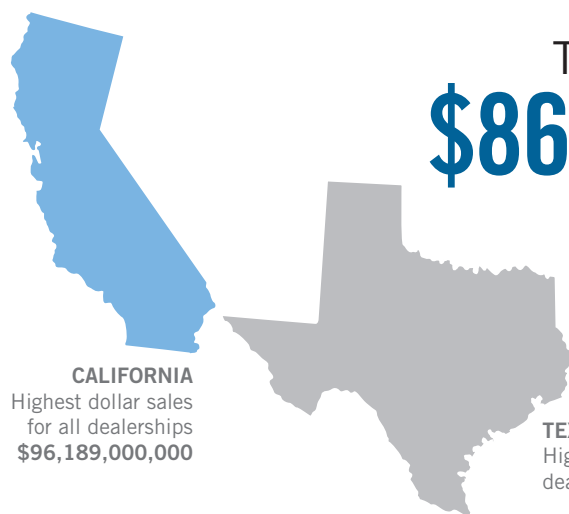
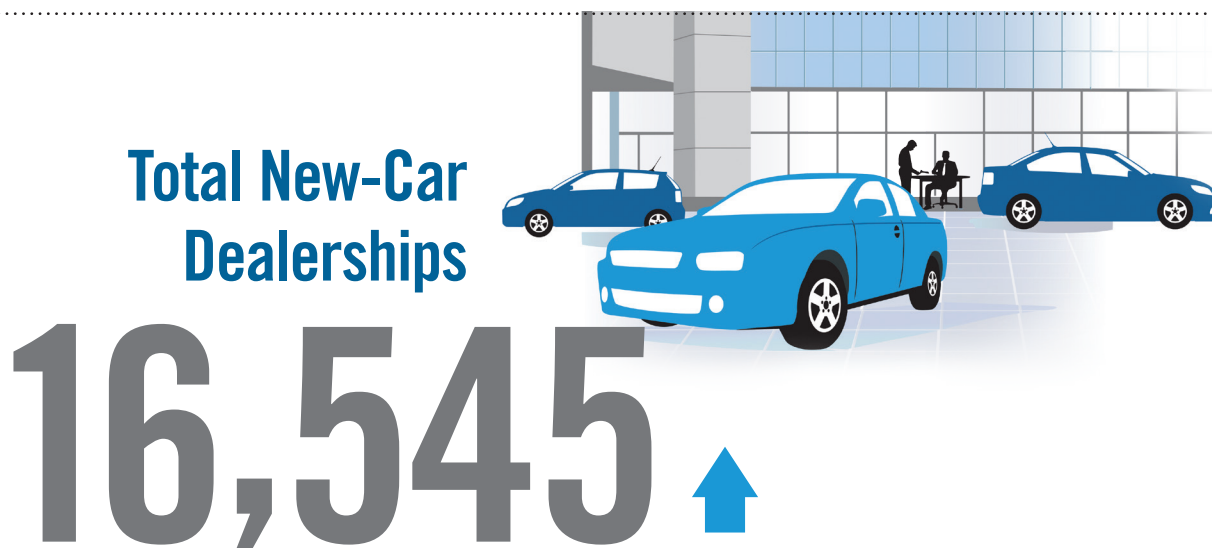


NADA DATA 2015

This year, *NADA Data* has been completely redesigned, with easier-to-read charts and graphs.

Also new: 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.

To improve the breadth of information provided in *NADA Data*, we offer an all-new 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 much more.



TOTAL DEALERSHIP SALES
\$862,722,000,000

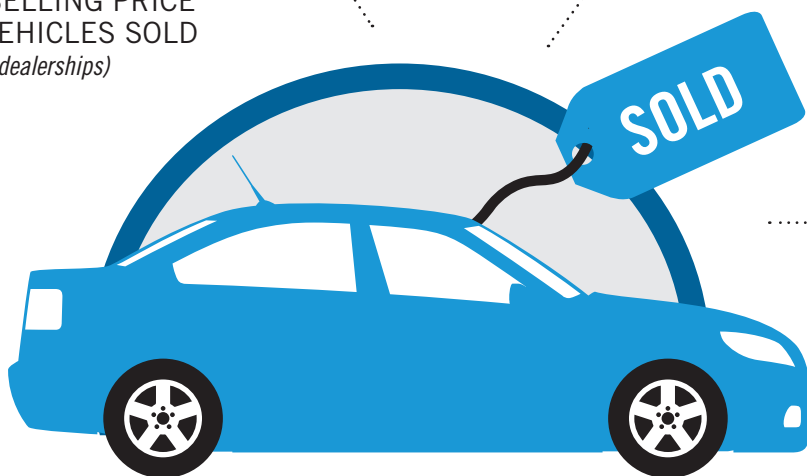
...per dealership
\$52,143,971

\$19,397

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

\$33,419

AVERAGE SELLING PRICE OF NEW VEHICLES SOLD



1,050

AVERAGE NEW VEHICLES SOLD PER DEALERSHIP



December

Month with most new-vehicle sales

1,632,172 units

domestic
2,867,653
+ import
655,522

NEW-CAR INVENTORY

3,523,175



NEW-VEHICLE DAYS' SUPPLY

65
domestic

55
import

Increase in number of new vehicles sold

5.74%

from 2014 to 2015

TOTAL NEW VEHICLES SOLD

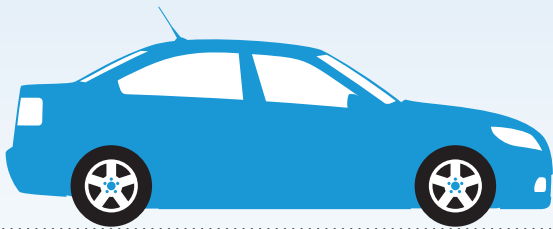
17,380,500

VEHICLES IN OPERATION

258,026,929

120,983,811
Cars

137,043,118
Light Trucks



1YR

3YRS

5YRS

7YRS

9YRS

11YRS

13YRS

15YRS

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

11.5
YEARS

DEALERSHIP EMPLOYEES

1,110,700

67

Average per dealership

\$3.8 million Average annual payroll per dealership

\$62.8 billion Average annual payroll of all dealerships

 **\$1,087** Average weekly earnings per dealership employee



Customer Mechanical Sales

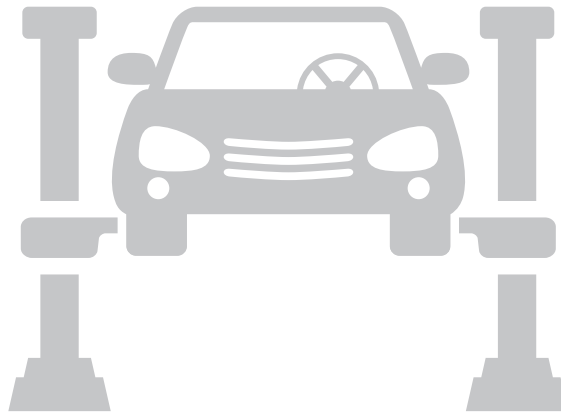
(for all new-vehicle dealerships)

 **\$16.62 billion**
SERVICE

 **\$14.20 billion**
PARTS

\$30.82 billion

TOTAL S&P



Warranty Sales

(for all new-vehicle dealerships)

 **\$9.65 billion**
SERVICE

 **\$10.28 billion**
PARTS

\$19.93 billion

TOTAL S&P



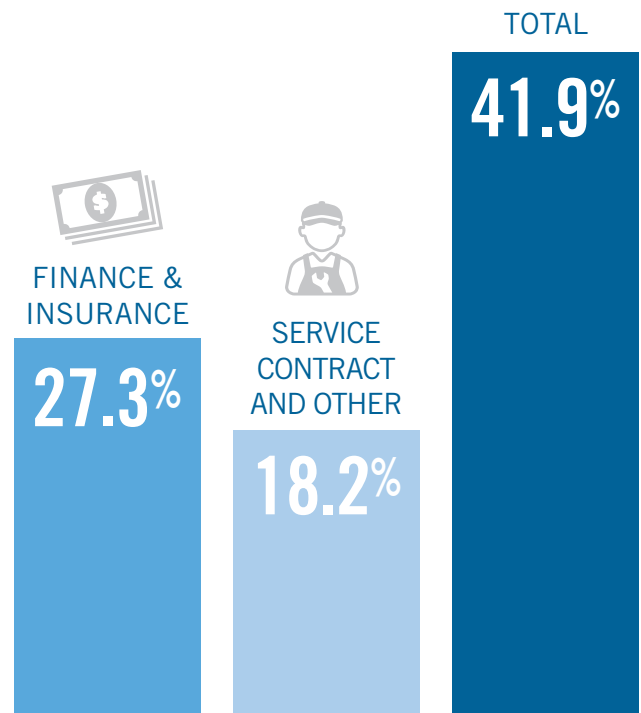
Service Contract penetration rates

of new vehicles
retailed

43%

Aftermarket Income

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





\$97.18 billion
 SERVICE AND PARTS SALES
(for all new-vehicle dealerships)



\$5.87 million
 SERVICE AND PARTS SALES
(per new-vehicle dealership)



248,175
 TECHNICIANS
(including body shop)

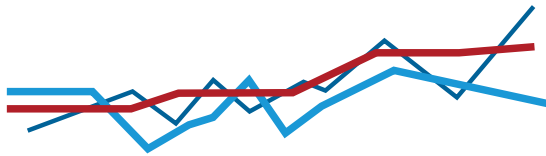


258 million
 REPAIR ORDERS WRITTEN

Percentage of dealerships operating on-site body shops

39%

FINANCIAL TRENDS



New-Vehicle Department

\$41,268 Average net profit

Used-Vehicle Department

\$71,265 Average net profit

Service/Parts Department

\$363,308 Average net profit

14.6 million

USED-VEHICLE SALES
(by new-vehicle dealerships)

