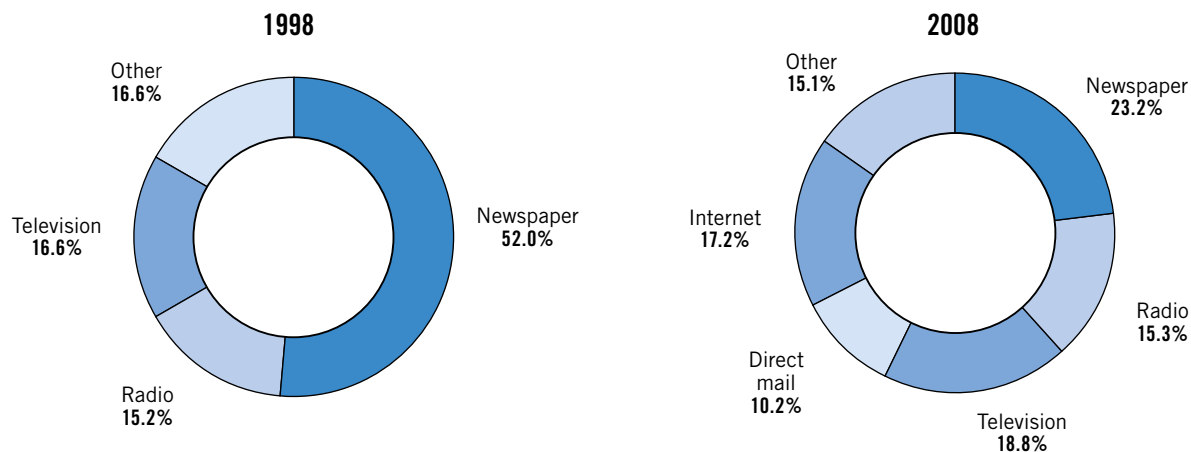


## DATA UPDATE: Advertising expenditures, by medium

Percent of total



Source: NADA Industry Analysis Division

## Average dealership profile

### Light-duty vehicle sales

In millions of units

	July YTD 2009	% chg.	Full year 2008
Domestic cars	2.0	-33.5%	4.6
Import cars	1.1	-31.2%	2.3
Total cars	3.0	-32.7%	6.8
Light-duty trucks	2.8	-31.2%	6.4
Total light-duty vehicles	5.8	-32.0%	13.2

### Balance sheet ratios (June 2009)

**Net debt to equity** 1.42  
(Total liabilities less floor plan to total equity)

**Current ratio** 1.96  
(Current assets to current liabilities)

**Service and parts absorption** 59.5%  
(Service and parts gross profits divided by total fixed overhead expense)

**Return on equity** 15.7%

Source: NADA Industry Analysis Division

	June YTD 2009	June YTD 2008	Percent change
<b>Total sales</b>	\$12,283,124	\$15,291,374	-19.7%
<b>Total gross</b>	\$1,922,974	\$2,166,357	-11.2%
As % of total sales	15.7%	14.2%	
<b>Total expense</b>	\$1,753,832	\$1,943,877	-9.8%
As % of total sales	14.3%	12.7%	
<b>Net profit before taxes</b>	\$169,142	\$222,480	-24.0%
As % of total sales	1.4%	1.5%	
<b>New-vehicle sales</b>	\$6,159,103	\$8,755,165	-29.7%
As % of total sales	50.1%	57.3%	
<b>Used-vehicle sales</b>	\$4,099,875	\$4,484,365	-8.6%
As % of total sales	33.4%	29.3%	
<b>Service and parts</b>	\$2,024,146	\$2,051,844	-1.3%
As % of total sales	16.5%	13.4%	
<b>Advertising expense</b>	\$138,394	\$171,863	-19.5%
As % of total sales	1.13%	1.12%	
Per new vehicle retailed	\$708	\$620	14.2%
<b>Rent and equivalent</b>	\$198,998	\$181,672	9.5%
As % of total sales	1.62%	1.19%	
Per new vehicle retailed	\$1,018	\$655	55.4%
<b>New-vehicle floor-plan interest</b>	\$23,136	\$25,566	-9.5%
As % of total sales	0.19%	0.17%	
Per new vehicle retailed	\$118	\$92	28.4%
<b>Average new-vehicle selling price (retail)</b>	\$29,016	\$28,042	3.5%
Gross as % of selling price	4.11%	4.51%	
Average gross profit	\$1,193	\$1,263	-5.5%
<b>Average used-vehicle selling price (retail)</b>	\$14,552	\$15,450	-5.8%
Gross as % of selling price	11.00%	11.09%	
Average gross profit	\$1,600	\$1,714	-6.6%