

Chrysler's "Minivan Pledge" receives poor grades for increasing sales and showroom traffic

Image Gallery



DealershipForum members indicated Chrysler's recent "Minivan Pledge" failed to increase sales of the company's minivans

Members responding to a poll at DealershipForum graded Chrysler's "Minivan Pledge" poorly and indicated the program failed to increase sales or showroom traffic for the Chrysler Town and Country or the Dodge Caravan.

Online PR News – 11-March-2010 Grapeview, WA---A recent poll at [DealershipForum](#) graded Chrysler's Minivan Pledge program poorly when members were asked to evaluate the program's effectiveness in increasing sales and showroom traffic for the Chrysler Town and Country and Dodge Caravan. All of the respondents graded the program with a letter grade of D or lower.

Scott Hogle, founder of DealershipForum, acknowledged the poll was unscientific and the sample size was small. Hogle commented, "Although the sample size was small I feel the poll is representative of how most Chrysler dealers feel about the Minivan Pledge program. It's difficult to evaluate the effectiveness of the program because Chrysler does not release retail sales figures and the Caravan and Town and County are popular fleet vehicles."

Hogle said, "To be clear, the members at DealershipForum do not derive any joy by watching Chrysler launch a failed marketing program. Most members have their careers or their net worth tied to Chrysler's future."

Advertising has been a source of controversy between Chrysler and their dealers as Chrysler has taken steps to gain more control by eliminating regional Dealer Advertising Associations.

Hogle added, "If Chrysler's going to take control of the advertising process then they need to make sure they get it right. While Chrysler may be able to survive on a [58% mix of fleet sales](#) many on their dealers cannot."

Although members of DealershipForum are eager for new products to arrive in their showrooms many are frustrated that Chrysler doesn't do a better job of promoting the vehicles they have today. Hogle concluded,

“The members at DealershipForum are successful dealers and managers who know what it takes to sell vehicles in this competitive market. They may not share the same level of sophistication as some of Chrysler’s CEOs, but they have common sense and would rather have a factory that provides their dealers with a [full line of brochures](#) instead of one that sponsors fashion shows.”

About DealershipForum:

DealershipForum is a website that allows dealer principals and their employees an opportunity to communicate and share ideas with their counterparts across the country. There is no charge to participate in the forum and members have the ability to protect their identity. Members are also allowed to access a hidden section of the forum where sensitive topics are discussed. New members are always welcome and invited to participate in the forum.

For more information, visit: www.DealershipForum.com

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