

Registration Deadline:
May 29, 2026

BEST DEALERSHIPS TO WORK FOR IN CANADA

Automotive News Canada
**BEST
DEALERSHIPS
TO WORK FOR**

What is this?

The *Automotive News Canada* 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 Canada* 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 set 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:

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

*Additional details available online

Are reports available?

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 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 produced by *Automotive News Canada* in October 2026. The identities of organizations not making the list will be kept confidential.

What does it cost?

NO. OF EMPL in CAN	NO. OF EMPLOYEES SURVEYED	ONLINE FEE*
25-300	All	Free
301-499	300**	Free
500-999	400**	Free
1000+	500**	Free

*fees are non refundable **employees are randomly selected

To register visit: **Canada.BestDealershipsToWorkFor.com**

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