

Use these OEM's for your answers:

Freightliner-Hvy Duty International-Hvy Duty Kenworth-Hvy Duty Peterbilt-Hvy Duty

Mack-Hvy Duty Volvo Western Star

	Please write the name of the OEM you are evaluating in the box to the right >> (Please make additional copies if you will be evaluating more than one OEM.)		OEM				
	ATD will continue to ask opening questions to understand current challenges, new business realities, and receive your feedback as we continue to advocate to the OEMs on your behalf. On behalf of ATD, we'd like to thank you for your support and participation in this survey and look forward to bringing your voice – the voice of the dealer – to the manufacturers this Fall.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
My OEM is fairl impending EPA	y making allocations of Battery Electric Vehicles (BEV) based on the new CARB regulations and regulations.	0	0	0	0	0	
My OEM is shar	ing appropriate guidance and information to sell CARB certified trucks and EPA certified trucks itry.	0	0	0	0	0	
My OEM is supposed schools and tec	porting efforts to recruit diesel technicians and promote careers in the truck industry to high hnical colleges.	0	0	0	0	0	
What other	current issues do you want your OEM to know about?						
Comment:							

EXECUTIVE SECTION

Please enter the OEM name for this dealership location, (if heavy and medium for same OEM, please rate each separately) largest volume first, next largest second...

please rate each separately) largest volume first, next largest second...

OEM:

OEM:

OEM:

OEM:

OEM:

OEM:

OEM:

Please enter the total number of new trucks that you sold at this location in 2023, by OEM.

If heavy and medium for same OEM, please list sales volumes separately:

	_
HEAVY DUTY	LIGHT/MEDIUM DUTY
New trucks sold in 2023:	New trucks sold in 2023:
New trucks sold in 2023:	New trucks sold in 2023:
New trucks sold in 2023:	New trucks sold in 2023:
New trucks sold in 2023:	New trucks sold in 2023:
New trucks sold in 2023:	New trucks sold in 2023:
New trucks sold in 2023:	New trucks sold in 2023:
New trucks sold in 2023:	New trucks sold in 2023:
New trucks sold in 2023:	New trucks sold in 2023:



2024 Dealer Attitude Survey of Manufacturers Survey Aid	OEM
OVERALL RATINGS 4 Overall Ratings: Overall, I am satisfied with this OEM. This OEM is taking the actions that will increase the value of my franchise. Rate the value of your franchise on a scale of 1 to 10, where 1 is low and 10 is high	 Strongly Disagree Disagree Neutral Agree Strongly Agree
5 New Truck Products:	
This OEM's products are what my customers want.	0 0 0 0 0
	Very Dissatisfied Dissatisfied Neutral Satisfied Very Satisfied
The design of product	0 0 0 0 0
Use of innovative technology	0 0 0 0 0
Overall product quality	0 0 0 0 0
Flexibility to make engineering modifications for a customer New Truck Marketing:	
National advertising and promotion OEM brand website Social media	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
POLICY & PROCEDURES SECTION OEM Assistance:	
Effectiveness of programs to support the resale value of this brand	0 0 0 0 0
Competitiveness of Fair Market Value (FMV) lease and repurchase agreements	0 0 0 0 0
Do you have a dealer owned leasing company?	○ Yes ○ No
If yes - Support for dealer owned leasing companies.	0 0 0 0 0
Do you have a body shop? If yes - OFM support for body shop operations	○ Yes ○ No
II VES - CEIVI SUDDOLL TOL DOUV STIOD ODELATIONS	

POLICY & PROCEDURES

7	OEM Assistance:

Do you have a dealer owned leasing company?	○ Yes ○ No			כ	
If yes - Support for dealer owned leasing companies.	0	0	\circ	\circ	\circ
Do you have a body shop?		0	Yes()
If yes - OEM support for body shop operations	0	0	0	\circ	0

8 New Truck Pricing: **OEM** truck price competitiveness

Equitable treatment for all dealerships with regard to price discounts	0	0	0	0	0	
Timely response to requests	\circ	\circ	\circ	0	\circ	
Ease of application process for price discounts.	\cup	\cup	\cup	\cup	\circ	

New Truck Ordering/Distribution:

Delivery commitments are accurate	\cup	\cup	\cup	\cup	\cup
The vehicle locator system is easy to use	\circ	\circ	\circ	\circ	\circ
ransparency within the order to deliver process for trucks	\bigcirc	\circ	0	\bigcirc	\bigcirc

The manufacturer's vehicle spec'ing system is easy to use

Once the vehicle has been ordered, it is easy to make spec'ing changes The vehicle cancellation process is fair



	OEM				
10 OEM IT Systems:	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Overall quality	0	0	0	0	0
Truck order tracking	\circ	0	\circ	\circ	0
Truck in-transit tracking	\circ	0	0	0	0
Parts order tracking	0	0	\circ	\circ	0
Parts in-transit tracking	\circ	0	\circ	0	0
Warranty claims entry	\circ	0	\circ	\circ	0
Service status tracking program	\circ	0	0	0	0
Data security	\circ	0	0	0	0
Ease of third party integration	\circ	0	0	0	0
IT fees	0	0	0	0	0
11 Warranty Policies and Processing:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This OEM's warranties (sales, parts and service) support its products properly.	0	0	0	0	0
This OEM's goodwill policies (sales, parts and service) support its products properly.	\circ	0	0	0	0
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Margins on warranty repairs	0	0	0	0	0
Timeliness of payment	\circ	\circ	\circ	\circ	0
Policies for goodwill are administered fairly	\circ	0	\circ	\circ	0
Ease of warranty claims process overall	\circ	0	0	0	0
Standard Repair Time (SRT) fairness	0	0	0	0	0
12 Parts:					
Parts fill rate	0	0	0	0	0
Captive parts pricing competitiveness	\circ	0	\circ	0	0
Aftermarket parts pricing competitiveness	0	0	\circ	\circ	0
Automated parts replenishment system	\circ	0	\circ	\circ	0
Parts availability on high-volume parts	\circ	0	\circ	\circ	0
Parts availability on low-volume parts	\circ	\circ	\circ	\circ	0
Timeliness of emergency parts orders	0	0	\circ	\circ	0
Parts cancellation process	\circ	\circ	\circ	\circ	0
Accuracy of shipment contents to what was ordered	_	_		_	
	0	0	0	0	0
Fairness of parts return program	0	0	0 0	0	0 0



	OEM				
PEOPLE SECTION 13 Senior Management:	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Senior management's accessibility	0	0	0	0	0
Senior management's understanding of dealer operations	0	\circ	\circ	\circ	0
Senior management's timely response to changes in market conditions	\circ	\circ	\circ	\circ	\circ
Senior management's timely response to dealer concerns	0	0	0	0	0
14 Dealer Relations:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Management considers dealer input before making product decisions	\circ	\circ	\circ	\circ	\circ
Management considers dealer input before making policy decisions	0	0	0	0	0
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
OEM to dealer communications	0	0	0	0	0
Dealer Council to dealer communications	\circ	\circ	\circ	\circ	\circ
Dealer Council effectiveness					
Dealer Council effectiveness	0	\circ	\circ	\circ	\circ
Overall satisfaction with dealer relations	0	0	0	0	0



	OEM				
15 Field New Truck Sales Staff:	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Technical expertise of field sales staff	0	0	0	0	0
Availability of field sales staff	\circ	0	0	\circ	\circ
Responsiveness of field sales staff	\circ	\circ	0	\circ	\circ
Effectiveness of field sales staff	0	0	0	0	0
16 Field Service Staff:					
Technical expertise of field service staff	0	0	0	0	0
Availability of field service staff	\circ	\circ	0	\circ	\circ
Responsiveness of field service staff	\circ	0	0	0	\circ
Effectiveness of field service staff	0	0	0	0	0
17 Field Parts Staff:					
Technical expertise of field parts staff	0	0	0	0	0
Availability of field parts staff	\circ	\circ	0	\circ	\circ
Responsiveness of field parts staff	\circ	\circ	0	\circ	\circ
Effectiveness of field parts staff	0	0	0	0	0
18 Service Technical Support (those you call for support):					
Technical expertise of service technical support	0	0	0	0	0
Availability of service technical support	\circ	\circ	0	\circ	\circ
Responsiveness of service technical support	\circ	\circ	0	\circ	\circ
Effectiveness of service technical support	0	0	0	0	0
Parts Technical Support (those you call for support):					
Technical expertise of parts technical support	0	0	0	0	0
Availability of parts technical support	\circ	\circ	0	\circ	\circ
Responsiveness of parts technical support	\circ	0	0	\circ	0
Effectiveness of parts technical support	0	0	\circ	0	\circ



TRAINING SECTION	OEM
20 Sales Training:	
Has your dealership taken new truck sales training in the past 12 months?	○ Yes ○ No
If yes, please select the type(s) of sales training:	☐ In-Person
	Online
	ee
	Very Dissatisfied Dissatisfied Neutral Satisfied Very Satisfied
	Very Dissatisf Dissatisfied Neutral Satisfied Very Satisfied
	Very Diss Dissatisfi Neutral Satisfied
In-Person Sales Training:	
Total cost of in-person sales training (i.e. loss of productivity, overtime pay, cost of travel)	0 0 0 0 0
Availability of in-person sales training	0 0 0 0
Location of in-person sales training	0 0 0 0 0
Frequency of in-person sales training	0 0 0 0 0
Quality of in-person sales training	0 0 0 0 0
Online Sales Training:	
Total cost of online sales training (i.e. loss of productivity, overtime pay, fee for courses)	0 0 0 0
Availability of online sales training	0 0 0 0 0
Frequency of online sales training	0 0 0 0
Quality of online sales training	0 0 0 0
21 Service Training:	
Has your dealership taken service training in the past 12 months?	○ Yes ○ No
If yes, please select the type(s) of service training:	☐ In-Person
	Online
	g
	sfie
	sati
	Dis atisf tral fiec
In-Person Service Training:	Very Dissatisfied Dissatisfied Neutral Satisfied Very Satisfied
Total cost of in-person service training (i.e. loss of productivity, overtime pay, cost of travel)	0 0 0 0 0
Availability of in-person service training (i.e. loss of productivity, overtime pay, cost of travely	0 0 0 0
Location of in-person service training	0 0 0 0
Frequency of in-person service training	0 0 0 0
Quality of in-person service training	0 0 0 0



	OEI				
Online Service Training:	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Total cost of online service training (i.e. loss of productivity, overtime pay, fee for courses)		<u> </u>	_	0	-
Availability of online service training	0	0	0	0	0
Frequency of online service training	0	0	0	0	0
Quality of online service training	0	0	0	0	0
Parts Sales Training:					
Have you taken parts sales training in the past 12 months?		O Y	es (O No	
If yes, please select the type(s) of parts sales training:			In-Pe	erson	
In-Person Parts Sales Training:			Onlin	ne	
Total cost of in-person parts sales training (i.e. loss of productivity, overtime pay, cost of travel)	0	0	0	0	0
Availability of in-person parts sales training	0	0	0	0	0
Location of in-person parts sales training	0	0	0	0	0
Frequency of in-person parts sales training	0	0	0	0	0
Quality of in-person parts sales training	0	0	0	0	0
Online Parts Sales Training:					
Total cost of online parts sales training (i.e. loss of productivity, overtime pay, fee for courses)	0	0	0	0	0
Availability of online parts sales training	0	0	0	0	0
Frequency of online parts sales training	0	0	0	0	0
Quality of online parts sales training	0	0	0	0	0
23 Warranty Training:					
Have you taken warranty administration training in the past 12 months?		O Y	es (O No	
If yes, please select the type(s) of warranty administration training:		_	In-Pe		
	eq		Onlin	ne	
In-Person Warranty Training:	Very Dissatisfi	Dissatisfied	Neutral	Satisfied	Very Satisfied
Total cost of in-person warranty training (i.e. loss of productivity, overtime pay, cost of travel)	0	0	0	0	0
Availability of in-person warranty training	0	0	\circ	\circ	0
Location of in-person warranty training	\circ	0	0	0	0
Frequency of in-person warranty training	\circ	0	0	\circ	0
Quality of in-person warranty training	0	0	0	0	0
Online Warranty Training:					
Total cost of online warranty training (i.e. loss of productivity, overtime pay, fee for courses)	0	0	0	0	0
Availability of online warranty training	0	0	0	0	0
Frequency of online warranty training	0	0	0	0	0
Quality of online warranty training	$\overline{\bigcirc}$	0	0	0	0



Please share your comments on the specific training programs below. Your input will help improve the training programs provided by the manufacturers.

Sales Training		
Comment:		
Service Training		
Comment:		
Parts Sales Training		
Comment:		
Warranty Training		
Comment:		



FINANCE SECTION

THO WEE SECTION					
24 Captive Finance Source:					
Do you use your OEM's captive finance source?		O Y	'es (O No)
Rate your Captive Finance Source(s) with respect to:	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Overall satisfaction	0	0	0	0	0
Range of products available to dealers	0	0	0	0	\circ
Range of products available to customers	\circ	0	0	0	\circ
Competitive programs relative to rates and terms for <u>new</u> trucks	\circ	0	\circ	\circ	\circ
Competitive programs relative to rates and terms for <u>used</u> trucks	0	0	0	\circ	\circ
Timeliness of response from your captive source	0	\circ	\circ	\circ	\circ
Quality of sales and marketing staff assistance	\circ	0	0	\circ	\circ
Availability of capital at competitive rates to my dealer-owned leasing company	\circ	\circ	0	\circ	\bigcirc N/
Non-Captive Finance Source: Besides your captive finance source, do you use any other financing sources (ex. Ally Financial, BMO Transportation Finance)?		○ Yes ○ No			
Select the non-captive finance source you use the most:					
Mitsubishi Hitachi Capital America	0	\circ	\circ	\circ	\circ
BMO Transportation Finance	0	0	0	0	0
Wells Fargo	0	0	0	0	\circ
Ally Financial	0	0	0	0	0
Other (specify):	0	0	0	0	0
Rate your Non-Captive Finance Source:	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Overall satisfaction	0	0	0	0	0
Range of products available to dealers.	\circ	0	\circ	\circ	\circ
Range of products available to customers.	0	0	0	0	\circ
Competitive programs relative to rates and terms for <u>new</u> trucks.	\circ	0	\circ	\circ	\circ
Competitive programs relative to rates and terms for <u>used</u> trucks.	0	0	\circ	\circ	\circ
Timeliness of response from your non-captive source.	0	0	0	\circ	\circ
Quality of sales and marketing staff assistance when needed.	0	\circ	\circ	\circ	\circ

Availability of capital at competitive rates to my dealer-owned leasing company.

 \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc N/A



COMMENTS SECTION				
Comments – to share with OEM				
ОЕМ				
Comment:				
ОЕМ				
Comment:				
OEM				
Comment:				