



AMERICAN
TRUCK DEALERS
A DIVISION OF NADA

2023 Dealer Attitude Survey of Suppliers



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.