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NAEDA
NORTH AMERICAN
EQUIPMENT DEALERS ASSOCIATION

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➤ 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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