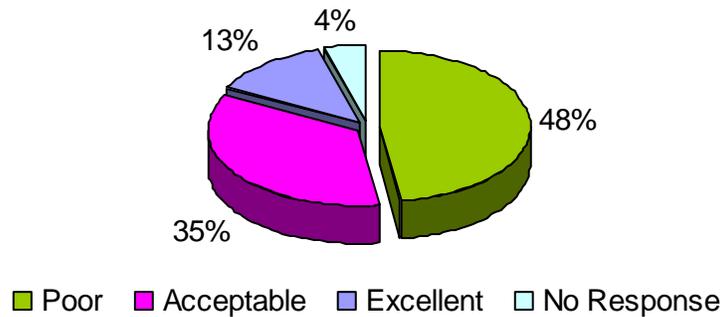
**Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**



Thirteen (13) or nearly 60% of respondents stated the BBB AUTO LINE informed them that any form of settlement or mediation discussion was a voluntary process prior to the arbitration hearing. In contrast, 7 or 32% responded that they did not know about the voluntary settlement or mediation process, and 2 or 9% did not respond at all to the survey question.

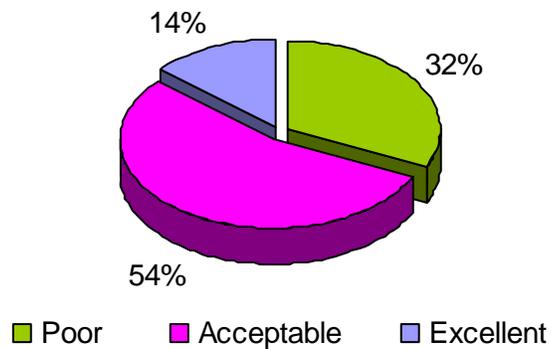
The following rating questions to consumers focused on the arbitration program (BBB AUTO LINE), the vehicle manufacturer representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process.

**Question 5A: How would you rate your experience with the BBB AUTO LINE staff, in terms of overall satisfaction?**



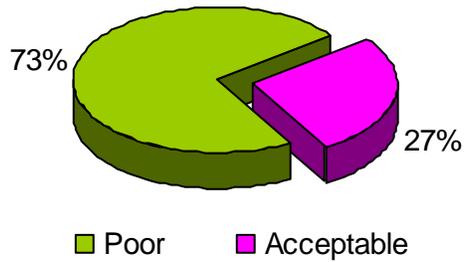
Eleven (11) or 48% of consumers rated their overall satisfaction with BBB AUTO LINE staff as poor, while only 3 or 13% rated their experience as excellent. Eight (8) or 35% felt their experience was acceptable.

**Question 5B: How would you rate your experience with the BBB AUTO LINE staff, in terms of accessibility (timely response to your requests and inquiries)?**



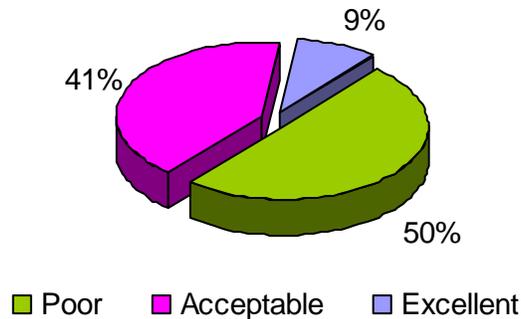
Twelve (12) or 54% of General Motors consumers gave the BBB AUTO LINE staff an acceptable rating for the accessibility of its staff, while 7 or 32% gave them a poor rating. Three (3) or 14% rated staff accessibility as excellent.

**Question 6A: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of overall satisfaction?**



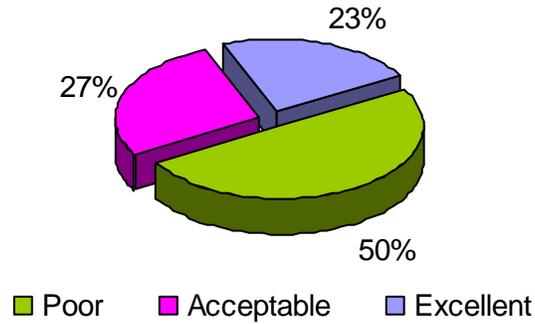
With respect to overall satisfaction and experience with their vehicles and the Manufacturer's Representative, 16 or 73% of consumers rated their experience as poor. The remaining 6 or 27% found their experience to be acceptable.

**Question 6B: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of accessibility (timely response to your requests and inquiries)?**



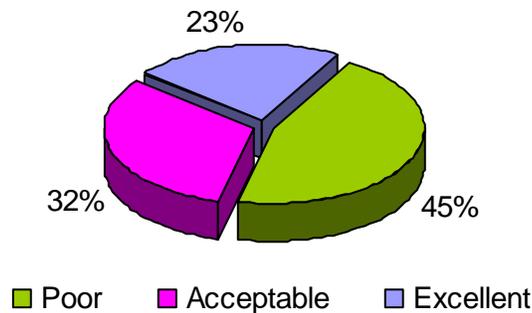
In regards to the accessibility of the Manufacturer's Representative, 11 or 50% of respondents rated their experience as poor while only 2 or 9% rated the experience as excellent.

**Question 7A: How would you rate your experience with the Arbitrator, in terms of overall satisfaction?**



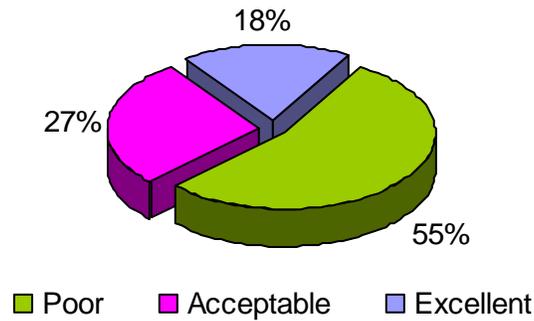
Consumers expressed greater responses about the survey when rating the Arbitrator in terms of overall satisfaction and accessibility. Overall, 11 or 50% rated their overall experience with the arbitrator as poor; while 5 or 23% of consumers touted their experience as excellent.

**Question 7B: How would you rate your experience with the Arbitrator, in terms of being knowledgeable about your case?**



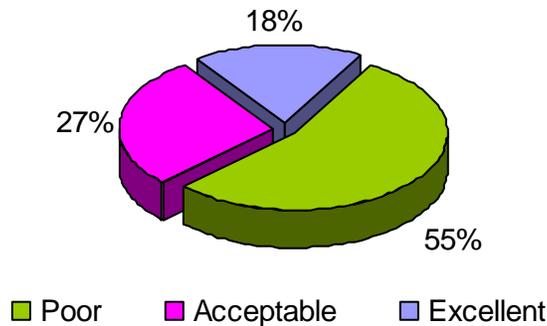
Similarly, 10 or 45% of respondents rated the Arbitrators with a poor rating in regards to knowledge of their case, while 5 or 23% of consumers regarded their experience as excellent.

**Question 8A: How would you rate your experience with the entire arbitration process, in terms of overall satisfaction?**



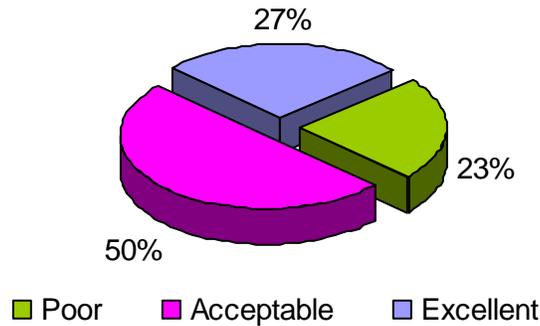
With respect to the entire arbitration process from the initial request for arbitration to the closed case files, 12 or 55% of consumers rated the arbitration process to be poor, 6 or 27% as acceptable and 4 or 18% as excellent.

**Question 8B: How would you rate your experience with the entire arbitration process, in terms of being a fair process?**



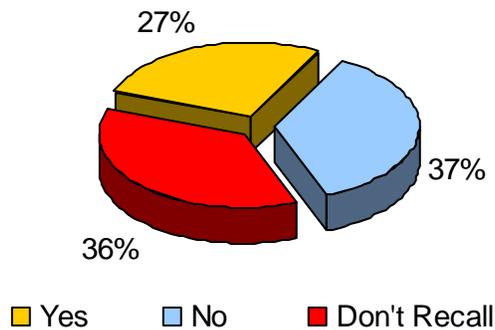
More than half of the consumers (12 or 55%) rated their experience with the entire arbitration process, in terms of fairness as poor, while 6 or 27% rated their experience as acceptable, and 4 or 18% rated their experience as excellent.

**Question 8C: How would you rate your experience with the entire arbitration process, in terms of being a timely process?**



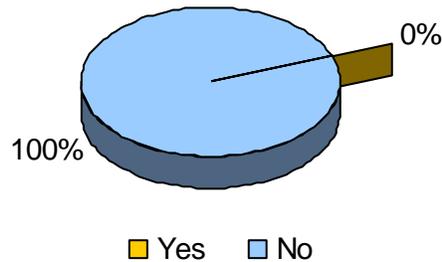
Half of the consumers (11 or 50%) rated their experience with the entire arbitration process, in terms of timeliness as acceptable, while 6 or 27% rated their experience as excellent, and 5 or 23% rated their experience as poor.

**Question 9: Did the Manufacturer perform the award within the 30 days after you accepted the award?**



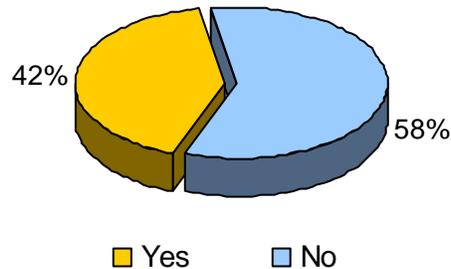
Eight (8) or 37% of consumers reported the Manufacturer did not perform the award within the 30 days after accepting the decision, while 6 or 27% reported the Manufacturer did perform the award within the 30 days. The Manufacturer needs to work on improving on the performance to achieve a rating higher than 27%.

**Question 9A: If the performance of the award was over 30 days, did you agree to the delay?**



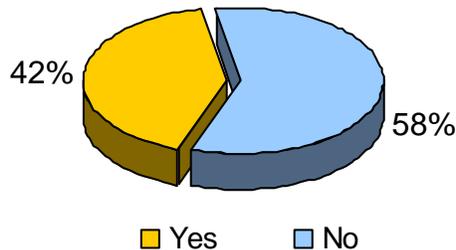
One hundred percent (100%) of the consumers who received an award and whose performance exceeded 30 days stated they did not agree to a delay for the performance.

**Question 10A: If your claim was denied, did you pursue legal action?**



Of the consumers' claims that were denied, 7 or 58% reported they did not pursue legal action, while 5 or 42% did pursue legal action.

**Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?**



Seven (7) or 58% of consumers, whose claims were denied, reported they did not know they could reapply for arbitration by getting an additional warranty repair, while 5 or 42% stated they did know they could reapply for arbitration. It is evident that the program needs to better educate the consumers on how to reapply for arbitration if their claim has been denied.

**Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.**

The following comments on improving the arbitration process were offered by the consumers:

- Provide more information on the Lemon Law
- The arbitrator was not very knowledgeable of vehicle issues and was unprofessional
- There is nothing you can do to improve the process. Using BBB to administrate the process made the process very easy and uncomplicated
- Pay more attention to the consumer by listening to them and verifying their concern
- Need for manufacturer to be more timely with vehicle replacement after settlement
- Explanation of the arbitration process prior to the hearing
- BBB needs to be totally independent of the auto companies and be more bias towards the consumer

**BBB AUTO LINE**  
HYUNDAI MOTOR  
AMERICA

## Hyundai Motor America

The ACP contacted 21 consumers who utilized the BBB AUTO LINE program in 2009 for their Hyundai vehicle. Of these consumers, six (28%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2009 Consumer Satisfaction Survey for Hyundai are as follows. Each survey question is listed along with the consumers' responses.

**2. Before you purchased your vehicle, did you know about the California's Lemon Law?**

Two consumers responded yes, while the other four consumers responded no.

**3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**

Three consumers reported learning about applying for arbitration from their owner's manual/warranty booklet, one from a dealership, another consumer from a friend, and the other consumer from a BBB AUTO LINE office.

**4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**

Three consumers responded no, while two consumers responded yes, and one consumer did not provide a response.

**5. How would you rate your experience with the BBB AUTO LINE staff, in terms of:**

**A. Overall satisfaction**

Three consumers rated their experience as acceptable, one consumer as excellent, while two consumers did not provide a response.

**B. Accessibility (timely response to your requests and inquiries)**

Four consumers rated their experience as acceptable, one consumer as excellent, and one consumer did not provide a response.

**6. How would you rate your experience with the vehicle Manufacturer's Representative in terms of:**

**A. Overall satisfaction**

Three consumers rated their experience as poor, two consumers rated their experience as acceptable, and one consumer did not provide a response.

**B. Accessibility (timely response to your requests and inquiries)**

Three consumers rated their experience as poor, two consumers rated their experience as acceptable, and one consumer did not provide a response.

**7. How would you rate your experience with the Arbitrator, in terms of:**

**A. Overall satisfaction**

Two consumers rated their experience as acceptable, one consumer as excellent, one as poor, while two consumers did not provide a response.

**B. Being knowledgeable about your case**

Two consumers rated their experience as acceptable, one consumer as excellent, one as poor, while two consumers did not provide a response.

**8. How would you rate your experience with the entire arbitration process, in terms of:**

**A. Overall satisfaction**

Three consumers rated their experience as acceptable, one consumer as poor, and one consumer did not provide a response.

**B. Being a fair process**

Three consumers rated their experience as acceptable, one consumer as poor, and one consumer did not provide a response.

**C. Being a timely process**

Two consumers rated their experience as acceptable, one consumer as poor, and two consumers did not provide a response.

**9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

Two consumers reported the award being performed within 30 days after accepting the decision, while one consumer reported the award not being performed within 30 days, and three consumers responded as non applicable.

**A. If the performance of the award was over 30 days, did you agree to the delay?**

Two consumers reported not agreeing to the delay, while three did not provide a response, and one consumer responded as non applicable.

**10. If your claim was denied,**

**A. Did you pursue legal action?**

Four consumers stated they did not pursue legal action, while two consumers did not provide a response.

**B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

Three consumers reported they knew they could reapply for arbitration by getting an additional warranty repair, while one consumer did not know, and two did not provide a response.

**11. If you could think of one major change to improve the arbitration process, what would that be?**

The following one comment on improving the arbitration process was offered by one consumer:

- Get a lawyer or read the fine print on the warranty at the time of sale

**BBB AUTO LINE**  
**KIA MOTORS AMERICA**

## **Kia Motors America**

The ACP contacted seven consumers who utilized the BBB AUTO LINE program in 2009 for their Kia vehicle. Of these consumers, 2 or 28% responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2009 Consumer Satisfaction Survey for Kia are as follows. Each survey question is listed along with the consumers' responses.

**2. Before you purchased your vehicle, did you know about the California's Lemon Law?**

One consumer responded yes, while the other consumer responded no.

**3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**

One consumer stated learning about applying for arbitration from an attorney, while the other consumer reported learning from the internet (Google). Neither consumer reported learning from the manufacturer, dealership or warranty materials.

**4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**

One consumer responded yes, while the other consumer responded no.

**5. How would you rate your experience with the BBB AUTO LINE staff, in terms of:**

**A. Overall satisfaction**

One consumer rated their experience as acceptable, while the other consumer did not provide a response.

**B. Accessibility (timely response to your requests and inquiries)**

Again, one consumer rated their experience as acceptable, while the other consumer did not provide a response.

**6. How would you rate your experience with the vehicle Manufacturer's Representative in terms of:**

**A. Overall satisfaction**

One consumer rated their experience as acceptable, while the other consumer rated their experience as poor.

**B. Accessibility (timely response to your requests and inquiries)**

One consumer rated their experience as excellent, while the other consumer rated their experience as poor.

**7. How would you rate your experience with the Arbitrator, in terms of:**

**A. Overall satisfaction**

One consumer rated their experience as acceptable, while the other consumer did not provide a response.

**B. Being knowledgeable about your case**

Again, one consumer rated their experience as acceptable, while the other consumer did not provide a response.

**8. How would you rate your experience with the entire arbitration process, in terms of:**

**A. Overall satisfaction**

One consumer rated their experience as acceptable, while the other consumer did not provide a response.

**B. Being a fair process**

Again, one consumer rated their experience as acceptable, while the other consumer did not provide a response.

**C. Being a timely process**

One consumer rated their experience as excellent, while the other consumer rated their experience as acceptable.

**9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

One consumer reported the award being performed within 30 days after accepting the decision, while the other consumer did not recall.

**A. If the performance of the award was over 30 days, did you agree to the delay?**

Two consumers reported not agreeing to the delay, while three did not provide a response, and one consumer responded as non applicable.

**10. If your claim was denied,**

**A. Did you pursue legal action?**

Neither consumer provided a response to this question.

**B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

One consumer responded to this question stating they knew they could reapply for arbitration by getting an additional warranty repair.

**11. If you could think of one major change to improve the arbitration process, what would that be?**

Neither consumer provided any comment on improving the arbitration process.

**BBB AUTO LINE**  
LAND ROVER NORTH  
AMERICA, INC.

## **Land Rover North America, Inc.**

The ACP contacted 15 consumers who utilized the BBB AUTO LINE program in 2009 for their Land Rover vehicle. Of these consumers, one (7%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2009 Consumer Satisfaction Survey for Land Rover are as follows. Each survey question is listed along with the consumers' responses.

**2. Before you purchased your vehicle, did you know about the California's Lemon Law?**

The consumer was not aware of California's Lemon Law prior to purchasing their vehicle.

**3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**

The respondent learned about arbitration through a friend.

**4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**

The customer was not aware that the mediation process was voluntary.

**5. How would you rate your experience with the BBB AUTO LINE staff, in terms of:**

**A. Overall satisfaction**

The consumer rated their experience as poor.

**B. Accessibility (timely response to your requests and inquiries)**

The respondent rated their experience as acceptable.

**6. How would you rate your experience with the vehicle Manufacturer's Representative in terms of:**

**A. Overall satisfaction**

The consumer indicated that their experience was acceptable.

**B. Accessibility (timely response to your requests and inquiries)**

The consumer indicated that their experience was acceptable.

**7. How would you rate your experience with the Arbitrator, in terms of:**

**A. Overall satisfaction**

The customer rated their experience as poor.

**B. Being knowledgeable about your case**

The respondent indicated their experience was poor.

**8. How would you rate your experience with the entire arbitration process, in terms of:**

**A. Overall satisfaction**

The consumer indicated their experience was poor.

**B. Being a fair process**

The consumer rated their experience as poor.

**C. Being a timely process**

The consumer rated their experience as acceptable.

**9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

This question was not applicable to the consumer.

**A. If the performance of the award was over 30 days, did you agree to the delay?**

This question was not applicable to the consumer.

**10. If your claim was denied,**

**A. Did you pursue legal action?**

The consumer did not pursue legal action.

**B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

The respondent was not aware that they could reapply.

**11. If you could think of one major change to improve the arbitration process, what would that be?**

The consumer did not address this question.

**BBB AUTO LINE**  
LOTUS CARS USA, INC.

## **Lotus Cars USA, Inc.**

The ACP contacted one consumer who utilized the BBB AUTO LINE program in 2009 for their Lotus vehicle. This consumer responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2009 Consumer Satisfaction Survey for Lotus are as follows. Each survey question is listed along with the consumers' responses.

**2. Before you purchased your vehicle, did you know about the California's Lemon Law?**

The consumer responded yes.

**3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**

The consumer first learned about applying for arbitration under California's Lemon Law from their new car owner's/warranty manual.

**4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**

The consumer responded yes.

**5. How would you rate your experience with the BBB AUTO LINE staff, in terms of:**

**A. Overall satisfaction**

Consumer rated their experience as poor.

**B. Accessibility (timely response to your requests and inquiries)**

The consumer rated their experience as acceptable.

**6. How would you rate your experience with the vehicle Manufacturer's Representative in terms of:**

**A. Overall satisfaction**

Consumer rated their experience as poor.

**B. Accessibility (timely response to your requests and inquiries)**

Again, consumer rated their experience as poor.

**7. How would you rate your experience with the Arbitrator, in terms of:**

**A. Overall satisfaction**

Consumer rated their experience as acceptable.

**B. Being knowledgeable about your case**

Once again, the consumer rated their experience as acceptable.

**8. How would you rate your experience with the entire arbitration process, in terms of:**

**A. Overall satisfaction**

The consumer rated their experience as poor.

**B. Being a fair process**

Again, the consumer rated their experience as poor.

**C. Being a timely process**

Consumer rated their experience as acceptable.

**9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

The consumer reported the award not being performed within 30 days after accepting the decision.

**A. If the performance of the award was over 30 days, did you agree to the delay?**

The consumer reported agreeing to the delay.

**10. If your claim was denied,**

**A. Did you pursue legal action?**

The consumer did not provide a response, due to the claim not being denied.

**B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

Although the consumer's claim was not denied, the consumer reported knowing about reapplying for arbitration by getting an additional warranty.

**11. If you could think of one major change to improve the arbitration process, what would that be?**

The following comment on improving the arbitration process was offered by the consumer:

- More knowledgeable staff - the coordinator in my case was not aware of the costs included in a buy-back award

**BBB AUTO LINE**

MAZDA NORTH  
AMERICAN OPERATIONS

## **Mazda North American Operations**

The ACP contacted 15 consumers who utilized the BBB AUTO LINE program in 2009 for their Mazda vehicle. Of these consumers, four (27%) responded to the survey. The survey consisted of 11 questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process.

The results of ACP's 2009 Consumer Satisfaction Survey for Mazda are as follows. Each survey question is listed along with the consumers' responses.

**2. Before you purchased your vehicle, did you know about the California's Lemon Law?**

Three consumers indicated they knew of California's Lemon Law, while one did not.

**3. Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?**

One consumer learned about the BBB AUTO LINE through an attorney and one consumer learned via the internet. Another consumer learned about BBB AUTO LINE through the dealership and another indicated they learned through the media.

**4. If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**

Three consumers responded they knew that mediation was voluntary, while one consumer did not respond to this question.

**5. How would you rate your experience with the BBB AUTO LINE staff, in terms of:**

**A. Overall satisfaction**

One consumer rated their experience as poor, while one respondent rated it as acceptable. Another consumer indicated their experience was excellent, and another did not respond to this question.

**B. Accessibility (timely response to your requests and inquiries)**

Two consumers indicated their experience was acceptable, and another consumer rated it as excellent. One consumer did not respond to this question.

**6. How would you rate your experience with the vehicle Manufacturer's Representative in terms of:**

**A. Overall satisfaction**

Three consumers rated their experience as poor, while one respondent indicated it was acceptable.

**B. Accessibility (timely response to your requests and inquiries)**

Two consumers indicated their experience was acceptable, while one respondent rated it as poor, and another rated it as excellent.

**7. How would you rate your experience with the Arbitrator, in terms of:**

**A. Overall satisfaction**

One consumer indicated their experience was acceptable, while one respondent rated it as poor. Two consumers did not respond to this question.

**B. Being knowledgeable about your case**

One consumer rated their experience as poor, while another indicated it was acceptable. Two consumers did not respond to this question.

**8. How would you rate your experience with the entire arbitration process, in terms of:**

**A. Overall satisfaction**

One respondent indicated their experience was poor, while another indicated it was acceptable. Two consumers did not respond to this question.

**B. Being a fair process**

One consumer rated their experience as excellent, while another indicated it was poor. Two consumers did not respond to this question.

**C. Being a timely process**

One consumer stated their experience was acceptable and another indicated it was excellent. Two consumers did not respond to this question.

**9. Did the Manufacturer perform the award within the 30 days after you accepted the award?**

One consumer responded yes.

**A. If the performance of the award was over 30 days, did you agree to the delay?**

Four consumers indicated that they did not recall.

**10. If your claim was denied,**

**A. Did you pursue legal action?**

Two consumers did pursue legal action, while two respondents indicated this question was non applicable.

**B. Did you know you could reapply for arbitration by getting an additional warranty repair?**

Three consumers indicated they did not know they could reapply for arbitration.

**11. If you could think of one major change to improve the arbitration process, what would that be?**

The following comment on improving the arbitration process was offered by one of the consumer:

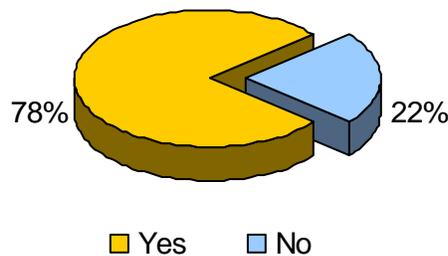
- Mandate equality for the consumer, I made a long drive to the arbitration that Mazda was not required to appear for.

**BBB AUTO LINE**  
NISSAN NORTH  
AMERICA, INC.  
**(INCLUDES INFINITI)**

## Nissan North America, Inc. (Nissan and Infiniti)

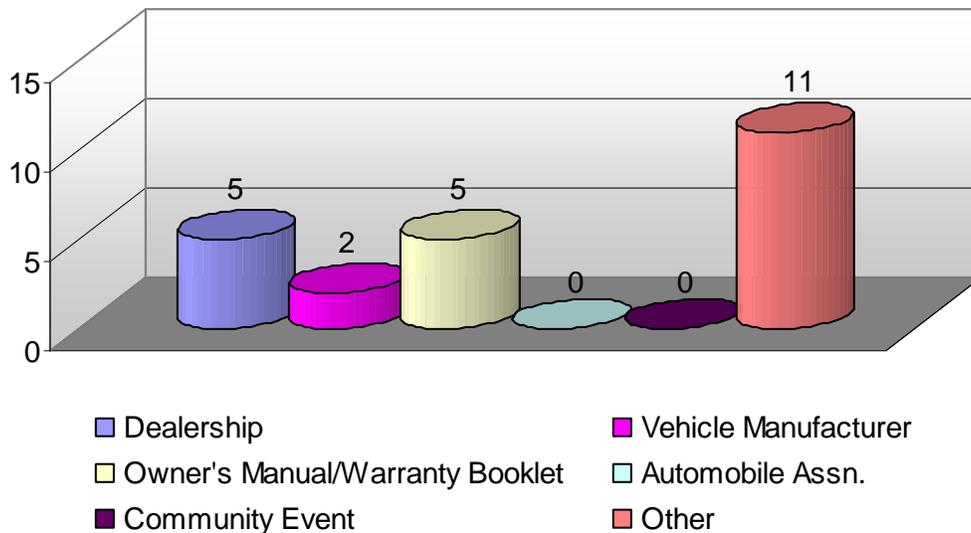
The ACP contacted 99 consumers who utilized the BBB AUTO LINE program in 2009 for their Nissan/Infiniti vehicle. Of these consumers, 18 (18%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

### Question 2: Before You Purchased Your Vehicle, Did You Know About California's Lemon Law?



Fourteen (14) or 78% of respondents were familiar with California's Lemon Law prior to purchasing their vehicle. In contrast, 4 or 22% of the consumers were not aware of the law.

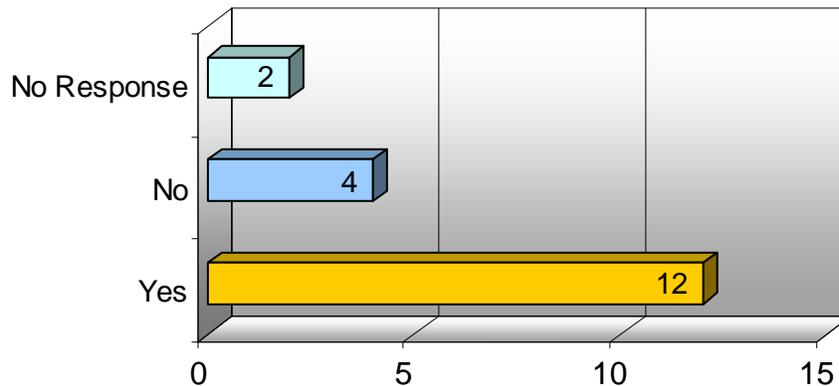
### Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?\*



\* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

More than half (12 or 53%) of consumers learned about applying for arbitration from the industry (dealership, owner's manual/warranty booklet, or the manufacturer), and 11 or 47% of consumers learned about it from various sources (internet, attorney, state agency or friend).

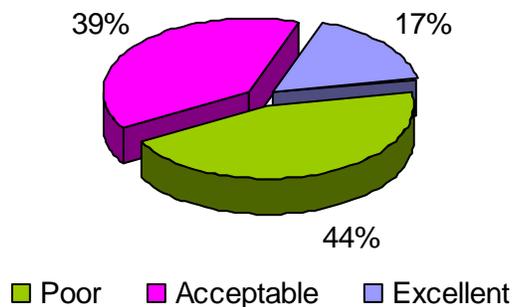
**Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**



Nearly two thirds (12 or 67%) of the respondents were informed by the BBB AUTO LINE of their option to accept a settlement offer from the manufacturer. The remaining one third (6 or 33%) did not know or declined to respond.

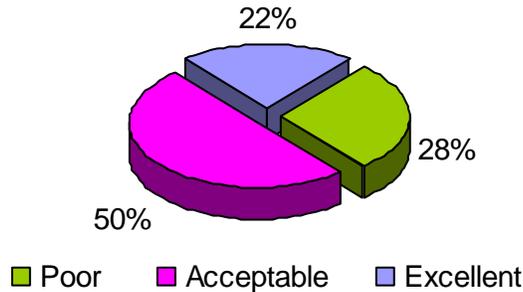
The following rating questions to consumers focused on the arbitration program (BBB AUTO LINE), the vehicle manufacturer representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process.

**Question 5A: How would you rate your experience with the BBB AUTO LINE staff, in terms of overall satisfaction?**



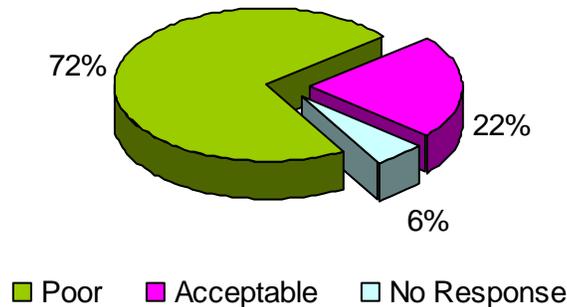
More than half, 10 or 56%.of the respondents rated the overall satisfaction of the BBB AUTO LINE staff as acceptable and excellent, whereas 8 or 44% rated their experience as poor.

**Question 5B: How would you rate your experience with the BBB AUTO LINE staff, in terms of accessibility (timely response to your requests and inquiries)?**



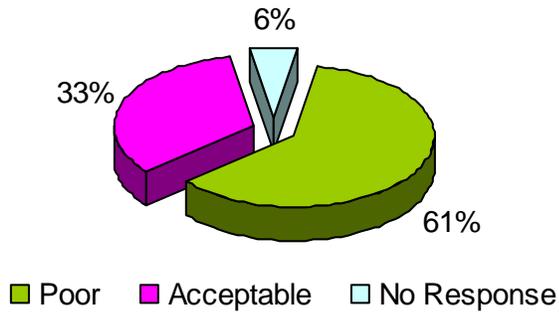
Thirteen (13) or 72% of the respondents rated the BBB AUTO LINE staff as acceptable and excellent in terms of accessibility, followed by 5 or 28% rating their experience as poor.

**Question 6A: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of overall satisfaction?**



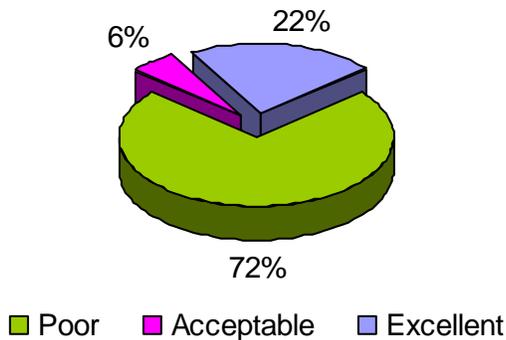
Thirteen (13) or 72% of consumers ranked their overall satisfaction of the vehicle Manufacturer's Representative as poor, while 4 or 22% gave a rating of acceptable. One (1) did not reply to this question.

**Question 6B: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of accessibility (timely response to your requests and inquiries)?**



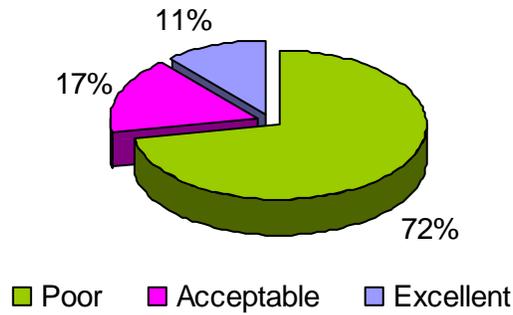
The accessibility of the Manufacturer's Representative scored a fraction better: 11 or 61% indicating poor and 6 or 33% acceptable. One consumer did not reply to this question.

**Question 7A: How would you rate your experience with the Arbitrator, in terms of overall satisfaction?**



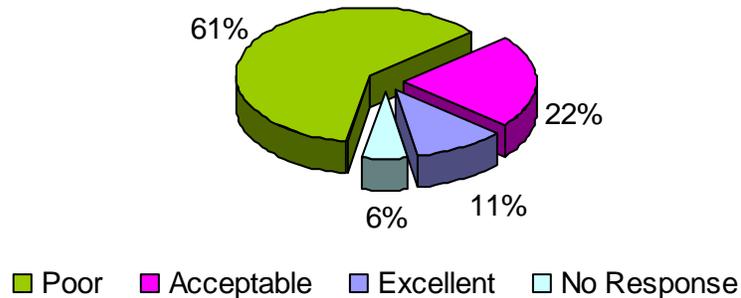
Five (5) or 28% of consumers rated the overall satisfaction of the Arbitrator who heard their case as excellent or acceptable, whereas 13 or 72% of consumers gave a rating of poor.

**Question 7B: How would you rate your experience with the Arbitrator, in terms of being knowledgeable about your case?**



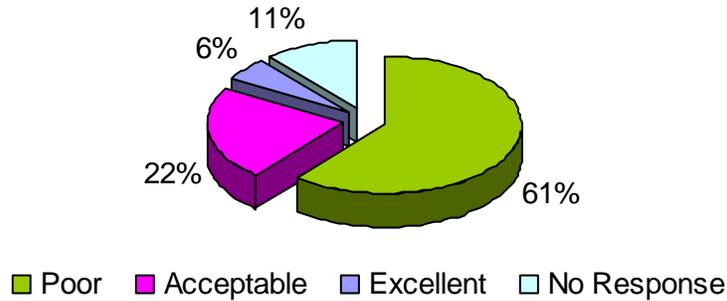
Similarly, consumers ranked the Arbitrator's knowledge of their case: 5 or 28% as excellent and acceptable, whereas 13 or 72% as poor.

**Question 8A: How would you rate your experience with the entire arbitration process, in terms of overall satisfaction?**



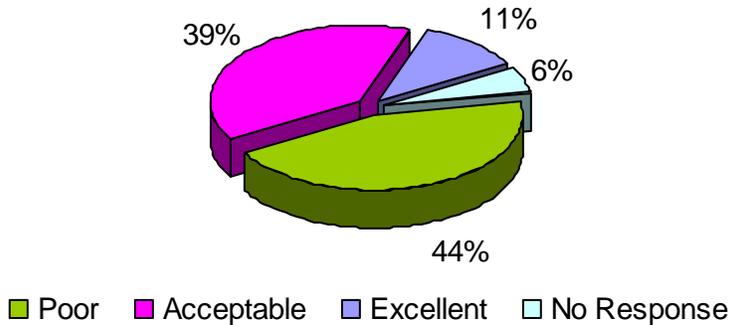
Eleven (11) or 61% of the consumers were overall dissatisfied with the entire arbitration process, whereas 6 or 33% indicated it was excellent or acceptable. One consumer left this question unanswered.

**Question 8B: How would you rate your experience with the entire arbitration process, in terms of being a fair process?**



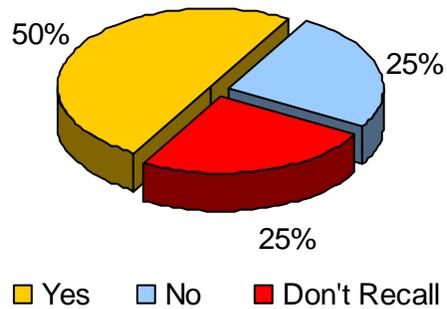
Similarly, 11 or 61% of consumers gave a poor rating on the fairness of the entire arbitration process. Five (5) or 33% of consumers felt it was excellent or acceptable. Two (2) consumers did not answer the question.

**Question 8C: How would you rate your experience with the entire arbitration process, in terms of being a timely process?**



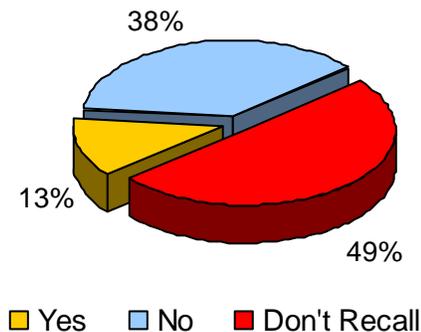
Nine (9) or 50% of the consumers indicated the timeliness of the entire arbitration process as excellent or acceptable. Eight (8) or 44% of respondents considered the timeliness as poor. One (1) or 6% did not respond to this question.

**Question 9: Did the Manufacturer perform the award within 30 days after you accepted the award?**



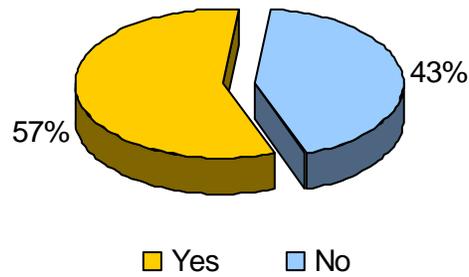
Consumers were also polled on the timeliness of the Manufacturer's performance after awarded a repair, replacement or repurchase of their vehicle. Half (6 or 50%) of consumers who received an award indicated the Manufacturer performed within the 30-day requirement. While the remaining consumers (3 or 25%) indicated the Manufacturer did not complete the award within the 30 days, and the other 3 or 25% of consumers indicated they do not recall.

**Question 9A: If the performance of the award was over 30 days, did you agree to the delay?**



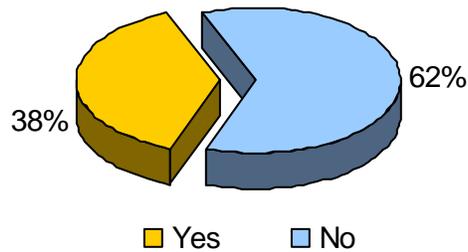
One (1) or 13% of consumers agreed to the delay of the Manufacturer's performance, whereas 3 or 38% did not agree to the postponement, followed by 4 or 49% did not recall.

**Question 10A: If your claim was denied, did you pursue legal action?**



Eight (8) or 45% of the respondents indicated they pursued legal action after receiving a denial of their arbitration claim, while 6 or 43% did not go forth.

**Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?**



Less than half (8 or 44%) of respondents did not realize they could reapply for arbitration, while 5 or 28% indicated they were aware of it after being denied of an award. Three (3) or 17% indicated the above questions are not applicable and 2 or 11% did not respond.

**Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.**

The following comments on improving the arbitration process were offered by the consumers:

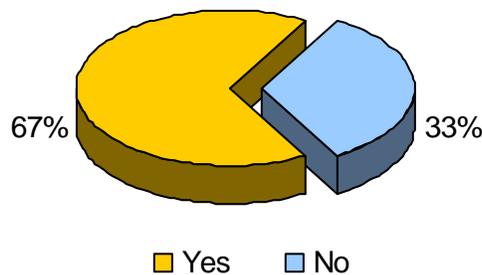
- Arbitration is a waste of time
- Make the arbitration process speedier, efficient and easier by allowing files to be e-mailed with secure features, rather than faxing or mailing
- Be fair
- Need more parking for certain hearing locations
- Have more hearing locations
- Provide more information on the Lemon Law
- Ensure arbitrators have vehicle knowledge
- Expand marketing of the arbitration program
- Have set timeline for manufacturers to complete awards for vehicle repairs. Also, change rule which allows a consumer to reapply for arbitration when the manufacturer refuses to perform an additional warranty repair
- Have a remedy process for vehicle design flaws

**BBB AUTO LINE**  
**VOLKSWAGEN OF**  
**AMERICA, INC.**  
**(INCLUDES AUDI)**

## Volkswagen of America, Inc. (Volkswagen and Audi)

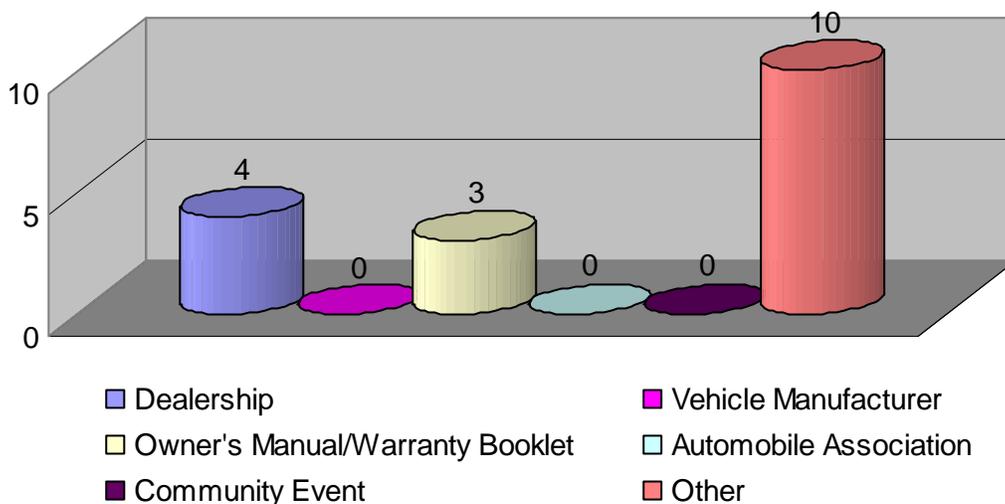
The ACP contacted 77 consumers who utilized the BBB AUTO LINE program in 2009 for their Volkswagen/Audi vehicle. Of these consumers, 15 (19%) responded to the survey. The survey consisted of 11 questions designed to ascertain consumers' awareness of the Lemon Law as well as their experiences with the arbitration program, the vehicle manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

### Question 2: Before you purchased your vehicle, did you know about the California's Lemon Law?



A majority of consumers (10 or 67%) responded they did know of California's Lemon Law before purchasing their vehicle. However, 5 or 33% of consumers stated they did not know of California's Lemon Law before their purchase.

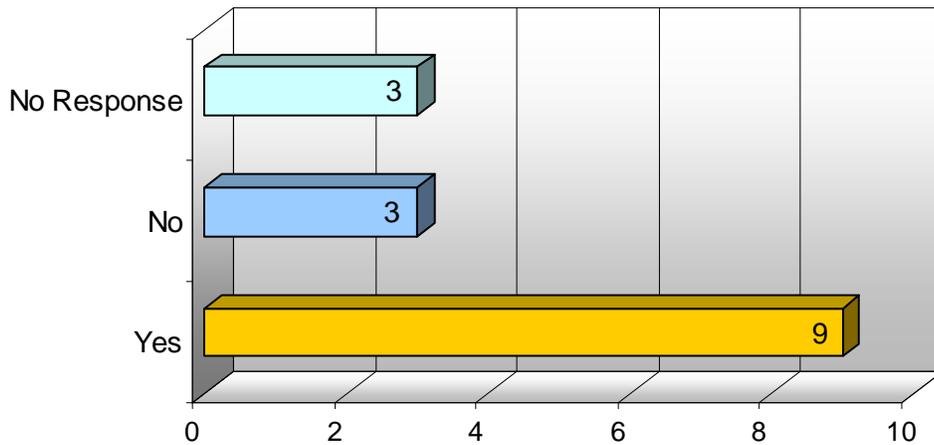
### Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?\*



\* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

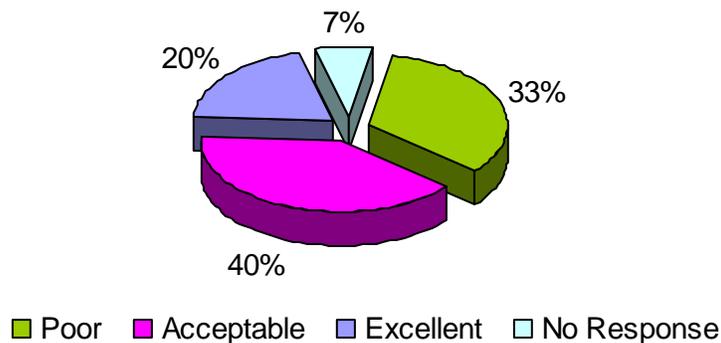
Twenty-eight percent (28%) of consumers first learned about applying for arbitration under California’s Lemon Law from other sources such as word of mouth, the Automotive Association, the Department of Motor Vehicles, the Department of Justice, or the Department of Consumer Affairs’ Consumer Information Center; followed by 24% from the dealerships; then 18% from a friend; another 18% from the owner’s/warranty manual; and 12% from an attorney (some consumers provided more than one response). Close to one-fourth of consumers learned from the dealership about how to apply for arbitration.

**Question 4: If you participated in a settlement or mediation process after applying for arbitration with the BBB AUTO LINE, were you informed that it was a voluntary process?**



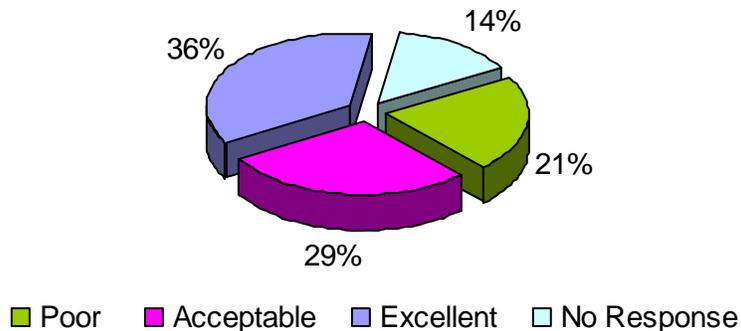
More than half of the consumers (9 or 60%) reported they were informed that the settlement or mediation process was voluntary, while 3 or 20% responded they were not informed that it was a voluntary process (and could have elected to proceed directly to arbitration). Another 3 or 20% provided no response to this question.

**Question 5A: How would you rate your experience with the BBB AUTO LINE staff, in terms of overall satisfaction?**



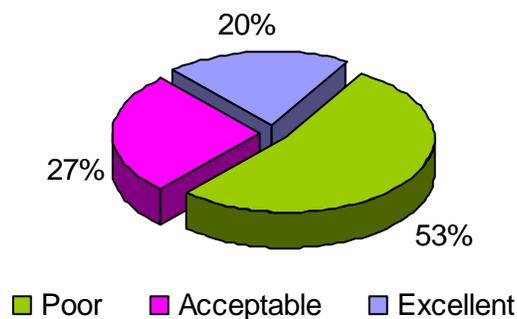
Close to half of the consumers (6 or 40%) rated their experience with the BBB AUTO LINE staff, in terms of overall satisfaction as acceptable, while 5 or 33% rated their experience as poor, and 3 or 20% rated their experience as excellent. One (1) or 7% of the consumers did not provide a response to this question.

**Question 5B: How would you rate your experience with the BBB AUTO LINE staff, in terms of accessibility (timely response to your requests and inquiries)?**



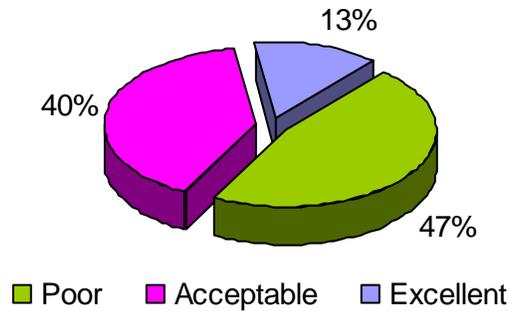
Over one-third of the consumers (5 or 36%) rated their experience with the BBB AUTO LINE staff, in terms of accessibility as excellent, while 4 or 29% rated their experience as acceptable, and 3 or 21% rated their experience as poor. Two (2) or 14% of the consumers did not provide a response to this question.

**Question 6A: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of overall satisfaction?**



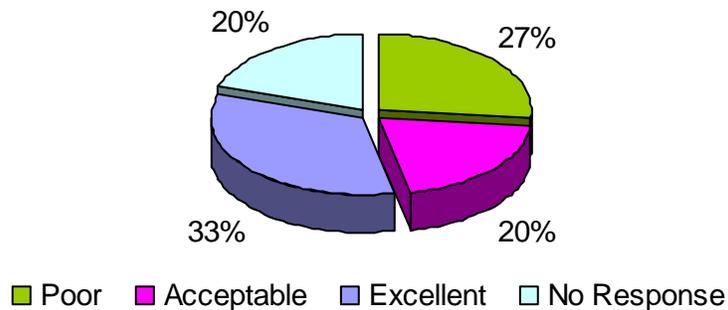
Over half of the consumers (8 or 53%) rated their experience with the Manufacturer's Representative, in terms of overall satisfaction as poor, while 4 or 27% rated their experience as acceptable, and 3 or 20% rated their experience as excellent.

**Question 6B: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of accessibility (timely response to your requests and inquiries)?**



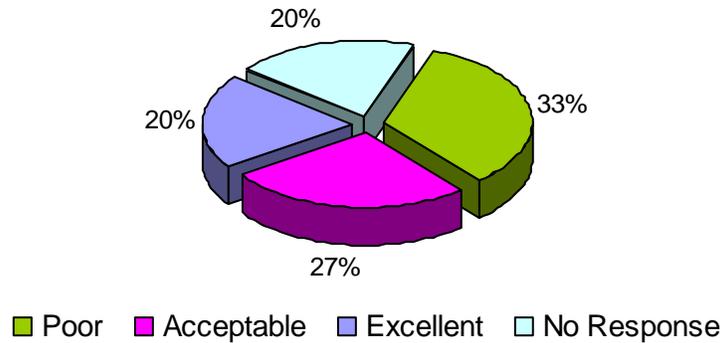
Close to half of the consumers (7 or 47%) rated their experience with the Manufacturer's Representative, in terms of accessibility as poor, while 6 or 40% rated their experience as acceptable, and 2 or 13% rated their experience as excellent.

**Question 7A: How would you rate your experience with the Arbitrator, in terms of overall satisfaction?**



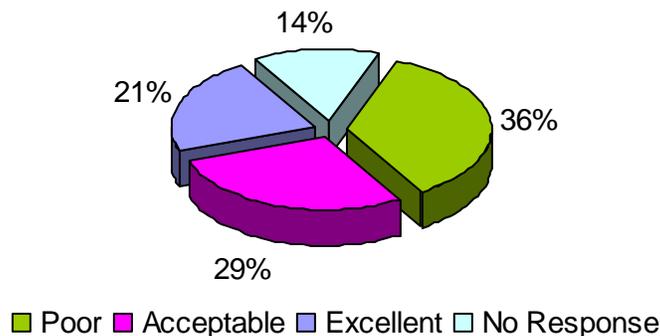
One third of the consumers (5 or 33%) rated their experience with the Arbitrator, in terms of overall satisfaction as excellent, while 4 or 27% rated their experience as poor, and 3 or 20% rated their experience as acceptable. Another 3 or 20% did not provide a response to this question.

**Question 7B: How would you rate your experience with the Arbitrator, in terms of being knowledgeable about your case?**



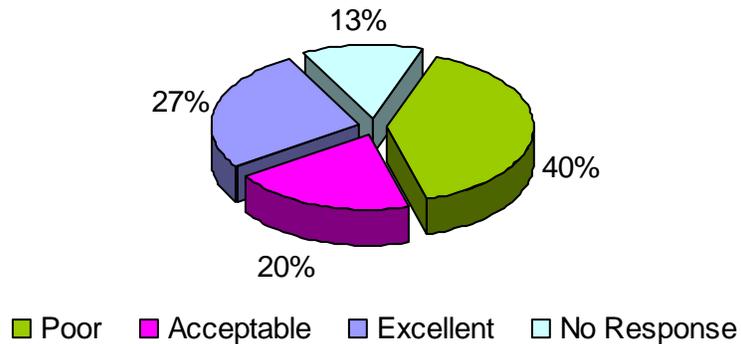
One third of the consumers (4 or 33%) rated their experience with the Arbitrator, in terms of being knowledgeable about their case as poor, while 4 or 27% rated their experience as acceptable, and 3 or 20% rated their experience as excellent. Another 3 or 20% did not provide a response to this question.

**Question 8A: How would you rate your experience with the entire arbitration process, in terms of overall satisfaction?**



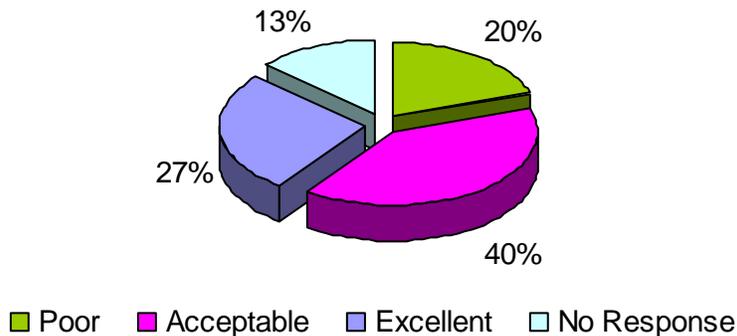
Over one third of the consumers (5 or 36%) rated their experience with the entire arbitration process, in terms of overall satisfaction as poor, while 4 or 29% rated their experience as acceptable, and 3 or 21% rated their experience as excellent. Another 2 or 14% did not provide a response to this question.

**Question 8B: How would you rate your experience with the entire arbitration process, in terms of being a fair process?**



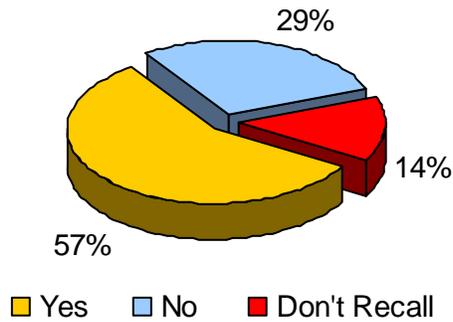
Close to half of the consumers (6 or 40%) rated their experience with the entire arbitration process, in terms of fairness as poor, while 4 or 27% rated their experience as excellent, and 3 or 20% rated their experience as acceptable. Another 2 or 13% did not provide a response to this question.

**Question 8C: How would you rate your experience with the entire arbitration process, in terms of being a timely process?**



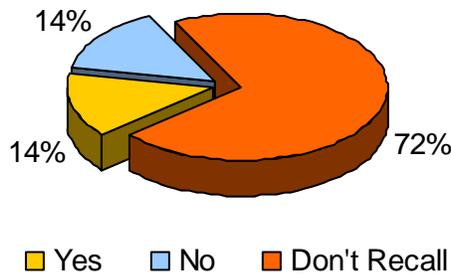
Close to half of the consumers (6 or 40%) rated their experience with the entire arbitration process, in terms of timeliness as acceptable, while 4 or 27% rated their experience as excellent, and 3 or 20% rated their experience as poor. Again 2 or 13% did not provide a response to this question.

**Question 9: Did the Manufacturer perform the award within 30 days after you accepted the award?**



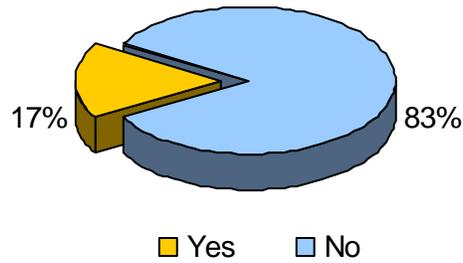
Over half of the consumers (4 or 57%) reported the Manufacturer performed the award within the 30 days after accepting the decision, while 2 or 29% reported the Manufacturer did not perform the award within the 30 days. Another 1 or 14% did not recall if the Manufacturer performed the award within the 30 days.

**Question 9A: If the performance of the award was over 30 days, did you agree to the delay?**



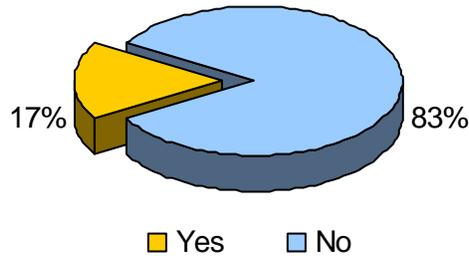
Five (5) or 72% of the consumers did not recall agreeing to a delay for the performance of their award which went over 30 days, while 1 or 14% did agree to the delay, and another 1 or 14% did not agree to the delay.

**Question 10A: If your claim was denied, did you pursue legal action?**



Of the consumers' claims that were denied, 5 or 83% reported they did not pursue legal action, while 1 or 17% did pursue legal action.

**Question 10B: If your claim was denied, did you know you could reapply for arbitration by getting an additional warranty repair?**



Five (5) or 83% of consumers, whose claims were denied, reported they did not know they could reapply for arbitration by getting an additional warranty repair, while 1 or 17% stated they did know they could reapply for arbitration.

**Question 11: If you could think of one major change to improve the arbitration process, what would that be? Please specify.**

The following comments on improving the arbitration process were offered by the consumers:

- Need enforceability on agreement for repairs
- Train or prepare an arbitrator with knowledge and common sense
- Get better arbitrators - I am a practicing attorney familiar with the law and the arbitrator blatantly disregarded and misread the law
- Should reduce the four or more repair attempts before being eligible for arbitration
- Easier contact to arbitrators and BBB
- Timely responses to voice messages and emails
- Explanation of the decision
- Make sure all parties are served with all complete documents - it is unfair for one to not receive manufacturer's documents that were given to the arbitrator
- Timeliness of the decision
- Arbitrator not be one sided, favored the manufacturer
- Improve the amount of time it takes for the case representative to return a phone call or maybe act as she appreciated having a job. Even the vehicle representative complained to me about how long it took our representative to return a phone call
- Expand marketing of the arbitration program

**California Dispute Settlement Program  
(CDSP)**

**TOYOTA MOTOR SALES  
USA, INC.**

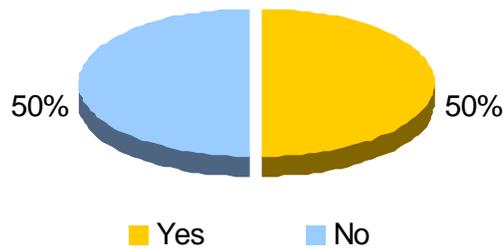
**(INCLUDES SCION)**

## Toyota Motor Sales USA, Inc. (Toyota and Scion)

The ACP contacted 221 Toyota consumers who were eligible to participate in this year's ACP Consumer Satisfaction Survey regarding their Toyota vehicles. Of these eligible consumers, 53 or 24% responded to the survey.

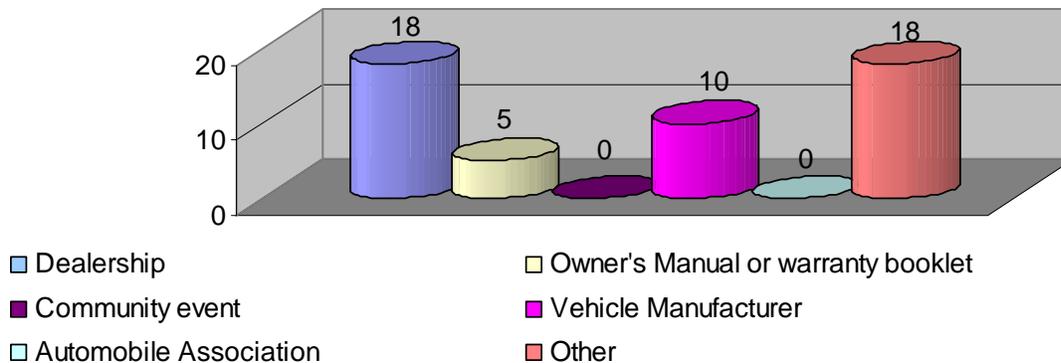
The survey consisted of fifteen (15) questions designed to ascertain the consumers' awareness of the Lemon Law as well as their experiences with the program, the manufacturer, the arbitrator, and the overall arbitration process. Each illustration represented below is characterized by the survey questions followed by a quantitative narrative from the consumer response data.

### Question 2: Before you purchased your vehicle, did you know about the California's Lemon Law?



With regard to consumers' knowledge of California's Lemon Law, it is evident that 50% of respondents say that they either know or did not know about the Lemon Law prior to the purchase of their vehicles.

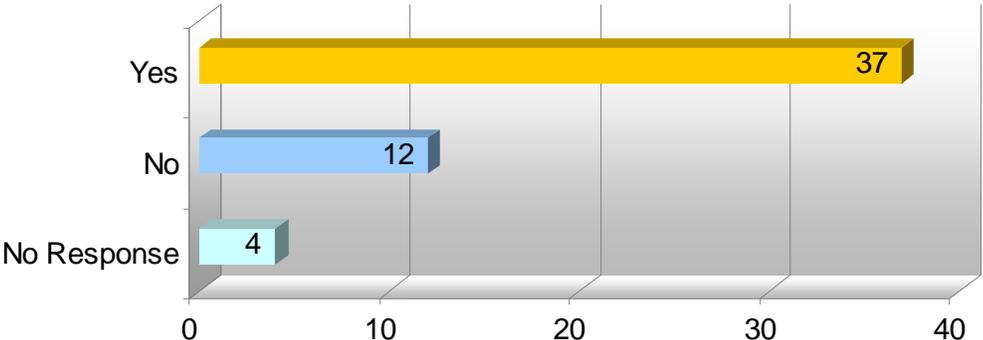
### Question 3: Before your hearing, where did you learn about applying for arbitration under California's Lemon Law?



\* The consumer was given the opportunity to check multiple categories for question number 3. There may be more or less responses to this question than the number of respondents.

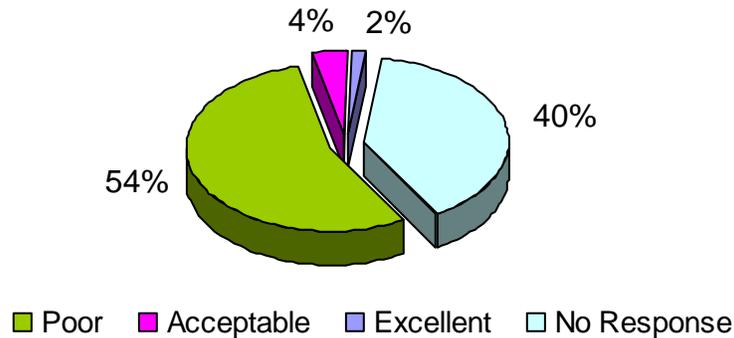
Most consumers learned about applying for arbitration under California's lemon law in a variety of ways. The chart above shows that 35% (18) of respondents stated that their servicing Toyota dealership or another Toyota dealer was the most reliable source to apply for arbitration. While another 31% (16) of respondents mentioned that a state attorney general's office or other government agency served as a great source, followed by 20% (10) of respondents believe the manufacturer provided consumers key information on how to apply for arbitration. It appears from this analysis review that the manufacturer is doing a great job to educate all of its dealers on the mandated requirements to provide proper disclosures to consumers upon the sale or delivery of a vehicle or at the time of repair or service of a vehicle by consumers.

**Question 4: If you participated in a settlement or mediation process after applying for arbitration with the California Dispute Settlement Program (CDSP), were you informed that it was a voluntary process?**



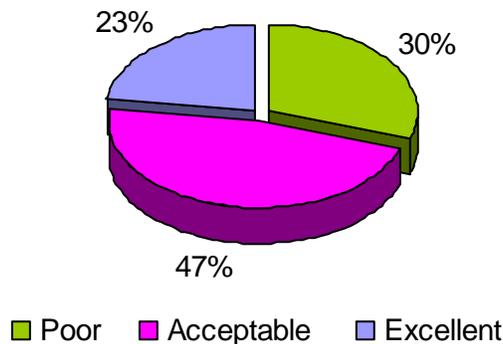
Nearly 70% (37) of respondents stated that the California Dispute Settlement Program (CDSP) did inform them that any form of settlement or mediation discussion was a voluntary process prior to the arbitration hearing. In contrast, 23% (12) responded that they did not know about the voluntary settlement or mediation process, and 7% (4) did not respond at all to the survey question.

**Question 5A: How would you rate your experience with the CDSP staff, in terms of overall satisfaction?**



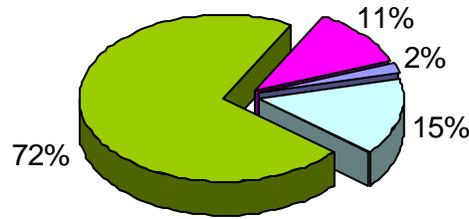
ACP fielded rating questions to consumers regarding the CDSP, the manufacturer representative, the arbitrator and the arbitration process. These questions were designed to obtain a composite look at how consumers view their experiences with the industry professionals and the process. Fifty four (54%) of consumers rated their overall satisfaction with CDSP staff as poor; while 40% did not respond to this question; only 4% were satisfied with the CDSP staff, and 2% rated their overall satisfaction with staff as excellent.

**Question 5B: How would you rate your experience with the CDSP staff, in terms of accessibility (timely in response to your requests and inquiries)?**



Consumers seem to give the CDSP a 47% rating for the accessibility of its staff, and 23% rated the staff accessibility as excellent. Thirty percent (30%) rated staff accessibility as poor.

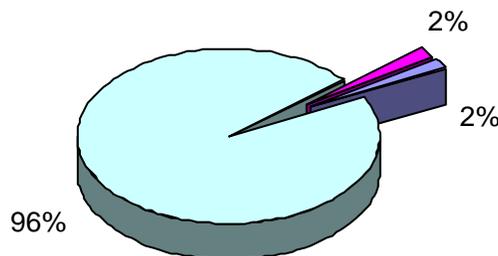
**Question 6A: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of overall satisfaction?**



■ Poor ■ Acceptable ■ Excellent ■ No Response

With respect to overall satisfaction and experience with their vehicles and the manufacturer's representative, 72% of consumers rated their experience as poor. Eleven percent (11%) rated their overall experience as acceptable, and only 2% found their experience with the vehicle and manufacturer representative as excellent.

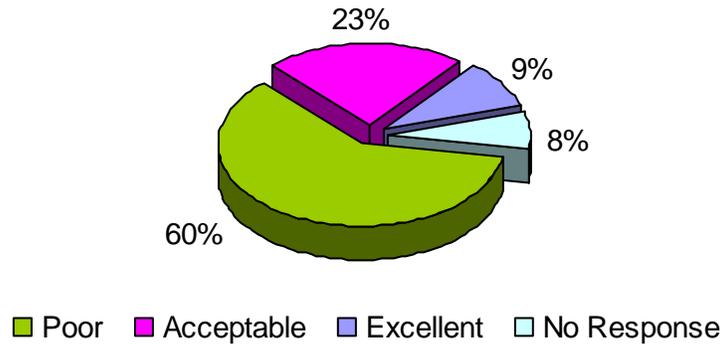
**Question 6B: How would you rate your experience with the vehicle Manufacturer's Representative, in terms of accessibility (timely response to your requests and inquiries)?**



■ Acceptable ■ Excellent ■ No Response

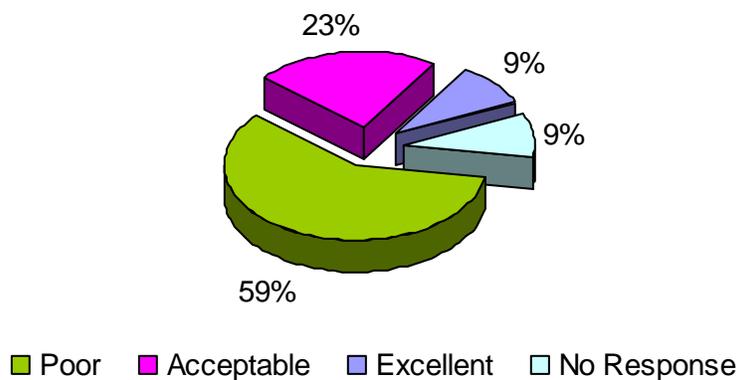
Conversely, consumers scored a 96% non-response rate when asked about the accessibility of their vehicle and the manufacturer representative. Again, only 2% found the factor of accessibility to the manufacturer representative as either acceptable or excellent.

**Question 7A: How would you rate your experience with the Arbitrator, in terms of overall satisfaction?**



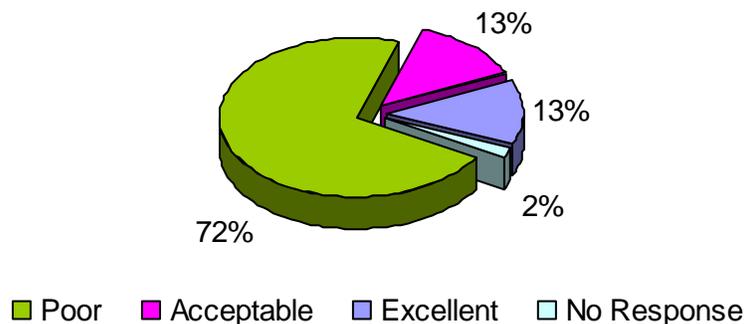
Consumers expressed greater responses about the survey when rating the arbitrator in terms of overall satisfaction about their cases. Sixty percent (60%) of participants rated their experience with the arbitrator as poor. The data shows that consumers who typically do not receive an award or favorable outcome when using the arbitration process will score their overall experience as poor. In contrast, 23% of consumers who received an award rated their overall experience as acceptable, 9% scored their experience as excellent, and 8% of participants offered no response to this question.

**Question 7B: How would you rate your experience with the Arbitrator, in terms of being knowledgeable about your case?**



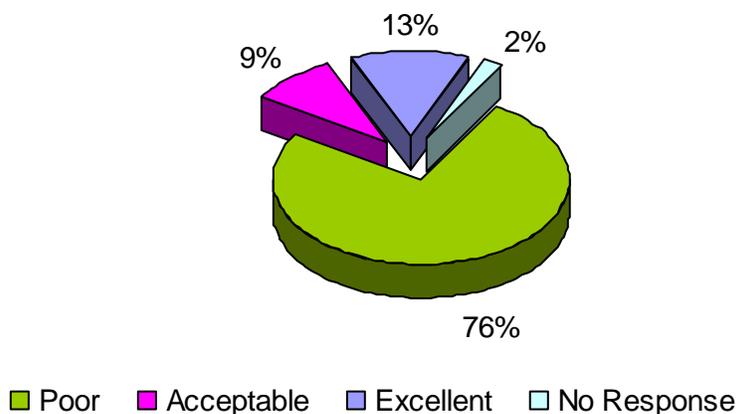
Nearly sixty percent (60%) of participants rated the arbitrators with a poor score on being knowledgeable about their cases, while 23% of consumers regarded their experience as acceptable, followed by 9% of consumers gave the arbitrator experience an excellent rating, and equally 9% of participants did not respond to this question.

**Question 8A: How would you rate your experience with the entire arbitration process, in terms of overall satisfaction?**



With respect to the entire arbitration process from the initial request for arbitration to the closed case files, 72% of consumers believe the arbitration process is poor. Consumers rated the process an even 13% as either excellent or acceptable, followed by a 2% non-response rate.

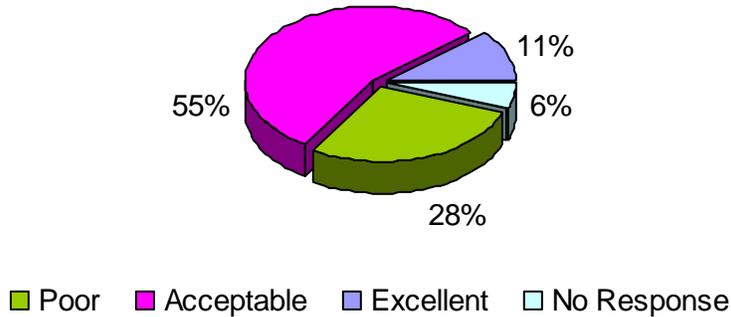
**Question 8B: How would you rate your experience with the entire arbitration process, in terms of being a fair process?**



Participants seem to value the traits of professionalism, knowledge of their vehicle, the lemon law, and fairness as key components when rating the fairness of the arbitration process. Seventy-six percent (76%) of consumers scored the fairness of the arbitration process as poor. Moreover, consumers are less likely to rate their experience as positive if a favorable outcome is not achieved in their cases compared to those who receive an award from the arbitration experience.

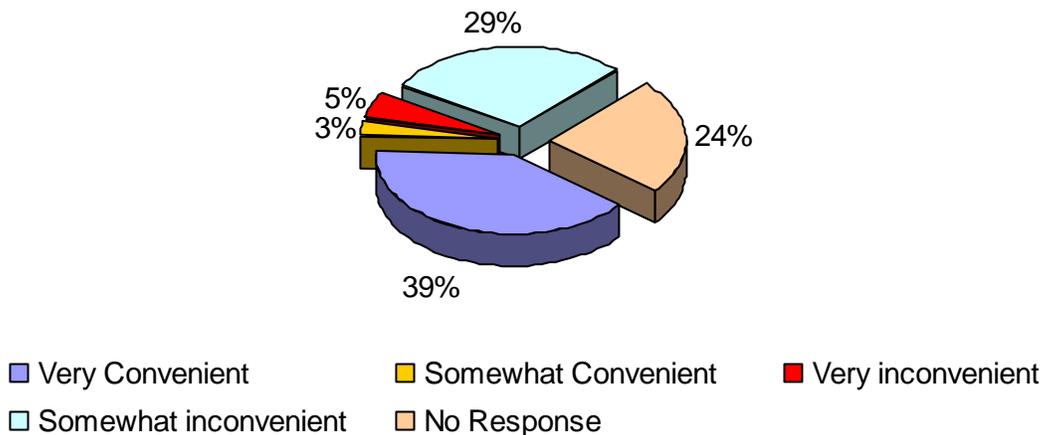
Both the manufacturer and the program may wish to pay close attention to these numbers to note trends observed before and after the arbitration process.

**Question 8C: How would you rate your experience with the entire arbitration process, in terms of being a timely process?**



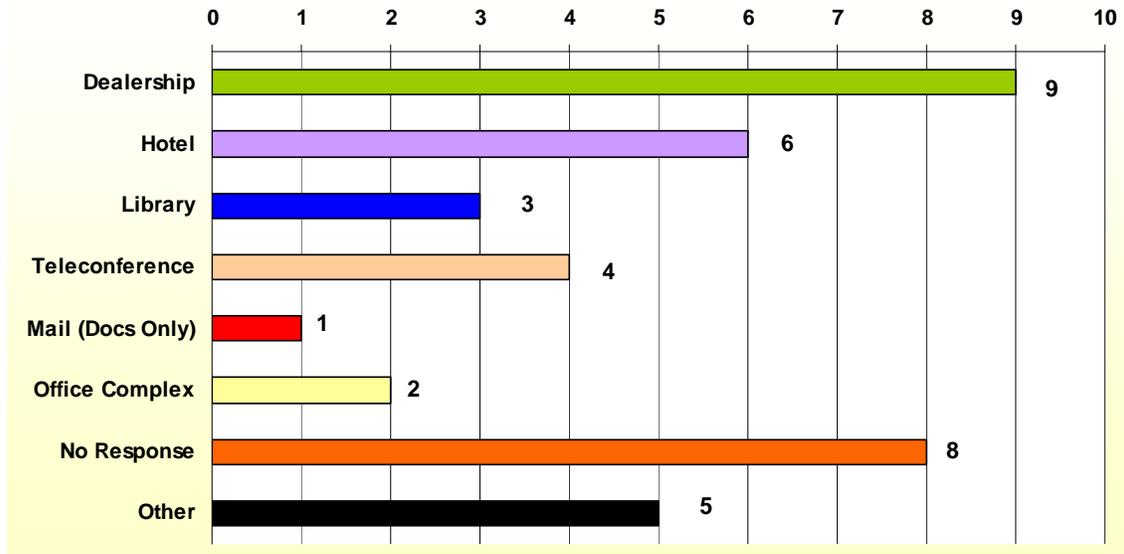
Clearly, 55% of participants found the timeliness of the arbitration process as being acceptable coupled with another 11% found rated the timeliness as excellent. Twenty-eight percent (28%) considered the timeliness poor, and 6% of participants chose not to respond to the survey question. The entire dispute settlement process, from the time the program receives the consumer’s request to the time the arbitrator makes a decision, will normally take up to forty (40) days; however, there are exceptions to this rule if delays in the hearing process are deemed necessary by the arbitrator as provided for in the California regulations.

**Question 9: How convenient was the location of your hearing?**



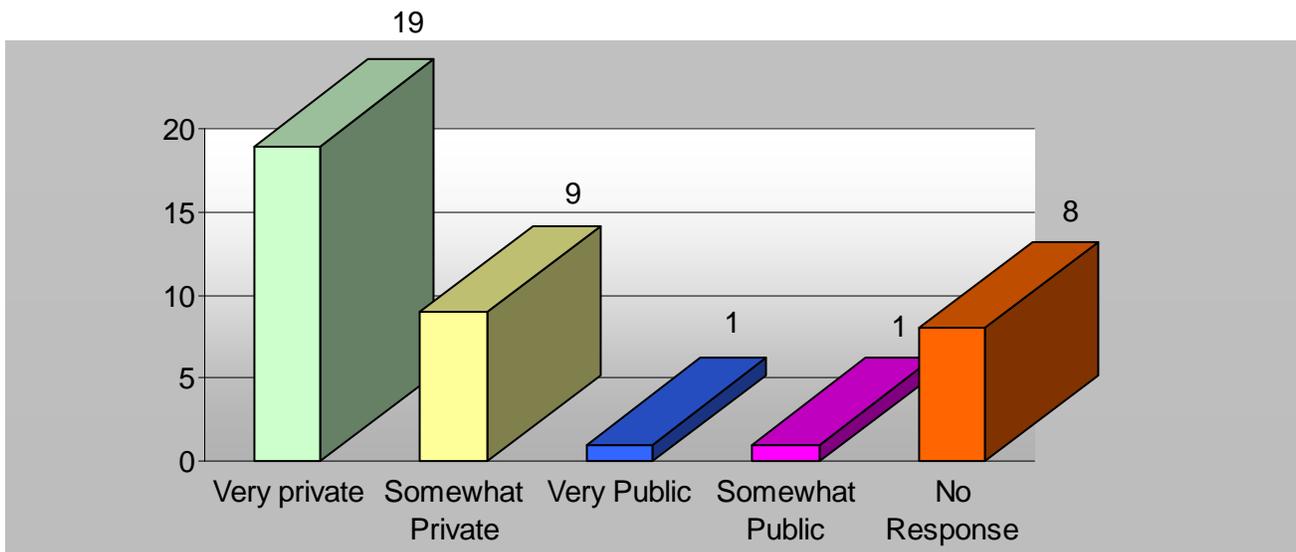
Thirty-eight percent (39%) of participants scored the location of the hearing as being very convenient and another 3% rated the hearing location as being somewhat convenient. However, 29% of consumers found the hearing location as being somewhat inconvenient, and 5% rated the hearing location as being very inconvenient. Another 24% of participants chose not to respond to the survey question.

**Question 10: Your hearing was held at a(n):**



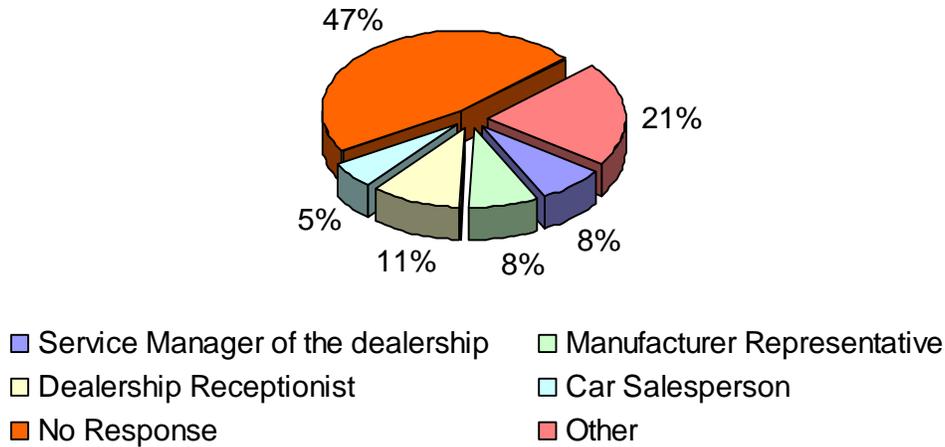
Only thirty (30) respondents completed this survey question, and eight did not respond at all. Nine (9) consumers stated that their hearings were held at dealerships followed by six participants (6) answered at a hotel. Consumers use the program’s hearing process selection form to elect from a variety of ways on how they wish to have their claim decided - by document-only process, via teleconference call or an oral hearing. If consumers elect an oral hearing, the consumers then choose whether the hearing is held at their servicing Toyota dealership, an alternate dealership, or if they prefer a hearing site to be identified by the arbitrator other than a dealership such as a library, hotel, or other public conference facility.

**Question 11: How would you rate the privacy of where your hearing was held?**



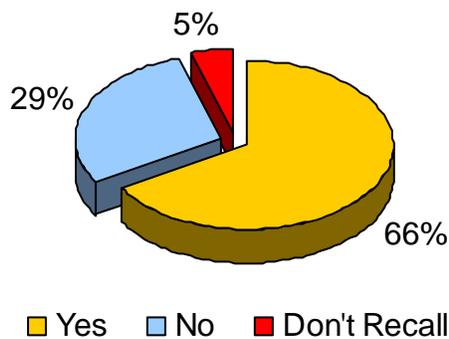
Maintaining the professionalism of the program and the quality of the hearing location is of paramount importance to the administrative service. Respondents rated the privacy of where their hearings more favorably as private or somewhat private with a composite score of 90% rating (28 out of 31 participants). One participant rated this category as very public, one participant marked as somewhat public, and one respondent's hearing was held as a teleconference call. Seven participants chose not to complete this survey question.

**Question 12: If your hearing was held at a dealership, who was your first point of contact to direct or escort you to the hearing room?**



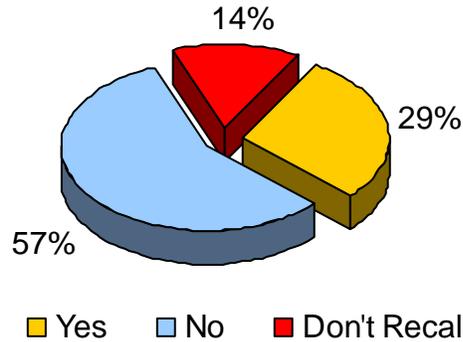
Nearly half or 47% of the participants did not provide an answer to this question regarding who was their first point of contact to direct or escort them to the hearing room followed by 21% who marked this question as other. Respondents scored the question with 11% for dealership or receptionist, 8% for service managers, 8% for manufacturer representative, and 5% for car salesperson. These rankings may denote that consumers appear to be less concerned with who their initial point of contact may be but rather in the outcome of the hearing process.

**Question 13: Did the Manufacturer perform the award within the 30 days after you accepted the award?**



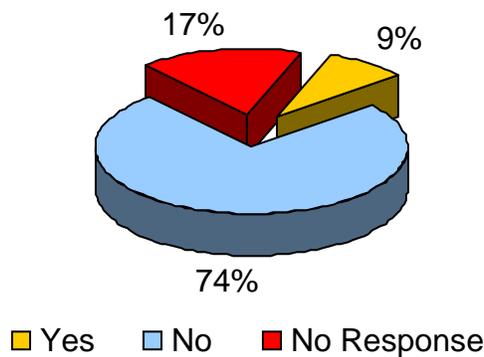
Sixty-six percent (66%) of respondents agreed that the manufacturer performed the award within the thirty days after they accepted the award. Twenty-nine percent (29%) of respondents said that the manufacturer did not perform the award within the thirty days after they accepted the award while 5% of respondents did not recall.

**Question 13A: If the performance of the award was over 30 days, did you agree to the delay?**



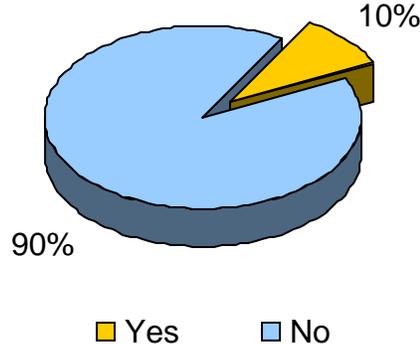
The above chart shows a breakdown of two or 29% of respondents who answered they agreed to the delay, and four or 57% of respondents said they did not agree to the delay in the performance of the award. Additionally, the chart shows that one or 14% of the respondents did not recall.

**Question 14A: If your claim was denied, did you pursue legal action?**



Seventy-four percent (74%) of respondents who received a denial of their arbitration claim did not pursue legal action by either consulting an attorney or proceeding to small claims court. On the other hand, 9% of survey participants did pursue legal action after receiving a denial of their arbitration claim; followed by 17% of respondents did not respond to this survey question.

**Question 14B: Did you know you could reapply for arbitration by getting an additional warranty repair?**



Ninety percent (90%) of respondents whose arbitration claims were denied did not know that they could reapply for arbitration by obtaining an additional warranty repair. Another 10% of respondents stated that they did know to refile or reapply for arbitration.

**Question 15: If you could think of one major change to improve the arbitration process, what would that be? Please specify.**

A review of the analysis indicates that those respondents who did not receive a favorable outcome or an award were more likely to offer suggestions than those who did receive an award. There were forty-two (42) responses received from the fifty-three (53) participants or 79% who offered their suggestions to the arbitration improvement process. The suggestions were broken down into five categories: Arbitrator-Related, Program-Related, Manufacturer-Related, Hearing-Related, and Vehicle-Related followed by the actual number of comments received in each category. This analysis will highlight a few, not all, of the respondents' suggestions for program review:

Arbitrator-Related – 16 of 42 (38%)

- *“Ensure arbitrators have vehicle knowledge”*
- *“Ensure arbitrators are fair minded”*
- *“Have arbitrator do some research on other open issues pertaining to same problem before making a decision”*
- *“The case should have been reviewed by a superior to the arbitration. He was confused and did not have the right car in mind in his report. If I had the time and health, I would have pursued and appeal. In fact, I would like to now!”*
- *“Arbitrator should be more knowledgeable about the vehicle/product”*
- *“It seemed like the arbitrator did not take into account any of the information that was provided to them and took the dealership’s word on everything”*

- *“The arbitrator was just going through the motions and barely took the time to look at my truck...”*
- *“The arbitrator should understand what relief the complainant is seeking. As stated in the conclusion, the relief I sought was totally wrong”*
- *“The arbitrator should have expertise in the area of concern. This arbitrator had none”*
- *“Have arbitrators that are impartial and know how a car is supposed to run”*
- *“The arbitrator was unfair. I complained to CDSP to no avail”*

Program-Related – 13 of 42 (31%)

- *“Explanation of the arbitration process prior to the hearing”*
- *“Provide a better idea of the timeline up front. I was told it would be no more than 40 days from start to finish - the 40 days did not take into account time between phases”*
- *“More direct contact between the Case Administrator and myself”*
- *“CDSP did not pay attention to my concern”*
- *“Please refer to letter you have on file. I hope I won't be in this position again getting a lemon. The way this matter was handled I would not recommend this course of action, but just get an attorney. No further contact will be necessary”*
- *“Inform the public of their lemon law rights. Most people don't even know the Lemon Law Exists”*
- *“All info was there, no change”*
- *“I can't think of one; I thought it worked beautifully”*

Manufacturer-Related – 5 of 42 (12%)

- *“I feel my hearing results were unfair, even though I clearly demonstrated my vehicle's issue to the arbitrator & the Toyota rep the conclusion was normal operation. I feel the rep from Toyota was very rude...”*
- *“Being more fair. They couldn't solve the problem and find problem. But ending up we paid for the problem”*
- *“To provide independent inspection of your car as I initially requested! Also, to ensure for a Toyota dealership provided services for a Toyota field specialist the inspection as suggested on their manufactures forms”*
- *“Manufacturer should pay for the rental car”*

Hearing-Related – 3 of 42 (7%)

- *“I was not allowed to bring up current problem. I was told by the Toyota dealer if it wasn't on the original report, it wasn't allowed. 2 major issues at the time was my complaint about the hesitation on the gas pedal. I offered either the arbitrator or*

*the Toyota rep to test drive the car, neither one did. Both decline. Plus, the gas pedal stuck and I hit the wall damaging the bumper. I have a lemon lawyer since the arbitration was so unfair!"*

- *"Use electronic communications (email/ web), versus mail. Mail can be used as back up. It just speeds things up. Overall, the administrative process was helpful and courteous. Thanks"*
- *"Provide information on hearing preparation"*

Vehicle-Related – 5 of 42 (12%)

- *"My vehicle motor is noisy on right lower bank just as it was before arbitration. I will never own a Toyota again..."*
- *"Very unsatisfied with results. Seems like it was a slam dunk decision. No one should have to accept a vehicle like this. We cannot sell it either because of Toyota recall which includes RAV 4's. The recall is not on '07's but it plays on people's minds!"*

## CONCLUSION

The responses received from consumers suggest needed improvements in many important areas. Consumers desire better satisfaction with program staff. The programs may consider increased training of staff in order to better handle consumers' questions and complaints. To improve satisfaction amongst California consumers, manufacturers may consider increased efforts to disclose California's Lemon Law and the availability of the arbitration programs, as well as performing awards within the required timeframe.

The low rating of consumers' experiences with arbitrators and the suggestions provided from consumers indicates a need for the programs to increase their training and education of arbitrators. An increase in the training provided to arbitrators, especially with an emphasis on clear and complete decision writing, may help address some of these concerns.

The results of the 2009 Consumer Satisfaction Survey also indicate the desire for increase educational and outreach activities by the Arbitration Certification Program. The ACP must look for better ways to educate consumers about California's Lemon Law. By educating consumers about the remedies and requirements as well as the limitations of California's Lemon Law, the ACP can facilitate both the ACP's and programs' goal of satisfying consumers.