



AVERAGE DEALERSHIP PROFILE

	YTD Dec 2015	YTD Dec 2014	Percent Change
TOTAL SALES	\$56,723,576	\$52,949,226	7.1%
TOTAL GROSS ¹	\$6,572,760	\$6,244,337	5.3%
As % of total sales	11.6%	11.8%	
TOTAL EXPENSE	\$6,099,768	\$5,800,686	5.2%
As % of total sales	10.8%	11.0%	
As % of total gross	92.8%	92.9%	
TOTAL OPERATING PROFIT	\$472,981	\$444,464	6.4%
As % of total sales	0.8%	0.8%	
As % of total gross	7.2%	7.1%	
NET PROFIT BEFORE TAX	\$1,503,432	\$1,382,379	8.8%
As % of total sales	2.7%	2.6%	
As % of total gross	22.9%	22.1%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$33,006,319	\$30,478,833	8.3%
New-vehicle dept. sales as % of total sales	58.19%	57.6%	
New-vehicle dept. gross as % of total gross	29.47%	29.5%	
New-vehicle selling price (retail) ³	\$33,456	\$32,824	1.9%
Gross as % of selling price	6.4%	6.4%	
Retail gross profit per new vehicle retailed	\$2,152	\$2,115	1.8%
Retail net profit per new vehicle retailed	(\$22)	(\$10)	
Average number of new vehicles retailed	916	867	5.6%
F&I gross as % of new-vehicle dept. sales	2.8%	2.8%	
F&I penetration (new vehicles)	90.3%	81.5%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$17,240,887	\$16,256,538	6.1%
Used-vehicle dept. sales as % of total sales	30.4%	30.7%	
Used-vehicle dept. gross as % of total gross	25.1%	25.3%	
Used-vehicle selling price (retail) ³	\$19,400	\$18,839	3.0%
Gross as % of selling price	12.6%	12.8%	
Retail gross profit per used vehicle retailed	\$2,444	\$2,411	1.4%
Retail net profit per used vehicle retailed	\$132	\$164	
Average number of used vehicles retailed	677	652	3.9%
F&I gross as % of used-vehicle sales	3.6%	3.4%	
F&I penetration (used)	71.4%	67.3%	
Used- to new-unit vehicle ratio (retail only)	74.0%	75.2%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$6,458,094	\$6,187,243	4.4%
Fixed-ops sales as % of total sales	11.4%	11.7%	
Fixed-ops gross as % of total gross	45.4%	45.2%	
Warranty as % of total fixed-ops sales	17.6%	15.7%	
ADVERTISING EXPENSE ⁴	\$554,815	\$526,280	5.4%
As % of total gross	8.4%	8.4%	
Per new vehicle retailed	\$606	\$607	-0.2%

RENT & EQUIVALENT				\$674,856	\$647,031	4.3%
As % of total gross				10.3%	10.4%	
Per new vehicle retailed				\$737	\$746	-1.3%
FLOORPLAN INTEREST				(\$109,497)	(\$73,241)	49.5%
As % of total gross				-2.0%	-1.6%	
Per new vehicle retailed				(\$147)	(\$113)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE				\$5,628,310	\$5,316,310	5.9%
As % of total sales				9.9%	10.0%	
As % of total gross				85.6%	85.1%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS					
	YTD Jan	%	Full Year		YTD	YTD
	2016	Change	2015		Dec 15	Dec 14
Domestic Cars	0.36	-6.6%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)	1.11	1.10
Import Cars	0.11	-14.0%	2.0	Current ratio (Current assets to current liabilities)	1.25	1.25
Total Cars	0.47	-8.5%	7.5	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)	56.2%	56.0%
Light-Duty Trucks	0.67	6.1%	9.9	Return on equity (Annualized net pretax profit as % of net worth + lifo)	32.6%	31.3%
Total L-D Vehicles	1.14	-0.4%	17.4			

1. Gross profit includes cost of goods sold, but not SG&A or advertising.
2. Includes F&I sales unless otherwise noted.
3. Excludes F&I sales.
4. Advertising expense includes advertising and sales promotion minus advertising rebates.
Some advertising data is reported in one account that includes sales promotion and already is minus advertising rebates.

©2018 National Automobile Dealers Association

economics@nada.org

Source: NADA Industry Analysis



DOMESTIC DEALERSHIP PROFILE

	YTD Dec 2015	YTD Dec 2014	Percent Change
TOTAL SALES	\$49,882,081	\$45,367,298	10.0%
TOTAL GROSS ¹	\$5,655,845	\$5,275,512	7.2%
As % of total sales	11.3%	11.6%	
TOTAL EXPENSE	\$5,142,563	\$4,796,520	7.2%
As % of total sales	10.3%	10.6%	
As % of total gross	90.9%	90.9%	
TOTAL OPERATING PROFIT	\$513,282	\$478,992	7.2%
As % of total sales	1.0%	1.1%	
As % of total gross	9.1%	9.1%	
NET PROFIT BEFORE TAX	\$1,306,329	\$1,197,822	9.1%
As % of total sales	2.6%	2.6%	
As % of total gross	23.1%	22.7%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$28,732,592	\$25,839,280	11.2%
New-vehicle dept. sales as % of total sales	57.60%	57.0%	
New-vehicle dept. gross as % of total gross	30.51%	30.4%	
New-vehicle selling price (retail) ³	\$35,606	\$34,396	3.5%
Gross as % of selling price	6.6%	6.8%	
Retail gross profit per new vehicle retailed	\$2,351	\$2,330	0.9%
Retail net profit per new vehicle retailed	\$203	\$214	
Average number of new vehicles retailed	734	685	7.1%
F&I gross as % of new-vehicle dept. sales	2.7%	2.7%	
F&I penetration (new vehicles)	93.4%	88.8%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$15,715,175	\$14,405,592	9.1%
Used-vehicle dept. sales as % of total sales	31.5%	31.8%	
Used-vehicle dept. gross as % of total gross	27.3%	27.5%	
Used-vehicle selling price (retail) ³	\$18,897	\$18,239	3.6%
Gross as % of selling price	13.2%	13.5%	
Retail gross profit per used vehicle retailed	\$2,503	\$2,464	1.6%
Retail net profit per used vehicle retailed	\$228	\$257	
Average number of used vehicles retailed	631	599	5.3%
F&I gross as % of used-vehicle sales	3.5%	3.4%	
F&I penetration (used)	70.1%	61.2%	
Used- to new-unit vehicle ratio (retail only)	86.0%	87.4%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$5,401,407	\$5,077,304	6.4%
Fixed-ops sales as % of total sales	10.8%	11.2%	
Fixed-ops gross as % of total gross	42.2%	42.1%	
Warranty as % of total fixed-ops sales	17.1%	15.2%	
ADVERTISING EXPENSE ⁴	\$466,041	\$431,788	7.9%
As % of total gross	8.2%	8.2%	
Per new vehicle retailed	\$635	\$630	0.8%

RENT & EQUIVALENT		\$527,532	\$492,585	7.1%
As % of total gross		9.3%	9.3%	
Per new vehicle retailed		\$719	\$719	0.0%
FLOORPLAN INTEREST		(\$86,506)	(\$55,213)	56.7%
As % of total gross		-2.0%	-1.6%	
Per new vehicle retailed		(\$158)	(\$122)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$4,767,377	\$4,420,357	7.9%
As % of total sales		9.6%	9.7%	
As % of total gross		84.3%	83.8%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2016	Change	2015	
Domestic Cars	0.36	-6.6%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.11	-14.0%	2.0	Current ratio (Current assets to current liabilities)
Total Cars	0.47	-8.5%	7.5	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.67	6.1%	9.9	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total L-D Vehicles	1.14	-0.4%	17.4	
				YTD
				Dec 15
				YTD
				Dec 14

1. Gross profit includes cost of goods sold, but not SG&A or advertising.
2. Includes F&I sales unless otherwise noted.
3. Excludes F&I sales.
4. Advertising expense includes advertising and sales promotion minus advertising rebates.
Some advertising data is reported in one account that includes sales promotion and already is minus advertising rebates.

©2018 National Automobile Dealers Association

economics@nada.org

Source: NADA Industry Analysis



IMPORT DEALERSHIP PROFILE

	YTD Dec 2015	YTD Dec 2014	Percent Change
TOTAL SALES	\$64,952,534	\$61,149,592	6.2%
TOTAL GROSS ¹	\$7,675,626	\$7,301,648	5.1%
As % of total sales	11.8%	11.9%	
TOTAL EXPENSE	\$7,251,095	\$6,914,083	4.9%
As % of total sales	11.2%	11.3%	
As % of total gross	94.5%	94.7%	
TOTAL OPERATING PROFIT	\$424,506	\$389,375	9.0%
As % of total sales	0.7%	0.6%	
As % of total gross	5.5%	5.3%	
NET PROFIT BEFORE TAX	\$1,740,509	\$1,580,027	10.2%
As % of total sales	2.7%	2.6%	
As % of total gross	22.7%	21.6%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$38,146,762	\$35,563,454	7.3%
New-vehicle dept. sales as % of total sales	58.73%	58.2%	
New-vehicle dept. gross as % of total gross	28.55%	28.8%	
New-vehicle selling price (retail) ³	\$31,785	\$31,561	0.7%
Gross as % of selling price	6.3%	6.2%	
Retail gross profit per new vehicle retailed	\$1,998	\$1,945	2.7%
Retail net profit per new vehicle retailed	(\$198)	(\$186)	
Average number of new vehicles retailed	1,135	1,075	5.6%
F&I gross as % of new-vehicle dept. sales	2.9%	2.8%	
F&I penetration (new vehicles)	88.0%	75.7%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$19,076,016	\$18,168,012	5.0%
Used-vehicle dept. sales as % of total sales	29.4%	29.7%	
Used-vehicle dept. gross as % of total gross	23.2%	23.3%	
Used-vehicle selling price (retail) ³	\$19,920	\$19,480	2.3%
Gross as % of selling price	12.0%	12.1%	
Retail gross profit per used vehicle retailed	\$2,383	\$2,355	1.2%
Retail net profit per used vehicle retailed	\$32	\$63	
Average number of used vehicles retailed	734	702	4.4%
F&I gross as % of used-vehicle sales	3.7%	3.4%	
F&I penetration (used)	72.7%	73.7%	
Used- to new-unit vehicle ratio (retail only)	64.6%	65.4%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$7,729,079	\$7,415,807	4.2%
Fixed-ops sales as % of total sales	11.9%	12.1%	
Fixed-ops gross as % of total gross	48.2%	48.0%	
Warranty as % of total fixed-ops sales	18.0%	16.1%	
ADVERTISING EXPENSE ⁴	\$661,593	\$632,399	4.6%
As % of total gross	8.6%	8.7%	
Per new vehicle retailed	\$583	\$588	-1.0%

RENT & EQUIVALENT		\$852,057	\$824,161	3.4%
As % of total gross		11.1%	11.3%	
Per new vehicle retailed		\$751	\$767	-2.1%
FLOORPLAN INTEREST		(\$137,150)	(\$94,170)	45.6%
As % of total gross		-2.0%	-1.6%	
Per new vehicle retailed		(\$138)	(\$106)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$6,663,841	\$6,306,667	5.7%
As % of total sales		10.3%	10.3%	
As % of total gross		86.8%	86.4%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2016	Change	2015	
Domestic Cars	0.36	-6.6%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.11	-14.0%	2.0	Current ratio (Current assets to current liabilities)
Total Cars	0.47	-8.5%	7.5	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.67	6.1%	9.9	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total L-D Vehicles	1.14	-0.4%	17.4	

1. Gross profit includes cost of goods sold, but not SG&A or advertising.
2. Includes F&I sales unless otherwise noted.
3. Excludes F&I sales.
4. Advertising expense includes advertising and sales promotion minus advertising rebates.
Some advertising data is reported in one account that includes sales promotion and already is minus advertising rebates.

©2018 National Automobile Dealers Association

economics@nada.org

Source: NADA Industry Analysis



LUXURY DEALERSHIP PROFILE

	YTD Dec 2015	YTD Dec 2014	Percent Change
TOTAL SALES	\$93,016,150	\$88,794,446	4.8%
TOTAL GROSS ¹	\$9,980,162	\$9,942,696	0.4%
As % of total sales	10.7%	11.2%	
TOTAL EXPENSE	\$9,785,416	\$9,630,169	1.6%
As % of total sales	10.5%	10.8%	
As % of total gross	98.0%	96.9%	
TOTAL OPERATING PROFIT	\$194,619	\$312,527	-37.7%
As % of total sales	0.2%	0.4%	
As % of total gross	2.0%	3.1%	
NET PROFIT BEFORE TAX	\$2,606,132	\$2,345,414	11.1%
As % of total sales	2.8%	2.6%	
As % of total gross	26.1%	23.6%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$53,270,605	\$50,475,422	5.5%
New-vehicle dept. sales as % of total sales	57.27%	56.8%	
New-vehicle dept. gross as % of total gross	23.45%	25.0%	
New-vehicle selling price (retail) ³	\$50,191	\$49,150	2.1%
Gross as % of selling price	5.1%	4.8%	
Retail gross profit per new vehicle retailed	\$2,579	\$2,353	9.6%
Retail net profit per new vehicle retailed	(\$732)	(\$558)	
Average number of new vehicles retailed	1,003	977	2.6%
F&I gross as % of new-vehicle dept. sales	2.0%	1.9%	
F&I penetration (new vehicles)	66.4%	40.5%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$27,916,848	\$26,654,283	4.7%
Used-vehicle dept. sales as % of total sales	30.0%	30.0%	
Used-vehicle dept. gross as % of total gross	18.8%	19.1%	
Used-vehicle selling price (retail) ³	\$30,205	\$29,180	3.5%
Gross as % of selling price	8.7%	9.5%	
Retail gross profit per used vehicle retailed	\$2,623	\$2,773	-5.4%
Retail net profit per used vehicle retailed	(\$37)	(\$15)	
Average number of used vehicles retailed	683	665	2.7%
F&I gross as % of used-vehicle sales	2.3%	2.3%	
F&I penetration (used)	45.8%	72.7%	
Used- to new-unit vehicle ratio (retail only)	68.1%	68.1%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$11,826,547	\$11,656,618	1.5%
Fixed-ops sales as % of total sales	12.7%	13.1%	
Fixed-ops gross as % of total gross	57.7%	56.0%	
Warranty as % of total fixed-ops sales	20.6%	19.1%	
ADVERTISING EXPENSE ⁴	\$635,917	\$615,886	3.3%
As % of total gross	6.4%	6.2%	
Per new vehicle retailed	\$634	\$630	0.6%

RENT & EQUIVALENT				\$1,244,705	\$1,242,956	0.1%
As % of total gross				12.5%	12.5%	
Per new vehicle retailed				\$1,241	\$1,272	-2.4%
FLOORPLAN INTEREST				(\$174,011)	(\$85,954)	102.4%
As % of total gross				-1.9%	-1.1%	
Per new vehicle retailed				(\$193)	(\$107)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE				\$8,949,810	\$8,706,702	2.8%
As % of total sales				9.6%	9.8%	
As % of total gross				89.7%	87.6%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS					
	YTD Jan	%	Full Year		YTD	YTD
	2016	Change	2015		Dec 15	Dec 14
Domestic Cars	0.36	-6.6%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)	1.00	1.11
Import Cars	0.11	-14.0%	2.0	Current ratio (Current assets to current liabilities)	1.24	1.22
Total Cars	0.47	-8.5%	7.5	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)	66.6%	65.4%
Light-Duty Trucks	0.67	6.1%	9.9	Return on equity (Annualized net pretax profit as % of net worth + lifo)	28.0%	28.5%
Total L-D Vehicles	1.14	-0.4%	17.4			

1. Gross profit includes cost of goods sold, but not SG&A or advertising.
2. Includes F&I sales unless otherwise noted.
3. Excludes F&I sales.
4. Advertising expense includes advertising and sales promotion minus advertising rebates.
Some advertising data is reported in one account that includes sales promotion and already is minus advertising rebates.

©2018 National Automobile Dealers Association

economics@nada.org

Source: NADA Industry Analysis



MASS MARKET DEALERSHIP PROFILE

	YTD Dec 2015	YTD Dec 2014	Percent Change
TOTAL SALES	\$52,689,062	\$48,944,442	7.7%
TOTAL GROSS ¹	\$6,194,993	\$5,831,074	6.2%
As % of total sales	11.8%	11.9%	
TOTAL EXPENSE	\$5,690,071	\$5,372,479	5.9%
As % of total sales	10.8%	11.0%	
As % of total gross	91.8%	92.1%	
TOTAL OPERATING PROFIT	\$504,923	\$459,507	9.9%
As % of total sales	1.0%	0.9%	
As % of total gross	8.2%	7.9%	
NET PROFIT BEFORE TAX	\$1,381,859	\$1,275,841	8.3%
As % of total sales	2.6%	2.6%	
As % of total gross	22.3%	21.9%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$30,760,162	\$28,250,535	8.9%
New-vehicle dept. sales as % of total sales	58.38%	57.7%	
New-vehicle dept. gross as % of total gross	30.55%	30.3%	
New-vehicle selling price (retail) ³	\$31,359	\$30,695	2.2%
Gross as % of selling price	6.7%	6.8%	
Retail gross profit per new vehicle retailed	\$2,099	\$2,080	0.9%
Retail net profit per new vehicle retailed	\$65	\$59	
Average number of new vehicles retailed	908	856	6.0%
F&I gross as % of new-vehicle dept. sales	3.0%	2.9%	
F&I penetration (new vehicles)	93.3%	86.9%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$16,049,468	\$15,092,544	6.3%
Used-vehicle dept. sales as % of total sales	30.5%	30.8%	
Used-vehicle dept. gross as % of total gross	26.3%	26.4%	
Used-vehicle selling price (retail) ³	\$18,171	\$17,640	3.0%
Gross as % of selling price	13.3%	13.4%	
Retail gross profit per used vehicle retailed	\$2,423	\$2,368	2.3%
Retail net profit per used vehicle retailed	\$150	\$184	
Average number of used vehicles retailed	677	651	4.0%
F&I gross as % of used-vehicle sales	3.8%	3.6%	
F&I penetration (used)	74.3%	66.6%	
Used- to new-unit vehicle ratio (retail only)	74.6%	76.1%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$5,859,437	\$5,572,800	5.1%
Fixed-ops sales as % of total sales	11.1%	11.4%	
Fixed-ops gross as % of total gross	43.1%	43.2%	
Warranty as % of total fixed-ops sales	16.9%	14.9%	
ADVERTISING EXPENSE ⁴	\$546,535	\$517,092	5.7%
As % of total gross	8.8%	8.9%	
Per new vehicle retailed	\$602	\$604	-0.3%

RENT & EQUIVALENT		\$611,450	\$580,308	5.4%
As % of total gross		9.9%	10.0%	
Per new vehicle retailed		\$674	\$678	-0.6%
FLOORPLAN INTEREST		(\$103,407)	(\$72,577)	42.5%
As % of total gross		-2.1%	-1.7%	
Per new vehicle retailed		(\$142)	(\$115)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$5,259,782	\$4,937,495	6.5%
As % of total sales		10.0%	10.1%	
As % of total gross		84.9%	84.7%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2016	Change	2015	
Domestic Cars	0.36	-6.6%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.11	-14.0%	2.0	Current ratio (Current assets to current liabilities)
Total Cars	0.47	-8.5%	7.5	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.67	6.1%	9.9	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total L-D Vehicles	1.14	-0.4%	17.4	

1. Gross profit includes cost of goods sold, but not SG&A or advertising.
2. Includes F&I sales unless otherwise noted.
3. Excludes F&I sales.
4. Advertising expense includes advertising and sales promotion minus advertising rebates.
Some advertising data is reported in one account that includes sales promotion and already is minus advertising rebates.

©2018 National Automobile Dealers Association

economics@nada.org

Source: NADA Industry Analysis