



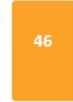
Key figures from last year's participating truck dealerships













What is it?

The most comprehensive and authoritative study on dealership workforce trends. It is a collection and analysis of compensation, retention, turnover, benefits, demographics data. Participation is free and for ATD members only. Participation is key to the success of the study, so please consider enrolling today.



PARTICIPATION

Two Components:

- Online Questionnaire on Benefits, Hiring, Training, Bonuses, Schedules and more
- Payroll Template enter employee salary data. All data is confidential. No personal or dealer identifiable data is shared or reported



ENROLL

www.atdworkforcestudy.com

DEADLINE

Complete both the questionnaire and payroll template by March 29, 2024

CONTACT

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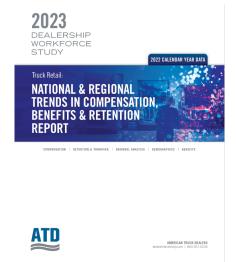
PREVIEW OF WHAT YOU RECEIVE

Custom Comparison Report: How Your Dealership Compares:

B-Technician Total Compensation	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$50,677	78%			1	
All Truck Dealerships	\$65,124	100%	\$50,764	\$62,405	\$75,556	\$92,806
Low-Vol.	\$62,056	95%	\$48,174	\$59,263	\$71,103	\$85,951
E.N.C. Low-Vol.	\$56,202	86%	\$46,954	\$54,235	\$63,872	\$71,563
OH Low-Vol.	\$47,764	73%	\$42,105	\$47,840	\$52,596	\$60,320
E.N.C. International	\$51,806	80%	\$43,846	\$51,642	\$58,854	\$63,781
OH International	\$46,026	71%	\$41,348	\$45,158	\$52,414	\$53,067

Key Employment Metrics	Position	Your Dealership	Your Peer Group	Your Percentile Rank 25 50 75
Average Compensation	All Positions	\$84,066	\$90,795	
Average Tenure	All Positions	11.2 yrs	6.7 yrs	
Median Tenure	All Positions	9.5 yrs	4.0 yrs	
One-year Retention	All Positions	90.9 %	82.5 %	
Three-year Retention	All Positions	73.9 %	58.0 %	
Annualized Turnover	All Positions	25.0 %	36.6 %	

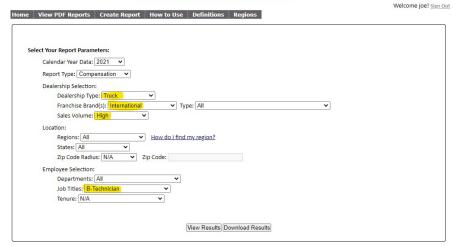
National & Regional Trends Report:





Online Database Search Tool: Click Here for Demo

DWS Database and Search Tool





FOR YOUR PARTICIPATION:

Custom Comparison Report:

How Your Dealership Compares - Your data vs. peer group of data

National & Regional Trends:

2023 ATD National & Regional Trends in Compensation, Benefits & Retention Report - Summary and Analysis of all participants' collective data broken down by sales volume, nationally and regionally.

Online Database Search Tool:

Custom search 60+ positions for compensation and tenure data filtering by state, brand, sales volume, zip code radius and more. One year access. Click here for demo.

AMERICAN TRUCK DEALERS 800.557.6232 | https://www.atdworkforcestudy.com/

