



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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People—Evaluation

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

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

- Overall effectiveness
- Accessibility to dealers

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

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

- Overall effectiveness
- Accessibility to dealers
- 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
- Accessibility

☐ 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
- Accessibility

☐ 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
- My franchisor supports **my efforts** for technician recruitment

☐ ☐ ☐ ☐ ☐