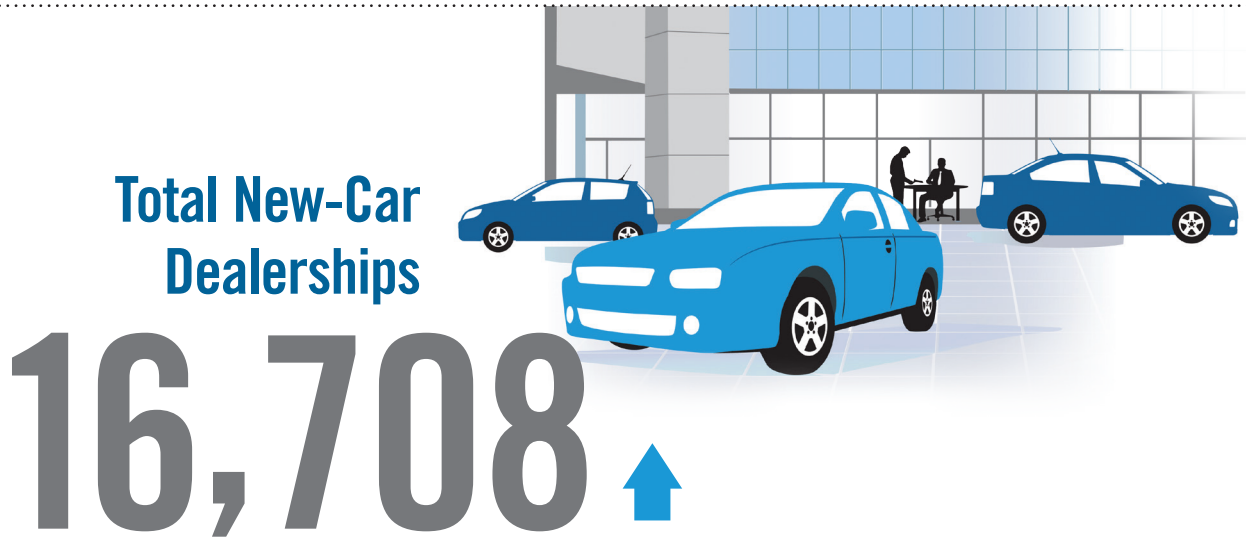


NADA DATA 2016

There are now two versions of *NADA Data*. The first—the one here—is a general overview of the retail auto industry, with infographics that can be shared by print and broadcast news outlets as well as on social media. The other, more detailed version looks at each dealership department, as well as trends in dealership advertising; employment and payrolls; and the retail auto industry as a whole.

Again this year, to improve the breadth of information provided in *NADA Data*, we offer a section that focuses on the new- and used-vehicle consumer, with in-depth data provided by Experian. These stats include average monthly payment, average loan term, leasing and more.

Last year, *NADA Data* was updated with completely re-benchmarked data and methodologies. Revisions and expansions within our Average Dealership Profile series influenced how we calculate dealership sales. As a result, data and figures from previously released reports will not be comparable to our new report.



TOTAL DEALERSHIP SALES
\$995,644,612,360



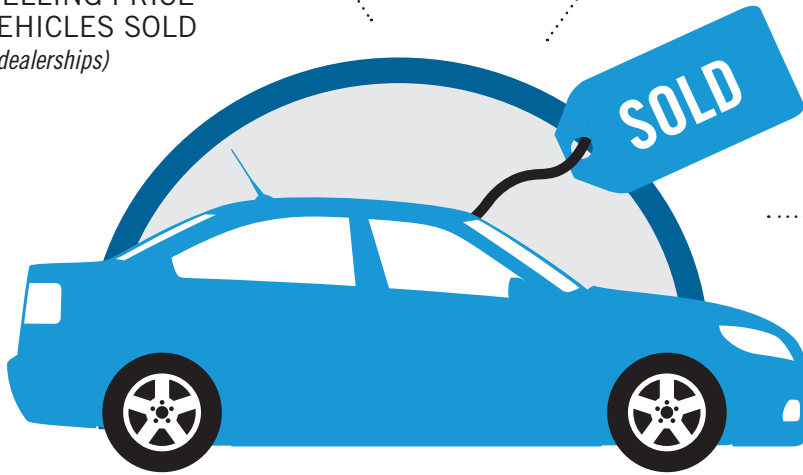
...per dealership
\$59,590,891

\$19,866

AVERAGE SELLING PRICE OF USED VEHICLES SOLD
(by new-vehicle dealerships)

\$34,449

AVERAGE SELLING PRICE OF NEW VEHICLES SOLD



1,045

AVERAGE NEW VEHICLES SOLD PER DEALERSHIP



domestic
2,056,400
+ import
1,853,300

NEW-CAR INVENTORY

3,909,700



NEW-VEHICLE DAYS' SUPPLY

74
domestic

54
import

December

Month with most new-vehicle sales

1,689,572
units

Increase in number of new vehicles sold

0.5%

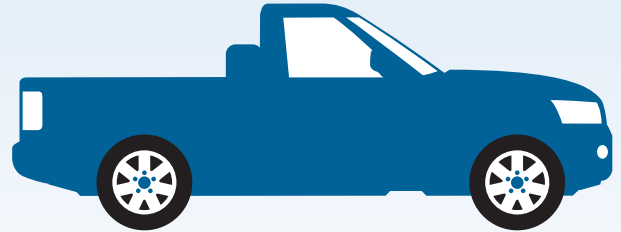
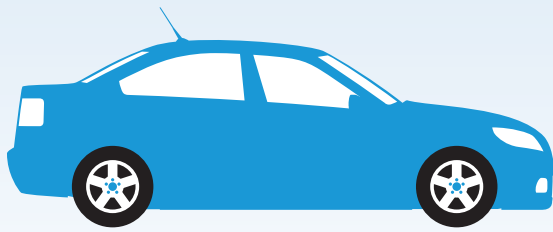
from 2015 to 2016

TOTAL NEW VEHICLES SOLD

17,465,020

VEHICLES IN OPERATION

264,000,000



1YR

3YRS

5YRS

7YRS

9YRS

11YRS

13YRS

15YRS

Average age of vehicles on the road
(cars and light trucks)

11.6
YEARS

DEALERSHIP EMPLOYEES

1,131,900

69

Average per
dealership

\$3.9 million Average annual payroll
per dealership

\$65.0 billion Average annual payroll
of all dealerships

 **\$1,122** Average weekly earnings
per dealership employee



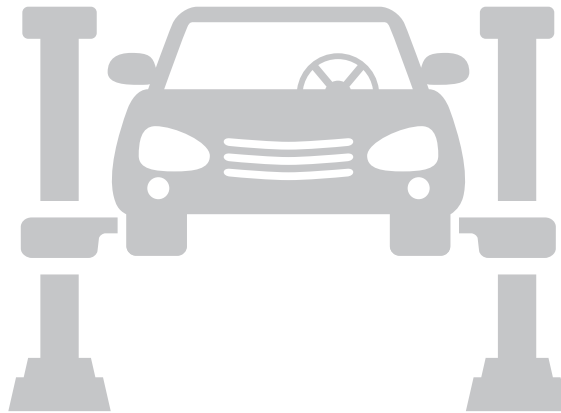
Customer Mechanical Sales

(for all new-vehicle dealerships)

 **\$18.90 billion**
SERVICE

 **\$16.53 billion**
PARTS

\$35.43 billion
TOTAL S&P



Warranty Sales

(for all new-vehicle dealerships)

 **\$9.57 billion**
SERVICE

 **\$11.67 billion**
PARTS

\$21.24 billion
TOTAL S&P



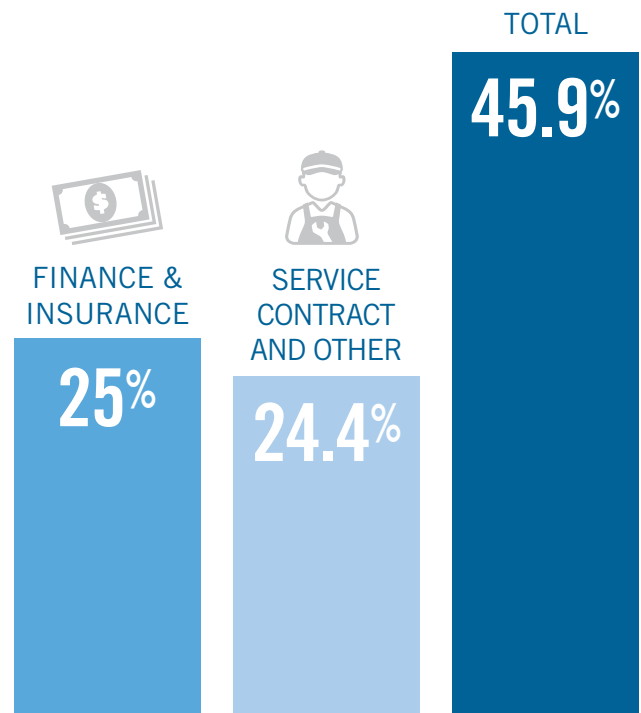
Service Contract Penetration Rates

of new vehicles
retailed

43.7%

Aftermarket Income

As percentage of new- and used-vehicle department gross profit





\$109.52 billion
SERVICE AND PARTS SALES
(for all new-vehicle dealerships)



\$6.56 million
SERVICE AND PARTS SALES
(per new-vehicle dealership)



266,258
TECHNICIANS
(including body shop)



315 million
REPAIR ORDERS WRITTEN

Percentage of dealerships operating on-site body shops

37.4%

FINANCIAL TRENDS

Gross profits



New-Vehicle Department

\$1,884,299

Used-Vehicle Department

\$1,686,043

Service/Parts Department

\$3,198,463

14.97 million

USED-VEHICLE SALES
(by new-vehicle dealerships)

