Midas

Comparaison Prix

Programme Appels Mystères

Mars 2019

MIDAS
A l'attention de Marina MISAMPHANH

Résolutions / Qualisondages
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Zone Industrielle B
59113 SECLIN
Tel : 03.28.36.85.45

Contexte et objectifs

Pour être juste et exploitable, la comparaison est faite à prestation identique : mêmes pièces et consommables remplacés.

1 même véhicule a été comparé 25 fois soit 25 appels répartis selon les régions UDA 5, soit pour un véhicule et un pas kilométrique :

- 5 prix obtenus en région sud est
- 5 prix obtenus en région sud ouest
- 5 prix obtenus en région nord est
- 5 prix obtenus en région nord ouest
- 5 prix obtenus en Ile de France.

Le périmètre de l'étude est le suivant :

- 12 marques interrogées : Audi, Citroën, Dacia, Fiat, Kia, Mercedes, Nissan, Opel, Peugeot, Renault, Toyota, Volkswagen.
- 20 véhicules analysés avec 2 pas kilométriques par véhicule
- 25 appels par véhicule et pas kilométrique
- Soit au total : 1 000 appels réalisés.

Méthodologie

Type de recueil : appels téléphoniques effectués sur système CATI (Computer Assisted Telephon Interview) sur fichier concession fourni par nos soins.

Taille de l'échantillon : 1 000 prix relevés sur plan d'appel fourni par vos soins.

Cible interrogée : garages constructeurs sur répartition nationale

Date de l'enquête : mars 2019

Plan de sondage et quotas (prix obtenus)

Marque	Modèle	KM
AUDI (100)	A3 SPORTBACK (50)	30 000 (25)
		90 000 (25)
	Q3 (50)	60 000 (25)
		180 000 (25)
CITROEN (100)	C3 II (50)	30 000 (25)
		60 000 (25)
	C4 II (50)	25 000 (25)
		50 000 (25)
DACIA (50)	SANDERO II (50)	20 000 (25)
		60 000 (25)
FIAT (50)	500 (50)	30 000 (25)
		90 000 (25)
KIA (50)	SPORTAGE (50)	30 000 (25)
		60 000 (25)
MERCEDES (100)	CLASSE B (50)	40 000 (25)
		120 000 (25)
	CLASSE A (50)	40 000 (25)
		80 000 (25)
NISSAN (50)	JUKE (50)	30 000 (25)
		60 000 (25)

Marque	Modèle	KM
OPEL (50)	CORSA D (50)	30 000 (25)
		60 000 (25)
PEUGEOT (150)	207 (50)	30 000 (25)
		60 000 (25)
	208 (50)	25 000 (25)
		60 000 (25)
	3008 (50)	20 000 (25)
		40 000 (25)
RENAULT (150)	CLIO IV (50)	30 000 (25)
		60 000 (25)
	TWINGO II (50)	30 000 (25)
		60 000 (25)
	CAPTUR (50)	30 000 (25)
		60 000 (25)
TOYOTA (100)	AYGO (50)	30 000 (25)
		60 000 (25)
	YARIS (50)	30 000 (25)
		60 000 (25)
VOLKSWAGEN (50)	GOLF VI (50)	60 000 (25)
		180 000 (25)

Point méthodologique sur la lecture des résultats

Pour chaque prix relevé, la méthodologie a été la même.

Nous avons demandé le prix pour la révision du véhicule avec 1 kilomètre donné et les informations du véhicule (motorisation, 1ère mise en circulation, carburant, plaque d'immatriculation).

Nous avons laissé les concessions nous indiquer un prix.

Nous avons ensuite demandé le contenu exact de la prestation.
Si cette dernière n'était pas identique à celle de Midas, nous avons demandé le prix correspondant à la prestation Midas afin d'être comparable.

SYNTHESE

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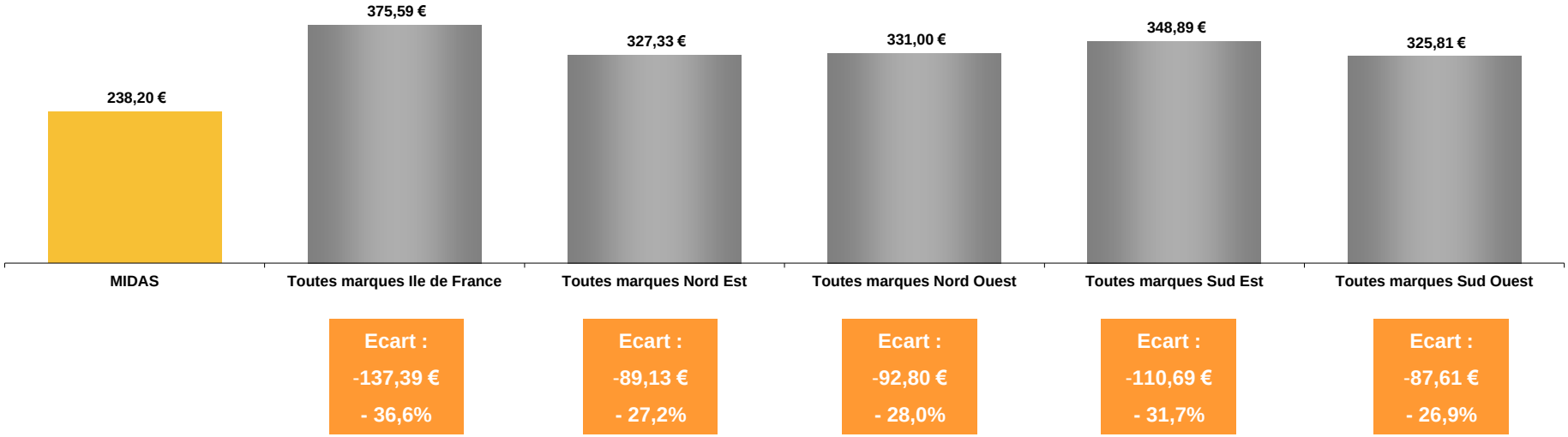
Prix Moyen des concessions (toutes marques) vs Midas :

SYNTHESE

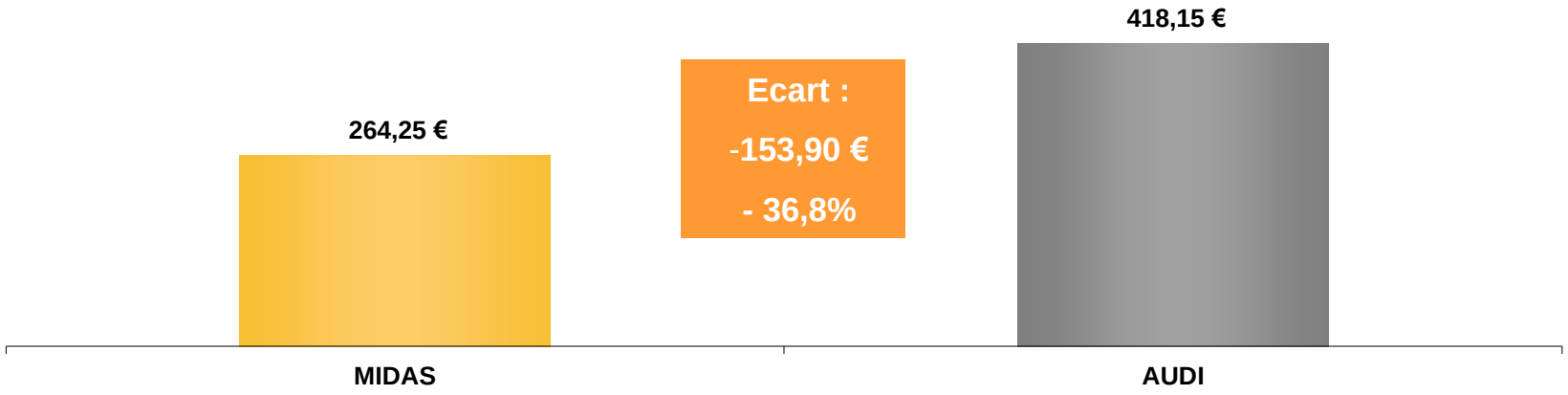
Prix Moyen des concessions (toutes marques) vs Midas, comparaison UDA5 :



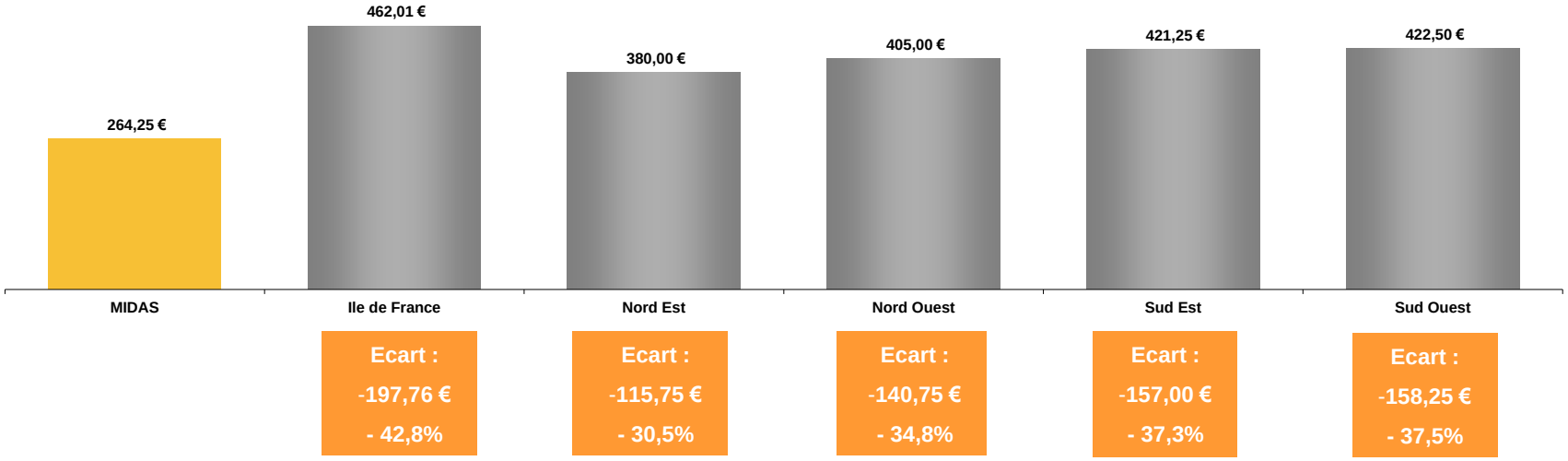
AUDI

AUDI

Prix Moyen des concessions vs Midas :

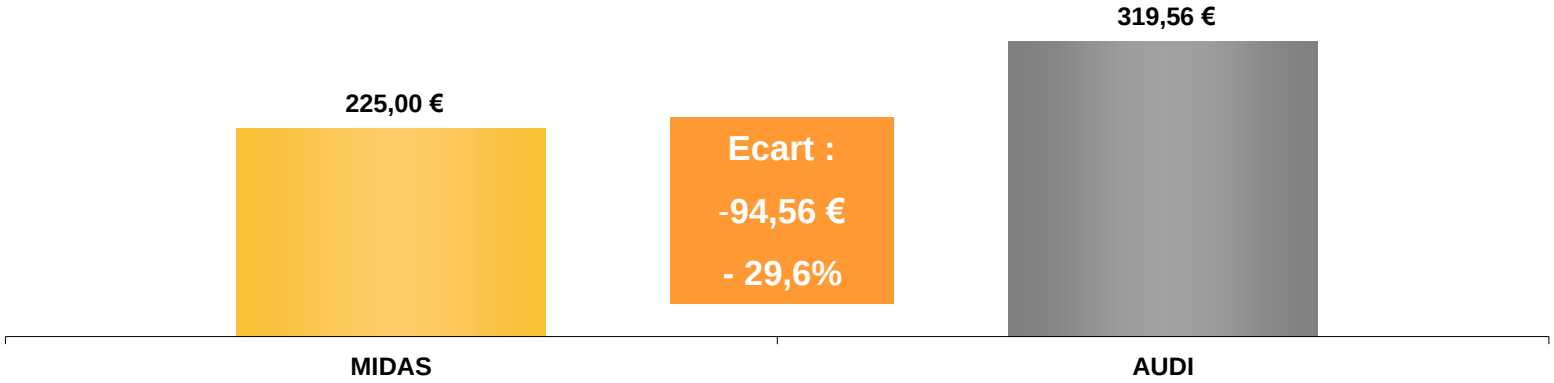


Prix Moyen des concessions (par région) vs Midas :



AUDI - A3 Sportback 2.0 TDI 16V
30 000 kms

Prix Moyen des concessions vs Midas :



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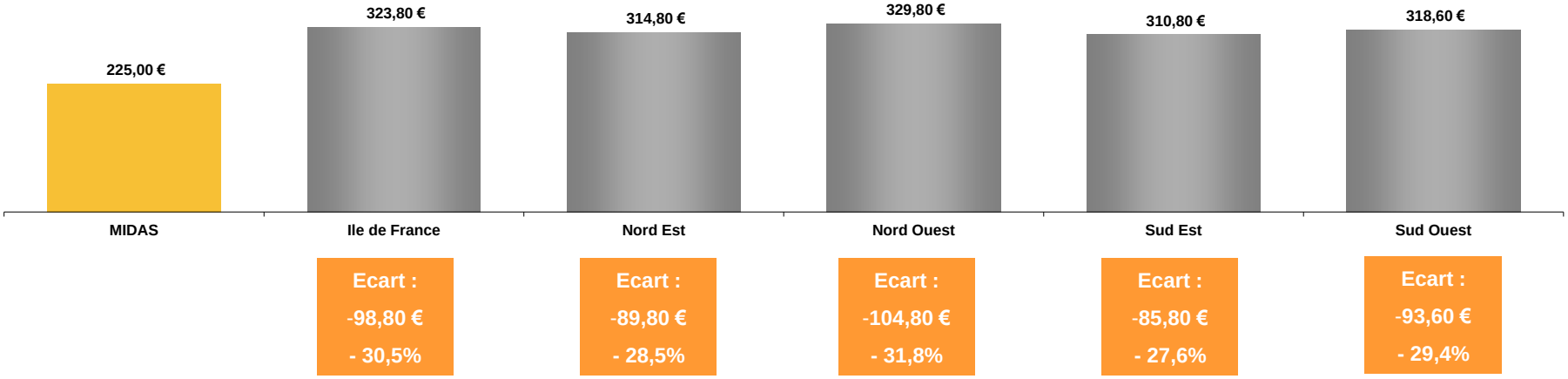
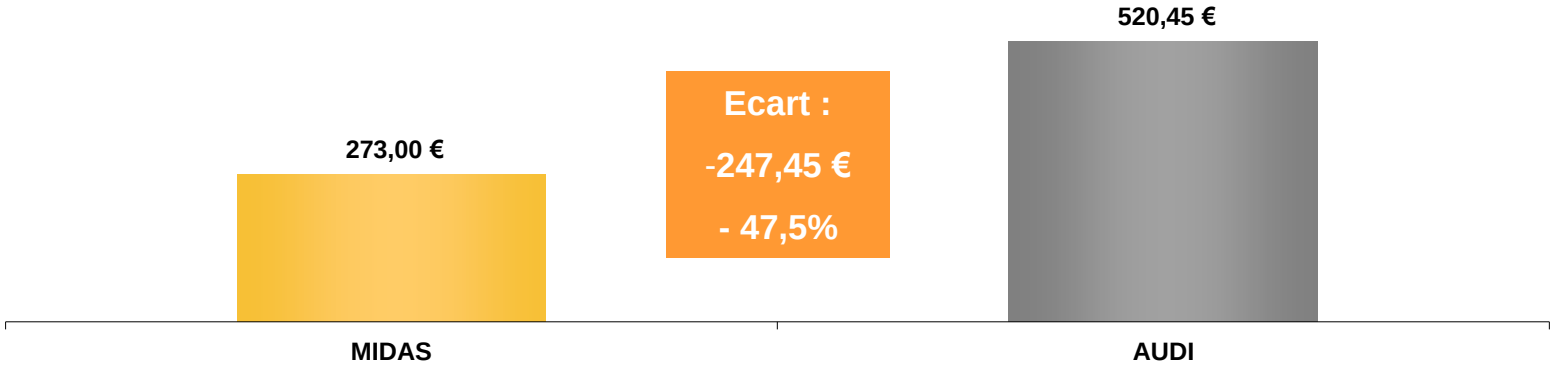
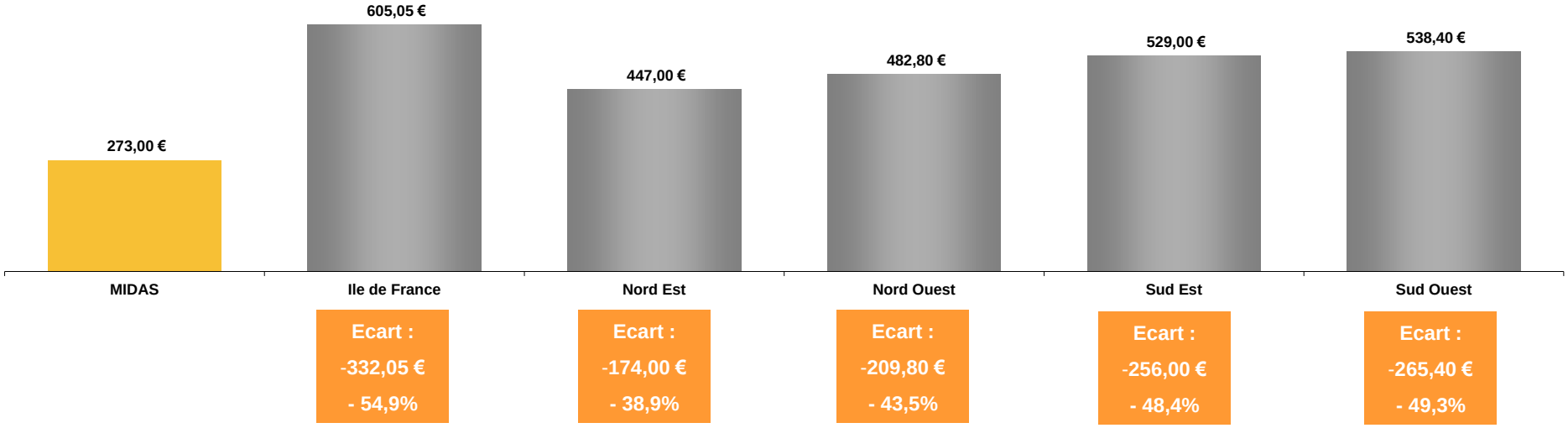


AUDI - A3 Sportback 2.0 TDI 16V
90 000 kms

Prix Moyen des concessions vs Midas :



Prix Moyen des concessions (par région) vs Midas :



AUDI - Q3 2.0 TDI
60 000 kms

Prix Moyen des concessions vs Midas :

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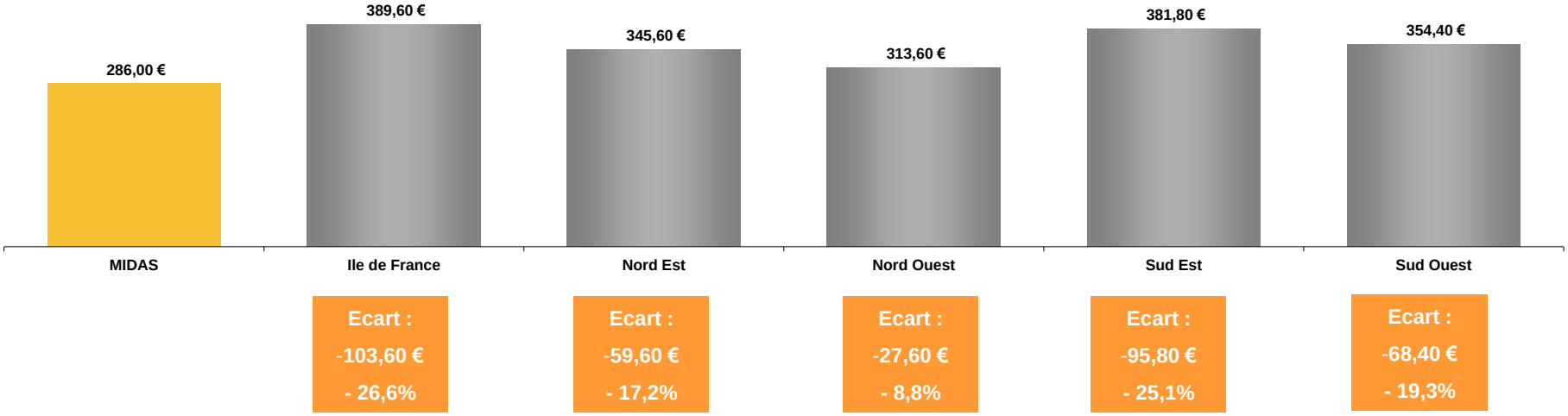

AUDI - Q3 2.0 TDI
180 000 kms

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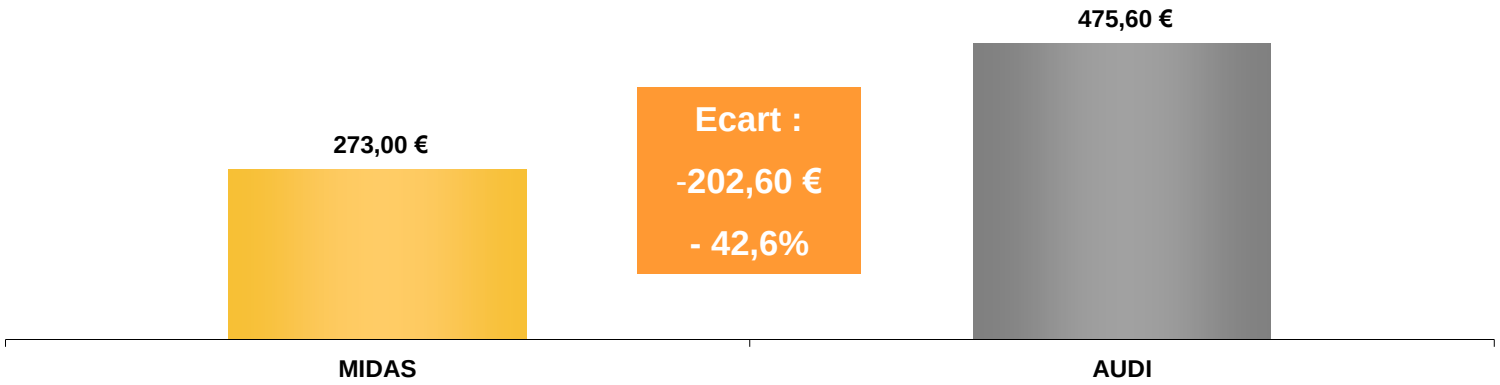

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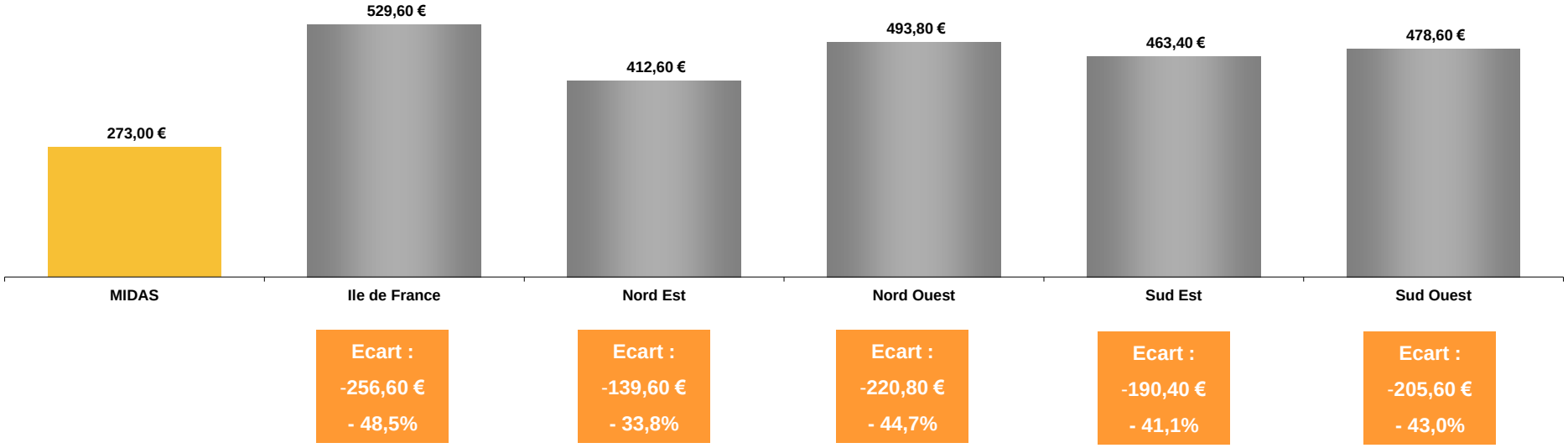

CITROËN

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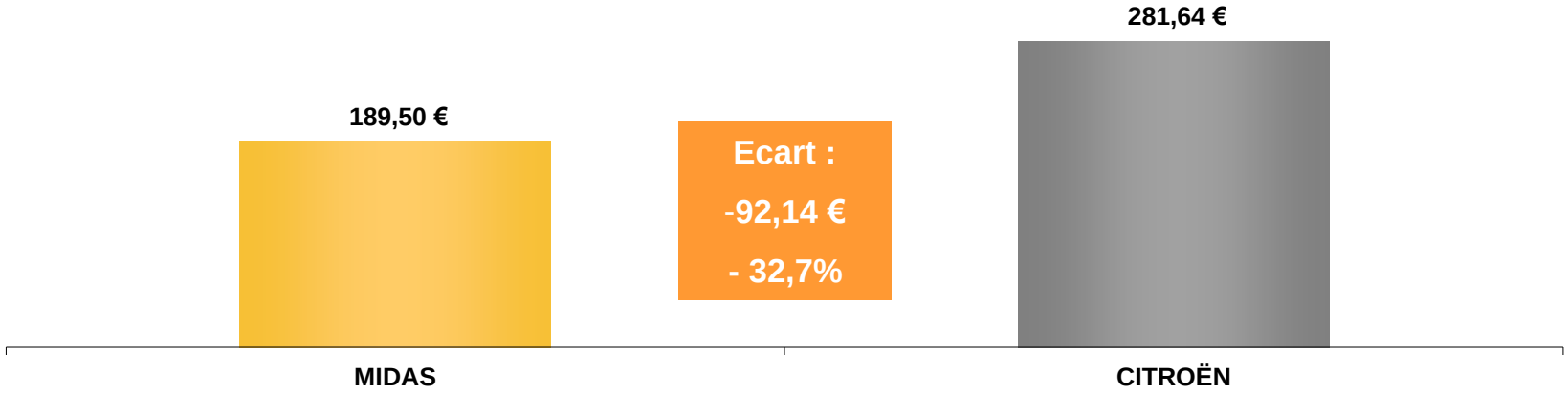

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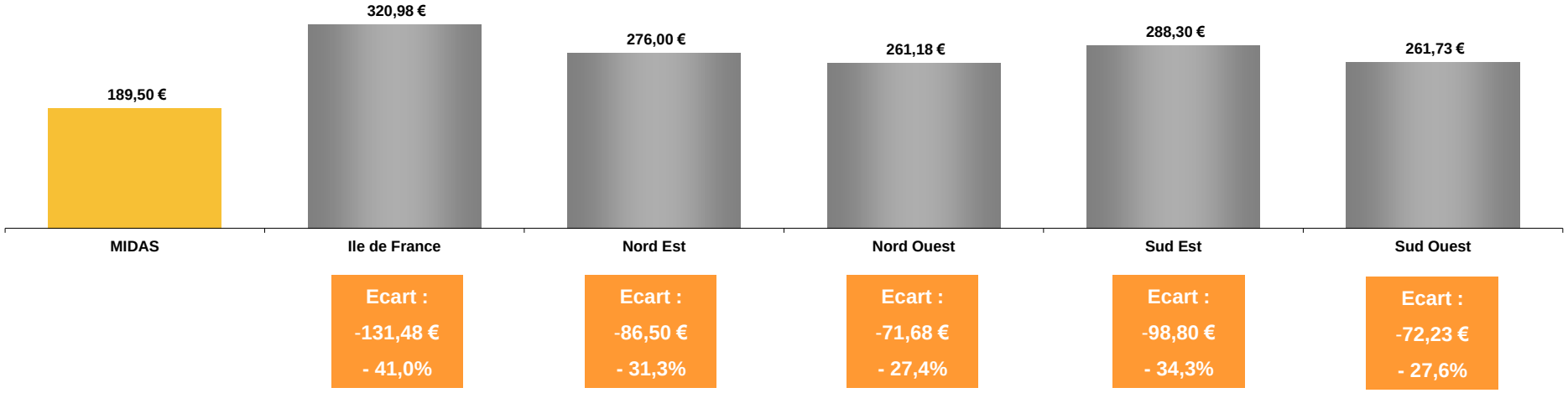
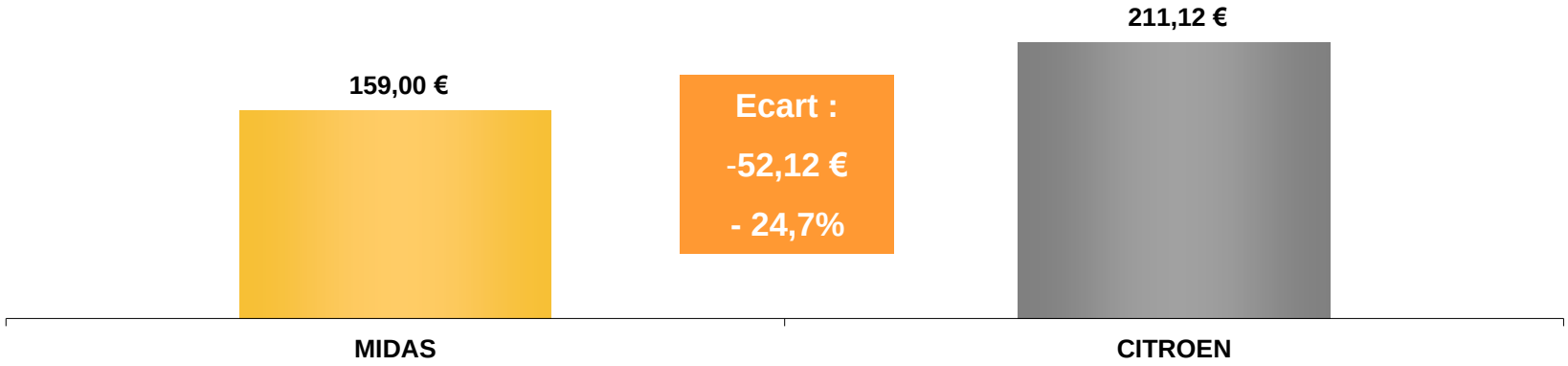


CITROËN - C3 II 1.4 HDI 70
30 000 kms

Prix Moyen des concessions vs Midas :



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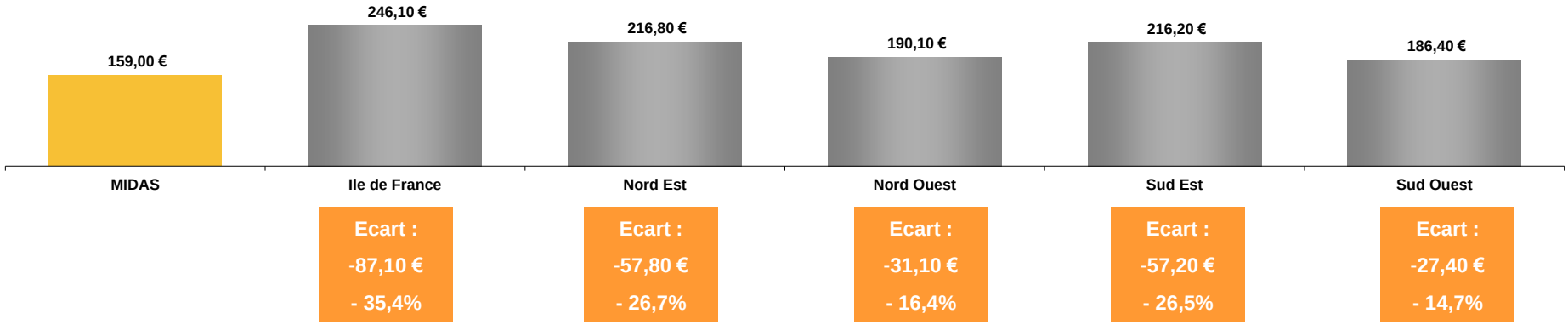

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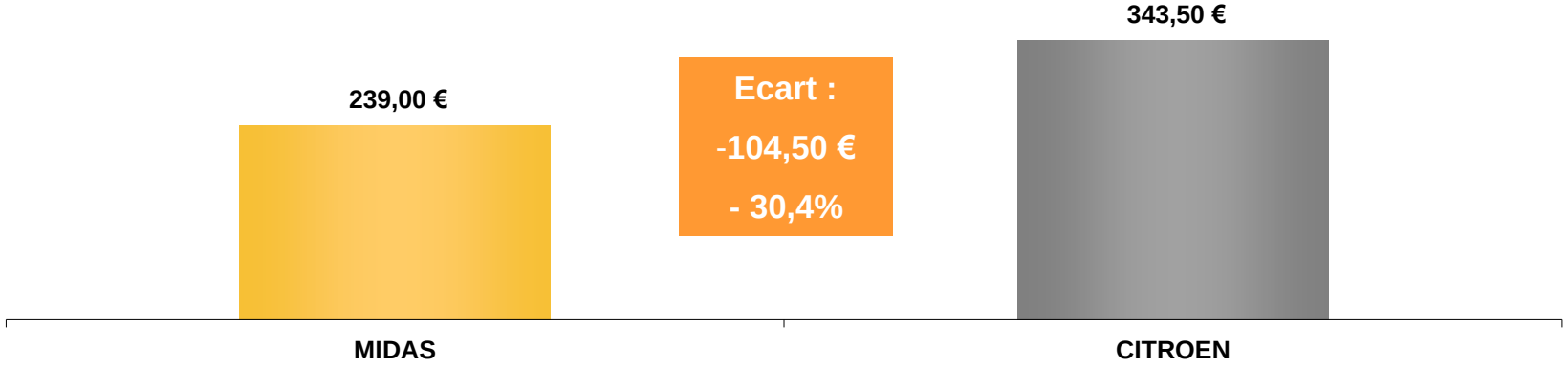

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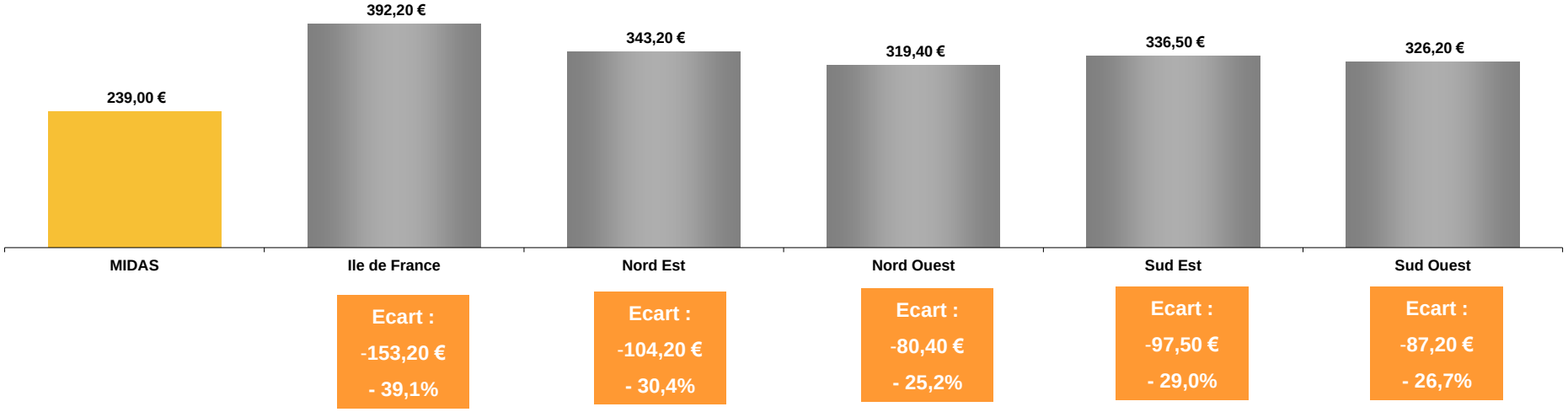
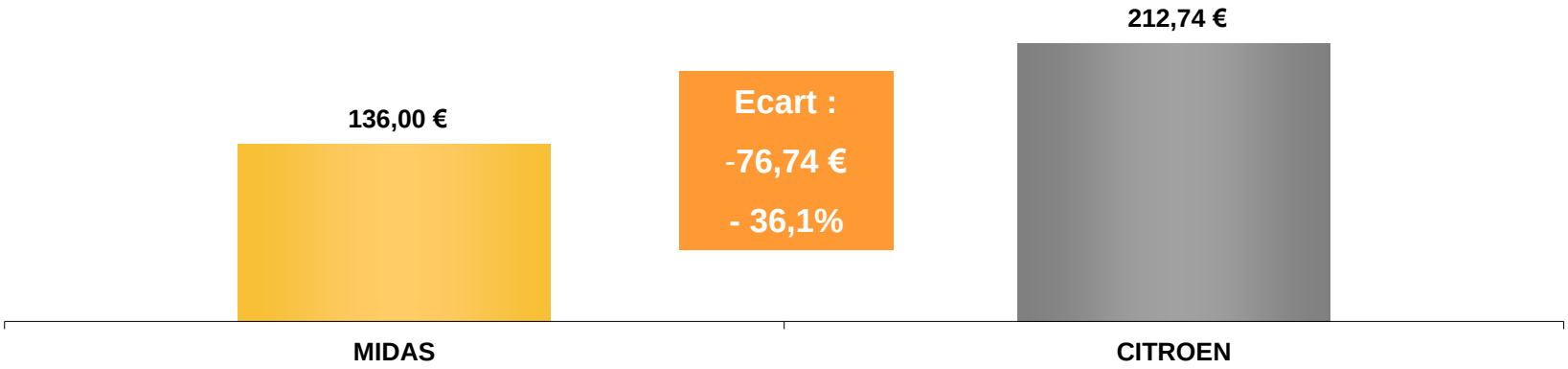
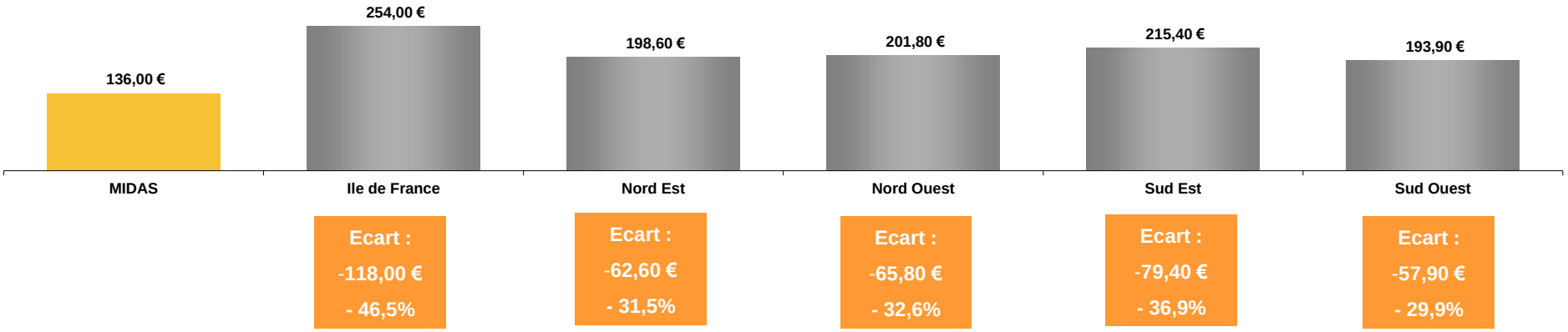


CITROËN - C4 II 1.6 HDI 90
25 000 kms

Prix Moyen des concessions vs Midas :

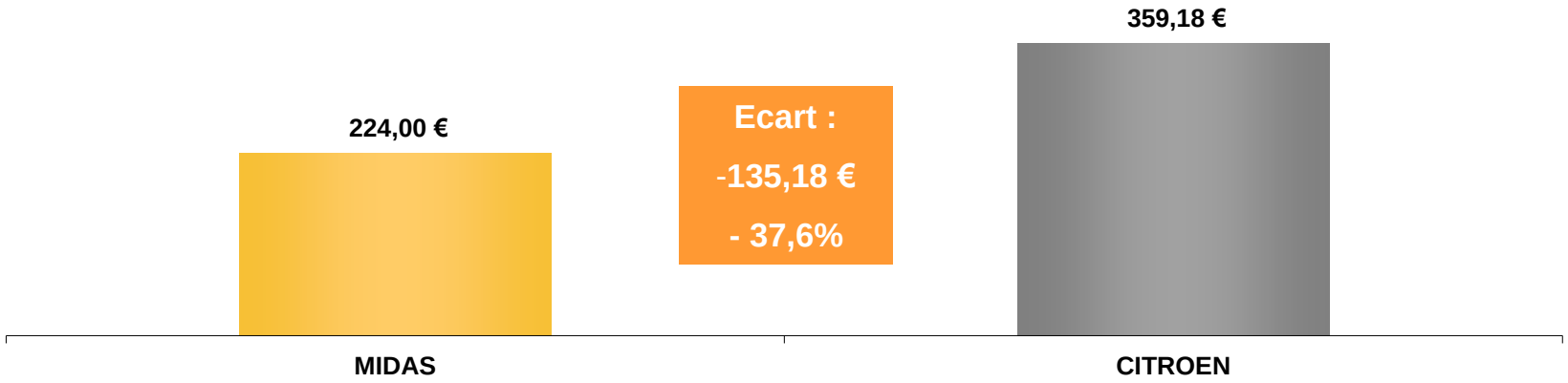


Prix Moyen des concessions (par région) vs Midas :



CITROËN - C4 II 1.6 HDI 90
50 000 kms

Prix Moyen des concessions vs Midas :



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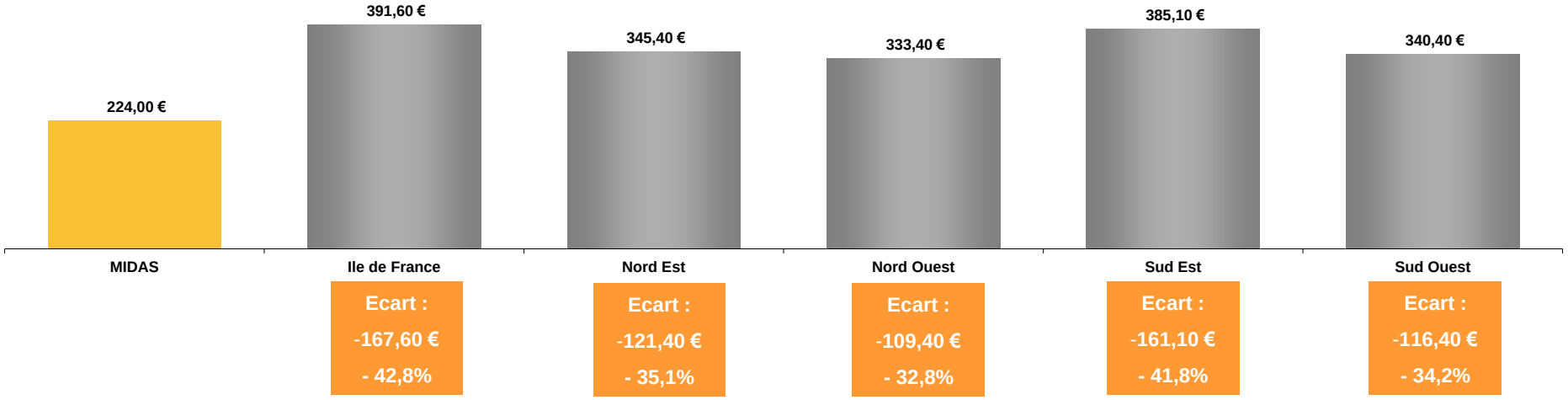

DACIA

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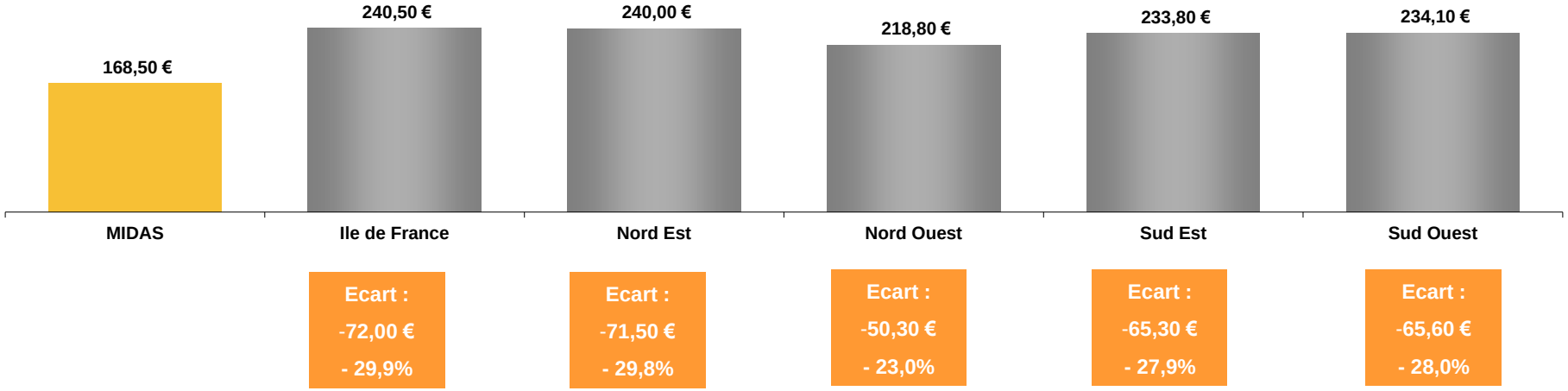
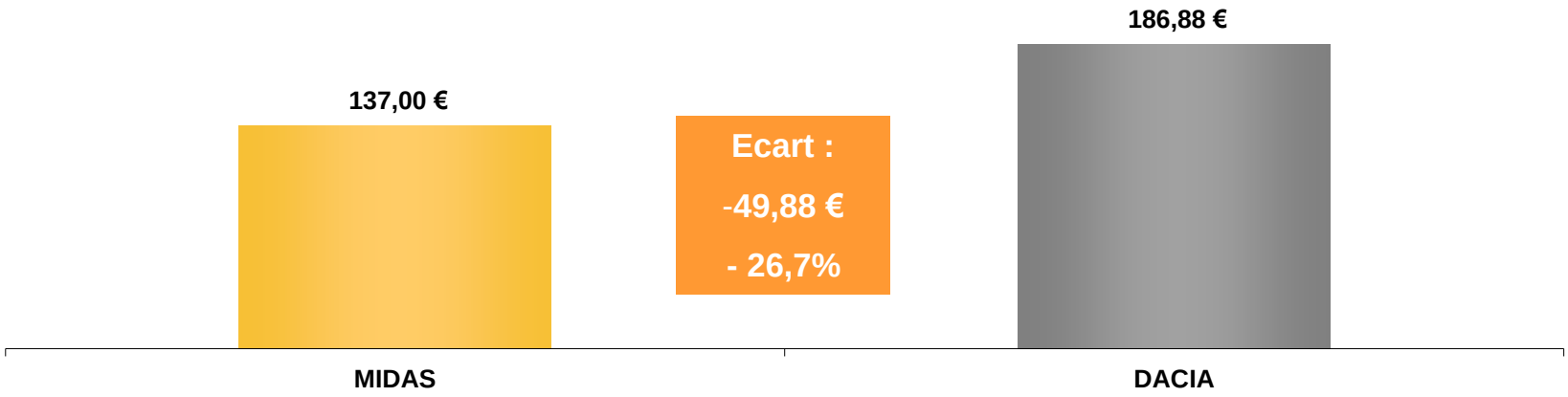
Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :

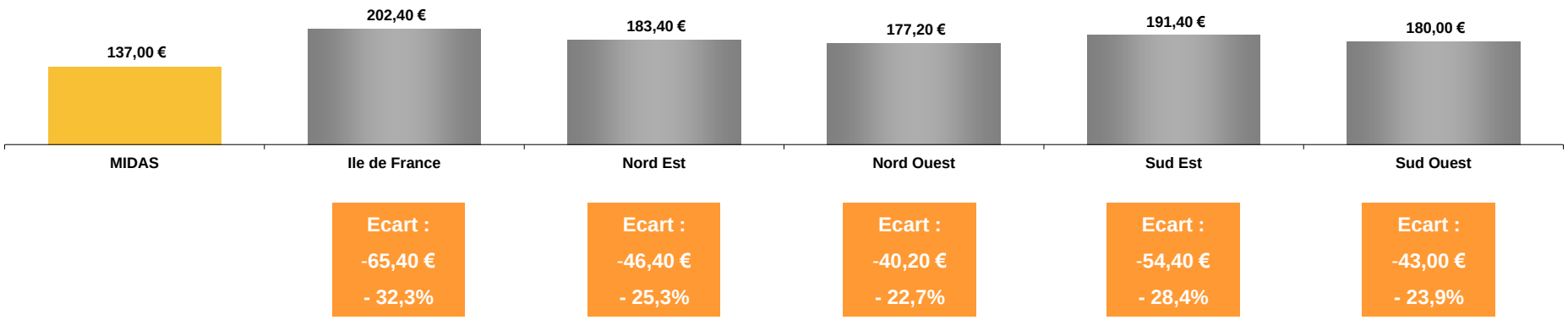


DACIA - SANDERO II TCE 90
20 000 kms

Prix Moyen des concessions vs Midas :

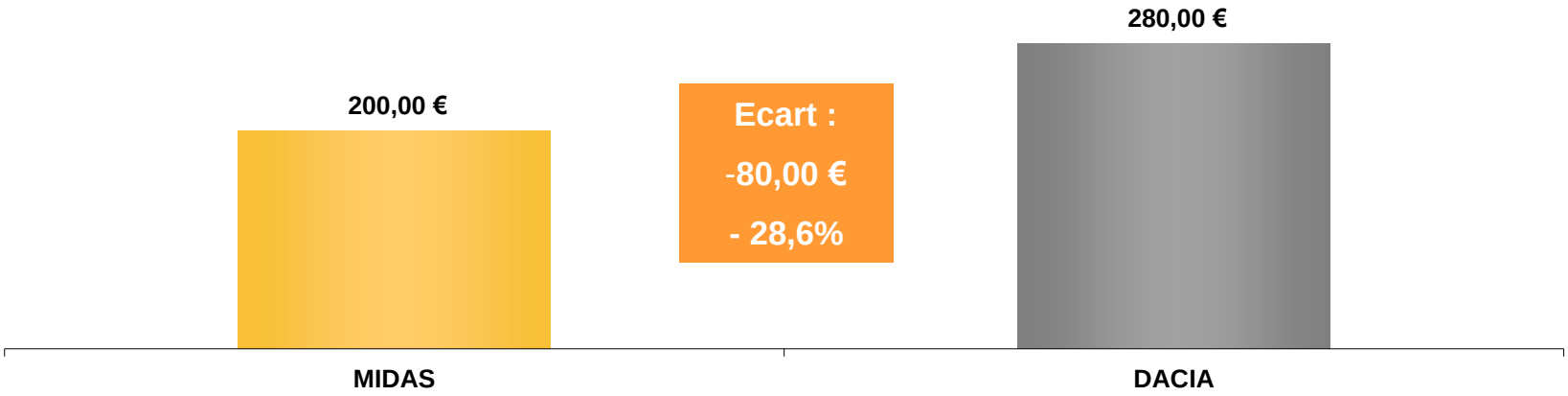


Prix Moyen des concessions (par région) vs Midas :



DACIA - SANDERO II TCE 90
60 000 kms

Prix Moyen des concessions vs Midas :



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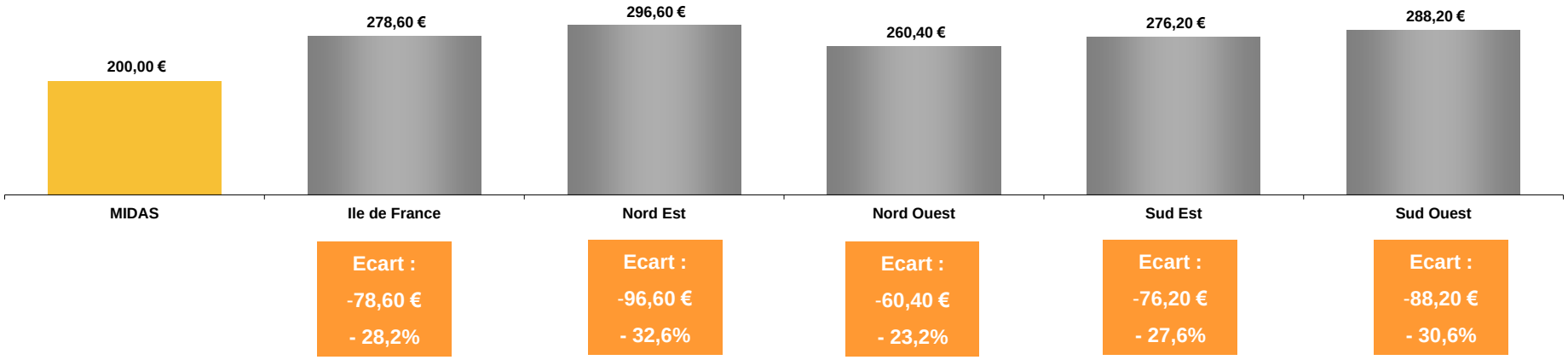

FIAT

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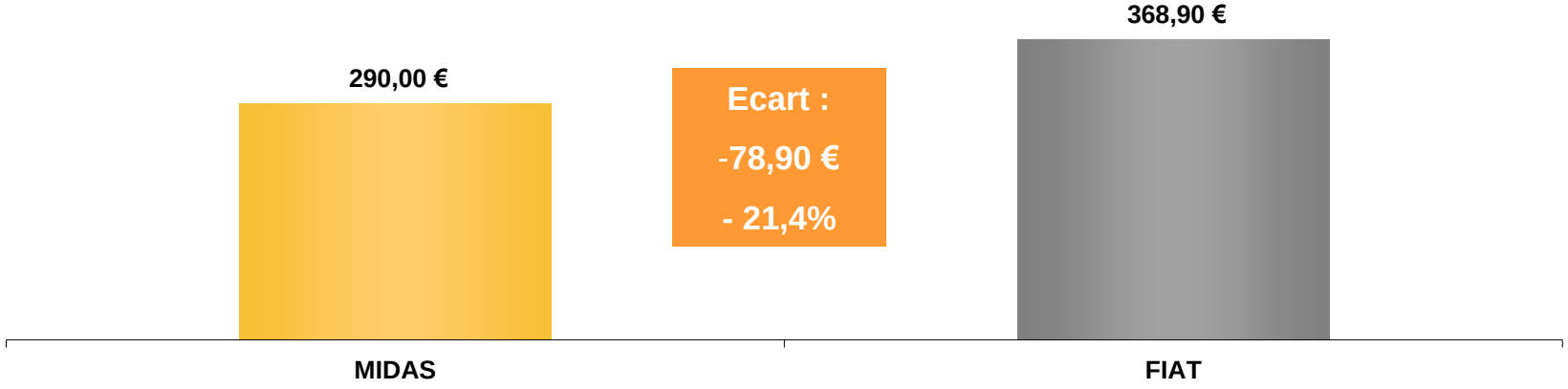

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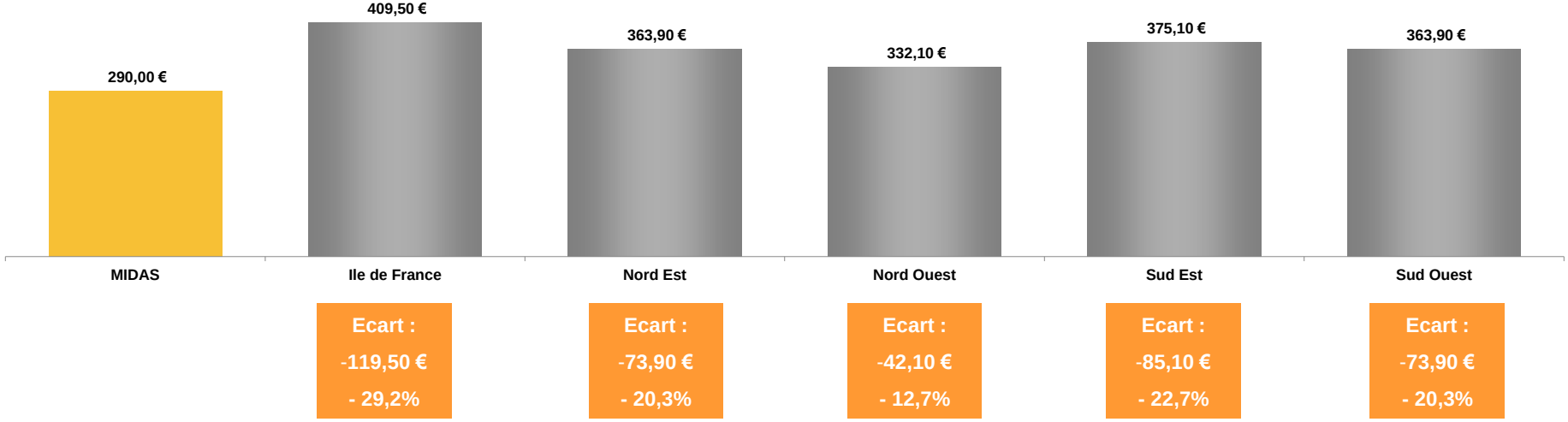
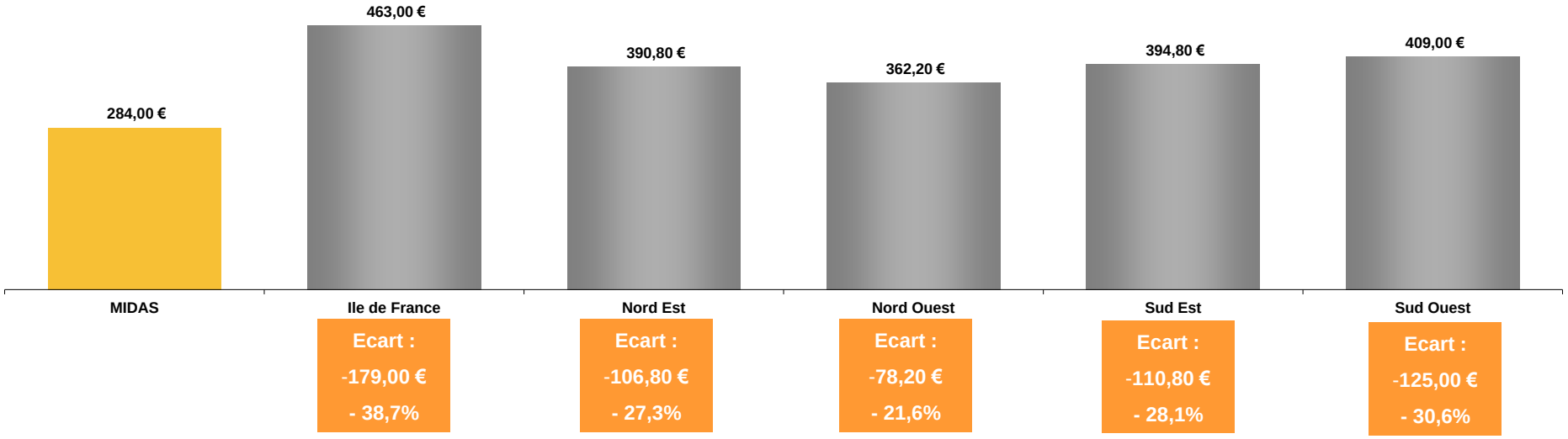


FIAT - 500 1.2
30 000 kms

Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :



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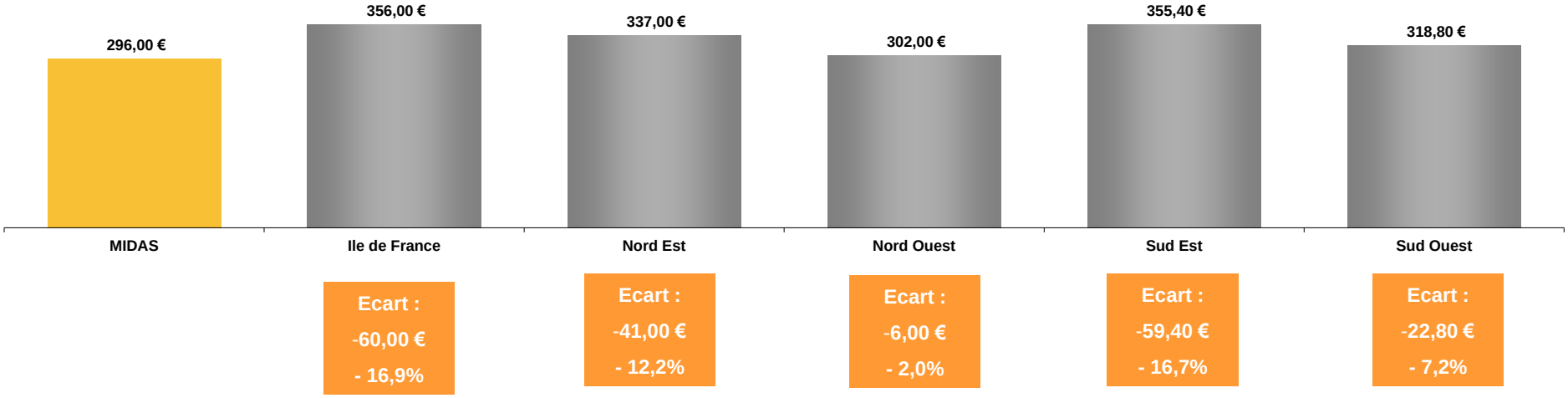
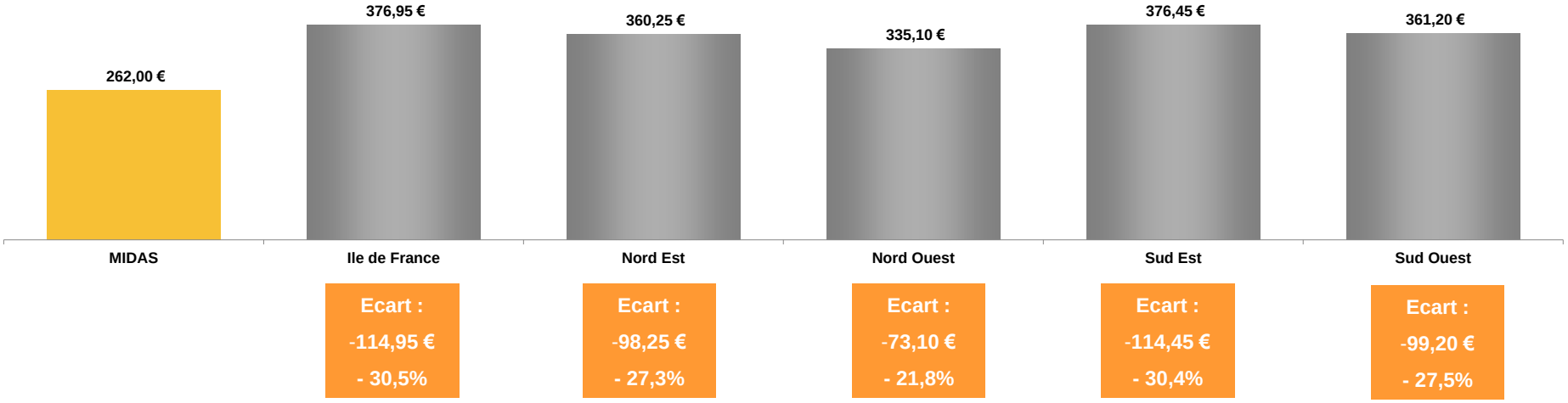


KIA

KIA

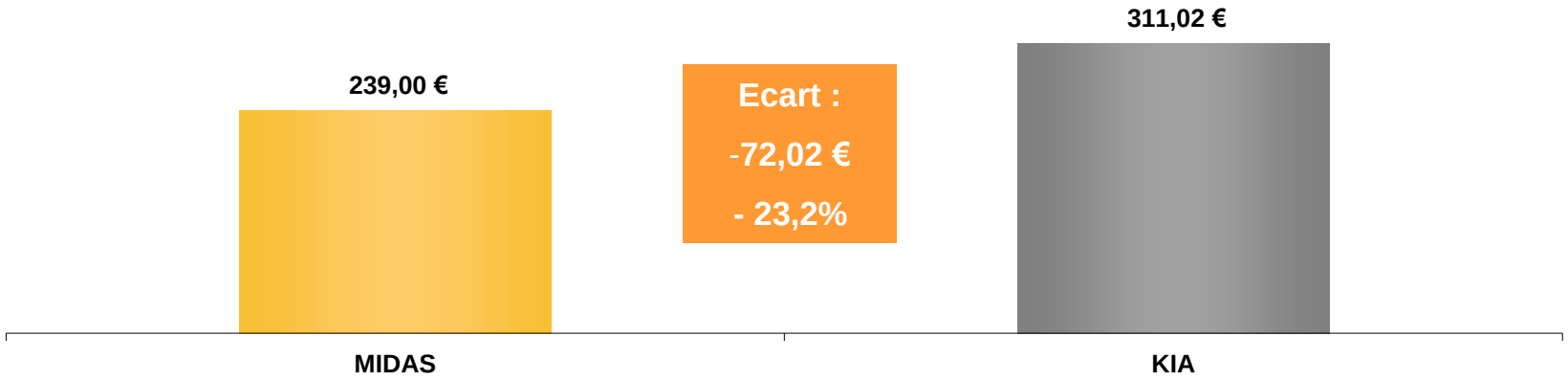
Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :

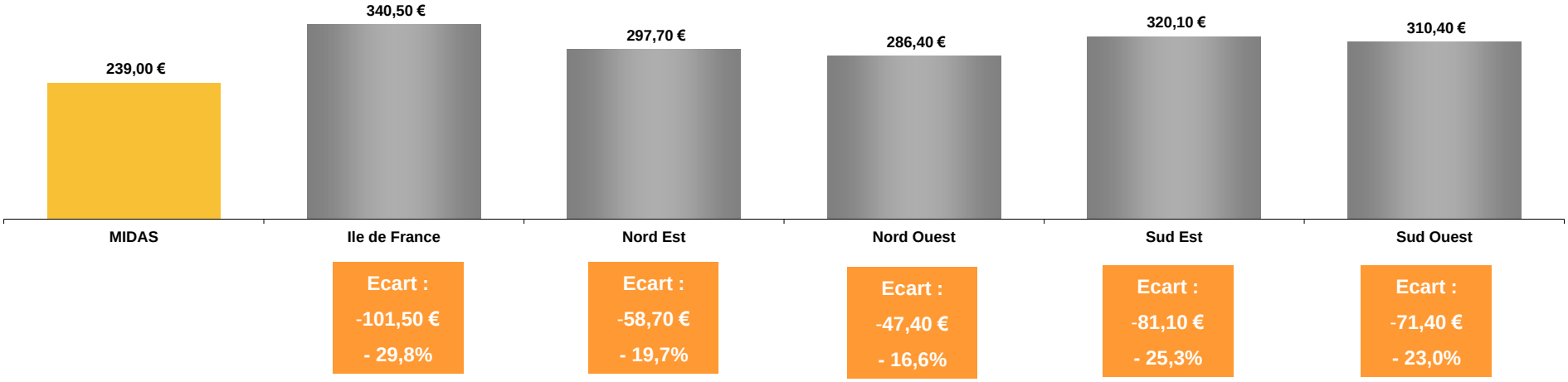


KIA - SPORTAGE 1.7CRDI
30 000 kms

Prix Moyen des concessions vs Midas :



Prix Moyen des concessions (par région) vs Midas :



KIA - SPORTAGE 1.7CRDI
60 000 kms

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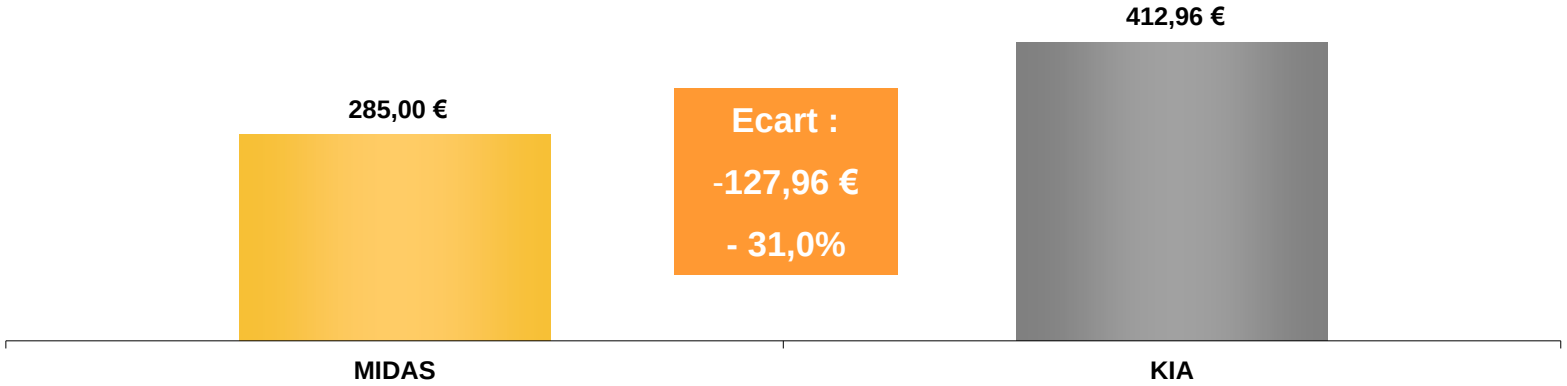

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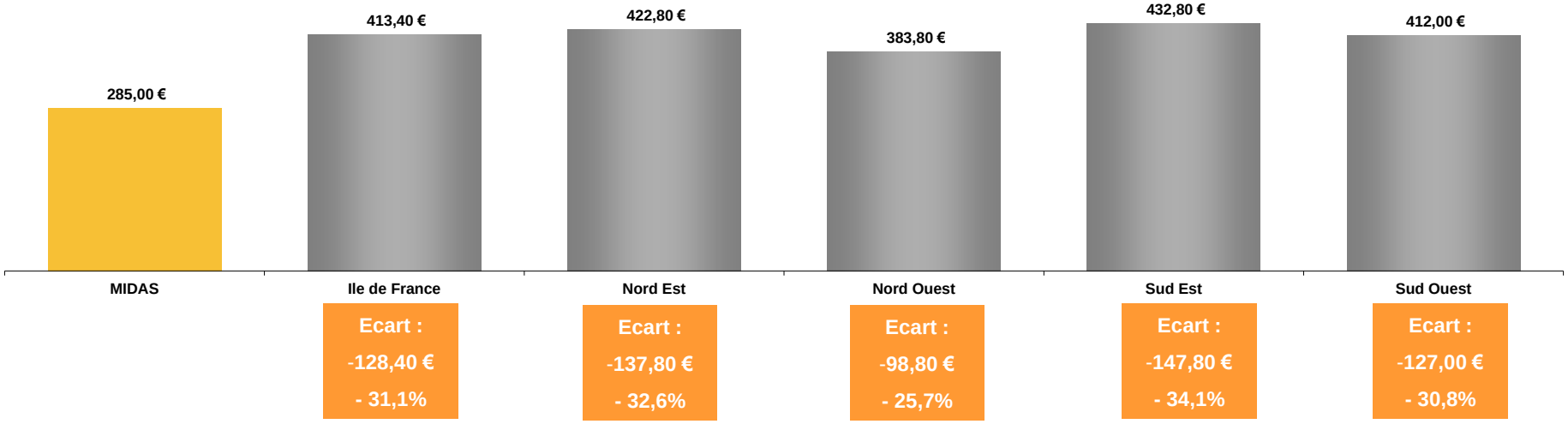

MERCEDES

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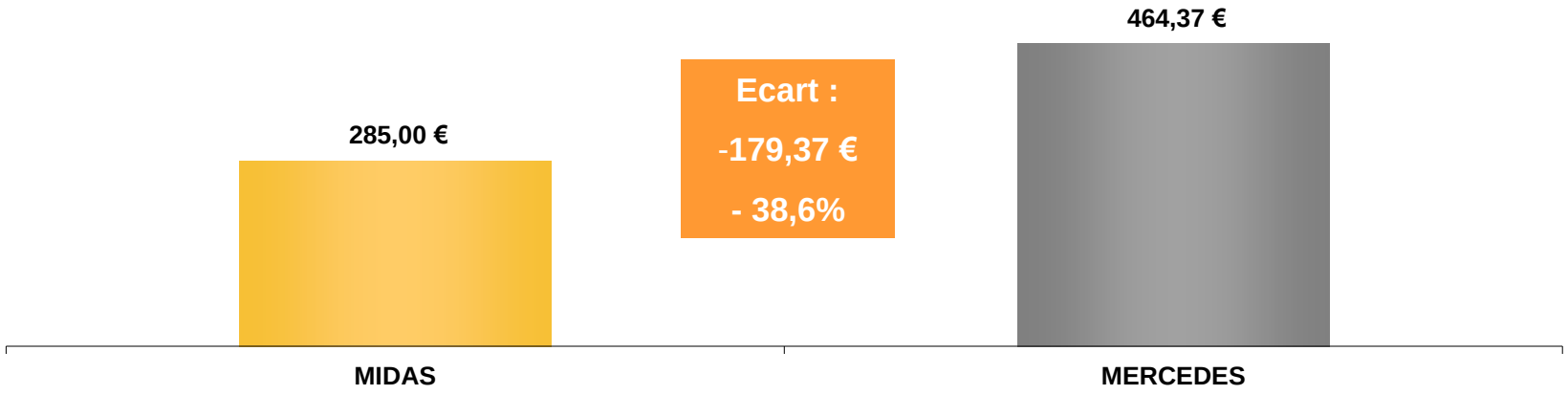
Prix Moyen des concessions vs Midas :



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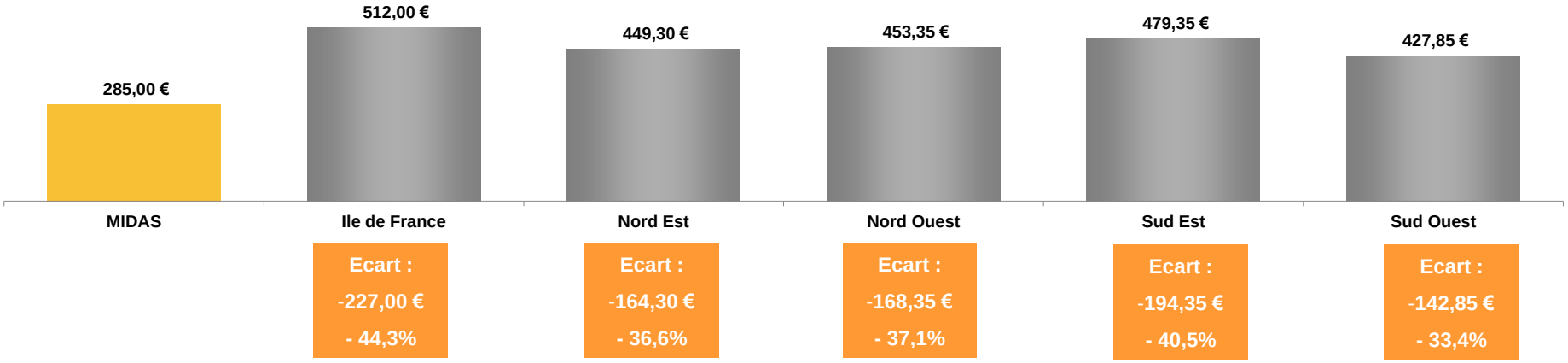
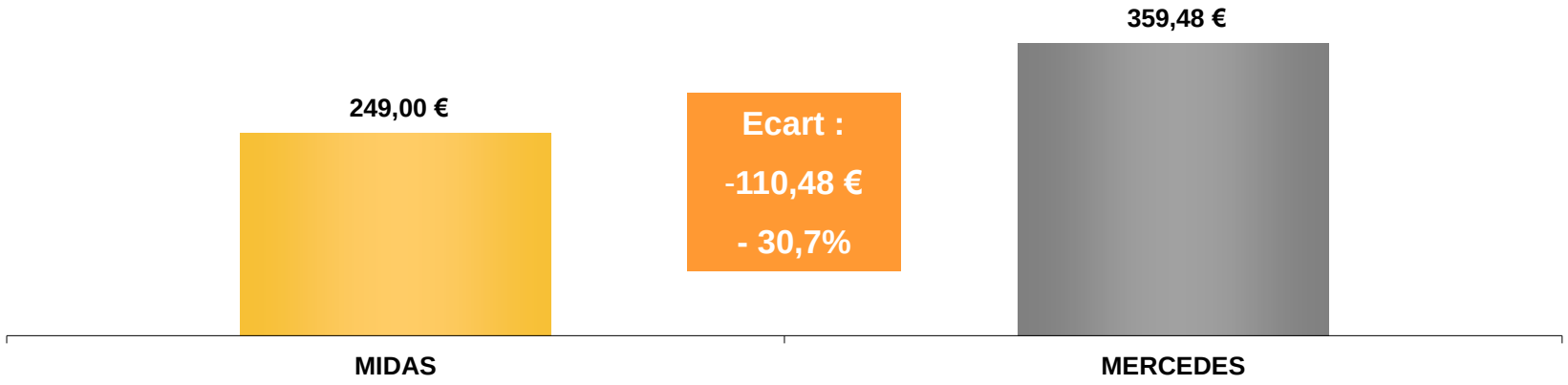
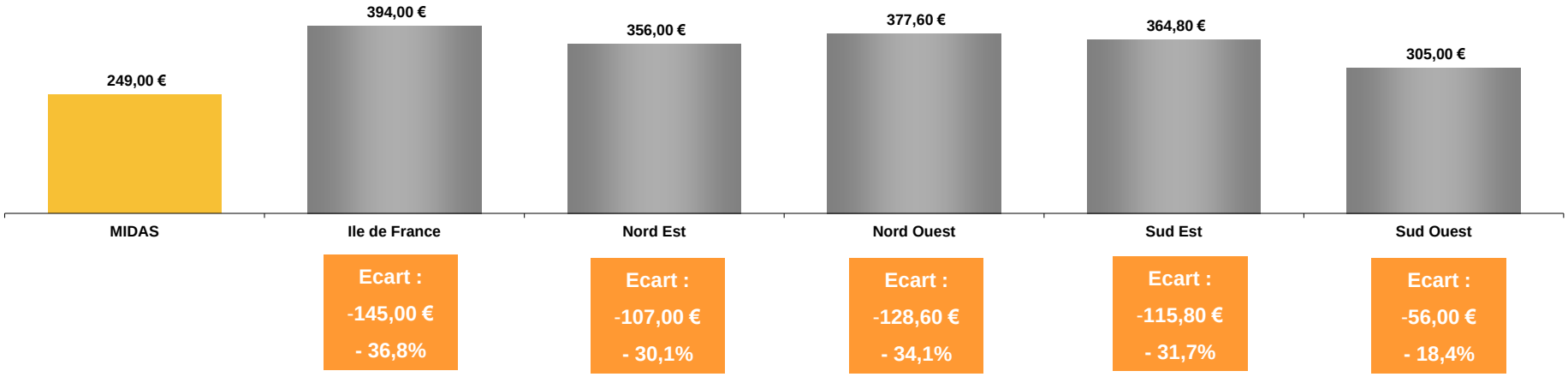


MERCEDES - CLASSE B 180 CDI
40 000 kms

Prix Moyen des concessions vs Midas :

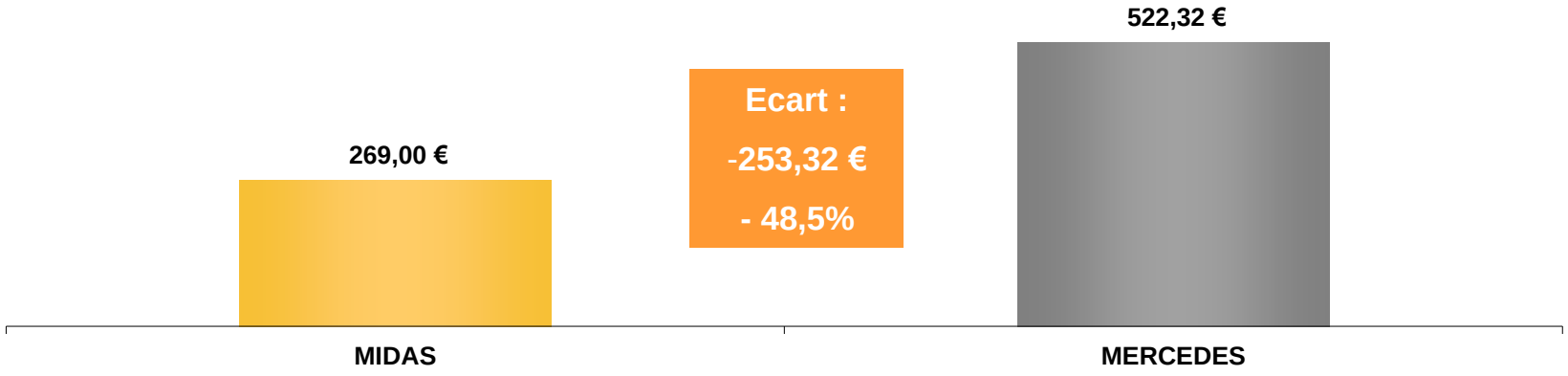


Prix Moyen des concessions (par région) vs Midas :



MERCEDES - CLASSE B 180 CDI
120 000 kms

Prix Moyen des concessions vs Midas :



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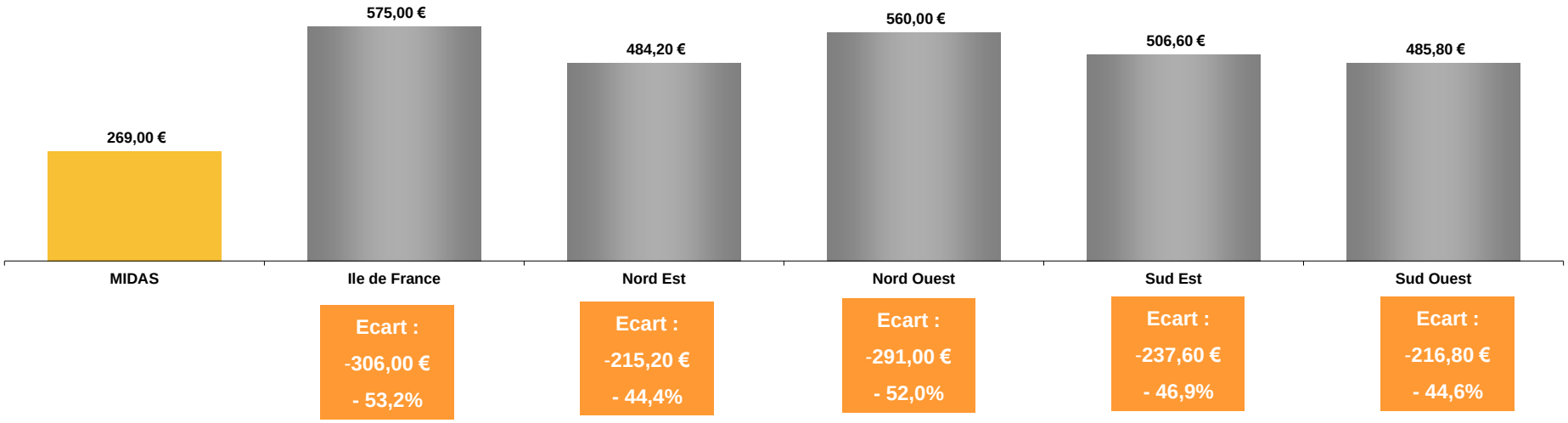
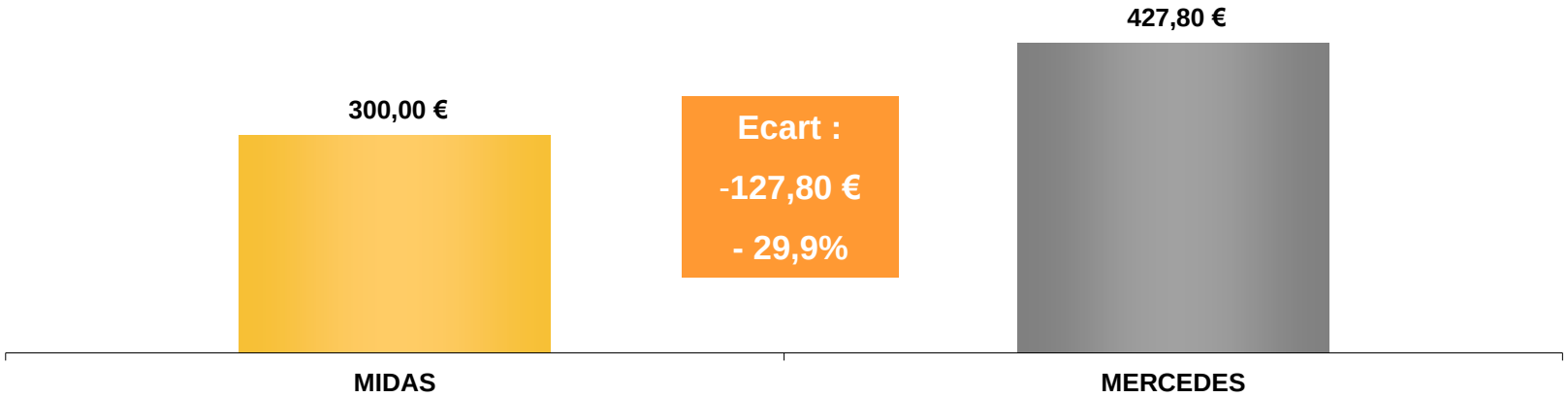
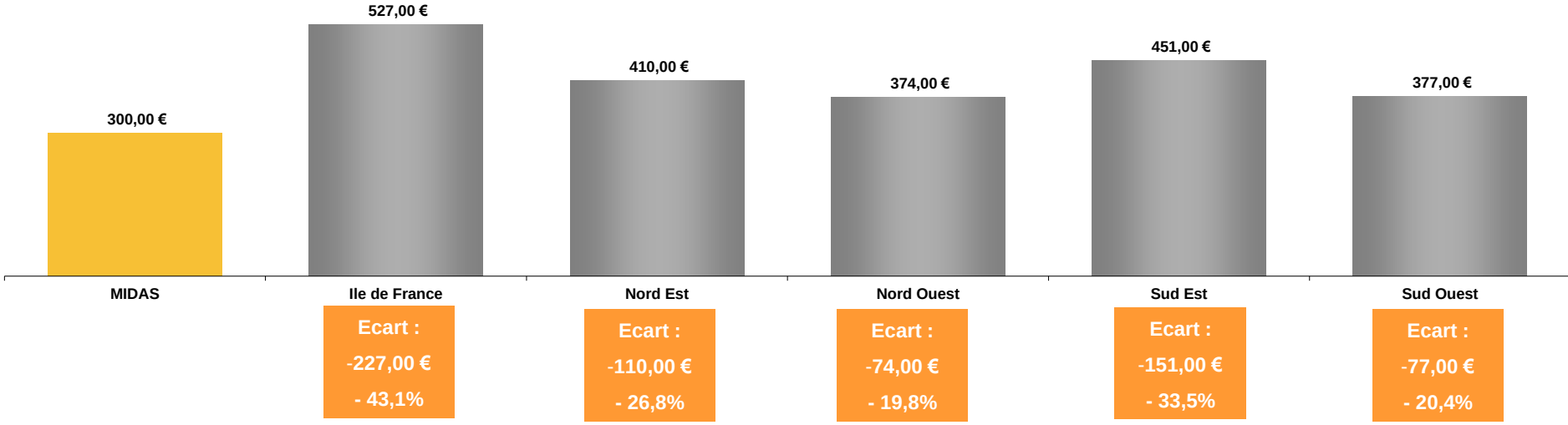


MERCEDES - CLASSE A 180 CDI
40 000 kms

Prix Moyen des concessions vs Midas :



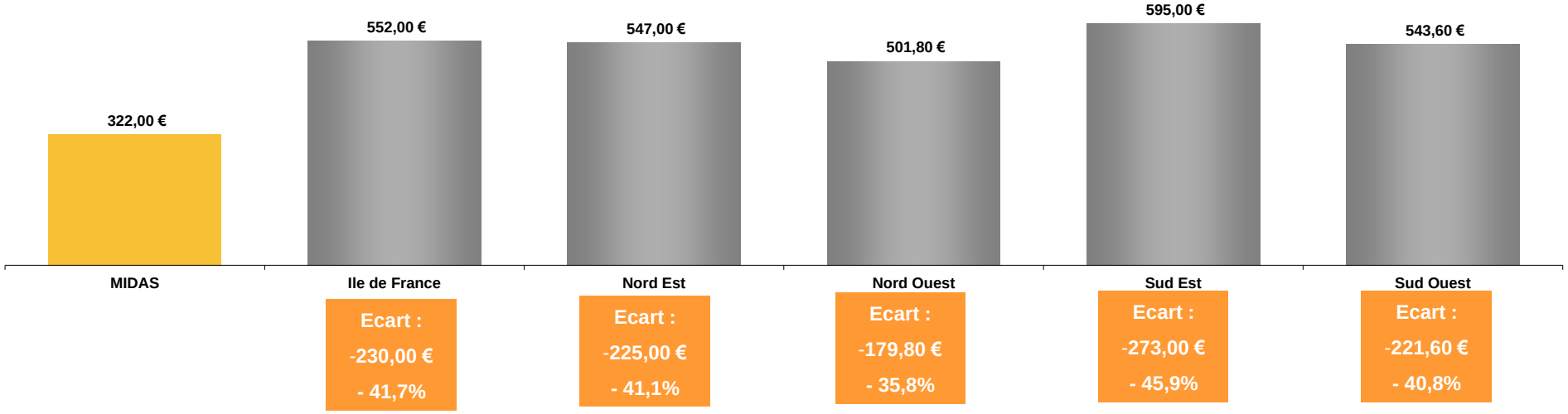
Prix Moyen des concessions (par région) vs Midas :



MERCEDES - CLASSE A 180 CDI
80 000 kms

Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :

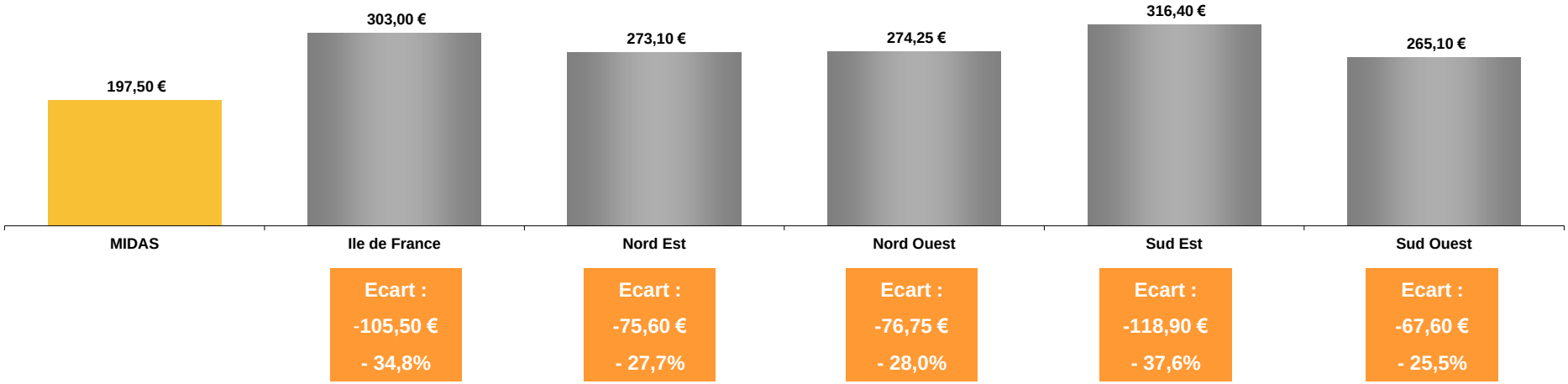


NISSAN

NISSAN

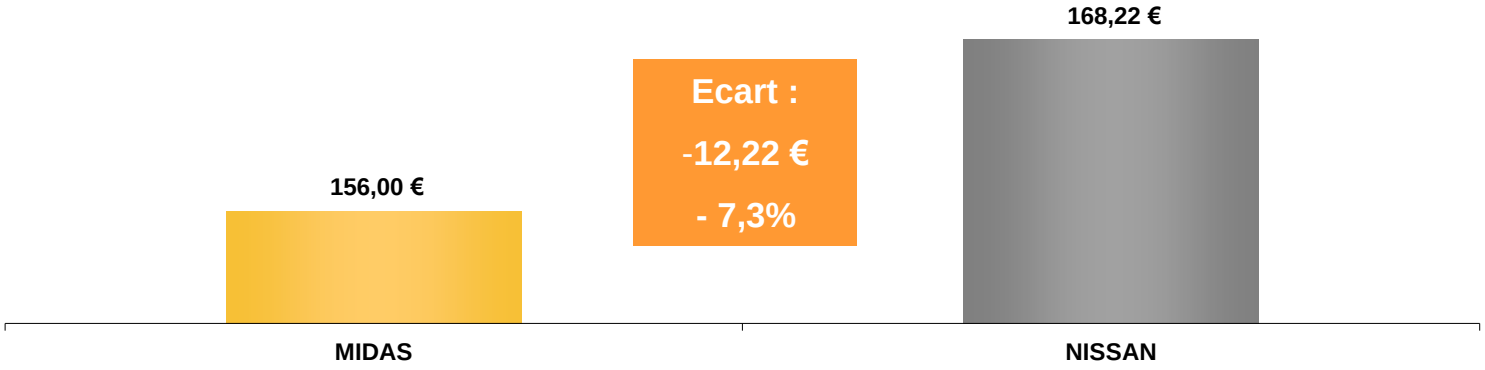
Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :



NISSAN - JUKE 1.5 DCI
30 000 kms

Prix Moyen des concessions vs Midas :



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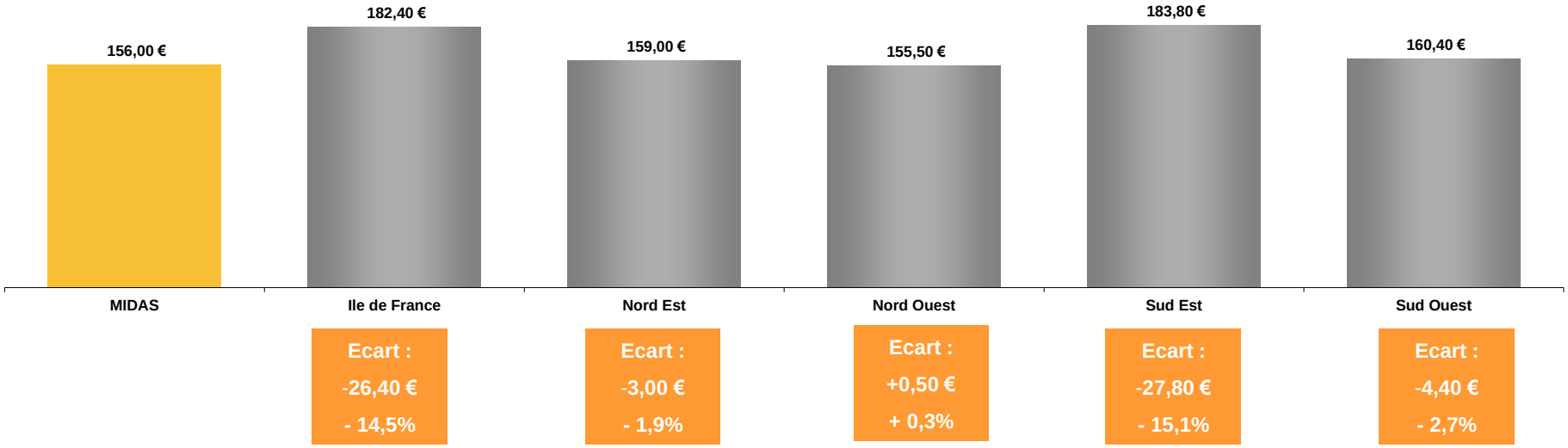
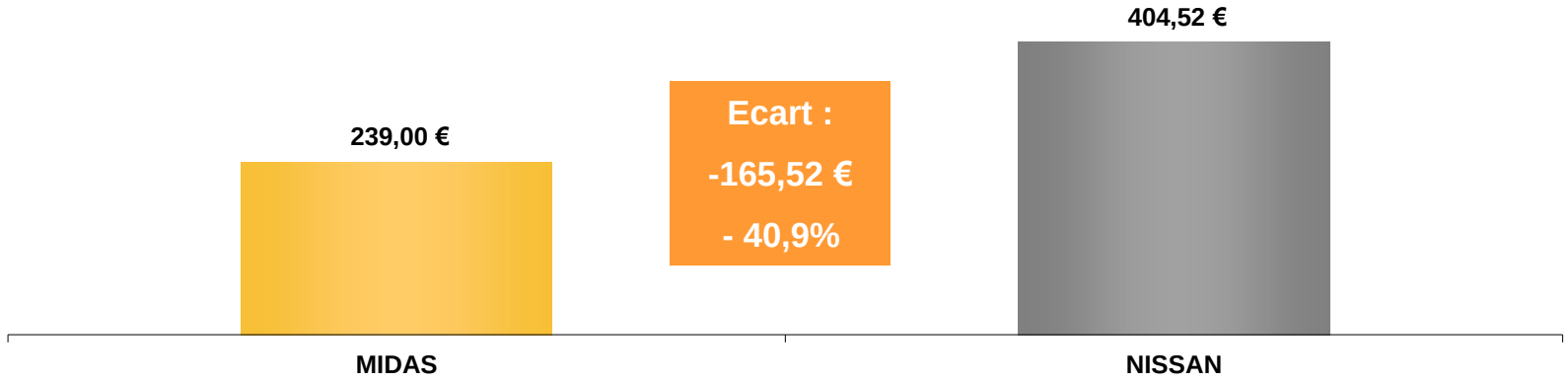
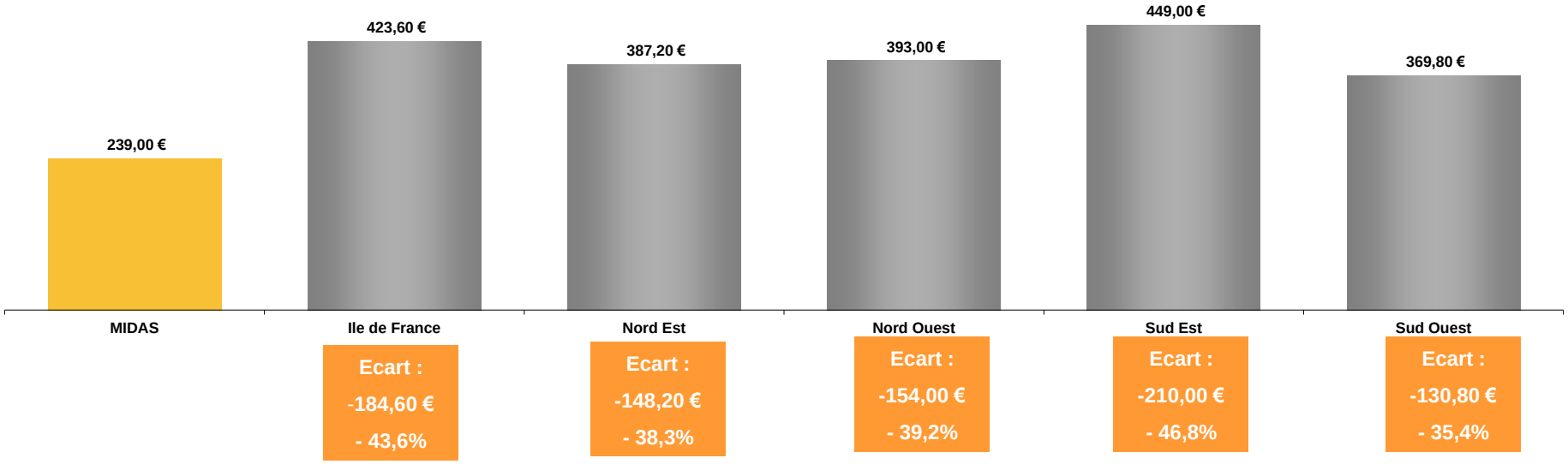


NISSAN - JUKE 1.5 DCI
60 000 kms

Prix Moyen des concessions vs Midas :



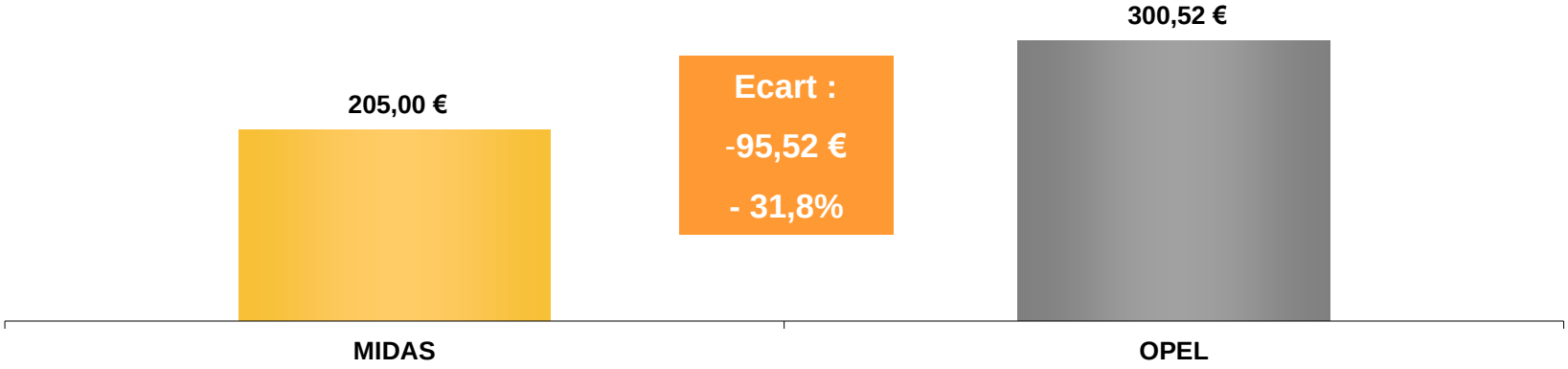
Prix Moyen des concessions (par région) vs Midas :



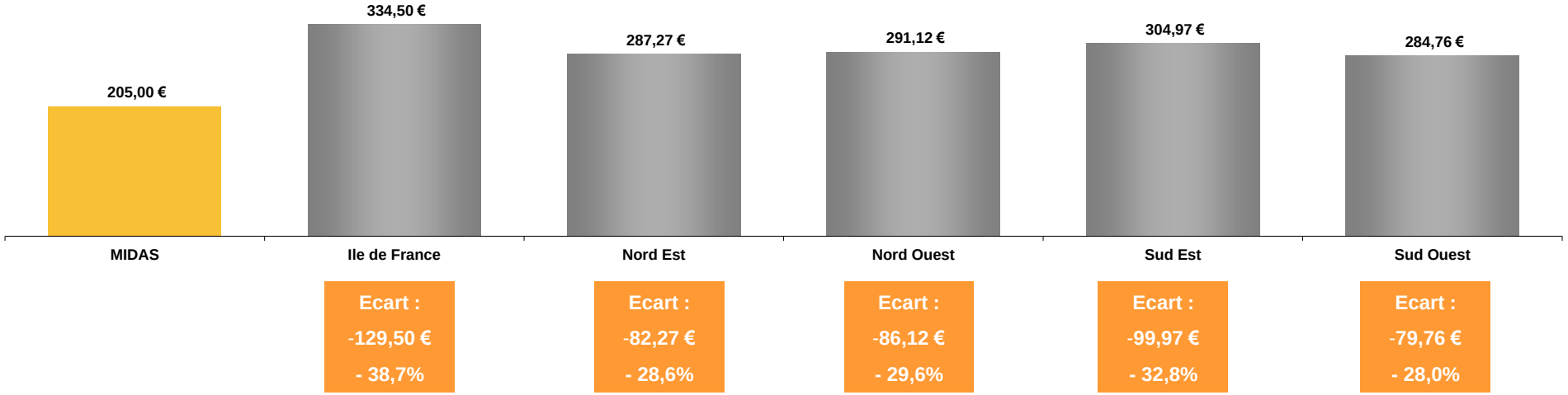
OPEL

OPEL

Prix Moyen des concessions vs Midas :



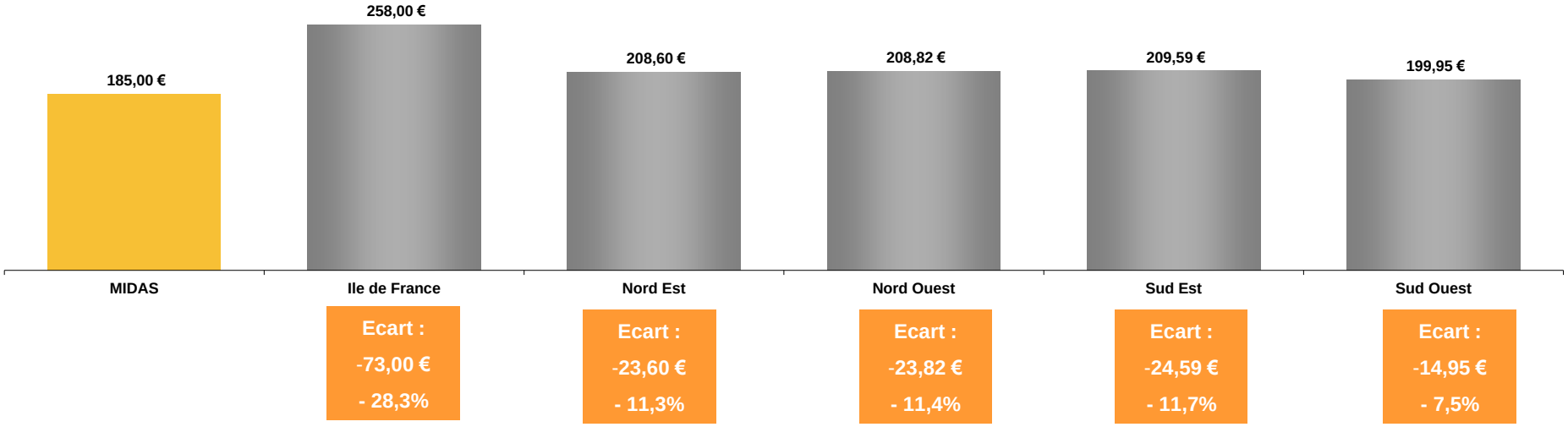
Prix Moyen des concessions (par région) vs Midas :



OPEL - CORSA D 1.3 CDTI
30 000 kms

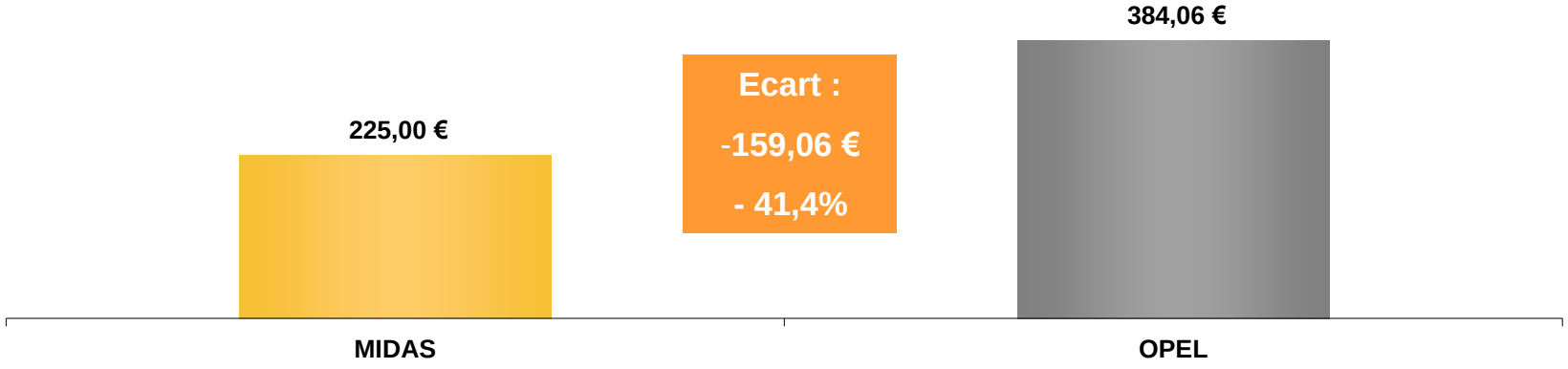
Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :

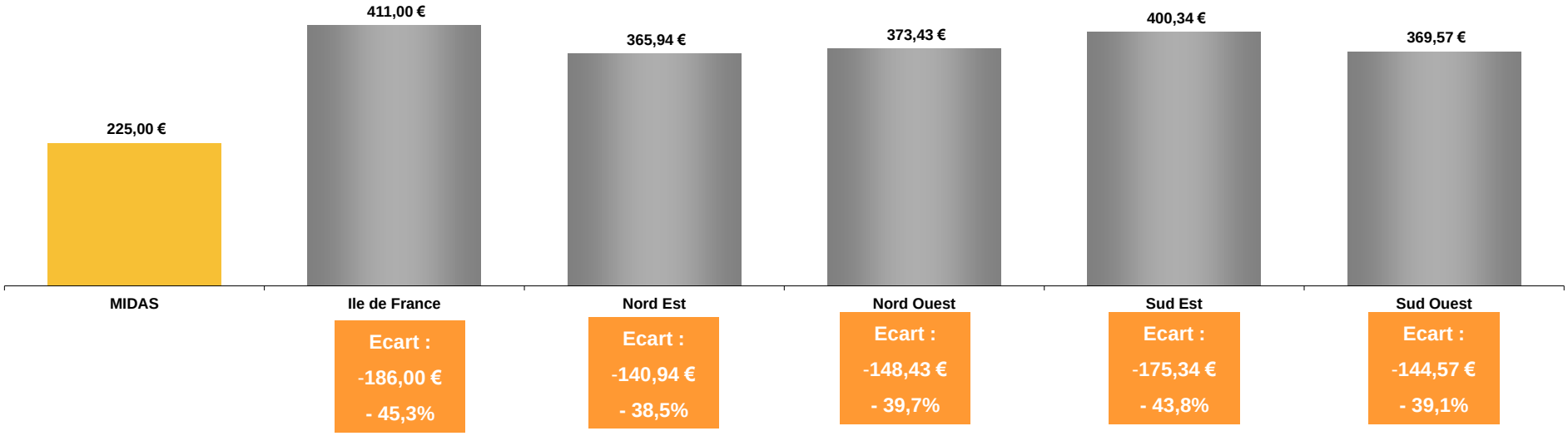


OPEL - CORSA D 1.3 CDTI
60 000 kms

Prix Moyen des concessions vs Midas :



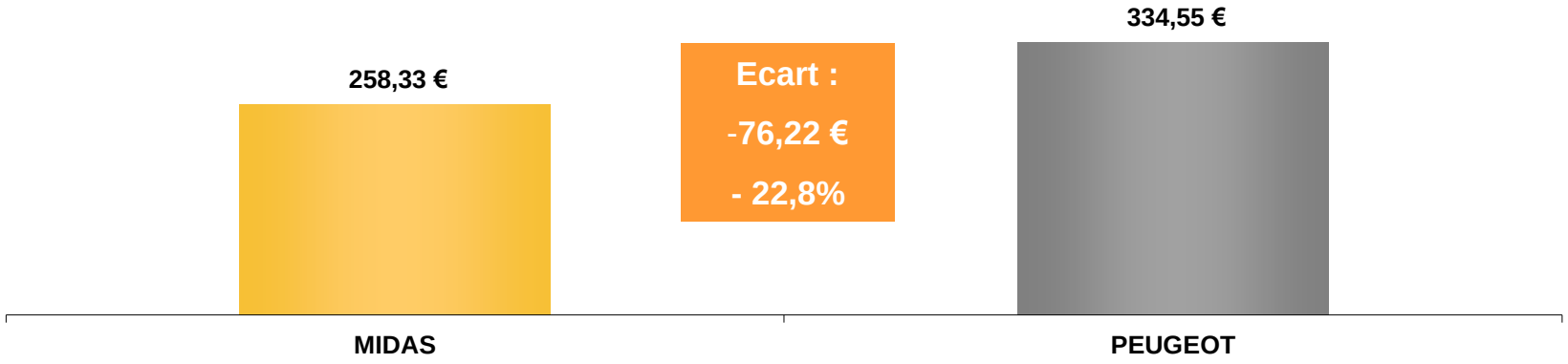
Prix Moyen des concessions (par région) vs Midas :



PEUGEOT

PEUGEOT

Prix Moyen des concessions vs Midas :



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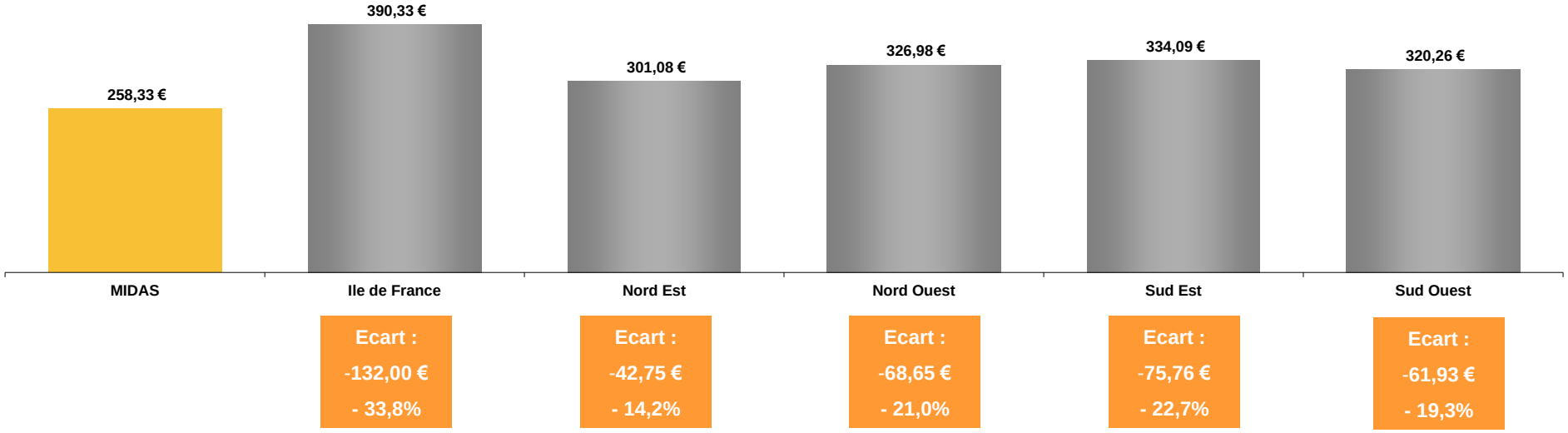
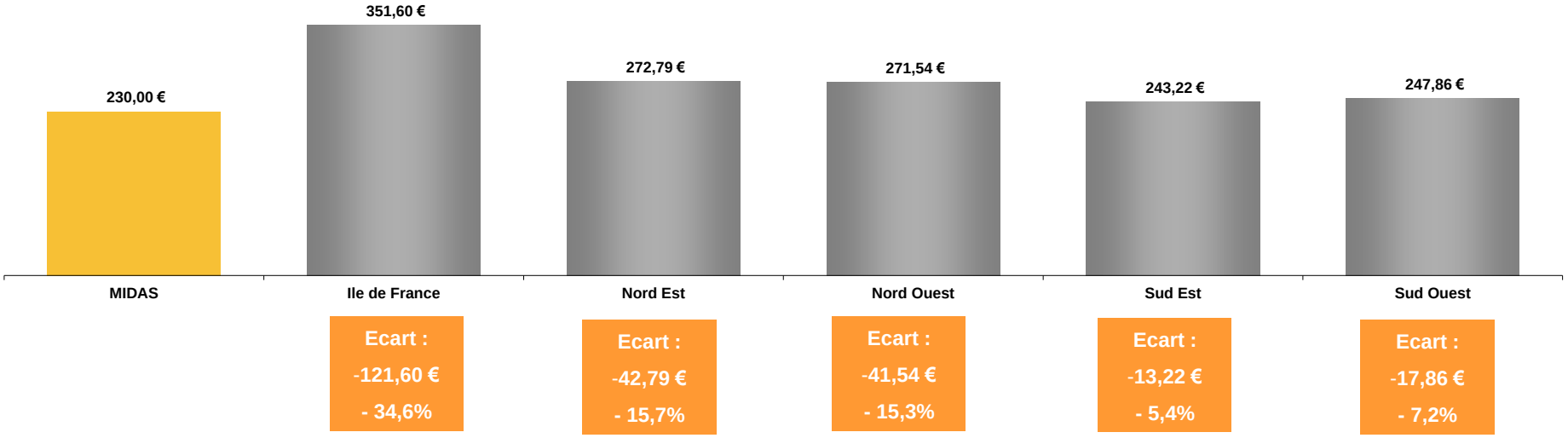


PEUGEOT - 207 1.4 HDI
30 000 kms

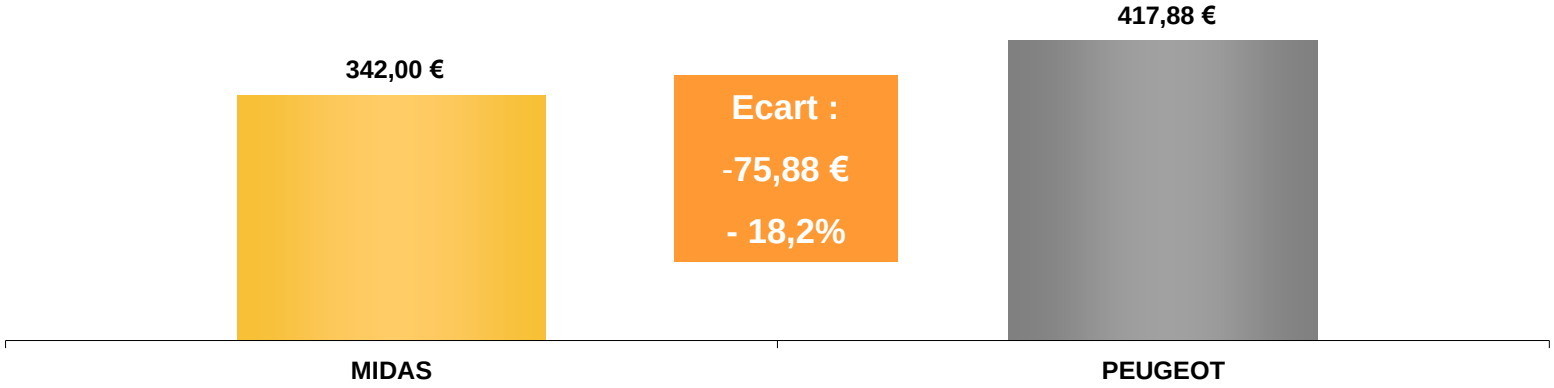
Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :

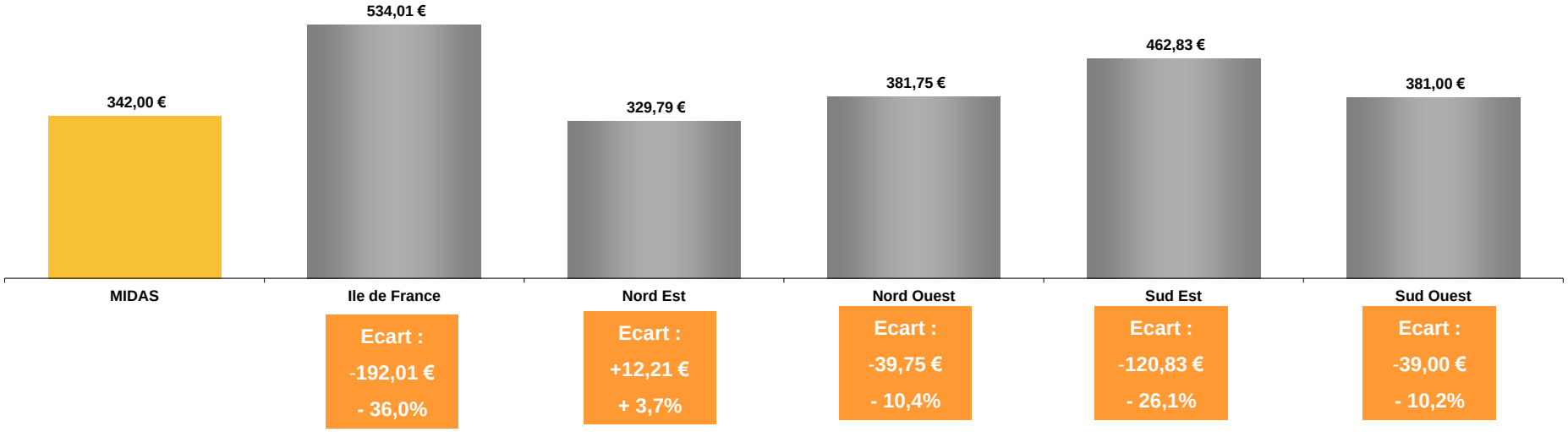


PEUGEOT - 207 1.4 HDI
60 000 kms

Prix Moyen des concessions vs Midas :

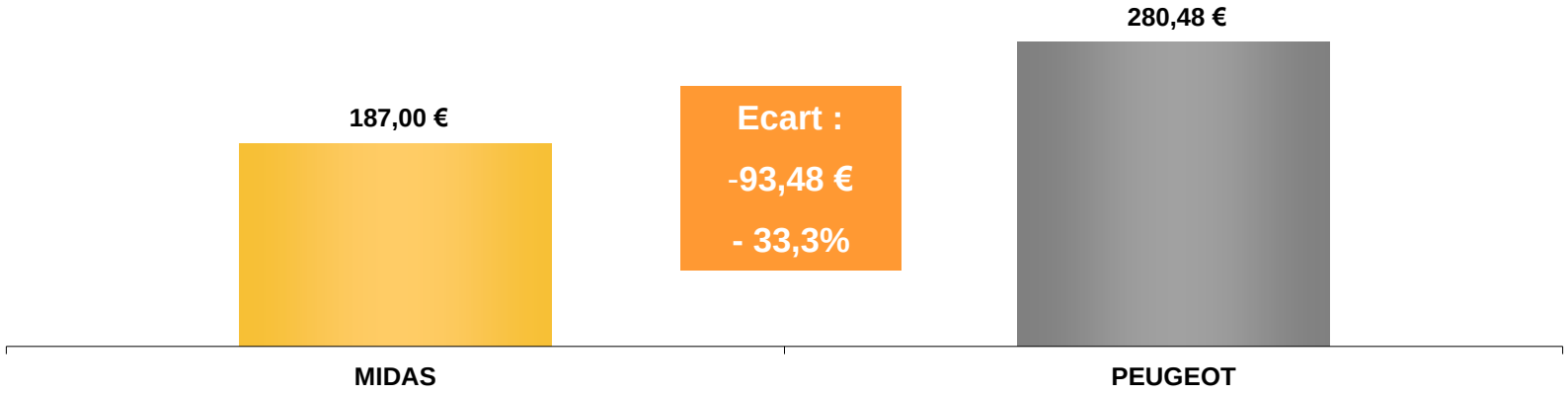


Prix Moyen des concessions (par région) vs Midas :

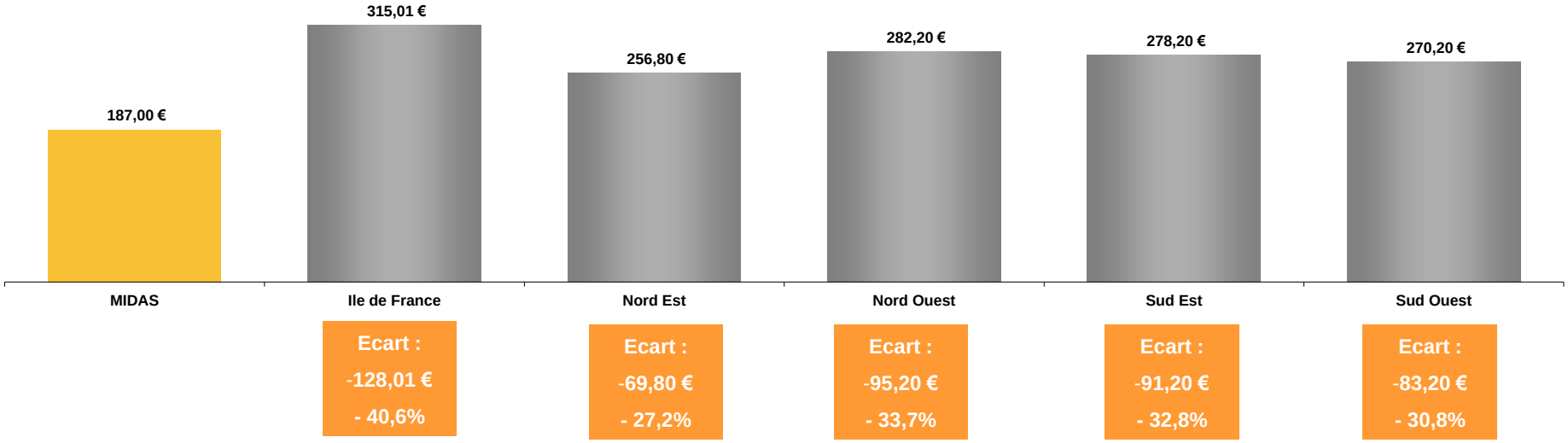


PEUGEOT - 208 1.2
25 000 kms

Prix Moyen des concessions vs Midas :



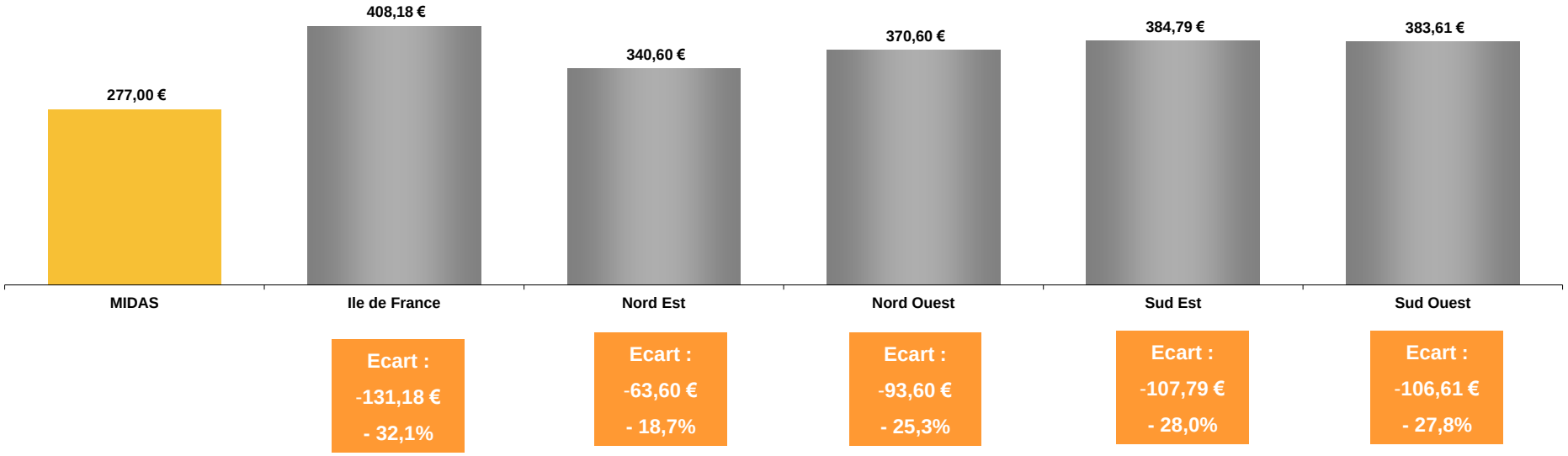
Prix Moyen des concessions (par région) vs Midas :



PEUGEOT - 208 1.2
60 000 kms

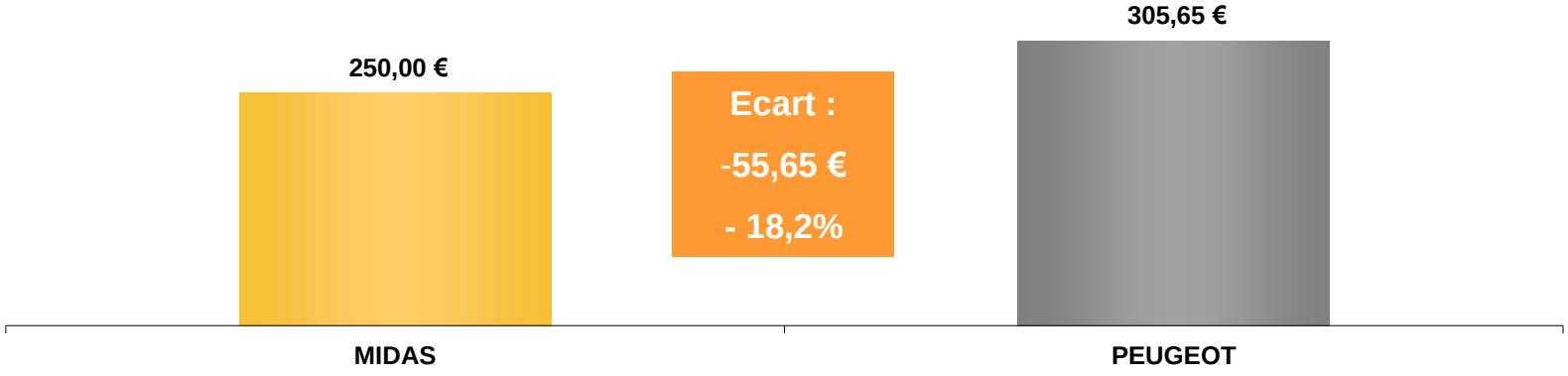
Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :



PEUGEOT - 3008 1.6 HDI
20 000 kms

Prix Moyen des concessions vs Midas :



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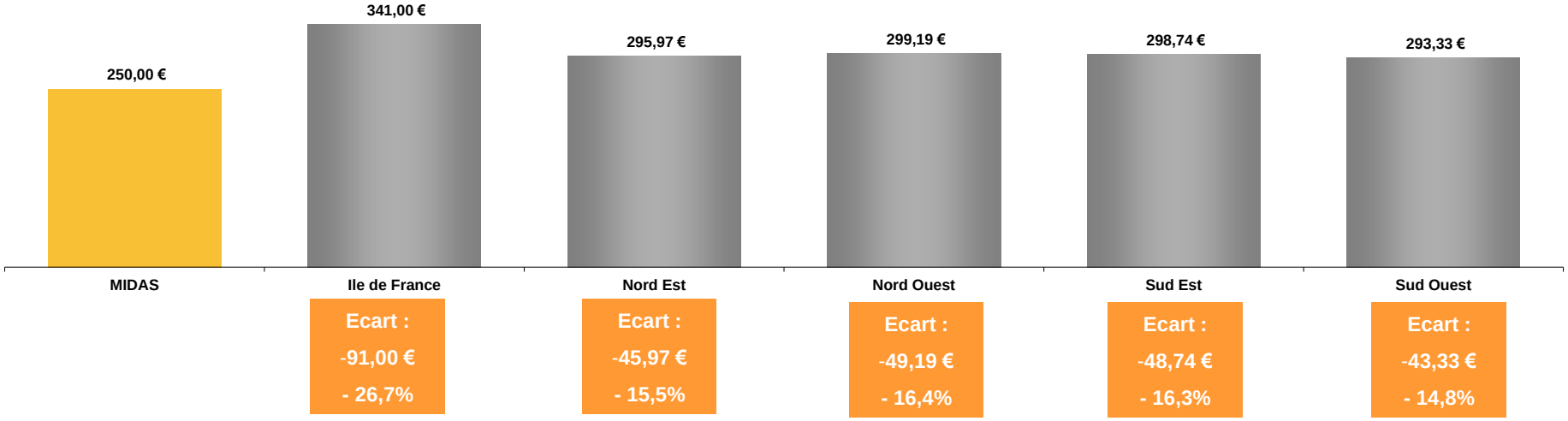
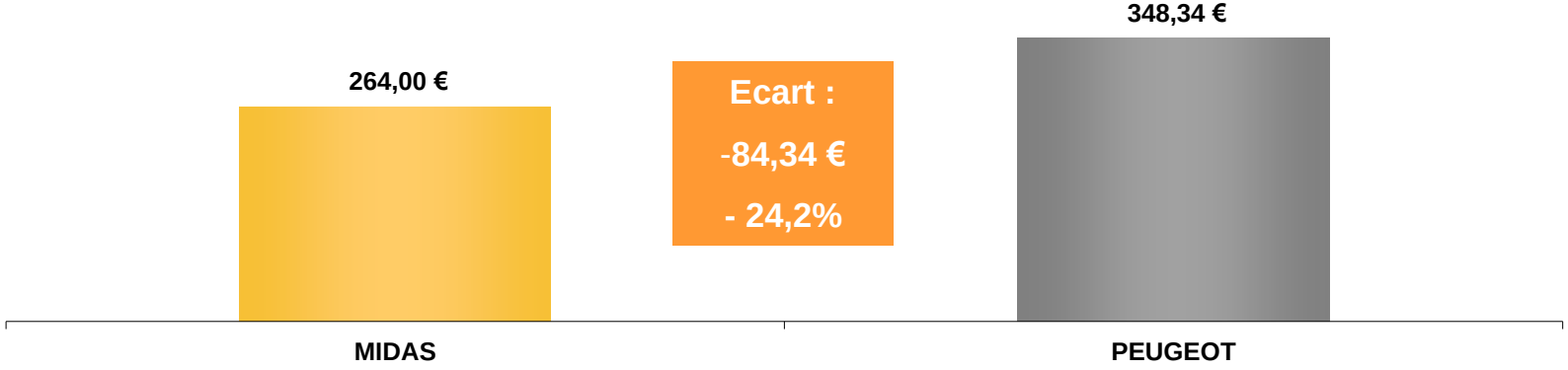


PEUGEOT - 3008 1.6 HDI
40 000 kms

Prix Moyen des concessions vs Midas :



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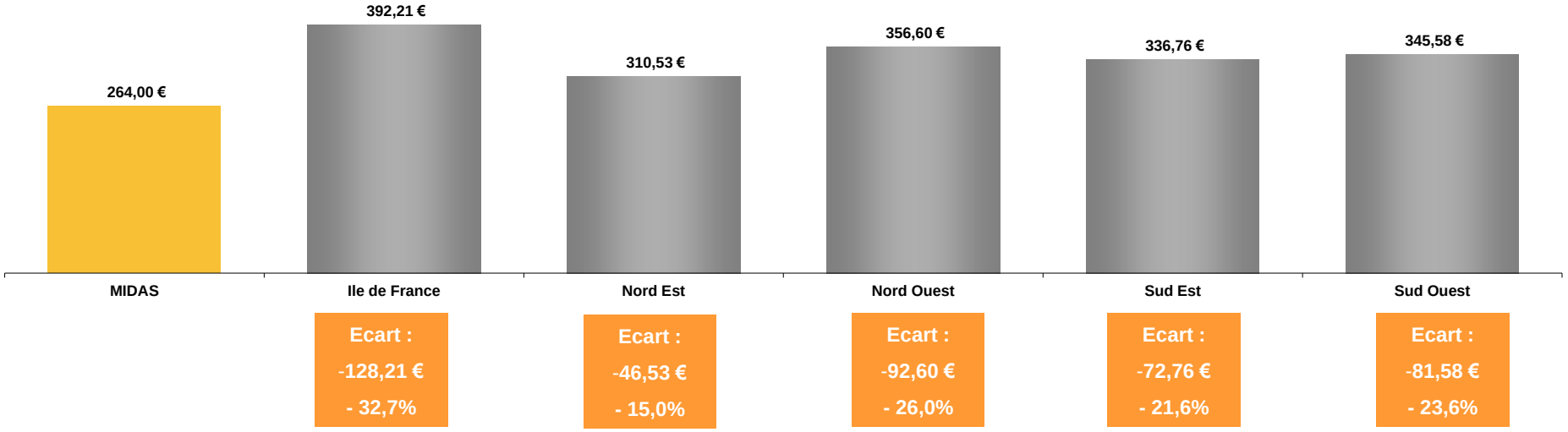
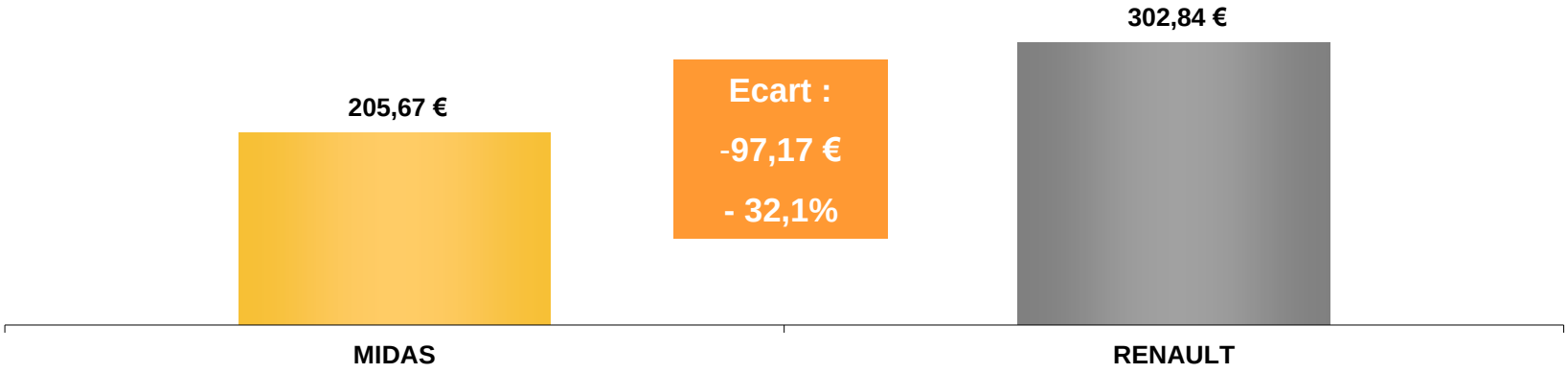


RENAULT

RENAULT

Prix Moyen des concessions vs Midas :



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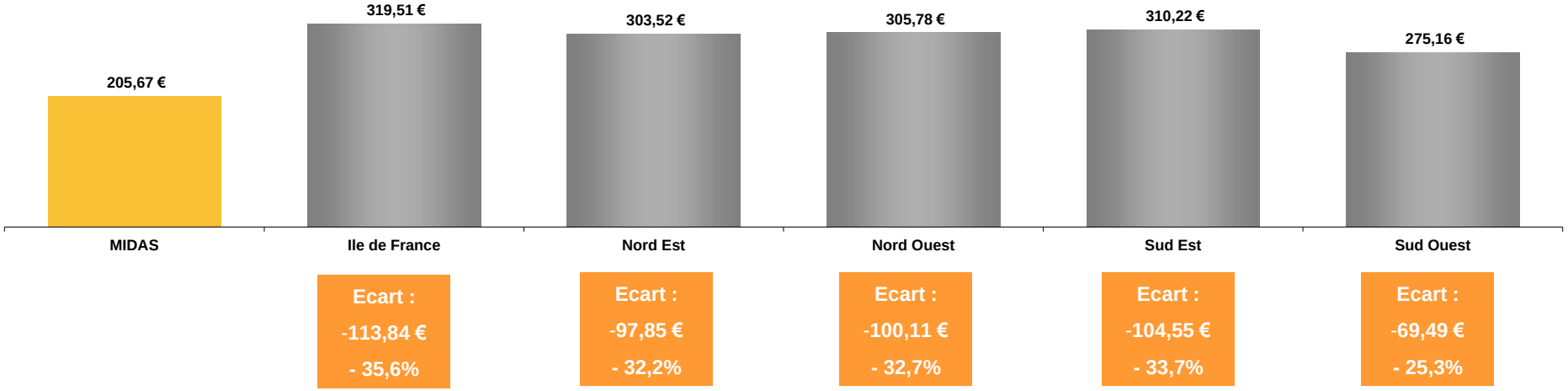
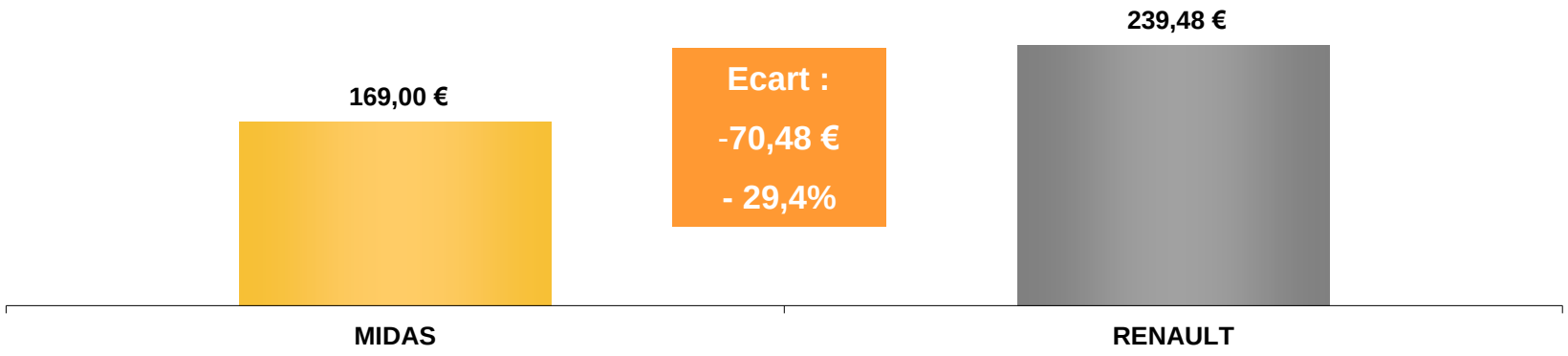
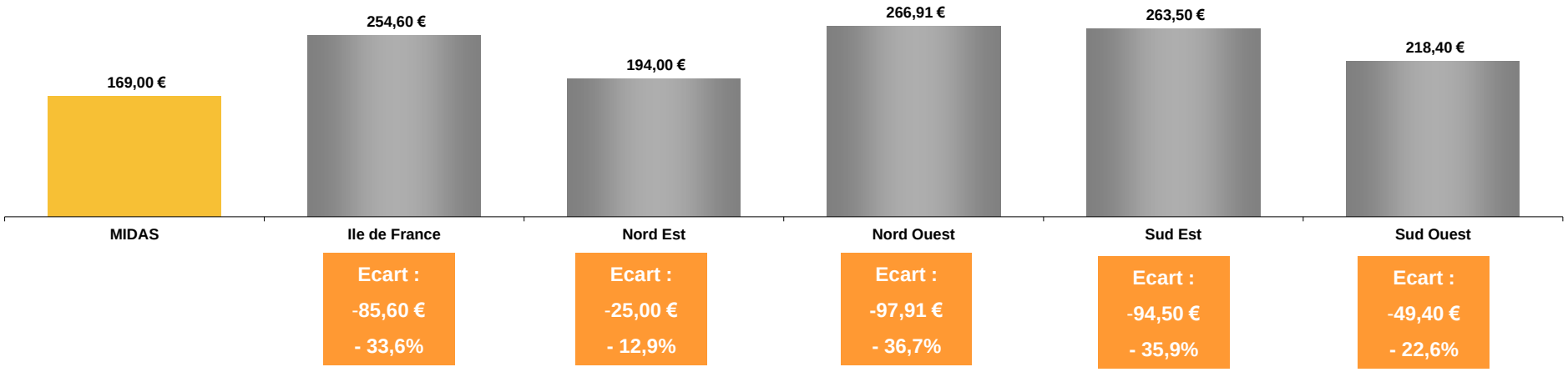


RENAULT - CLIO IV 1.5 DCI 90
30 000 kms

Prix Moyen des concessions vs Midas :



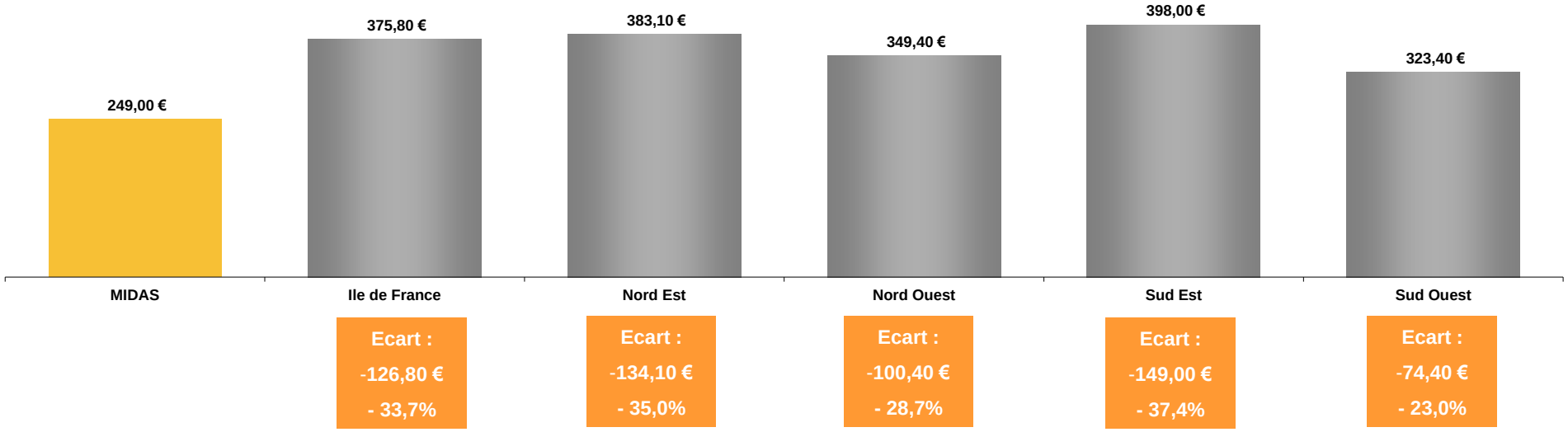
Prix Moyen des concessions (par région) vs Midas :



RENAULT - CLIO IV 1.5 DCI 90
60 000 kms

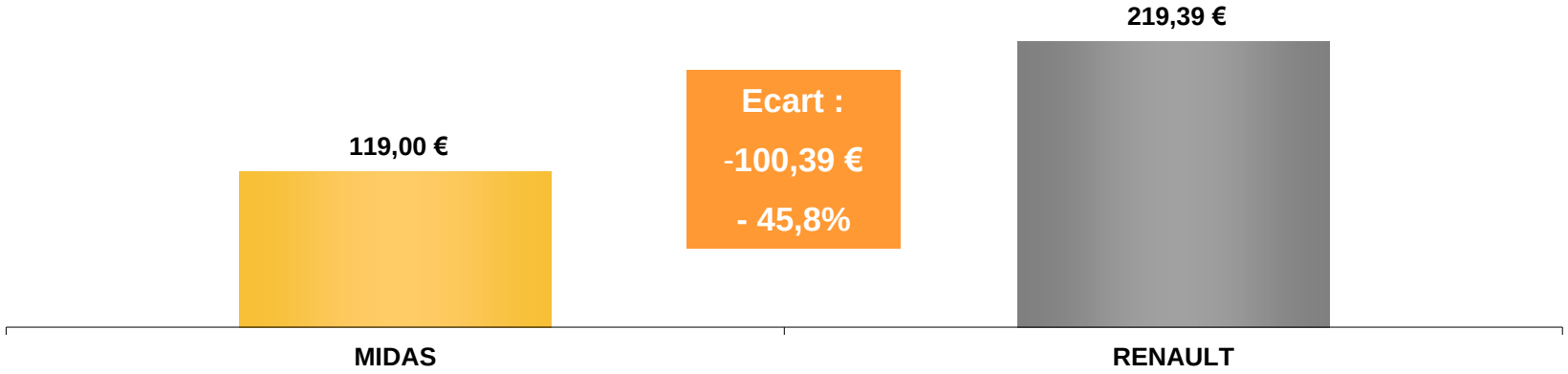
Prix Moyen des concessions vs Midas :

Prix Moyen des concessions (par région) vs Midas :



RENAULT - TWINGO II 1.5 DCI CN0E
30 000 kms

Prix Moyen des concessions vs Midas :



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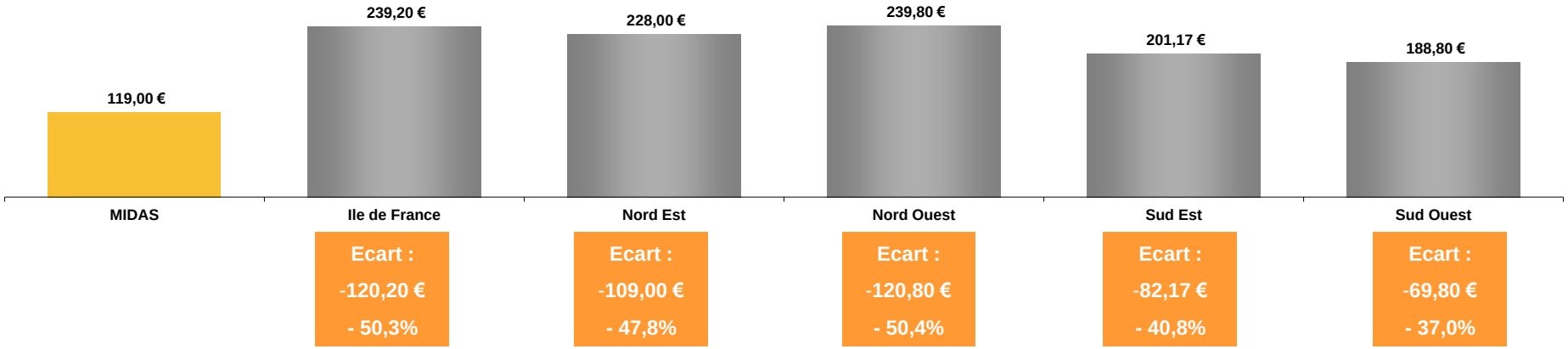
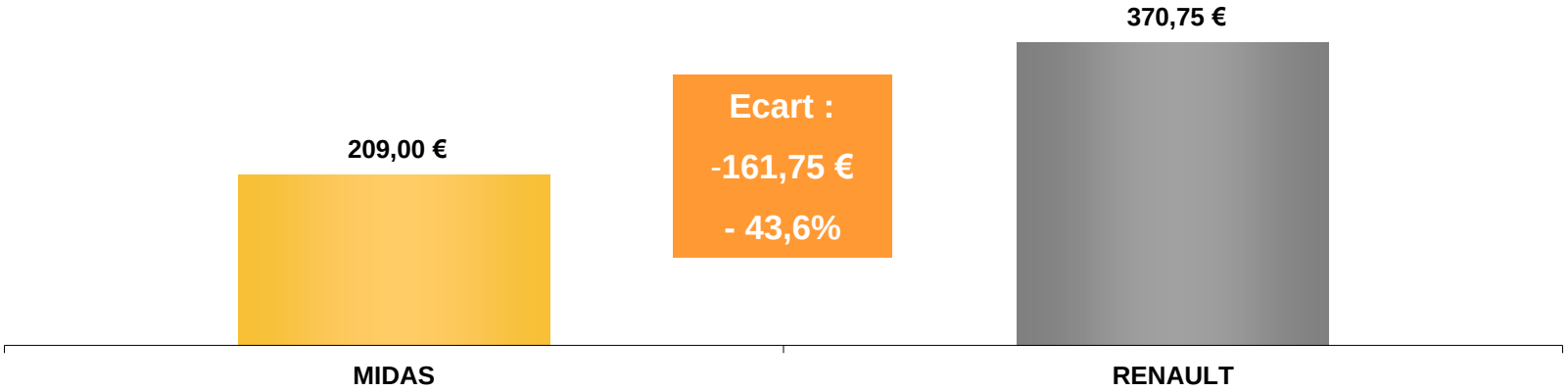


RENAULT - TWINGO II 1.5 DCI CN0E
60 000 kms

Prix Moyen des concessions vs Midas :



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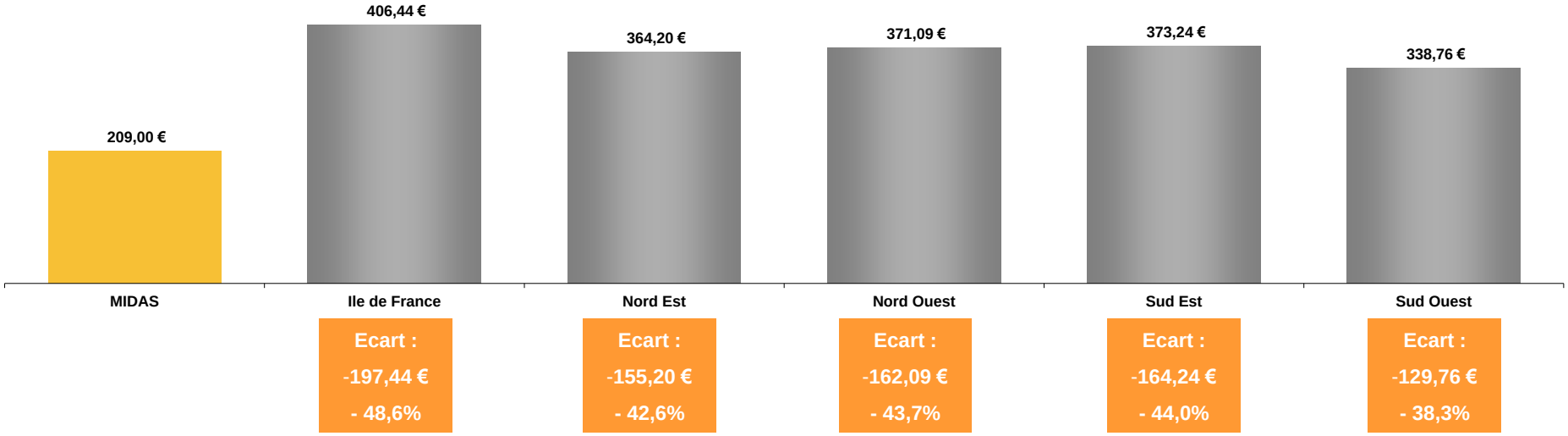
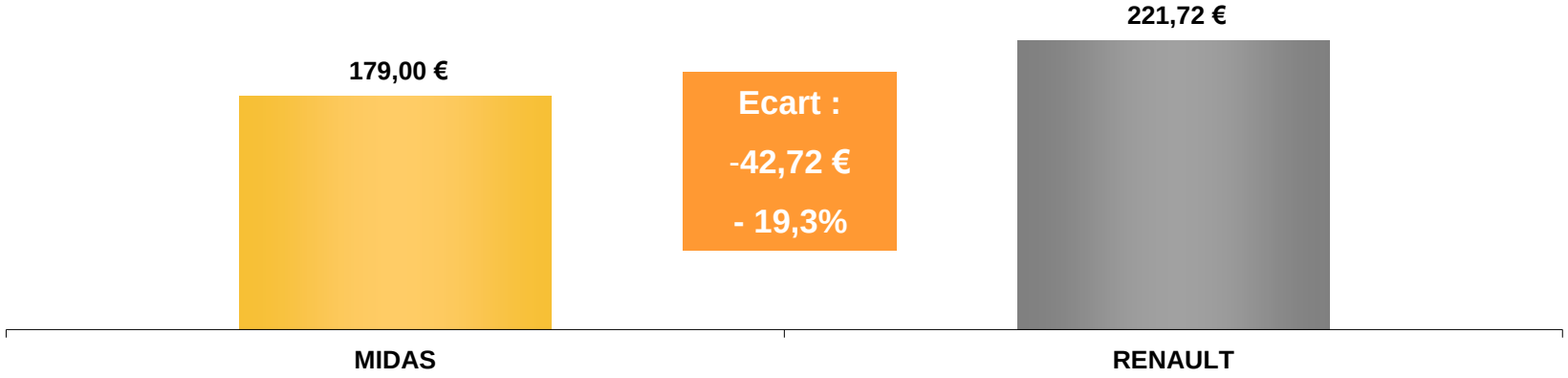


RENAULT - CAPTUR 0.9 TCE 90
30 000 kms

Prix Moyen des concessions vs Midas :



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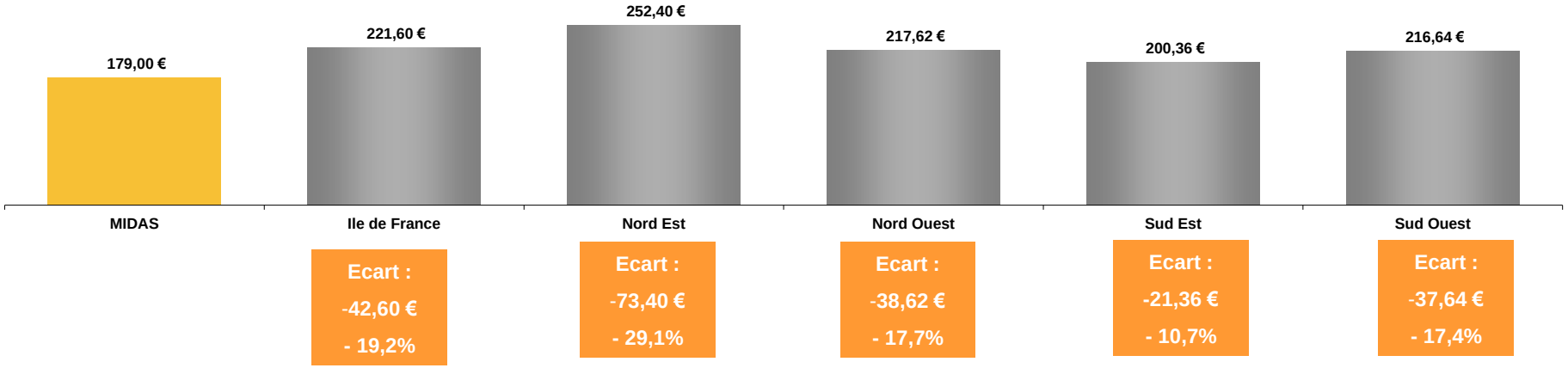
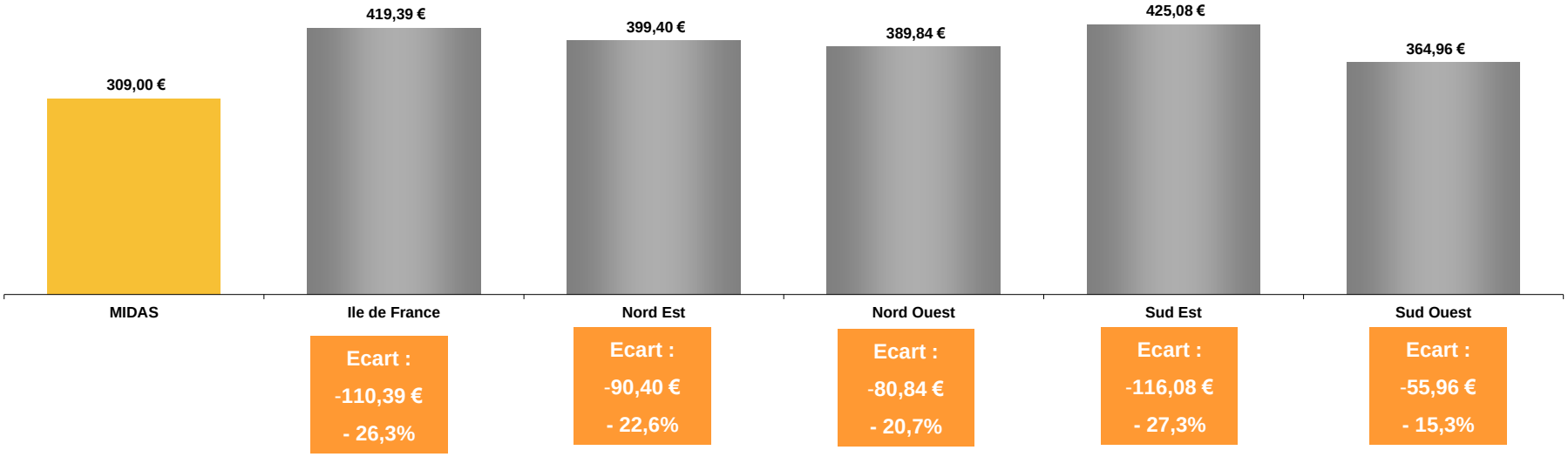


RENAULT - CAPTUR 0.9 TCE 90
60 000 kms

Prix Moyen des concessions vs Midas :

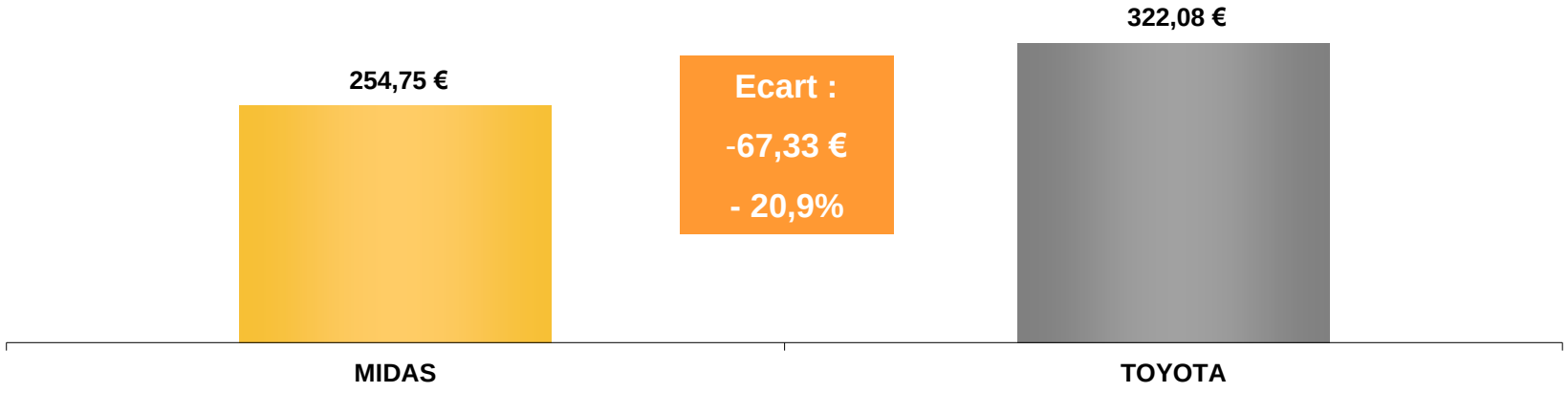
Prix Moyen des concessions (par région) vs Midas :



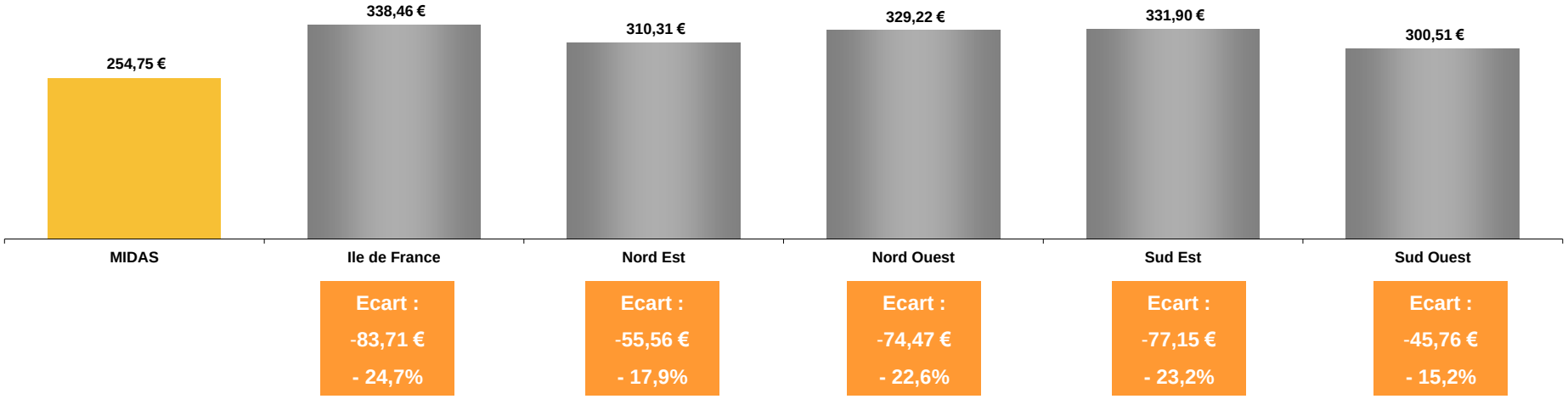
TOYOTA

TOYOTA

Prix Moyen des concessions vs Midas :

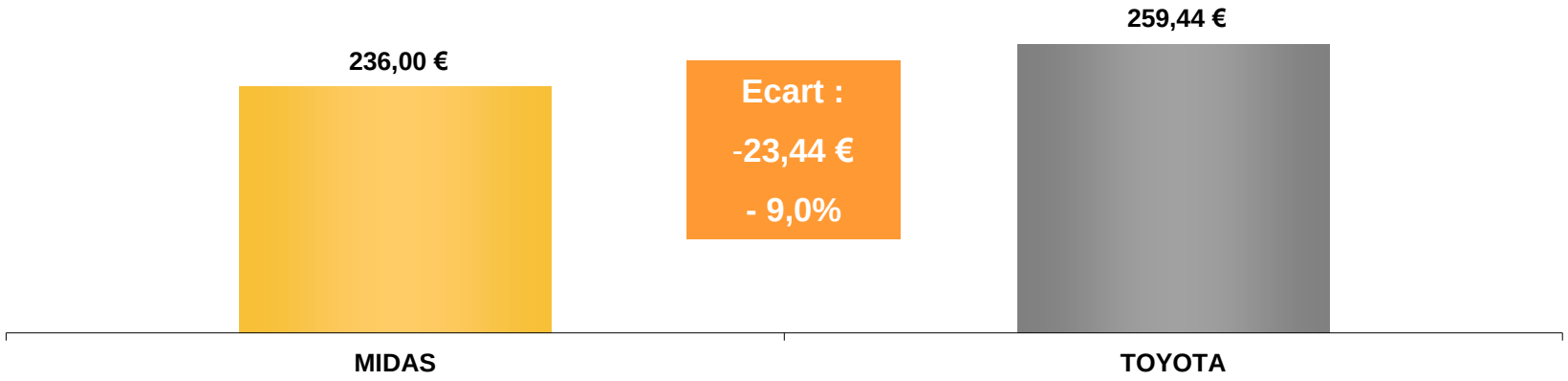


Prix Moyen des concessions (par région) vs Midas :



TOYOTA - AYGO 1.0 KGB10
30 000 kms

Prix Moyen des concessions vs Midas :



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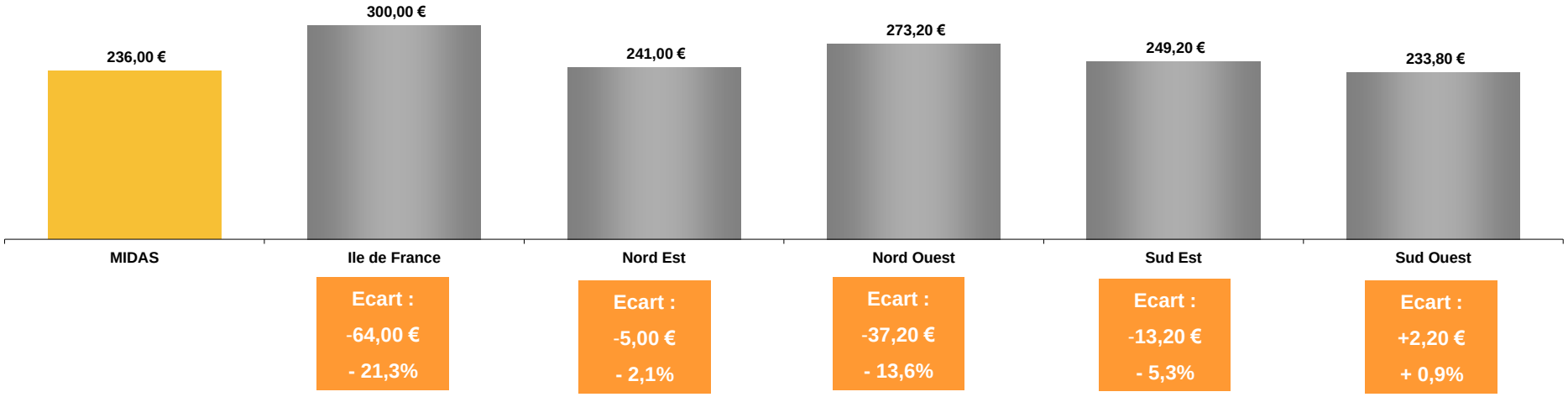
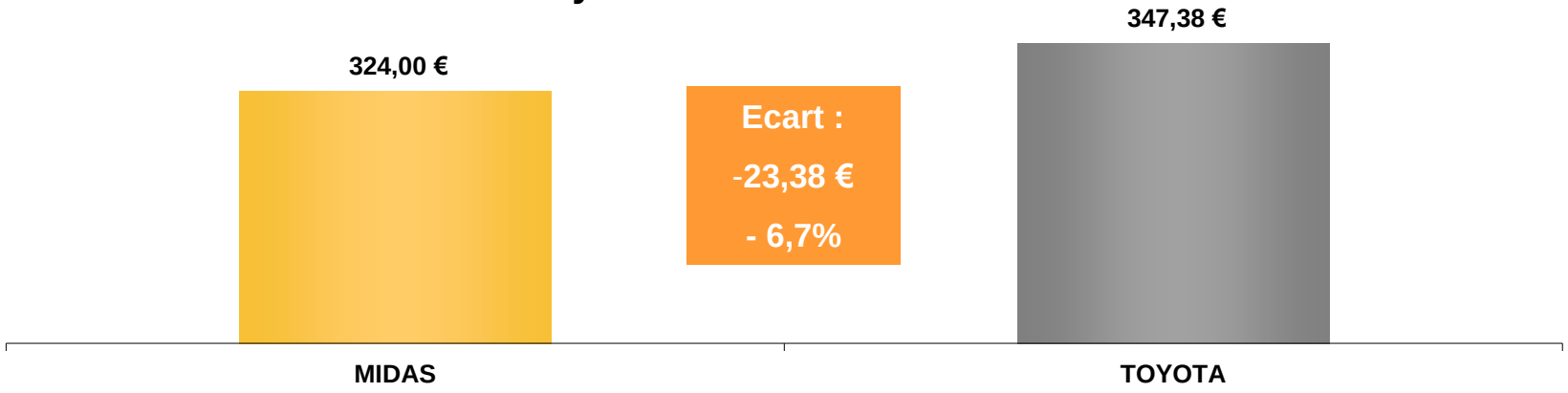
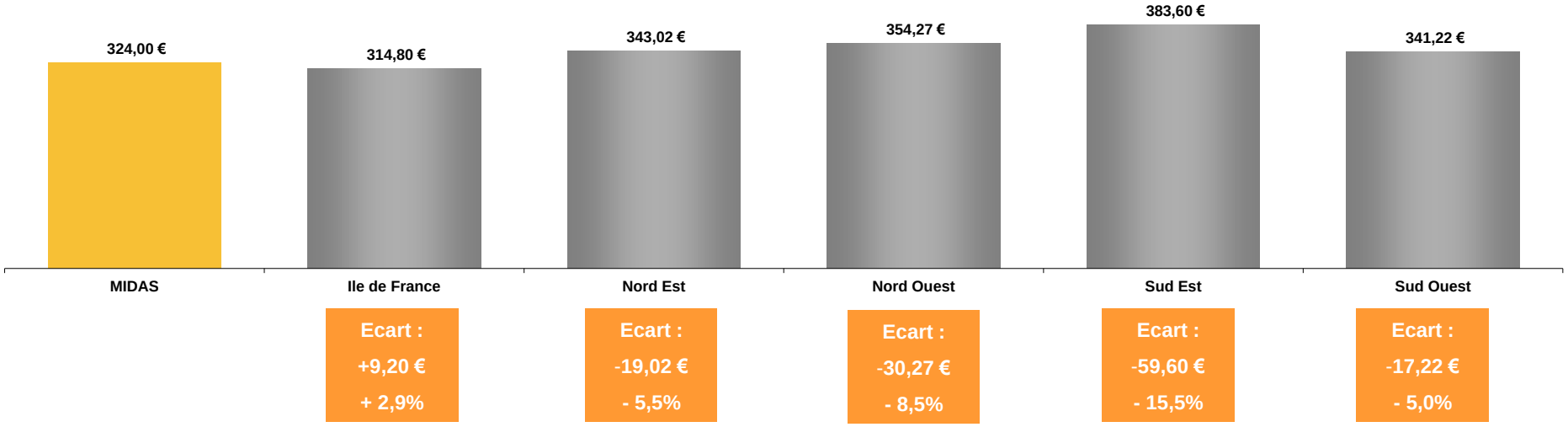


TOYOTA - AYGO 1.0 KGB10
60 000 kms

Prix Moyen des concessions vs Midas :

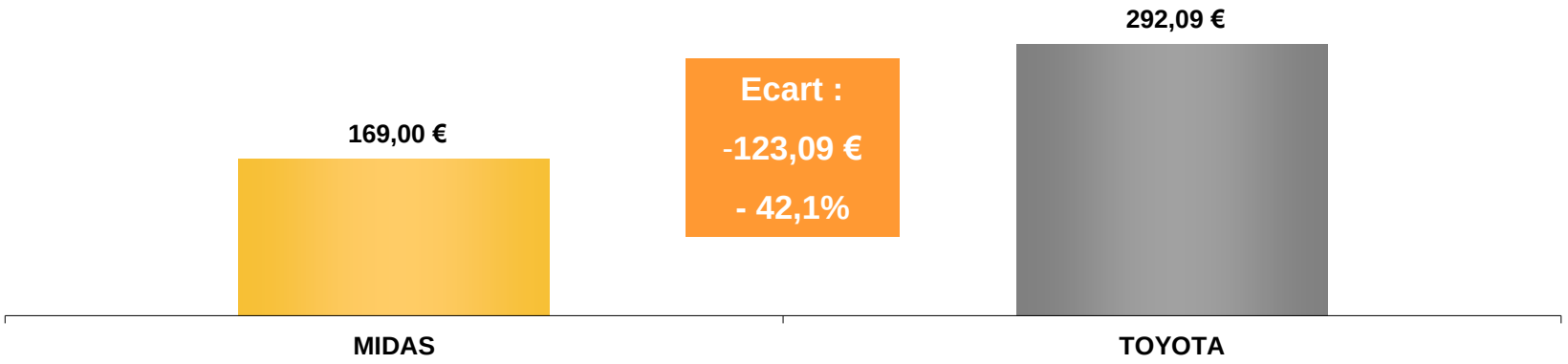


Prix Moyen des concessions (par région) vs Midas :

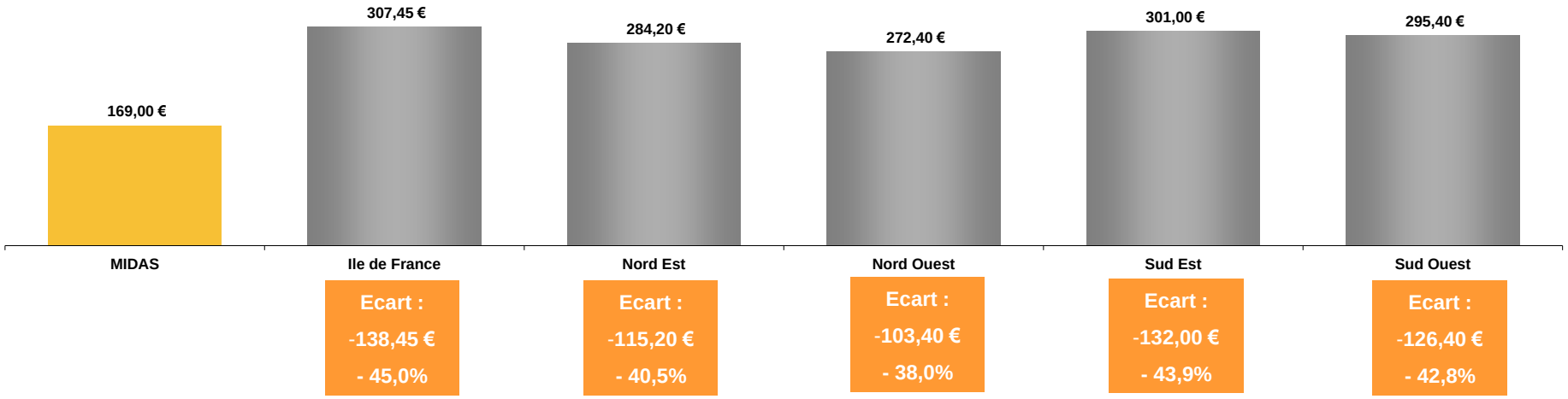


TOYOTA - YARIS 1.4 D-4D
30 000 kms

Prix Moyen des concessions vs Midas :

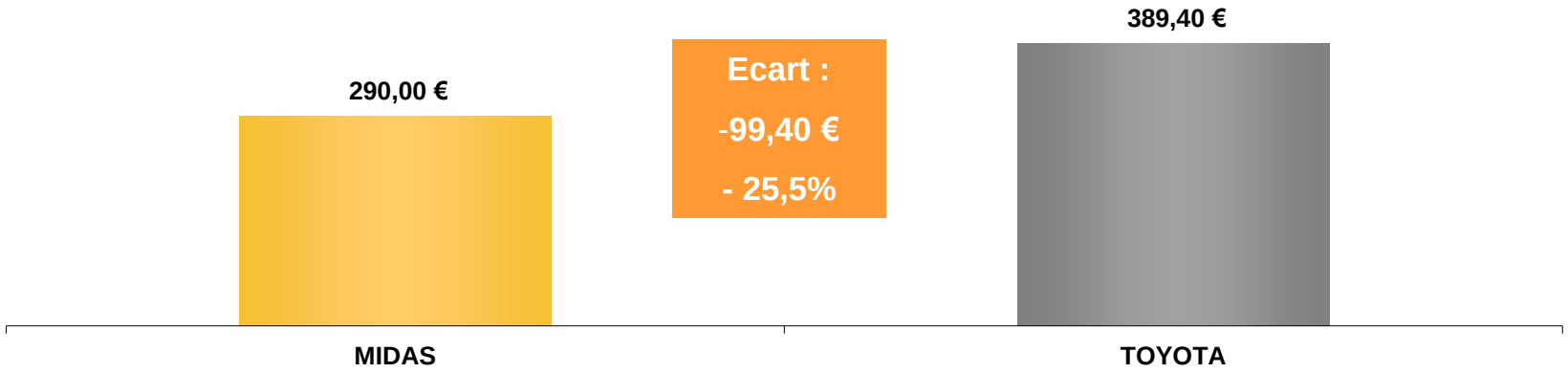


Prix Moyen des concessions (par région) vs Midas :

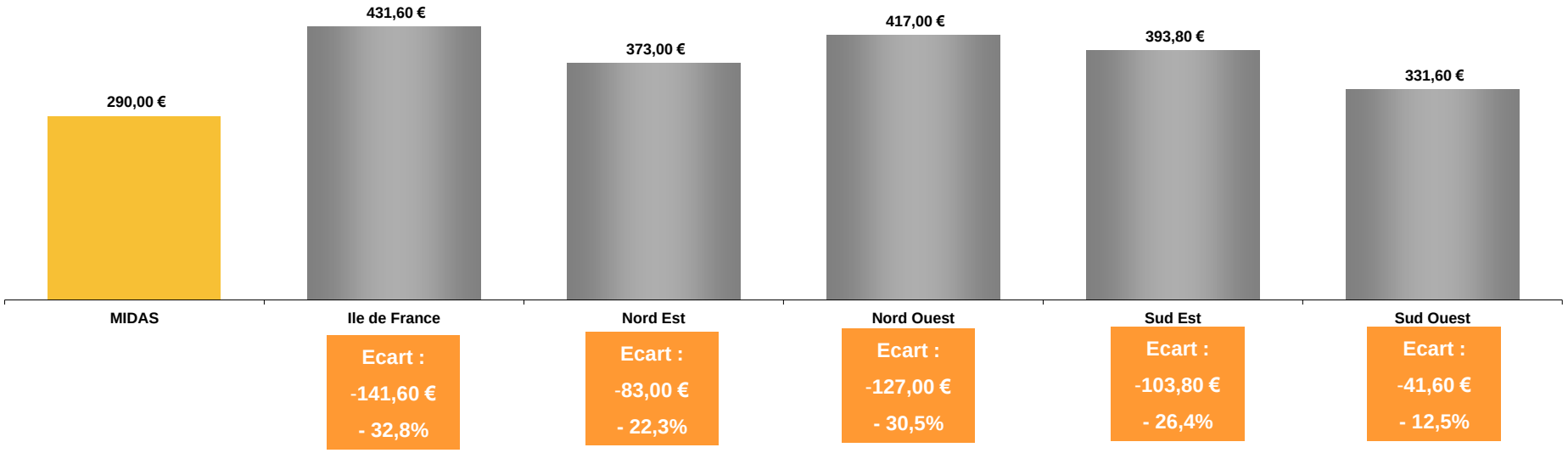


TOYOTA - YARIS 1.4 D-4D
60 000 kms

Prix Moyen des concessions vs Midas :



Prix Moyen des concessions (par région) vs Midas :



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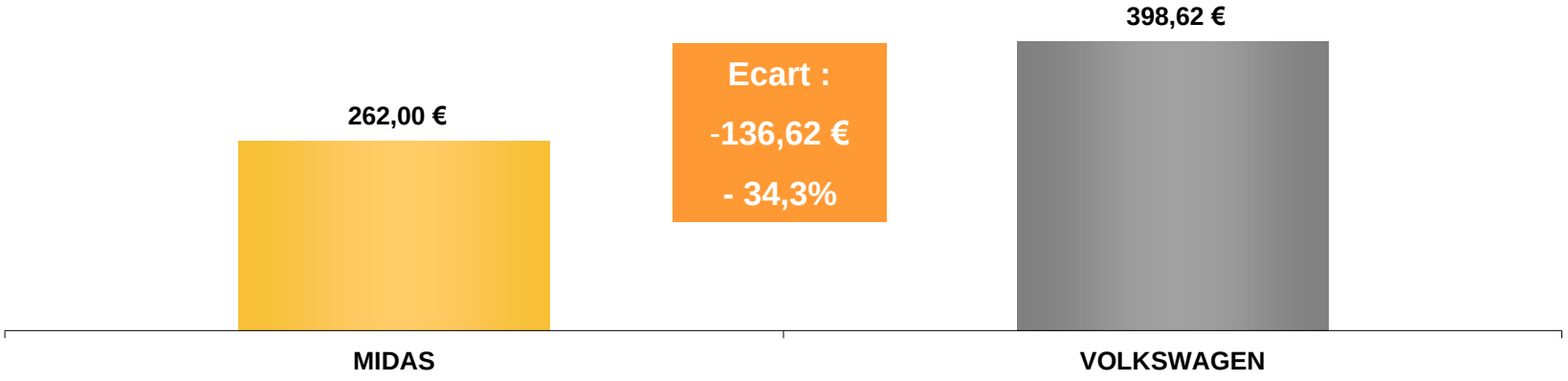
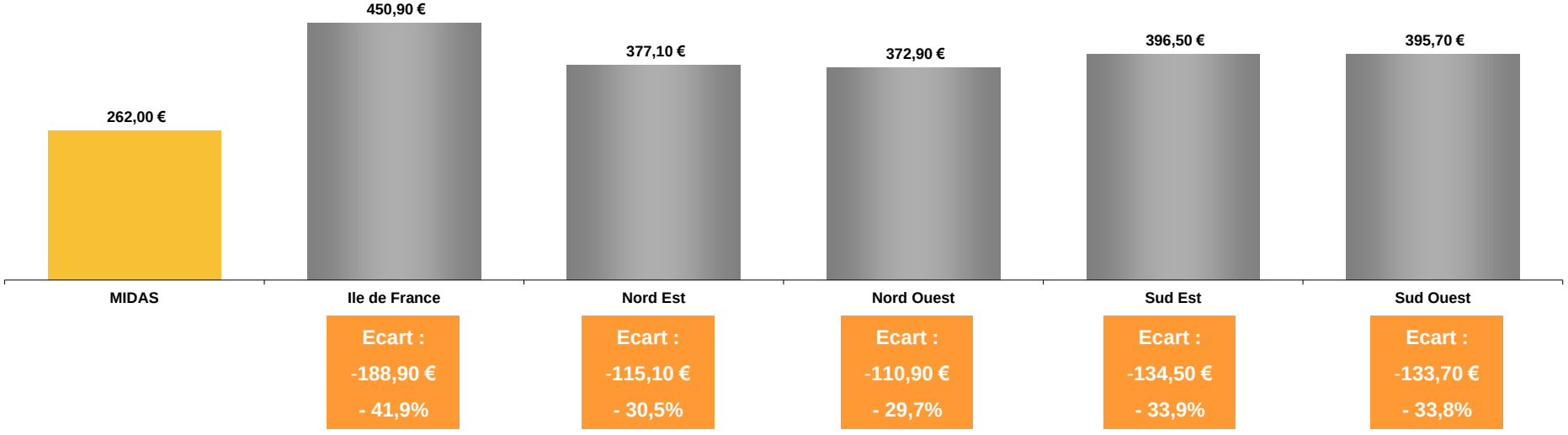
VOLKSWAGEN

VOLKSWAGEN

Prix Moyen des concessions vs Midas :

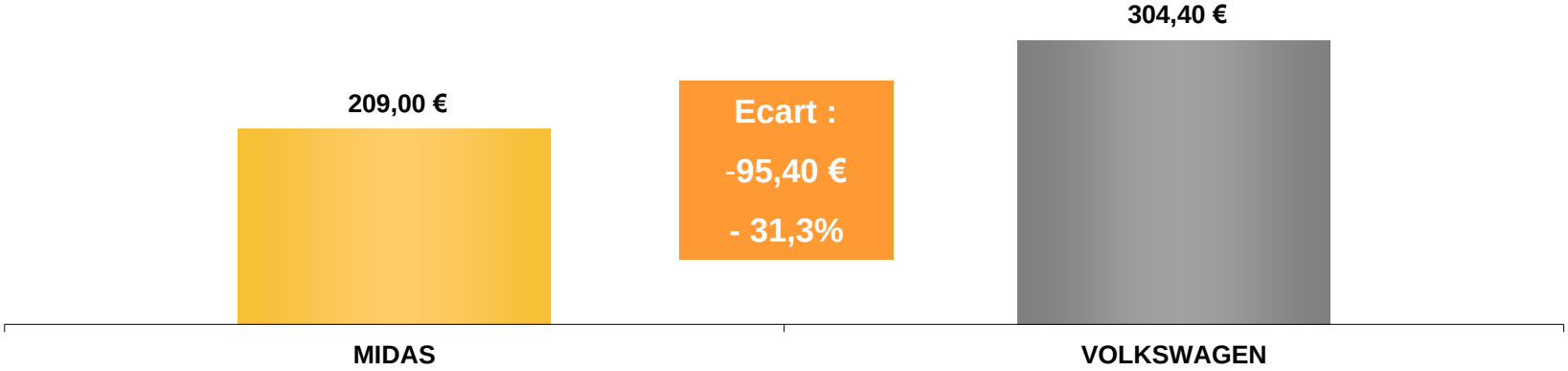


Prix Moyen des concessions (par région) vs Midas :

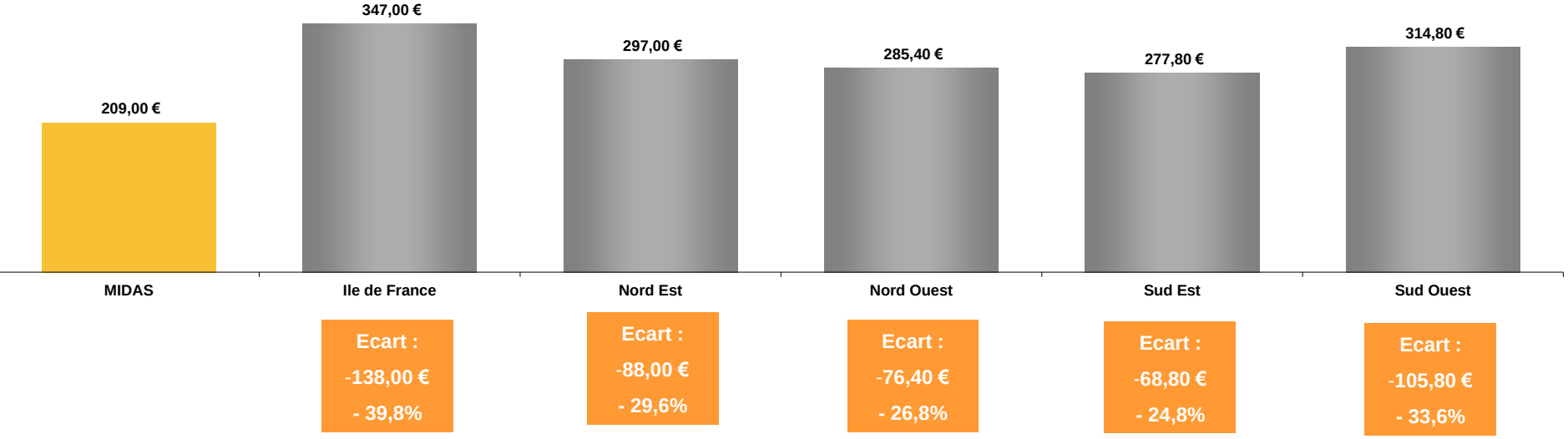


VOLKSWAGEN - GOLF VI 1.6 TDI
60 000 kms

Prix Moyen des concessions vs Midas :

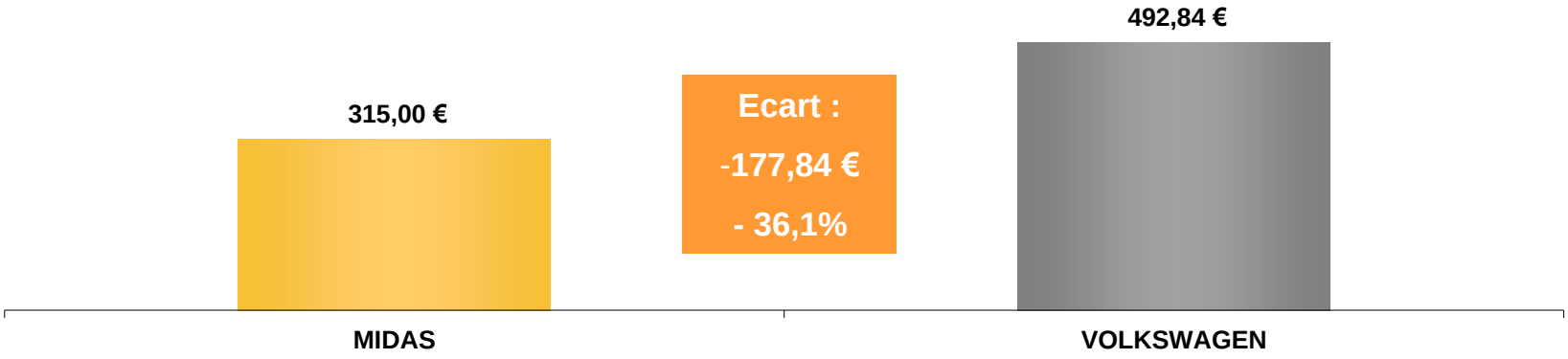


Prix Moyen des concessions (par région) vs Midas :

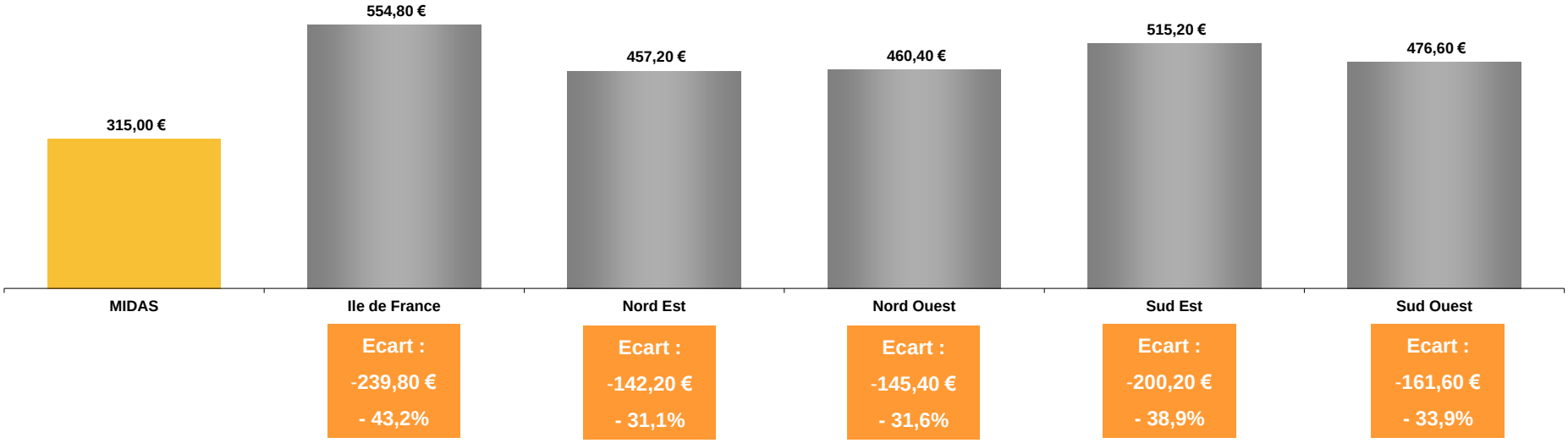


VOLKSWAGEN - GOLF VI 1.6 TDI
180 000 kms

Prix Moyen des concessions vs Midas :



Prix Moyen des concessions (par région) vs Midas :



SYNTHESE

Marques et Véhicules	Prix Midas Moyenne Midas	Moyenne concession	Ecart moyen de prix	Ecart moyen de prix en %	Prix Mini Concessions	Prix Maxi Concessions
TOUTES MARQUES	238,20 €	341,72 €	-103,52 €	-30,3%	120,00 €	760,00 €
AUDI	264,25 €	418,15 €	-153,90 €	-36,8%	234,00 €	760,00 €
A3 SPORTBACK 30 000 KMS	225,00 €	319,56 €	-94,56 €	-29,6%	234,00 €	397,00 €
A3 SPORTBACK 90 000 KMS	273,00 €	520,45 €	-247,45 €	-47,5%	420,00 €	760,00 €
Q3 60 000 KMS	286,00 €	357,00 €	-71,00 €	-19,9%	278,00 €	454,00 €
Q3 180 000 KMS	273,00 €	475,60 €	-202,60 €	-42,6%	389,00 €	575,00 €
CITROËN	189,50 €	281,64 €	-92,14 €	-32,7%	160,00 €	483,00 €
C3 II 30 000 KMS	159,00 €	211,12 €	-52,12 €	-24,7%	170,00 €	290,00 €
C3 II 60 000 KMS	239,00 €	343,50 €	-104,50 €	-30,4%	265,00 €	402,00 €
C4 II 25 000 KMS	136,00 €	212,74 €	-76,74 €	-36,1%	160,00 €	373,00 €
C4 II 50 000 KMS	224,00 €	359,18 €	-135,18 €	-37,6%	272,00 €	483,00 €
DACIA	168,50 €	233,44 €	-64,94 €	-27,8%	165,00 €	309,00 €
SANDERO II 20 000 KMS	137,00 €	186,88 €	-49,88 €	-26,7%	165,00 €	214,00 €
SANDERO II 60 000 KMS	200,00 €	280,00 €	-80,00 €	-28,6%	255,00 €	309,00 €
FIAT	290,00 €	368,90 €	-78,90 €	-21,4%	250,00 €	490,00 €
500 30 000 KMS	284,00 €	403,96 €	-119,96 €	-29,7%	300,00 €	490,00 €
500 90 000 KMS	296,00 €	333,84 €	-37,84 €	-11,3%	250,00 €	400,00 €
KIA	262,00 €	361,99 €	-99,99 €	-27,6%	204,00 €	480,00 €
SPORTAGE 30 000 KMS	239,00 €	311,02 €	-72,02 €	-23,2%	204,00 €	379,00 €
SPORTAGE 60 000 KMS	285,00 €	412,96 €	-127,96 €	-31,0%	330,00 €	480,00 €

SYNTHESE

Marques et Véhicules	Prix Midas Moyenne Midas	Moyenne concession	Ecart moyen de prix	Ecart moyen de prix en %	Prix Mini Concessions	Prix Maxi Concessions
MERCEDES	285,00 €	464,37 €	-179,37 €	-38,6%	275,00 €	675,00 €
CLASSE B 40 000 KMS	249,00 €	359,48 €	-110,48 €	-30,7%	275,00 €	480,00 €
CLASSE B 120 000 KMS	269,00 €	522,32 €	-253,32 €	-48,5%	400,00 €	675,00 €
CLASSE A 40 000 KMS	300,00 €	427,80 €	-127,80 €	-29,9%	325,00 €	550,00 €
CLASSE A 80 000 KMS	322,00 €	547,88 €	-225,88 €	-41,2%	430,00 €	675,00 €
NISSAN	197,50 €	286,37 €	-88,87 €	-31,0%	120,00 €	490,00 €
JUKE 30 000 KMS	156,00 €	168,22 €	-12,22 €	-7,3%	120,00 €	240,00 €
JUKE 60 000 KMS	239,00 €	404,52 €	-165,52 €	-40,9%	349,00 €	490,00 €
OPEL	205,00 €	300,52 €	-95,52 €	-31,8%	141,00 €	460,00 €
CORSA D 30 000 KMS	185,00 €	216,99 €	-31,99 €	-14,7%	141,00 €	290,00 €
CORSA D 60 000 KMS	225,00 €	384,06 €	-159,06 €	-41,4%	320,00 €	460,00 €
PEUGEOT	258,33 €	334,55 €	-76,22 €	-22,8%	206,00 €	554,00 €
207 30 000 KMS	230,00 €	277,40 €	-47,40 €	-17,1%	206,00 €	360,00 €
207 60 000 KMS	342,00 €	417,88 €	-75,88 €	-18,2%	297,00 €	554,00 €
208 25 000 KMS	187,00 €	280,48 €	-93,48 €	-33,3%	245,02 €	337,63 €
208 60 000 KMS	277,00 €	377,55 €	-100,55 €	-26,6%	318,00 €	454,00 €
3008 20 000 KMS	250,00 €	305,65 €	-55,65 €	-18,2%	233,66 €	390,00 €
3008 40 000 KMS	264,00 €	348,34 €	-84,34 €	-24,2%	247,52 €	453,05 €

SYNTHESE

Marques et Véhicules	Prix Midas Moyenne Midas	Moyenne concession	Ecart moyen de prix	Ecart moyen de prix en %	Prix Mini Concessions	Prix Maxi Concessions
RENAULT	205,67 €	302,84 €	-97,17 €	-32,1%	146,18 €	484,00 €
CLIO IV 30 000 KMS	169,00 €	239,48 €	-70,48 €	-29,4%	170,00 €	305,00 €
CLIO IV 60 000 KMS	249,00 €	365,94 €	-116,94 €	-32,0%	299,00 €	450,00 €
TWINGO II 30 000 KMS	119,00 €	219,39 €	-100,39 €	-45,8%	156,00 €	265,00 €
TWINGO II 60 000 KMS	209,00 €	370,75 €	-161,75 €	-43,6%	283,00 €	438,45 €
CAPTUR 30 000 KMS	179,00 €	221,72 €	-42,72 €	-19,3%	146,18 €	284,00 €
CAPTUR 60 000 KMS	309,00 €	399,73 €	-90,73 €	-22,7%	350,00 €	484,00 €
TOYOTA	254,75 €	322,08 €	-67,33 €	-20,9%	205,00 €	465,00 €
AYGO 30 000 KMS	236,00 €	259,44 €	-23,44 €	-9,0%	205,00 €	329,00 €
AYGO 60 000 KMS	324,00 €	347,38 €	-23,38 €	-6,7%	300,00 €	459,35 €
YARIS 30 000 KMS	169,00 €	292,09 €	-123,09 €	-42,1%	220,00 €	349,00 €
YARIS 60 000 KMS	290,00 €	389,40 €	-99,40 €	-25,5%	319,00 €	465,00 €
VOLKSWAGEN	262,00 €	398,62 €	-136,62 €	-34,3%	214,00 €	589,00 €
GOLF VI 60 000 KMS	209,00 €	304,40 €	-95,40 €	-31,3%	214,00 €	390,00 €
GOLF VI 180 000 KMS	315,00 €	492,84 €	-177,84 €	-36,1%	406,00 €	589,00 €