



AMERICAN
TRUCK DEALERS
A DIVISION OF NADA

2023 Dealer Attitude Survey of Suppliers



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?