



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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Value—Overall Attitude

Please indicate the degree to which you agree/disagree with the following statements concerning your franchise's **value**.

- The **value of my franchise** has increased over the **past 12 months**.
- The **value of my franchise** will increase over the **next 12 months**.
- My franchisor's **products are what customers want**.
- My franchisor's **product quality** is competitive.

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

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

Value—Detailed Issues and Attitudes

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

Evaluate your franchisor's **current product** in the following areas:

- Product reliability in first 90 days
- My franchisor's policy on warranty goodwill is flexible enough to meet my customer satisfaction needs.

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

Evaluate your franchisor in the areas of **vehicle distribution**:

- Fairness

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

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor in areas of **vehicle distribution**:

- My franchisor provides an effective mechanism to track new vehicles in transit.

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

Evaluate your franchisor's **marketing efforts**:

- Overall Satisfaction
- New Vehicle Digital Marketing

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

Policy—Overall Attitude

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor's **policies**.

- My franchisor's policies support my efforts to achieve customer satisfaction
- My franchisor's policies and procedures are fair
- My franchisor **considers dealer input** before making decisions that affect dealers
- My franchisor is **easy to do business** with

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

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Policy—Detailed Issues and Attitudes

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

Evaluate your franchisor's **responsiveness to dealer input** in the following areas:

- Product
- Product quality
- Tier 3 (local/market) advertising

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

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor's **dealer relations communications and efforts**:

- I understand the top working priorities of my dealer Council/Advisory Board

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

Please indicate the degree to which you are satisfied/dissatisfied with the following statements concerning your franchisor's **dealer relations communications and efforts**:

- Franchisor to dealer communications
- Dealer Council to dealer communications
- Overall Satisfaction with dealer relations

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

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor's **policies**.

- My franchisor's **customer satisfaction system** of rating my dealership is fair

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

Please indicate the degree to which you are satisfied/dissatisfied with the following statements concerning your franchisor's policies.

Evaluate your franchisor's **new vehicle sales incentives**:

- Industry competitiveness – retail contracts
- Industry competitiveness – leasing programs
- Fairness to my dealership
- Fairness to dealers of all sizes
- Efforts to avoid complexity
- Competitiveness of new vehicle leasing plans and programs

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

Evaluate your franchisor's **certified used car program**:

- Overall value of the program

☐ ☐ ☐ ☐ ☐

Please select the answer option(s) that best describe your situation regarding **parts operations**:

- ☐ Stock order availability is an issue
- ☐ Recall parts order availability is an issue
- ☐ I have no major parts supply issues

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Policy—Detailed Issues and Attitudes

Of your manufacturer's policies, which sales or service policy is the most problematic or more helpful/effective and why?

Finance – Captive Finance

Do you use your captive finance company for your vehicle floorplan? Yes ☐ No ☐

Evaluate your franchisor's captive/manufacturer preferred finance arm:

- Overall satisfaction
- Helpfulness of Field Support team

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

Finance – Non-Captive Lender

Please select a non-captive lender that you use from the list below to evaluate.

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

Do you use your non-captive finance company for your vehicle floorplan? Yes ☐ No ☐

If yes, evaluate your non-captive lender on the following:

- Overall satisfaction
- Helpfulness of Field Support team

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

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People—Evaluation

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

Evaluate your franchisor's **national senior management**:

- Overall effectiveness

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

Evaluate your franchisor's **regional management**:

- Overall effectiveness
- Communication adds value

☐ ☐ ☐ ☐ ☐

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor's **people**.

- The **sales contact** of this franchise is helpful.

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

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

Evaluate your franchisor's **sales contact** in the areas of:

- Fulfillment of commitments
- Decision-making authority

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

Please indicate the degree to which you agree/disagree with the following statements concerning your **franchisor's people**.

- The **Fixed Operations (Service & Parts) contact** of this franchise is helpful.

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

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

Evaluate your franchisor's **fixed operation contact** in the areas of:

- Handling of customer complaints
- Fulfillment of commitments
- Decision-making authority

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

Evaluate your franchisor's **sales training efforts**:

- OEM sponsored training meets my needs

☐ ☐ ☐ ☐ ☐

Evaluate your franchisor's **fixed operation training efforts**:

- OEM sponsored training meets my needs

☐ ☐ ☐ ☐ ☐

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Future

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor's **future strategy**.

- I trust the strategic direction of my OEM
- It is clear to me how my dealership fits in this future strategy
- I trust that current leadership can execute this strategy

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

Thinking specifically about your franchise, do you plan on investing more, less, or about the same **in this dealership** in the next 12 months?

- ☐ More
☐ About the same
☐ Less

Would you like to elaborate on your future investment?

Do you have comments to add?

Please help your franchisor's management better understand your responses. Take a moment to explain what you see as the most pressing issues for your dealership as well as your franchise. Your comments continue to provide important context to the survey scores. Your OEM management team pays close attention to these comments.

These responses ARE confidential. Not even NADA knows who writes which comment. If you ever have a concern with confidentiality, please email us at: industryrelations@nada.org

Did you feel pressure from your manufacturer personnel to answer this survey's questions in a specific way? Yes ☐ No ☐

If so, please tell us specifically what happened:

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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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Use these OEMs for your answers:

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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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Use these OEMs for your answers:

GMC	Chevrolet
Ford	Nissan
RAM	Sprinter

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 ☐