

# AUTOMOTIVE NEWS CANADA'S BEST DEALERSHIPS TO WORK FOR

REGISTRATION DEADLINE: May 21, 2021

## What is the Best Dealerships to Work for program?

This program is a survey competition to determine which participants are the best employers in the car dealership industry. The process is managed by Best Companies Group (BCG) and winners are published by Automotive News Canada.

## 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 best employers in the auto dealership industry! It can also result in significant organizational benefits for entrants:

- **Heightened Company Pride:** If your company appears on the list, it could improve employee morale and retention.
- **Public Relations and Marketing Advantage:** Organizations can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.
- **The BCG Insights Report Package:** While participation is FREE, participants can pay as little as \$1,075 CAD to receive their Insights Report Package detailing the company's employee responses. Also included are employee and employer benchmarks.

## Who Can Participate?

To be eligible for consideration, organizations must:

- Must be a 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 company. BCG conducts the surveys, analyzes the data and determines the winners and rankings.

- **Part I – Employer Questionnaire (EQ):** The employer (main company contact) will complete this survey, detailing company policies, practices, benefits and demographics. The employer will be asked to complete the EQ online.
- **Part II – Employee Engagement & Satisfaction Survey (EES):** The employee survey is an in-depth set of statements (78) that employees will be asked to respond to on a 1-5 Likert scale of "Strongly Disagree" to "Strongly Agree". This section of the survey will also include two (2) open-ended questions, and seven (7) demographic questions. If e-mail and internet technology is not available for use by company employees, BCG also has paper surveys available.

## Announcing & Recognizing the Winners!

The contact at each company is notified of their status prior to the release of the winner rankings in September. Non-winning organizations are not publicly revealed.

Automotive News Canada 

**BEST  
DEALERSHIPS  
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## What Does It Cost?

# of Employees	# Employees Surveyed	Online Fee	Paper Fee
25-99	All	FREE	\$600
100-199	All	FREE	\$455
200+ (up to 400)	All	FREE	\$585

\*All fees are in Canadian dollars

For more information or to register, please visit  
[www.BestDealershipsToWorkForCAN.com](http://www.BestDealershipsToWorkForCAN.com)  
or contact the program coordinator, Gabriela Marushak at  
717-323-5217 or at [GMarushak@BestCompaniesGroup.com](mailto:GMarushak@BestCompaniesGroup.com)