



## EXECUTIVE SUMMARY

The annual CFMoto customer satisfaction survey was conducted from January to March 2014 and focused on customers who owned their vehicle for a minimum of 12 months.

CFMoto Australia undertook the survey as part of their commitment to ensure customer satisfaction is achieved across the board. The survey provides a platform to showcase the quality dealers in CFMoto's nationwide dealer network.

CFMoto Australia expects to sell its 10,000th vehicle before the end of 2014.



**95%** Would recommend CFMoto product to a friend, family or business associate.

**90%** Said the vehicle had met or exceeded their expectations.

**94%** Of customers were satisfied with the after sales service they received.



**95%** Would recommend the dealership.

**95%** Decided on their vehicle based on value for money.

**96%** Of customers who experience a warranty claim were satisfied with how their claim was handled.

## ABOUT CFMOTO



A focus on innovation and quality is at the core of the company where over **25%** of its 1600 strong workforce is dedicated to research and development.



CFMoto produces an astounding **600,000** vehicles per year along with supply of parts, components and liquid cooled engines.

# 20 YEARS

CFMoto manufacturing is based in Hangzhou, China and has been producing quality, performance driven powersport products for 20 years.



A global manufacturing powerhouse, CFMoto arrived in Australia in 2006 boasting a truly unique and innovative product range including rugged ATVs and UTVs, sporty motorcycles and stylish scooters.



Fastest growing motorcycle brand in Australia for the past three years.

# 80+

Proudly supported by **80+** premium dealers



Zero defect policy, Internationally certified to ISO Standards.

