

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:

O Acura	O Chrysler	O Infiniti	O Mazda	○ Sprinter	
O Alfa Romeo	○ Dodge	○ Jaguar	O Mercedes-Benz	○ Subaru	
O Audi	O Fiat	○ Jeep	O MINI	○ Toyota	
O BMW	O Ford	○ Kia	O Mitsubishi	○ Volkswagen	
O Buick-GMC	O Genesis	O Land Rover	O Nissan	O Volvo	
O Cadillac	O Honda	O Lexus	O Porsche		
O Chevrolet	O Hyundai	O Lincoln	O RAM		

confidential		
COULING.	User ID:	(7 digits

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.

Finance – Captive Finance Do you use your captive finance company for your vehicle floorplan? Yes ② No ② Finally at a your franchisor's captive (manufactures preferred finance arm)	y Satisfied	sfied	Neutral	satisfied	y Dissatisfie
 Evaluate your franchisor's captive/manufacturer preferred finance arm: Overall satisfaction Helpfulness of Field Support team 		○ ○ Sati	O O Neu	O O Diss	○ ○ Ver
Finance – Non-Captive Lender Please select a non-captive lender that you use from the list below to evaluate.					

O 5th 3rd Bank	Credit Acceptance Corp.	Truist (formerly BB&T & SunTrust)
Ally Financial	 Exeter Finance Corp. 	O TD Auto Finance
O Bank of America	O Huntington National Bank	O US Bank
O Bank of the West	O PNC Bank	Wells Fargo Dealer Services
O BMO Harris Bank NA	O RBS Citizens	O World Omni Financial
O Capital One Auto Finance	Regional Acceptance	O My non-captive lender is not on this
O Chase Auto Finance	Santander Consumer USA	list