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2023 Dealer-Manufacturer Relations Survey Report

➤ **Ratings by Category**

Dealer ratings in 12 key categories of dealership operations and support, including overall satisfaction, product availability, product quality, technical support, parts availability, return privileges, warranty procedures and marketing/advertising support.

➤ **Ratings by Brand**

Manufacturer scores are shown individually and grouped by manufacturer type (Full-Line, Shortline, Tractor, OPE). Scores are compared against prior years' scores, when applicable.

➤ **Additional Statistics**

Also included are dealer rankings of each rating category based on its importance to dealers. Additional statistical analysis and data are available to manufacturers for a nominal fee.

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