



ICDPA Green Dealer

In 2007 ICDPA launched Lean Dealer™. The initiative provided ICDPA Members with a dealership cultural change programme designed to enable dealer principals and staff across their dealership to understand and implement a comprehensive range of lean principles. Lean Dealer™ provides dealers with improved profit opportunities; customer satisfaction and staff involvement.

Now, ICDPA has developed a second programme for dealers wanting to be at the forefront of sustainable retailing. This change programme is known as Green Dealer.

Dealers undertaking Green Dealer programme will be given the opportunity to build a sustainable competitive advantage with respect to their competitors. The programme will:

- develop a 'green' culture within their dealership,
- provide dealership staff with a range of ideas, concepts and initiatives which will allow them to operate in a green and sustainable manner,
- enable dealers to promote their green and sustainable credentials, and
- deliver dealers quantifiable ROI and cost savings.

ICDPA Members who wish to obtain further details should contact:

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