NADA Winter 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.

User ID: _____ _____ _____ _____ _____ _____ (7 digits)

**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
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- MINI
- Mitsubishi
- Nissan
- Porsche
- RAM
- Scion
- smart
- Subaru
- 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

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8. Evaluate your franchisor’s new vehicle sales efforts:
   a. National advertising
   b. Regional marketing
   c. Ad associations/local marketing

34. Evaluate your franchisor’s New Vehicle Co-op Advertising Program:
   a. Program Administration
   b. Claim Approval / Reimbursement Process
   c. Claim Eligibility

9. How many new vehicles did you retail last year for 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

16. Evaluate your franchisor’s customer satisfaction (CS) system:
   a. Accuracy of survey questionnaire in measuring customer satisfaction
   b. Timeliness of delivering survey results back to dealer
   c. Usefulness of franchisor’s survey results format
   d. Fair use of CSI scores in your franchisor’s other dealer-related programs

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17. Evaluate your franchisor’s dealer relations efforts:
   a. Franchisor to dealer communications
   b. Dealer Council to dealer communications
   c. National Council accomplishments
   d. Ease of doing business
   e. Overall satisfaction

18. Evaluate your franchisor’s certified used car program:
   a. Vehicle certification process
   b. Adds value to the product
   c. Overall value of the program

19. Do you use your franchisor’s captive/manufacturer preferred finance source?
   Yes  No

20. If yes, evaluate your franchisor’s captive/manufacturer preferred finance arm:
   a. Overall competitiveness – new vehicle financing
   b. Overall competitiveness – used vehicle financing
   c. Dealer input consideration
   d. Purchase policy consistency
   e. As floor plan source
   f. Regional/branch office dealer support services
   g. Competitiveness of residual values
   h. Overall lease process
   i. Helpfulness of the field contact representative
   j. Online dealer support services
   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 knowledge
   c. Overall cost effectiveness
   d. Convenience/availability of training
   e. Dealership training has improved customer-handling skills
   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
   e. Dealership training has improved customer-handling skills
   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
   b. Accessibility
   c. Fulfillment of commitments
   d. Dialogue with dealers
   e. Visibility in the field
   f. Timeliness of response to dealer inquiries

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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:
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Cadillac, Chevrolet, General Motors, 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
☐ Quorum 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.
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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 David W. Westcott, indicating that your Winter 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, David W. Westcott, indicating that your Winter 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.