

## 10 Ways to Spot a Dog-loving Car Dealer

*WeLoveAnyCar.com dog survey found that 77% of motorists consider their dog's needs as much as their own. With 20% of all motorists owning a dog, the UK's biggest car review site asks: why don't dealers do more for dog lovers?*

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- 1 'Dogs Welcome' sign
- 2 Water for dogs is provided
- 3 Dogs feature in dealer's adverts
- 4 Salesmen hold the dog whilst owners look
- 5 Salesmen offer to let dogs sit in the car
- 6 Salesmen ask and use the dog's name
- 7 Dog snacks are offered
- 8 Staff stroke and pet dogs
- 9 Staff are not frightened of dogs
- 10 If there is a doggie accident, wipes and mops are provided

[WeLoveAnyCar.com](http://WeLoveAnyCar.com) dog survey found that dogs are key to dog owners choosing their next car. Dealers who can tick the top ten ways to attract dog owning car buyers are likely to sell more cars.

Over 20% of car owners will have dogs. Today's car market can be rough and dealers should take the lead and lay out the welcome mat for the family dog.

Car manufacturers seem to have caught on to the importance of the family pooch. Volkswagen, for example, has seen considerable world-wide success with their #woofwagen campaign.

Dealers may not hate dogs but most don't see how important they are. Car dealers have learned to cater for kids and treat both sexes equally but, to them, a dog is a nobody whilst, to prospective buyers, the dog is part of the family.

Some dealers are catching on and an article in [Automotive New](#)'s features dealers (in the USA) who have seen that passing the 'sniff' test can win them business.

WeLoveAnyCar.com has over 108,700 car owner reviews and is rapidly becoming one of the most visited car information sites for people considering their next car.



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