



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](http://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