



AMERICAN
TRUCK DEALERS
A DIVISION OF NADA

2023 Dealer Attitude Survey of Suppliers



Please rank the following activities in their effectiveness driving sales for your dealership.

Rank from 1 (Most effective) to 9 (Least effective).

- _____ Factory / Plant Tour
- _____ Product Discount to Customer
- _____ Free of Charge Extended Warranty
- _____ Dealer Sales Person Incentives
- _____ Product Demo/Experience events
- _____ Truck specification / technical performance reviews
- _____ Customer Engagement Events (e.g., Dealer open house, OEM Corporate events, Sporting event, Golf)
- _____ Local Sales & Product guidance/support
- _____ Positive Customer Testimonials

What is your source of Digital Allison Information? (Select all that apply)

- ☐ Allison public web site (www.allisontransmission.com)
- ☐ Allison HUB portal
- ☐ Allison App & brochures
- ☐ OEM Dealer portal
- ☐ YouTube
- ☐ Allison Brand Connect
- ☐ Social Media (Facebook, LinkedIn)

What is the primary reason you DO specify Allison Transmission to your customers?

What is the primary reason you would NOT specify Allison Transmission to your customers?

How would you like to see Allison Transmission, or our Distributor personnel engage more effectively with you. Rank in order from 1 (Most important) to 5 (Least important).

- _____ More in-person leadership visits/meetings
- _____ Monthly in-person working level team meetings
- _____ Scheduled in-person learning sessions
- _____ Scheduled virtual learning sessions
- _____ Joint in-person visits to/with customers



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What are the top 3 areas Cummins can focus on to provide better support for your dealership?

1. _____

2. _____

3. _____

What are the top 3 areas Cummins can focus on to provide better support for your customers?

1. _____

2. _____

3. _____

What are the top 3 areas where Cummins has improved in the last year?

1. _____

2. _____

3. _____



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Survey Aid

Please tell us your level of satisfaction regarding Dana axle and driveshaft products.

	Extremely Dissatisfied	Somewhat Dissatisfied	Neither	Somewhat Satisfied	Extremely Satisfied
Frequency of repairs/Number of repairs on the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost per repair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time to repair/Time to get vehicle back in service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When building a new truck order, rank the factors that drive your choices for options on driveline and axle specifications (Rank 1-5).

Databook position

Warranty/Service support

Price

Promotional programs

Fleet preference

Please tell us your thoughts about the reliability of Dana products such as driveshafts, steer axles, etc.

Please rank these factors based on your level of importance when making a service parts purchasing decision. (Rank 1-4).

Quality

Availability

Price

Relationship

Please provide an example about one area Dana Spicer can improve.



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What process, product and/or service makes Eaton/ECJV easy or difficult to do business with at your dealership?

How can Eaton/ECJV become a better partner with you in your effort to achieve your business goals?

What metrics do you focus on to measure performance for suppliers?

What are the best tools to promote and sell trucks with our transmissions for your business?

How can Eaton/ECJV better prepare your sales team to sell your trucks with our Endurant and 12-Speed and 18-Speed transmissions?



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MERITOR

Survey Aid

Please rate the below questions in regards to Meritor:

Meritor is much worse
Meritor is somewhat worse
Meritor is about the same
Meritor is somewhat better
Meritor is much better

Meritor's warranty adjudication and SRT payment times compared to competitors.

☐ ☐ ☐ ☐ ☐

Meritor aftermarket parts support and delivery compared to other vendors.

☐ ☐ ☐ ☐ ☐

Compare your Meritor, new truck sales, field representative to other vendors.

☐ ☐ ☐ ☐ ☐

How does your Meritor new truck sales and service field representative compare to all other independent vendor representatives?

☐ ☐ ☐ ☐ ☐