

- Use these OEMs for your answers:
Freightliner-Med Duty
International-Med Duty
Kenworth-Med Duty
Mack-Med Duty
Peterbilt-Med Duty
Hino
Isuzu
Chevrolet
Ford
RAM

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

	OEM				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
My OEM is fairly making allocations of Battery Electric Vehicles (BEV) based on the new CARB regulations and impending EPA regulations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My OEM is sharing appropriate guidance and information to sell CARB certified trucks and EPA certified trucks across the country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My OEM is supporting efforts to recruit diesel technicians and promote careers in the truck industry to high schools and technical colleges.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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:



LIGHT AND MEDIUM DUTY COMMERCIAL VEHICLE SECTION

1 Franchise Value:

Rate the value of your commercial franchise on a scale of 1 to 10, where 1 is low and 10 is high

This OEM is taking the actions that will increase the value of my commercial franchise

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

2 OEM Commercial Management:

My OEM commercial management considers dealer input before making product decisions

My OEM commercial management considers dealer input before making policy decisions

Does my OEM conduct customer satisfaction surveys?

☐ Yes ☐ No

My OEM commercial management considers dealer input before designing a customer satisfaction system that rates my dealership

Overall dealer input consideration

The OEM's products are what my customers want

The 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"/>
<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"/>

3 New Commercial Vehicle Products:

OEM offers flexibility to satisfy body builder requirements

OEM uses innovative technology

OEM delivers class leading commercial vehicles

OEM understands commercial customer product needs

Commercial goodwill policies are handled fairly

<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"/>

4 New Vehicle Ordering:

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

The vehicle locator system is easy to use

Delivery commitments are accurate

The system to find lost or delayed vehicles is easy to use

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

5 Communication:

Our commercial Dealer Council is effective

Our commercial Dealer Council does a good job communicating to dealers

<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"/>



LIGHT AND MEDIUM DUTY COMMERCIAL VEHICLE SECTION

6 New Truck Marketing:

National advertising and promotion – commercial truck

OEM brand website

Social media

OEM

Very Dissatisfied
Dissatisfied
Neutral
Satisfied
Very Satisfied

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐

7 Sales Support:

Please rate your OEM commercial **field sales** support.

☐ ☐ ☐ ☐ ☐

With regard to the **field sales support** what do you like?

(Areas to discuss may include: Availability, Responsiveness, Technical Expertise, Knowledge of the market, or Turnover)

Comment – What do you like?

7.1

With regard to the **field sales support** what would you like to see improved?

(Areas to discuss may include: Availability, Responsiveness, Technical Expertise, Knowledge of the market, or Turnover)

Comment – What would you like to see improved?

8 Parts and Service Support:

Please rate your OEM commercial vehicle **field parts** support staff.

☐ ☐ ☐ ☐ ☐

Please rate your OEM commercial vehicle **field service** support staff.

☐ ☐ ☐ ☐ ☐

With regard to the **field parts and service support**, what do you like?

(Areas to discuss may include: Effectiveness, Responsiveness, Technical Expertise, Knowledge of the market, Authority to make decisions, Turnover, Order System)

Comment – What do you like?

8.1

With regard to the **field parts and service support**, what would you like to see improved?

(Areas to discuss may include: Effectiveness, Responsiveness, Technical Expertise, Knowledge of the market, Authority to make decisions, Turnover, Order System)

Comment – What would you like to see improved?

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LIGHT AND MEDIUM DUTY COMMERCIAL
VEHICLE SECTION

9 Parts and Service:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Parts availability for commercial vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service support for commercial vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical support for commercial vehicles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of emergency part orders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10 Training:

Has your dealership taken OEM new truck sales training in the past 12 months?

☐ Yes ☐ No

If yes - Please select your level of agreement on the following statement:
'The sales training provided by the OEM was adequate.'

☐ ☐ ☐ ☐ ☐

Has your dealership taken OEM new truck service training in the past 12 months?

☐ Yes ☐ No

If yes - Please select your level of agreement on the following statement:
'The service training provided by the OEM was adequate.'

☐ ☐ ☐ ☐ ☐

Has your dealership taken OEM new truck parts training in the past 12 months?

☐ Yes ☐ No

If yes - Please select your level of agreement on the following statement:
'The parts training provided by the OEM was adequate.'

☐ ☐ ☐ ☐ ☐

Overall training comments *(please specify which training you are referencing)*

Comment:



2024 Dealer Attitude Survey of Manufacturers Survey Aid

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COMMENTS SECTION

Comments – to share with OEM

OEM

Comment:

OEM

Comment:

OEM

Comment: