

# 2018

## Automotive News Canada's Best Dealerships To Work For

REGISTRATION DEADLINE:

# May 4, 2018



### What is Best Dealerships To Work For?

Best Dealerships To Work For In Canada is a survey competition to determine which participants are the best employers. The program was developed by *Automotive News Canada* and is managed by Best Companies Group (BCG).

### What is Best Companies Group (BCG)?

Best Companies Group is an independent research firm specializing in identifying and recognizing great places to work. BCG manages programs worldwide, including the US, Canada and the UK.

### Why participate?

By participating, you can find out if you are one of the industry's best employers! It can also result in significant organizational benefits for entrants:

#### Heightened Company Pride.

Winning dealerships report a lift in hiring and retention, and a boost in employee morale.

**Public Relations and Marketing Advantage.** Dealerships can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve their reputation in the community.

#### The Employee Feedback Report.

All participating dealerships have the option to purchase their Employee Feedback Report. This report details the dealership's employee responses and includes two industry benchmark reports.

### Who can participate?

- Must be new car dealership (used car dealerships are not eligible)
- Must have at least 25 employees working in Canada
- Must be in business a minimum of 1 year
- Dealerships must apply as a single rooftop - one dealership per registration

### Assessment Description

The process includes two surveys to gather detailed data about each participating dealership. BCG conducts the surveys, analyzes the data and determines the winners and rankings.

#### Part I - Employer Benefits & Policies Questionnaire:

The employer completes an online survey, detailing dealership policies, practices, benefits and demographics.

#### Part II - Employee Engagement & Satisfaction Survey:

Employees complete a survey of in-depth statements using a scale of 5 points ranging from "Agree Strongly" to "Disagree Strongly." The survey also includes 7 demographic and 2 open-ended questions. It can be given online or by paper, if a full dealership employee email list is not available.

### What does it cost?

There is no charge to participate in the Best Dealerships to Work for in Canada program. If your dealership should need paper surveys for your employee base, there is a nominal fee to cover printing, shipping and processing.

### Announcing & Recognizing the Winners!

Winning dealerships will be notified in writing whether or not they made the list. The winners will be honored at a gala event in October, and the final rankings will be published by *Automotive News Canada* in October. Non-winning dealerships are not publicly revealed.

For more information or to register visit the website below or call BCG at 1-877-455-2159.

[www.automotivenews.ca/best](http://www.automotivenews.ca/best)

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