










WINNERS

Manufacturers

Dealers

Gold Sovereign Winners 2008

 Romahome (up 24%) 93%
 Bilbo's (up 12%) 92%
 Frankia (down 4%) 92%
 Pilote (new entry) 92%
 Devon Conversions (same) 88%
 Bürstner (up 12%) 86%
 Rapido (down 1%) 83%
 Elnagh (new entry) 81%
 Knaus (down 4%) 80%

Silver Dollar Winners 2008

 Homecar (new entry) 79%
 Auto-Trail (up 9%) 75%
 LMC (new entry) 73%
 CI (down 1%) 72%
 Hymer (up 4%) 71%
 Trigano (new entry) 71%
 Auto-Sleepers (same) 70%
 Joint (new entry) 70%
 Adria (new entry) 65%
 Bessacarr (down 1%) 65%
 Dethleffs (down 18%) 64%
 Niesmann+Bischoff (same) 64%
 Autocruise CH (down 18%) 60%

Gold Sovereign Winners 2008











Southern Motorhome Centre 100%
Highbridge Motorcaravans 96%
Danum Motor Company 95%
Heart of England Motorhomes 91%
Knowepark Caravans 90%
Becks Motor Homes 90%
Bilbo's 89%
Devon Conversions 88%
Hymer UK 86%
Spinney Motorhomes 83%
Hants and Dorset Motorcaravans 81%
Elite Motorhomes 80%
Cotswold Motor Caravans 80%

Silver Dollar Winners 2008

Freeborn Motorhomes 72%
Cranham 71%
Wandahome 68%
Perthshire Caravans 67%
West Country Motorhomes 66%
Webbs Motor Caravans 64%
Chelston Motorhomes 62%
















Roll of Honour High scorers with too few responses for statistical significance: Hayes Leisure, Campirama (Belgium), Campbells, 3A's Leisure, Geoff Cox Motorhomes, Martins of Exeter, Cranham, Continental Caravans

SEE HOW THEY COMPARE WITH THE 2005 WINNERS...

 Wheelhome 97%
 Frankia 96%
 Mobilvetta/Miller 93%
 IH Motor Campers 92%
 Devon Conversions 88%
 Benimar 85%
 Rapido 84%
 Knaus 84%
 Dethleffs 82%
 Bilbo's 80%

Gold Sovereign Winners
Purchasers awarded these companies a score of over 80%

Silver Dollar Winners
Purchasers awarded these companies with a score of between 60.5% and 79%

 Autocruise 78%
 Roller Team 75%
 Bürstner 74%
 CI 73%
 McLouis 73%
 Ace 72%
 Auto-Sleepers 70%
 Romahome 69%
 Hymer 67%
 Auto-Trail 66%
 Bessacarr 66%
 Swift 65%
 Lunar 64%
 Niesmann+Bischoff 64%
 Compass 61%

Danum Motor Company 98%
Avon Motorcaravans 97%
Heart of England Motorhomes 97%
Wheelhome 97%
Richard Baldwin Motorhomes 95%
Hants & Dorset Motorcaravans 94%
IH Motor Campers 94%
Devon Conversions 92%
RDH Motorhome Centre 91%
Becks Motor Homes 90%
Robsons of Wolsingham 90%
Pullingers Leisure Vehicles 86%
Todds Motorhomes 83%
West Country Motorhomes 82%
Bilbo's 80%
Caravans Rapido 80%
Lowdham Leisureworld 80%
Don Amott Leisure Kingdom 78%
Simpsons Motor Caravan Centre 76%
Spinney Motorhomes 76%
Chelston Motorhomes 74%
Brownhills Group 70%
Cotswold Motor Caravans 70%
Lazydays 70%
Barrons 68%
Moran Motorhomes 68%
Emm-Bee Caravans 66%
North West Motorhomes 66%
Cleveland Motor Homes 62%
Marquis Motorhomes 62%

(since 2005) it was the third most popular imported 'van among our respondents. Second, for nearly the entire period studied, the company had only the one model, a budget-priced long-wheelbase high-top Ducato conversion. Not only have these 'vans sold by the shed-load, they have been well received by owners.

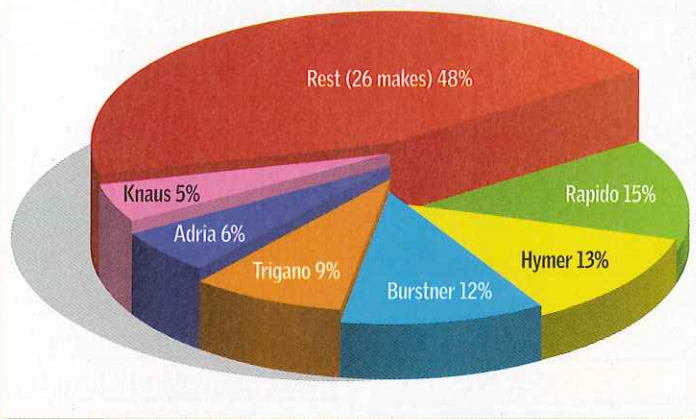
Homecar, part of the group that used to own Lunar were (quite literally) 'Top Dollar', though the company is small fry, sales wise, compared with runner-up **Auto-Trail**.

Among Continental makers there was an explosion of new-'van exports to the UK. So much so that it is unlikely that all will continue to be sent over, and those only selling a handful a year are likely to slip quietly into oblivion.

There was an interesting correlation between the top-selling imports and customer satisfaction. Broadly speaking all the top-sellers were also in the top two leagues for consumer satisfaction whereas 24 out the remaining 26 less popular makes were not.

It was a particularly strong showing for **Rapido** and **Hymer**. This was the first year that **Adria** was counted and the company came straight in with a Silver Dollar award. If **Adria** sorts out its (reported) unsatisfactory delays in the supply of spare parts, this company will definitely be going for gold next time.

Imports



The dealers

For the first time since our awards began, we have a dealer with a one hundred per cent satisfaction rate. Isn't that something to be proud of? Hearty congratulations to **Southern Motorhome Centre**.

It is no surprise to see other returnees in this group, such as the **Danum Motor Company**, **Heart of England Motorhomes**, and **Hants and Dorset Motorcaravans**.

A high proportion of these dealers' customers were returning ones – but then if you are really satisfied with a service, why go elsewhere?

Devon Conversions and **Bilbo's** appear here as well as in the 'manufacturers' section because they also sell direct to the customer – and those customers were really chuffed with the service they received.

By and large, the mega-dealerships, with branches nationwide, were judged to be almost universally underwhelming, as indicated by their absence in the league tables. Most frequently reported was, what respondents saw as, a complete failure to undertake the pre-delivery inspection properly, and to rectify faults when they appear. Never mind customer focus groups and all that twaddle, respondents felt that basic courtesy in returning phone calls and the like would be a good first step.

The one beacon of light among the big players was **Hymer UK**, which customers report as having really got its act together. You see, it can be done, but as a general rule customers of small- and medium-sized dealerships

(especially if they were family owned, like **Becks Motor Homes**) were a far happier bunch than those of the mega-retailers, but it is still unclear as to why this should be so. Ineffective management, poor internal communication between departments, and too many franchises for the staff to have any in-depth knowledge of a particular model, were all suggested by some of our respondents, while others felt that they just didn't care.

Smaller dealers such as **Danum Motor Company**, **Heart of England Motorhomes** and **Cotswold Motor Caravans** were all seen as being honourable and efficient at dealing with warranty claims. This, above all, was seen as being the most important area which dealers need to get right.

Finally, it was good to see new faces such as **Knowepark Caravans** and **Elite Motorhomes** doing so well.



Knowepark Caravans is a welcome newcomer to our survey

HOW OUR SURVEY IS SCORED

- **Questions 1-3** were not scored, as they merely provided background information.
- **Questions 4a-7j** asked respondents to rate the important aspects of the purchasing and ownership experience as either 'good', 'OK', or 'poor'. These were scored 10, 5 or zero points respectively. The answers were then sorted according to responsibility (i.e. manufacturer, dealer and base vehicle).
- In **question 7k**, respondents were asked to list the faults since new. Here, rattling blinds and other similar annoyances were not counted as a fault. More than five faults scored -10 for the dealer. More than ten faults scored -10 for the dealer and -10 for the manufacturer, and so on, pro rata. Base vehicle faults were scored separately.
- Poor workmanship on 230V electricity or gas systems (leaks, safety issues and the

like) were deemed to be more important than aesthetic faults such as mis-matching curtains, or wonky cushion seams. As a result, the former were worth twice the reduction in marks.

A discretionary -50 marks were given for more than ten serious faults, provided that supporting evidence or an engineer's report was included.

• Finally, **questions 7, 8a and 8b** were seen as being the most significant in this survey and were therefore appropriately loaded. These were: "Would you buy another motorhome of this make?" and "Would you return to this dealer to buy another motorhome?" In each case, the answer 'yes' scored 50 marks, while a 'no' scored zero.

The scores for manufacturer, dealer and base vehicle were then totalled and expressed as a percentage.

- Before companies and organisations can win an award we must receive at least five responses within a band set by a deviation of less than +/- 20% for their particular mean, for it to be statistically significant, or if not, a minimum of eight responses. Otherwise, if the responses are too few but nevertheless high-scoring, they are awarded 'a mention in dispatches'.
- The simple statistical analysis methods employed are numerically reliable and use the common methodology employed in analysing voluntary consumer responses, together with post code and graphology checks (the latter was not possible with forms filled in on the web). Each questionnaire is read by two people and each written comment and addendum is noted. Those frequently mentioned or just 'of interest' are included in the report, too, as background information.

GOLD AND SILVER WINNER TABLES OVERLEAF