



NADA Winter 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"/> Subaru
<input type="radio"/> Alfa Romeo	<input type="radio"/> Dodge	<input type="radio"/> Jaguar	<input type="radio"/> Mercedes-Benz	<input type="radio"/> Toyota
<input type="radio"/> Audi	<input type="radio"/> Fiat	<input type="radio"/> Jeep	<input type="radio"/> MINI	<input type="radio"/> Volkswagen
<input type="radio"/> BMW	<input type="radio"/> Ford	<input type="radio"/> Kia	<input type="radio"/> Mitsubishi	<input type="radio"/> Volvo
<input type="radio"/> Buick-GMC	<input type="radio"/> Genesis	<input type="radio"/> Land Rover	<input type="radio"/> Nissan	
<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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Finance

Do you use your franchisor's **captive/manufacturer preferred finance source**? Yes ☐ No ☐

If **yes**, do you use your captive finance company for your vehicle floorplan? Yes ☐ No ☐

If yes, evaluate your franchisor's captive/manufacturer preferred finance arm:

- Overall satisfaction
- Purchase policy consistency
- Finance approval transaction time
- As floor plan source (if applicable)
- Lease-end processes
- Effectiveness of auto-decisioning/deal approval system
- Credit buyers/analyst support
- Branch office/sales personnel support
- Online dealer support

Very Satisfied
Satisfied
Neutral
Dissatisfied
Very Dissatisfied

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐

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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
- Purchase policy consistency
- Finance approval transaction time
- As floor plan source (if applicable)
- Lease-end processes
- Effectiveness of auto-decisioning/deal approval system
- Credit buyers/analyst support
- Branch office/sales personnel support
- Online dealer support

Very Satisfied
Satisfied
Neutral
Dissatisfied
Very Dissatisfied

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐

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