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ATD: Meeting the Needs of Truck Dealers



Medium- and heavy-duty truck dealers have specific needs and encounter unique issues that are different from NADA's new-car and -truck dealers. In 1970, NADA established the American Truck Dealers (ATD) division to provide programs and services to this highly specialized segment of its membership. Today, ATD represents more than 2,000 franchised medium and heavy duty truck dealers holding nearly 3,000 separate franchises, domestic and import.

ATD Highlights

- **Through ATD, truck dealers' voices are heard at the factory and in Washington.**
- ATD spearheaded the campaign to revise the Federal Excise Tax on trucks.
- ATD members receive [all services](#) provided to NADA members, plus specific services developed for truck dealers.
- The annual [ATD Convention & Exposition](#) brings together more than 2,000 dealers, dealership managers, manufacturers and related-industry representatives under one roof. The program includes general sessions, luncheons, workshops, franchise meetings and exhibits.
- Management guides provide information on sales, service, regulations, and more keep truck dealers up-to-date.
- Weekly and monthly [publications](#) keep dealers up to date with the changing industry.
- **ATD offers a full range of seminars and business consulting services.**

What's New



[Eric Jorgensen Takes the Helm as the New Chairman of ATD](#)

[Click here](#) for complete coverage of the 2014 ATD Convention & Expo in New Orleans .



TOP STORIES

- [ACT: Truck Sales Will Rise as Fleets Profits Increase](#)
- [Feb. Trailer Orders Leap 67.6%; Total Is Largest Since Late 2012](#)
- [Class 8 Truck Prices Rise Again in February](#)
- [Daimler Truck Boss: Projected Truck Sales Growth May Be Conservative](#)
- [Ohio Truck Dealer Hosts Congressman](#)
- [Economic Watch: Employment, Factory Shipments and Orders Post Gains](#)
- [Former ATD Chairman Passes Away](#)

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