

Registration Deadline:
April 17, 2026

BEST DEALERSHIPS TO WORK FOR 2026

Automotive News

BEST DEALERSHIPS TO WORK FOR

What is this?

The *Automotive News* Best Dealerships To Work For program is a survey and awards program that honors new car dealerships that are making their workplaces great. This is a project of *Automotive News* in partnership with Workforce Research Group.

What's the process like?

A two-part survey is conducted to get a thorough assessment of each employer.

- Part 1 consists of an Employer Assessment where we capture details about policies and practices.
- Part 2 consists of the Employee Feedback Survey where we capture employees' opinions about their workplace experience. Employee surveys can be conducted via online or paper survey methodologies.

Both the employer and employee data sets are combined to determine the best workplaces.

Who is eligible?

Organizations must enter as a single "rooftop" or "dealership" and not a group or family of dealerships*. In addition, they must:

- Be a new car dealership (used car dealerships are not eligible)
- Have at least 15 full- or part-time employees working in the US at a single dealership
- Have a physical operation in the US
- Be publicly or privately held
- Have been in business for at least one year, at the program registration deadline

**additional details available online*

Are reports available for purchase?

All collected employee feedback will be presented in an online interactive reporting tool called the Employee Feedback Data Dashboard. The dashboard will allow each employer to view data by graphs, charts and tables. Plus, standard downloadable reports containing responses by demographic, employee comments and benchmarks are also available. This data is available for purchase for as little as \$895 and discounts are available if pre-purchased.

Recognition:

Employers will find out if they have made the list soon after the surveys are completed. Those who make the best list will be honored in a special publication and event produced by *Automotive News* in October 2026. The identities of organizations not making the list will be kept confidential.

What does it cost?

All organizations pay a non-refundable \$125 registration fee. Organizations needing paper, have additional fees to cover the costs of printing, shipping, etc. More details available online.

NO. OF EMPL in the US	NO. OF EMPLOYEES SURVEYED	REGISTRATION FEE*	PAPER FEE*
15-24	All	\$125	\$430
25-99	All	\$125	\$475
100-199	All	\$125	\$675
200-499	300**	\$125	\$875
500-999	400**	\$125	\$975
1000+	500**	\$125	\$1,175

**fees are non refundable **employees are randomly selected*

To register visit: www.BestDealershipstoWorkFor.com.

For answers to any questions,
please email answers@workforcerg.com or call (281) 602-5004.