

BPO Research Performance Radar

Which OEM Do Dealers Trust the Most?

**Canon Ranks No. 1
in OEM Trust**



BPO Research's Performance Radar helps dealers evaluate and understand how successfully the OEM brands they carry are positioned in the market, and against competitors.

The radar data comes from BPO Research's annual Dealer Perception Survey, measuring key performance metrics by OEM brand.



MARKET INTELLIGENCE FROM THE EXPERTS IN THE CHANNEL

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