



# NADA Summer 2025 Dealer Attitude Survey Aid

We need to hear from you!

Your opinion is shared directly with your brand's senior leadership by NADA.

Go to [www.nadasurvey.com](http://www.nadasurvey.com) for more information.

The Survey Aid below lets you see and share the questions on the current survey.

Since 1985, the NADA-designed and operated Dealer Attitude Survey has provided a valuable, anonymous tool to let dealers share their opinions about their manufacturers and the dealer-OEM relationship. Survey data is presented by NADA staff to each manufacturer, always accompanied by a NADA Board Director who owns that franchise.

NADA encourages you to involve your department managers in completing the survey.

## General Instructions

Please answer the Franchise, Value, Policy, Finance and People Sections for each new vehicle franchise you sell at this dealership.

Please fill in the bubble for the franchise you are filling out the survey for:

<input type="radio"/> Acura	<input type="radio"/> Chrysler	<input type="radio"/> Infiniti	<input type="radio"/> Mazda	<input type="radio"/> Subaru
<input type="radio"/> Alfa Romeo	<input type="radio"/> Dodge	<input type="radio"/> Jaguar	<input type="radio"/> Mercedes-Benz	<input type="radio"/> Toyota
<input type="radio"/> Audi	<input type="radio"/> Fiat	<input type="radio"/> Jeep	<input type="radio"/> MINI	<input type="radio"/> Volkswagen
<input type="radio"/> BMW	<input type="radio"/> Ford	<input type="radio"/> Kia	<input type="radio"/> Mitsubishi	<input type="radio"/> Volvo
<input type="radio"/> Buick-GMC	<input type="radio"/> Genesis	<input type="radio"/> Land Rover	<input type="radio"/> Nissan	
<input type="radio"/> Cadillac	<input type="radio"/> Honda	<input type="radio"/> Lexus	<input type="radio"/> Porsche	
<input type="radio"/> Chevrolet	<input type="radio"/> Hyundai	<input type="radio"/> Lincoln	<input type="radio"/> RAM	

**Confidential**

User ID: \_\_\_\_\_ (7 digits)

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### Future

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor's **future strategy**.

- I trust the strategic direction of my OEM
- It is clear to me how my dealership fits in this future strategy
- I trust that current leadership can execute this strategy

☐ Strongly Agree  
☐ Agree  
☐ Neutral  
☐ Disagree  
☐ Strongly Disagree

Thinking specifically about your franchise, do you plan on investing more, less, or about the same **in this dealership** in the next 12 months?

- ☐ More  
☐ About the same  
☐ Less

Would you like to elaborate on your future investment?

Do you have comments to add?