



NADA Summer 2024 Dealer Attitude Survey Aid

We need to hear from you!

Your opinion is shared directly with your brand's senior leadership by NADA.

Go to www.nadasurvey.com for more information.

The Survey Aid below lets you see and share the questions on the current survey.

Since 1985, the NADA-designed and operated Dealer Attitude Survey has provided a valuable, anonymous tool to let dealers share their opinions about their manufacturers and the dealer-OEM relationship. Survey data is presented by NADA staff to each manufacturer, always accompanied by a NADA Board Director who owns that franchise.

NADA encourages you to involve your department managers in completing the survey.

General Instructions

Please answer the Franchise, Value, Policy, Finance and People Sections for each new vehicle franchise you sell at this dealership.

Please fill in the bubble for the franchise you are filling out the survey for:

<input type="radio"/> Acura	<input type="radio"/> Chrysler	<input type="radio"/> Infiniti	<input type="radio"/> Mazda	<input type="radio"/> Sprinter
<input type="radio"/> Alfa Romeo	<input type="radio"/> Dodge	<input type="radio"/> Jaguar	<input type="radio"/> Mercedes-Benz	<input type="radio"/> Subaru
<input type="radio"/> Audi	<input type="radio"/> Fiat	<input type="radio"/> Jeep	<input type="radio"/> MINI	<input type="radio"/> Toyota
<input type="radio"/> BMW	<input type="radio"/> Ford	<input type="radio"/> Kia	<input type="radio"/> Mitsubishi	<input type="radio"/> Volkswagen
<input type="radio"/> Buick-GMC	<input type="radio"/> Genesis	<input type="radio"/> Land Rover	<input type="radio"/> Nissan	<input type="radio"/> Volvo
<input type="radio"/> Cadillac	<input type="radio"/> Honda	<input type="radio"/> Lexus	<input type="radio"/> Porsche	
<input type="radio"/> Chevrolet	<input type="radio"/> Hyundai	<input type="radio"/> Lincoln	<input type="radio"/> RAM	

Confidential

User ID: _____ (7 digits)

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Commercial Vehicle

Use these OEMs for your answers:

GMC	Chevrolet
Ford	Nissan
RAM	Sprinter

PLEASE PAY ATTENTION TO THE SCALE WHEN ANSWERING THESE QUESTIONS.

Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
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Are you a certified OEM Commercial Program dealer for the Franchise? Yes ☐ No ☐

If yes, how many commercial vehicles do you sell per year for the Franchise? 0-15 ☐ 16-30 ☐ 31-60 ☐ 61-100 ☐ 101+ ☐

Rate the value of your commercial franchise on a **scale of 1 to 10**, where 1 is low and 10 is high. _____

Please select how much you agree/disagree regarding the statements below.

- My OEM is fairly making allocations of Battery Electric Vehicles (BEV) based on the new CARB regulations and impending EPA regulations
- My OEM is sharing appropriate guidance and information to sell CARB certified trucks and EPA certified trucks across the country.
- My OEM is supporting efforts to recruit diesel technicians and promote careers in the truck industry to high schools and technical colleges.

<input type="radio"/> Strongly Disagree	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree	<input type="radio"/> Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What other current issues do you want your OEM to know about?

As a reminder, your input is vital for NADA to effectively communicate dealer issues to manufacturers. Any feedback you provide makes a difference.

Please select how much you agree/disagree regarding the following:

- This OEM is taking the actions that will increase the value of my commercial franchise

<input type="radio"/> Strongly Disagree	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree	<input type="radio"/> Strongly Agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

My OEM commercial management considers dealer input...

- before making product decisions
- before making policy decisions

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does my OEM conduct customer satisfaction surveys? Yes ☐ No ☐

If so, please select how much you agree/disagree regarding the statement below.

My OEM commercial management considers dealer input...

- before designing a customer satisfaction system that rates my dealership

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Please select how much you agree/disagree regarding the statements below.

- Overall dealer input consideration
- The OEM's products are what my customers want
- The OEM's goodwill policies (sales, parts and service) support its products properly

<input type="radio"/>	Strongly Disagree
<input type="radio"/>	Disagree
<input type="radio"/>	Neutral
<input type="radio"/>	Agree
<input type="radio"/>	Strongly Agree

Please indicate the degree to which you agree/disagree with the following statements about **new commercial vehicle products**

- OEM offers flexibility to satisfy body builder requirements
- OEM uses innovative technology
- OEM delivers class leading commercial vehicles
- OEM understands commercial customer product needs
- Commercial goodwill policies are handled fairly

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the degree to which you agree/disagree with the following statements about **new vehicle ordering**

- The manufacturer's vehicle spec'ing system is easy to use
- Once the vehicle has been ordered, it is easy to make spec'ing changes
- The vehicle cancellation process is fair
- The vehicle locator system is easy to use
- Delivery commitments are accurate
- The system to find lost or delayed vehicles is easy to use

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the degree to which you agree/disagree with the following:

- Our commercial Dealer council is effective
- Our commercial Dealer Council does a good job communicating to dealers

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select the answer that most accurately reflects your opinion regarding **new truck marketing**.

Please indicate the degree to which you satisfied/dissatisfied with the following:

- National advertising and promotion – commercial truck
- OEM brand website
- Social media

<input type="radio"/>	Very Dissatisfied
<input type="radio"/>	Dissatisfied
<input type="radio"/>	Neutral
<input type="radio"/>	Satisfied
<input type="radio"/>	Very Satisfied

Please rate your OEM commercial **field sales support**

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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With regard to the **field sales support** what do you like or what would you like to see improved?

(Areas to discuss may include: Availability, Responsiveness, Technical Expertise, Knowledge of the market, or Turnover)

Like:

Needs improvement:

Please rate your OEM commercial vehicle **field parts** support staff

Please rate your OEM commercial vehicle **field service** support staff

☐ Very Dissatisfied
☐ Dissatisfied
☐ Neutral
☐ Satisfied
☐ Very Satisfied

With regard to the **field parts and service support**, what do you like or what would you like to see improved?

(Areas to discuss may include: Effectiveness, Responsiveness, Technical Expertise, Knowledge of the market, Authority to make decisions, Turnover, Order System)

Like:

Needs improvement:

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Please select your level of satisfaction regarding the statements below.

- Parts availability for commercials vehicles
- **Service** support for commercial vehicles
- **Technical** support for commercial vehicles
- Timeliness of emergency part orders

☐ Very Dissatisfied
☐ Dissatisfied
☐ Neutral
☐ Satisfied
☐ Very Satisfied

This next set of questions is in regards to **training provided by the OEM.**

Has your dealership taken OEM new truck sales training in the past 12 months? Yes ☐ No ☐

If so, please indicate the degree to which you agree/disagree with the following statement:

- The sales training provided by the OEM was adequate.

☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

Has your dealership taken OEM new truck service training in the past 12 months? Yes ☐ No ☐

If so, please indicate the degree to which you agree/disagree with the following statement:

- The service training provided by the OEM was adequate.

☐ ☐ ☐ ☐ ☐

Has your dealership taken OEM new truck parts training in the past 12 months? Yes ☐ No ☐

If so, please indicate the degree to which you agree/disagree with the following statement.

- The parts training provided by the OEM was adequate.

☐ ☐ ☐ ☐ ☐

Overall training comments (please specify which training you are referencing)

Please share any other thoughts you would like communicated to the Commercial OEM.

This evaluation was completed by: Dealer / Executive Manager ☐ General Manager ☐