NADA Summer 2014
Dealer Attitude Survey Aid

NADA encourages the Dealer Principle or General Manager to involve his/her department managers – sales, service, parts, etc. – in the completion of the semiannual Dealer Attitude Survey. To facilitate this input, we have created this Survey Aid as a tool to help obtain the opinion of your staff before completing the survey online.

The Survey Aid mirrors the online survey. You can record your answers on paper and have a member of your staff enter them online.

Overall Attitude
The Overall Attitude questions are the cornerstone of the Dealer Attitude Survey. Since the inception of the survey in 1985, these questions have remained essentially the same and measure changes over time. Often, referred to as the Trend Questions, they ask about the franchise value, policies, and people.

Detailed Issues and Attitudes
The Detailed Issues and Attitudes questions capture the underlying issues that influence the value, policies, procedures, and people of your franchise operations. Although many of the questions are the same over time, they do change periodically as new issues arise in the industry.

General Instructions
Please answer Franchise, ZIP Code, and Questions 1 through 35 for each new vehicle franchise you sell at this dealership. The remaining questions only need to be answered once, for your entire dealership.
Franchise (Select the franchise you want to evaluate from the list below.)

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

Enter the Zip Code for the physical location of this franchise: ____________ (5 digits)

Value – Overall Attitude

Discuss the statements below about your franchise’s Value and decide whether you strongly agree, agree, are neutral, disagree, or strongly disagree, with each.

1. The value of my franchise has increased over the past 12 months.
2. The value of my franchise will increase over the next 12 months.
3. My franchisor’s products are what customers want.
4. My franchisor’s product quality is competitive.
5. 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

Discuss the following aspects of your franchisor’s products and operations and decide whether you are very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied with each.

6. Evaluate your franchisor’s current product in the following areas:
   a. Product reliability in first 90 days
   b. Overall product reliability/dependability “long-term”
   c. Meets consumer expectations
   d. Warranty policy support of the product
7. Evaluate your franchisor in the area of vehicle distribution:
   a. Allocation system
   b. Product availability
   c. Fairness
8. Evaluate your franchisor’s new vehicle sales efforts:
   a. National advertising  
   b. Regional marketing  
   c. Ad associations/local marketing

9. How many new vehicles did you retail last year for only this franchise?  

Policy – Overall Attitude

Discuss the statements below about your franchisor’s Policies and decide whether you strongly agree, agree, are neutral, disagree, or strongly disagree with each.

10. My franchisor considers dealer input before making decisions that affect dealers.
11. My franchisor’s policies support my efforts to achieve customer satisfaction.
12. My franchisor’s policies and procedures are fair.
13. My franchisor’s customer satisfaction system of rating my dealership is fair.

Policy – Detailed Issues and Attitudes

14. Evaluate your franchisor’s new vehicle sales incentives:
   a. Industry competitiveness  
   b. Communication of programs  
   c. Fairness of dealership sales incentive programs

15. Evaluate your franchisor’s responsiveness to dealer input in the following areas:
   a. Product  
   b. Product quality concerns  
   c. Product advertising programs  
   d. Customer satisfaction programs

34. Evaluate your franchisor’s new vehicle co-op advertising program:
   a. Program Administration  
   b. Claim Approval / Reimbursement Process  
   c. Claim Eligibility

36. Evaluate your franchisor’s digital lead acquisition & management program:
   a. Value of leads received relative to other sources  
   b. Support level from OEM of OEM-selected Lead Management vendor  
   c. Communication of program details to your dealership
In order for your opinions to be included in the survey results, you must complete your survey online. Go to [www.nadasurvey.com](http://www.nadasurvey.com); then click the Take Survey tab. You will need to have your unique User ID available to access the survey.

*This Survey Aid is a tool and not a substitute for an online survey.*

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
<th>Responses</th>
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<tbody>
<tr>
<td>37. Evaluate your franchisor’s <strong>digital marketing activities.</strong></td>
<td>a. OEM website</td>
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<td></td>
<td>b. Dealer website platform offered or mandated by OEM</td>
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<td>c. Social media presence</td>
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<td>16. Evaluate your franchisor’s <strong>customer satisfaction (CS) system:</strong></td>
<td>a. Accuracy of survey questionnaire in measuring customer satisfaction</td>
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<td>d. Fair use of CSI scores in your franchisor’s other dealer-related programs</td>
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<td>17. Evaluate your franchisor’s <strong>dealer relations efforts:</strong></td>
<td>a. Franchisor to dealer communications</td>
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<td>b. Dealer Council to dealer communications</td>
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<td>c. National Council accomplishments</td>
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<td>d. Ease of doing business</td>
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<td></td>
<td>e. Overall satisfaction</td>
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<td>18. Evaluate your franchisor’s <strong>certified used car program:</strong></td>
<td>a. Vehicle certification process</td>
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<td></td>
<td>b. Adds value to the product</td>
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<td>c. Overall value of the program</td>
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<td>19A. Do you use your franchisor’s <strong>captive/manufacturer preferred finance source?</strong></td>
<td><strong>Yes</strong></td>
<td><strong>No</strong></td>
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<td>20A. <strong>If yes,</strong> evaluate your franchisor’s <strong>captive/manufacturer preferred finance arm:</strong></td>
<td>a. Competitiveness of new vehicle financing plans and programs</td>
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<td>l. Competitiveness of new vehicle lease plans and programs</td>
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<td>b. Competitiveness of used vehicle financing plans and programs</td>
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<td></td>
<td>m. Competitiveness of used vehicle lease plans and programs</td>
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<td>d. Purchase policy consistency</td>
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<td>n. Purchase policy support</td>
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<td>o. Timeliness of credit approval</td>
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<td>p. Competitiveness of advance</td>
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<td>q. Timeliness of funding deals after required documentation is submitted</td>
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<td>e. As floor plan source</td>
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<td>g. Competitiveness of lease residuals</td>
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<td>h. Lease-end processes</td>
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<td>c. Dealer input consideration</td>
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<td></td>
<td>f. Regional/branch office/online dealer support services</td>
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<td>i. Support provided by field sales personnel</td>
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<td>r. Relationship with credit buyers/staff</td>
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This Survey Aid is a tool and not a substitute for an online survey.

19C. Please select a non-captive lender that you use from the list below to evaluate?

- 5th 3rd Bank
- Bank of America
- Bank of the West
- BB&T Bank
- BMO Harris Bank NA
- Capital One Auto Finance
- Chase Auto Finance
- Exeter Finance Corp.
- Huntington National Bank
- PNC Bank

19D. Please select another non-captive lender that you use from the list below to evaluate?

- 5th 3rd Bank
- Bank of America
- Bank of the West
- BB&T Bank
- BMO Harris Bank NA
- Capital One Auto Finance
- Chase Auto Finance
- Exeter Finance Corp.
- Huntington National Bank
- PNC Bank

20C. If selected, evaluate your non-captive lender on the following:

- a. Competitiveness of new vehicle financing plans and programs
- l. Competitiveness of new vehicle lease plans and programs
- b. Competitiveness of used vehicle financing plans and programs
- m. Competitiveness of used vehicle lease plans and programs
- d. Purchase policy consistency
- n. Purchase policy support
- o. Timeliness of credit approval
- p. Competitiveness of advance
- q. Timeliness of funding deals after required documentation is submitted
- e. As floor plan source
- g. Competitiveness of lease residuals
- h. Lease-end processes
- c. Dealer input consideration
- f. Regional/branch office/online dealer support services
- i. Support provided by field sales personnel
- r. Relationship with credit buyers/staff
- k. Overall satisfaction

Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied
--- | --- | --- | --- | ---

Dissatisfied | Very Dissatisfied
20D. **If selected**, evaluate your **non-captive lender** on the following:

   a. Competitiveness of **new** vehicle financing plans and programs
   l. Competitiveness of **new** vehicle **lease** plans and programs
   b. Competitiveness of **used** vehicle financing plans and programs
   m. Competitiveness of **used** vehicle **lease** plans and programs
   d. Purchase policy consistency
   n. Purchase policy support
   o. Timeliness of credit approval
   p. Competitiveness of advance
   q. Timeliness of funding deals after required documentation is submitted
   e. As floor plan source
   g. Competitiveness of lease residuals
   h. **Lease-end** processes
   c. Dealer input consideration
   f. Regional/branch office/online dealer support services
   i. Support provided by field sales personnel
   r. Relationship with credit buyers/staff
   k. Overall satisfaction

**People – Overall Attitude**

Discuss the statements below about your franchisor’s People and decide whether you **strongly agree, agree, are neutral, disagree, or strongly disagree** with each.

21. The **sales contact** (field/telecommunications) of this franchise is helpful.
22. The **service contact** (field/telecommunications) of this franchise is helpful.
23. The **parts contact** (field/telecommunications) of this franchise is helpful.

**People – Detailed Issues and Attitudes**

Discuss the following aspects of your franchisor’s People (i.e., field staff, Sr. Management, etc.) and decide whether you are **very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied** with each.

24. Evaluate your franchisor’s **sales training efforts**:
   a. Overall quality
   b. Product and related technology knowledge
   c. Overall cost effectiveness
   d. Convenience/availability of training
   f. Manufacturer-provided training meets my needs
25. Evaluate your franchisor's service training efforts:
   a. Overall quality
   b. Technical product knowledge
   c. Overall cost effectiveness
   d. Convenience/availability of training
   f. Manufacturer-provided training meets my needs

26. Evaluate your franchisor's part operations:
   a. Stock order availability
   b. Emergency order availability
   c. Order fill rate
   d. Distribution system

27. Evaluate the overall effectiveness of your franchisor's senior management:
   a. National/Corporate
   b. Divisional (if applicable to this franchise)
   c. Visibility of senior management in the field

28. Evaluate your franchisor's regional management (i.e., zone or district office, where applicable):
   a. Overall capabilities
   c. Fulfillment of commitments
   d. Dialogue with dealers
   e. Visibility in the field
   f. Timeliness of response to dealer inquiries

29. Evaluate your franchisor's sales contact (field/telecommunications) in the areas of:
   a. Business management ability
   b. Understanding of the marketplace
   c. Fulfillment of commitments
   d. Decision-making authority
   e. Productivity of contact
   f. Accessibility

30. Evaluate your franchisor's fixed operations contact (field/telecommunications) in the areas of:
   a. Accessibility
   b. Handling of customer complaints
   c. Fulfillment of commitments
   d. Decision-making authority
   e. Productivity of contact

Facilities

35. Evaluate the reasonableness of your franchisor's approach to dealer facility improvements:
Buick-GMC, Cadillac, Chevrolet, General Motors, Ford, Lincoln, and Mazda dealers will be asked to complete some additional questions. These questions can only be viewed in the online survey.

This evaluation was completed by:

☐ Dealer Principal  ☐ General Manager  ☐ Both

This section applies to your entire dealership. Please complete this section after you have completed all the franchise evaluations for this dealership.

Please indicate the vendor for your dealership’s main computer system. (Check only one.)

☐ Adams Systems
☐ AFS Information Systems
☐ Automatic Data Processing (ADP)
☐ Automotive Computer Services (ACS)
☐ ARKONA
☐ AutoMate Dealership Systems
☐ Autosoft International
☐ DealerTrack (DT)
☐ Dubuque Data Services
☐ DPC Systems, Inc.
☐ Infinitinet
☐ Jarvis Computer Software
☐ Karmak
☐ Lightyear Dealer Technology/DealerBuilt
☐ MPK
☐ PBS Financial Systems
☐ PROCEDE
☐ Quorom Information Systems, Inc.
☐ Rapid Systems, Inc.
☐ Reynolds + Reynolds
☐ Universal Computer Services
☐ Other vendor (Specify vendor’s name)______________________________

In order to serve you better, what industry or franchise issue(s) would you most like NADA to discuss with your manufacturer(s)?
Please briefly explain. All responses will be kept confidential.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Optional Overview of NADA’s Meeting With Your Franchisor’s Senior Management
Upon the survey’s completion, NADA meets with your franchisor’s senior management to review their franchise-level results. When they become available, NADA plans to email an overview of the meeting to dealers who participated in the survey.

If you do NOT want to receive the overview, please indicate this below.

_____I do NOT want to receive the overview of the survey results.
New Survey Confirmation

Now, you’ll receive confirmation that your survey has been submitted in two ways. You can print your confirmation immediately, as well as receive it by e-mail tomorrow.

To obtain a confirmation acknowledging the receipt of your completed survey, you must specify your dealership name and e-mail address below.

To protect the integrity of your survey responses, it is recommended that the confirmation be e-mailed directly to your dealership.

Dealership name: _____________________________________________________________

E-mail address: _____________________________________________________________

Please re-type your e-mail address: ___________________________________________

Printable Survey Confirmation

If your computer is connected to a printer, you can print your own official survey confirmation from the NADA Chairman Forrest McConnell, III, indicating that your Summer 2014 Dealer Attitude Survey has been submitted to NADA. Just follow the instructions on the next page.

E-mail Survey Confirmation

Everyone will receive an official confirmation via e-mail from the NADA Chairman, Forrest McConnell, III, indicating that your Summer 2014 Dealer Attitude Survey has been submitted and received by NADA (www.nadasurvey.com).

Surveys submitted Monday through Thursday between 6:00 am and midnight (Eastern Time) will be sent a confirmation via e-mail the following business day by 10:00 am (Eastern Time).

Surveys submitted on Friday, Saturday, and Sunday will be sent a confirmation via e-mail on Monday by 10:00 am (Eastern Time).

To ensure proper delivery of the confirmation e-mail to you, please add chairman@nadasurvey.com to your safe/trusted sender list and adjust your SPAM filter to approve the sender. If you are not sure how to add this e-mail address or adjust your SPAM filter, please contact your e-mail administrator.

IMPORTANT: If you do not receive a response from us, please check your Junk mail or SPAM e-mail folder first, as it may have been filtered there for your review.

CONFIRMATION PRINTING INSTRUCTIONS

After you click on the Next button below, you will be presented with a printable survey confirmation. If you are connected to a printer, press “Ctrl” (Control) and the letter “P” key at the same time to print your confirmation.

Ctrl is a key found on IBM-compatible computer keyboards in the bottom left and right portion of the main keyboard.

Once you have printed the page (or if you’re not connected to a printer), click Next to end your survey session.