



Latest UK's RAC survey finds garages can attract “fiercely” loyal customers

The UK motorist association RAC said after surveying 1,400 drivers that 55% of them said they trust the local garage they use most often which means they can be ‘fiercely’ loyal however the report also gives a window into what drivers care about the most when buying a good or service.

The report also shows complains including 60% of drivers saying they had at least one bad experience when taking their car to a shop. Nearly 40% of clients also felt overcharged.

Concerns raised by the survey include 38% of motorists who said their garage failed to fix the problem with their vehicle and 36% who felt they were overcharged. In addition one in four said they were very concerned about hidden costs when booking their car in for work, the RAC report said

However, the survey, carried out among 1,400 motorists on the RAC Opinion Panel* through December 2014, also highlights that people are fiercely loyal to garages that give them good service, with 55% saying they totally trust the local garage they use most often.