



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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Policy—Overall Attitude

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

- My franchisor sales and service policies support my efforts to achieve customer satisfaction
- My franchisor sales and service 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

Policy—Detailed Issues and Attitudes

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 agree/disagree with the following statements concerning your franchisor's policies.

- My franchisor's recognition and incentive programs motivate my dealership personnel

☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree
☐ Not Applicable

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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
- 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