

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.)

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.

1

My OEM is fairly making allocations of Battery Electric Vehicles (BEV) based on the new CARB regulations and impending EPA regulations.

My OEM is sharing appropriate guidance and information to sell CARB certified trucks and EPA certified trucks across the country.

My OEM is supporting efforts to recruit diesel technicians and promote careers in the truck industry to high schools and technical colleges.

OEM

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

☐

☐

☐

☐

☐

☐

☐

☐

☐

What other current issues do you want your OEM to know about?

Comment:

EXECUTIVE SECTION

2

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...

OEM:

OEM:

OEM:

OEM:

OEM:

OEM:

OEM:

OEM:

3

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:



OEM

4 Overall Ratings:

<input type="radio"/>	Strongly Disagree
<input type="radio"/>	Disagree
<input type="radio"/>	Neutral
<input type="radio"/>	Agree
<input type="radio"/>	Strongly Agree

○ ○ ○ ○ ○

5 New Truck Products:

☐ ☐ ☐ ☐ ☐

[illegible]

○ ○ ○ ○ ○

○ ○ ○ ○ ○

○ ○ ○ ○ ○

6 New Truck Marketing:

○ ○ ○ ○ ○

○ ○ ○ ○ ○

○ ○ ○ ○ ○

POLICY & PROCEDURES SECTION

7 OEM Assistance:

☐ ☐ ☐ ☐ ☐

○ ○ ○ ○ ○

☐ Yes ☐ No

○ ○ ○ ○ ○

☐ Yes ☐ No

○ ○ ○ ○ ○

8 New Truck Pricing:

☐ ☐ ☐ ☐ ☐

○ ○ ○ ○ ○

○ ○ ○ ○ ○

○ ○ ○ ○ ○

9 New Truck Ordering/Distribution:

○ ○ ○ ○ ○

○ ○ ○ ○ ○

○ ○ ○ ○ ○

○ ○ ○ ○ ○

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐



2024 Dealer Attitude Survey of Manufacturers Survey Aid

OEM

10 OEM IT Systems:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Truck order tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Truck in-transit tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parts order tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parts in-transit tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warranty claims entry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service status tracking program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of third party integration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IT fees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11 Warranty Policies and Processing:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
This OEM's warranties (sales, parts and service) support its products properly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This OEM's goodwill policies (sales, parts and service) support its products properly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Margins on warranty repairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of payment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policies for goodwill are administered fairly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of warranty claims process overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standard Repair Time (SRT) fairness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12 Parts:

Parts fill rate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Captive parts pricing competitiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aftermarket parts pricing competitiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automated parts replenishment system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parts availability on high-volume parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parts availability on low-volume parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of emergency parts orders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parts cancellation process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of shipment contents to what was ordered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairness of parts return program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairness of core return policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



PEOPLE SECTION

13 Senior Management:

- Senior management's accessibility
- Senior management's understanding of dealer operations
- Senior management's timely response to changes in market conditions
- Senior management's timely response to dealer concerns

OEM

Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14 Dealer Relations:

- Management considers dealer input before making product decisions
- Management considers dealer input before making policy decisions

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied

- OEM to dealer communications
- Dealer Council to dealer communications
- Dealer Council effectiveness
- Overall satisfaction with dealer relations
- Overall dealer input consideration

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



2024 Dealer Attitude Survey of Manufacturers Survey Aid

	OEM				
	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
15 Field New Truck Sales Staff:					
Technical expertise of field sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of field sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness of field sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of field sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16 Field Service Staff:					
Technical expertise of field service staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of field service staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness of field service staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of field service staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17 Field Parts Staff:					
Technical expertise of field parts staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of field parts staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness of field parts staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of field parts staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18 Service Technical Support (those you call for support):					
Technical expertise of service technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of service technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness of service technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of service technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19 Parts Technical Support (those you call for support):					
Technical expertise of parts technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of parts technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness of parts technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effectiveness of parts technical support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

In-Person Sales Training:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Total cost of in-person sales training (i.e. loss of productivity, overtime pay, cost of travel)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of in-person sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of in-person sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of in-person sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of in-person sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Online Sales Training:

Total cost of online sales training (i.e. loss of productivity, overtime pay, fee for courses)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of online sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of online sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of online sales training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of in-person service training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of in-person service training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of in-person service training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of in-person service training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



2024 Dealer Attitude Survey of Manufacturers Survey Aid

OEM

Online Service Training:

Total cost of online service training (*i.e. loss of productivity, overtime pay, fee for courses*)

Availability of online service training

Frequency of online service training

Quality of online service training

Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied

22 Parts Sales Training:

Have you taken parts sales training in the past 12 months?

If yes, please select the type(s) of parts sales training:

☐ Yes ☐ No

☐ In-Person

☐ Online

In-Person Parts Sales Training:

Total cost of in-person parts sales training (*i.e. loss of productivity, overtime pay, cost of travel*)

Availability of in-person parts sales training

Location of in-person parts sales training

Frequency of in-person parts sales training

Quality of in-person parts sales training

☐ ☐ ☐ ☐ ☐

Online Parts Sales Training:

Total cost of online parts sales training (*i.e. loss of productivity, overtime pay, fee for courses*)

Availability of online parts sales training

Frequency of online parts sales training

Quality of online parts sales training

☐ ☐ ☐ ☐ ☐

23 Warranty Training:

Have you taken warranty administration training in the past 12 months?

If yes, please select the type(s) of warranty administration training:

☐ Yes ☐ No

☐ In-Person

☐ Online

In-Person Warranty Training:

Total cost of in-person warranty training (*i.e. loss of productivity, overtime pay, cost of travel*)

Availability of in-person warranty training

Location of in-person warranty training

Frequency of in-person warranty training

Quality of in-person warranty training

Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied

Online Warranty Training:

Total cost of online warranty training (*i.e. loss of productivity, overtime pay, fee for courses*)

Availability of online warranty training

Frequency of online warranty training

Quality of online warranty training

☐ ☐ ☐ ☐ ☐

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

24 Captive Finance Source:

Do you use your OEM's captive finance source?

☐ Yes ☐ No

Rate your Captive Finance Source(s) with respect to:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Overall satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of products available to dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of products available to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive programs relative to rates and terms for <u>new</u> trucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive programs relative to rates and terms for <u>used</u> trucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of response from your captive source	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of sales and marketing staff assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of capital at competitive rates to my dealer-owned leasing company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> N/A

25 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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BMO Transportation Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wells Fargo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ally Financial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (specify): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Rate your Non-Captive Finance Source:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Overall satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of products available to dealers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Range of products available to customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive programs relative to rates and terms for <u>new</u> trucks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive programs relative to rates and terms for <u>used</u> trucks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of response from your non-captive source.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of sales and marketing staff assistance when needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of capital at competitive rates to my dealer-owned leasing company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> N/A



COMMENTS SECTION

Comments – to share with OEM

OEM

Comment:

OEM

Comment:

OEM

Comment: