

ISI Wissing study shows:

## **Volvofinans best finance company 2005**

*For the eleventh consecutive year, ISI Wissing has conducted an independent survey among decision-makers regarding Swedish finance companies. In this year's survey, Volvofinans received the highest overall rating, considerably higher than the industry average.*



In the survey, 584 randomly selected decision-makers in companies with more than 50 employees responded to a questionnaire regarding which finance companies with which they were familiar. They made an overall evaluation of each company and judged what criteria are important in the choice of supplier.

Volvofinans received the highest overall rating in the industry with an evaluation index of 15, considerably higher than the industry average of 4. The evaluation index is calculated by adding respondents' ratings\* (on a scale of 1 to 5). \*All 5s plus half of all 4s, minus 2s and 1s.

Volvofinans also received the highest overall rating in 2004 and 2002 and came second in 2003.

"We make continual efforts to develop our collaboration with Swedish Volvo dealerships. Volvofinans' rankings in these surveys are a result of those efforts," says Mikael Berggren, Market Manager at Volvofinans.

"We also conduct our own annual customer-attitude surveys to identify areas for improvement. Our target is to increase the number of financing customers and improve our procedures and the way in which we take care of our customers," says Mikael Berggren.

There are primarily two factors deemed important by the decision-makers in the choice of finance company – service and quality. Both of these factors are Volvofinans' best characteristics according to this year's survey. The company also receives a favorable response with regard to its trademark, company management, future prospects and company growth. In these characteristics, Volvofinans ranks highest in the industry.

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