



AVERAGE DEALERSHIP PROFILE

	YTD Dec 2014	YTD Dec 2013	Percent Change
TOTAL SALES	\$52,949,226	\$49,278,573	7.4%
TOTAL GROSS ¹	\$6,244,337	\$5,895,175	5.9%
As % of total sales	11.8%	12.0%	
TOTAL EXPENSE	\$5,800,686	\$5,460,530	6.2%
As % of total sales	11.0%	11.1%	
As % of total gross	92.9%	92.6%	
TOTAL OPERATING PROFIT	\$444,464	\$435,685	2.0%
As % of total sales	0.8%	0.9%	
As % of total gross	7.1%	7.4%	
NET PROFIT BEFORE TAX	\$1,382,379	\$1,283,609	7.7%
As % of total sales	2.6%	2.6%	
As % of total gross	22.1%	21.8%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$30,478,833	\$28,306,164	7.7%
New-vehicle dept. sales as % of total sales	57.56%	57.4%	
New-vehicle dept. gross as % of total gross	29.49%	29.3%	
New-vehicle selling price (retail) ³	\$32,824	\$32,035	2.5%
Gross as % of selling price	6.5%	6.6%	
Retail gross profit per new vehicle retailed	\$2,124	\$2,112	0.5%
Retail net profit per new vehicle retailed	(\$10)	\$3	
Average number of new vehicles retailed	867	818	6.0%
F&I gross as % of new-vehicle dept. sales	2.8%	2.7%	
F&I penetration (new vehicles)	81.5%	86.4%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$16,256,538	\$15,173,243	7.1%
Used-vehicle dept. sales as % of total sales	30.7%	30.8%	
Used-vehicle dept. gross as % of total gross	25.3%	25.6%	
Used-vehicle selling price (retail) ³	\$18,839	\$18,081	4.2%
Gross as % of selling price	12.8%	13.2%	
Retail gross profit per used vehicle retailed	\$2,418	\$2,383	1.5%
Retail net profit per used vehicle retailed	\$164	\$177	
Average number of used vehicles retailed	652	633	3.0%
F&I gross as % of used-vehicle sales	3.4%	3.3%	
F&I penetration (used)	67.3%	61.2%	
Used- to new-unit vehicle ratio (retail only)	75.2%	77.5%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$6,187,243	\$5,783,559	7.0%
Fixed-ops sales as % of total sales	11.7%	11.7%	
Fixed-ops gross as % of total gross	45.2%	45.1%	
Warranty as % of total fixed-ops sales	15.7%	14.5%	
ADVERTISING EXPENSE ⁴	\$526,280	\$496,611	6.0%
As % of total gross	8.4%	8.4%	
Per new vehicle retailed	\$607	\$607	-0.1%

RENT & EQUIVALENT		\$647,031	\$626,733	3.2%
As % of total gross		10.4%	10.6%	
Per new vehicle retailed		\$746	\$766	-2.6%
FLOORPLAN INTEREST		(\$73,241)	(\$52,702)	39.0%
As % of total gross		-1.6%	-1.3%	
Per new vehicle retailed		(\$113)	(\$94)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$5,316,310	\$4,973,233	6.9%
As % of total sales		10.0%	10.1%	
As % of total gross		85.1%	84.4%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2015	Change	2014	
Domestic Cars	0.38	12.3%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.13	-3.3%	2.1	Current ratio (Current assets to current liabilities)
Total Cars	0.51	7.8%	7.7	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.63	19.0%	8.7	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total L-D Vehicles	1.15	13.7%	16.4	

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.
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Source: NADA Industry Analysis



DOMESTIC DEALERSHIP PROFILE

	YTD Dec 2014	YTD Dec 2013	Percent Change
TOTAL SALES	\$45,367,298	\$40,482,653	12.1%
TOTAL GROSS ¹	\$5,275,512	\$4,759,120	10.9%
As % of total sales	11.6%	11.8%	
TOTAL EXPENSE	\$4,796,520	\$4,357,841	10.1%
As % of total sales	10.6%	10.8%	
As % of total gross	90.9%	91.6%	
TOTAL OPERATING PROFIT	\$478,992	\$401,279	19.4%
As % of total sales	1.1%	1.0%	
As % of total gross	9.1%	8.4%	
NET PROFIT BEFORE TAX	\$1,197,822	\$1,040,380	15.1%
As % of total sales	2.6%	2.6%	
As % of total gross	22.7%	21.9%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$25,839,280	\$23,023,391	12.2%
New-vehicle dept. sales as % of total sales	56.96%	56.9%	
New-vehicle dept. gross as % of total gross	30.35%	29.9%	
New-vehicle selling price (retail) ³	\$34,396	\$33,198	3.6%
Gross as % of selling price	6.8%	6.9%	
Retail gross profit per new vehicle retailed	\$2,337	\$2,306	1.4%
Retail net profit per new vehicle retailed	\$214	\$205	
Average number of new vehicles retailed	685	618	10.9%
F&I gross as % of new-vehicle dept. sales	2.7%	2.6%	
F&I penetration (new vehicles)	88.8%	87.3%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$14,405,592	\$12,869,632	11.9%
Used-vehicle dept. sales as % of total sales	31.8%	31.8%	
Used-vehicle dept. gross as % of total gross	27.5%	28.2%	
Used-vehicle selling price (retail) ³	\$18,239	\$17,330	5.2%
Gross as % of selling price	13.3%	13.7%	
Retail gross profit per used vehicle retailed	\$2,418	\$2,369	2.1%
Retail net profit per used vehicle retailed	\$257	\$266	
Average number of used vehicles retailed	599	566	5.8%
F&I gross as % of used-vehicle sales	3.4%	3.3%	
F&I penetration (used)	61.2%	57.6%	
Used- to new-unit vehicle ratio (retail only)	87.4%	91.6%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$5,077,304	\$4,564,395	11.2%
Fixed-ops sales as % of total sales	11.2%	11.3%	
Fixed-ops gross as % of total gross	42.1%	41.9%	
Warranty as % of total fixed-ops sales	15.2%	12.3%	
ADVERTISING EXPENSE ⁴	\$431,788	\$391,614	10.3%
As % of total gross	8.2%	8.2%	
Per new vehicle retailed	\$630	\$634	-0.6%

RENT & EQUIVALENT		\$492,585	\$460,067	7.1%
As % of total gross		9.3%	9.7%	
Per new vehicle retailed		\$719	\$745	-3.5%
FLOORPLAN INTEREST		(\$55,213)	(\$35,952)	53.6%
As % of total gross		-1.6%	-1.3%	
Per new vehicle retailed		(\$122)	(\$102)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$4,420,357	\$3,988,372	10.8%
As % of total sales		9.7%	9.9%	
As % of total gross		83.8%	83.8%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2015	Change	2014	
Domestic Cars	0.38	12.3%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.13	-3.3%	2.1	Current ratio (Current assets to current liabilities)
Total Cars	0.51	7.8%	7.7	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.63	19.0%	8.7	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total L-D Vehicles	1.15	13.7%	16.4	

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IMPORT DEALERSHIP PROFILE

	YTD Dec 2014	YTD Dec 2013	Percent Change
TOTAL SALES	\$61,149,592	\$57,598,027	6.2%
TOTAL GROSS ¹	\$7,301,648	\$6,998,377	4.3%
As % of total sales	11.9%	12.2%	
TOTAL EXPENSE	\$6,914,083	\$6,548,748	5.6%
As % of total sales	11.3%	11.4%	
As % of total gross	94.7%	93.6%	
TOTAL OPERATING PROFIT	\$389,375	\$451,983	-13.9%
As % of total sales	0.6%	0.8%	
As % of total gross	5.3%	6.5%	
NET PROFIT BEFORE TAX	\$1,580,027	\$1,524,546	3.6%
As % of total sales	2.6%	2.6%	
As % of total gross	21.6%	21.8%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$35,563,454	\$33,466,791	6.3%
New-vehicle dept. sales as % of total sales	58.16%	58.1%	
New-vehicle dept. gross as % of total gross	28.77%	28.8%	
New-vehicle selling price (retail) ³	\$31,561	\$31,182	1.2%
Gross as % of selling price	6.2%	6.3%	
Retail gross profit per new vehicle retailed	\$1,954	\$1,964	-0.5%
Retail net profit per new vehicle retailed	(\$186)	(\$156)	
Average number of new vehicles retailed	1,075	1,028	4.6%
F&I gross as % of new-vehicle dept. sales	2.8%	2.7%	
F&I penetration (new vehicles)	75.7%	86.0%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$18,168,012	\$17,124,994	6.1%
Used-vehicle dept. sales as % of total sales	29.7%	29.7%	
Used-vehicle dept. gross as % of total gross	23.3%	23.2%	
Used-vehicle selling price (retail) ³	\$19,480	\$18,945	2.8%
Gross as % of selling price	12.4%	12.7%	
Retail gross profit per used vehicle retailed	\$2,418	\$2,407	0.4%
Retail net profit per used vehicle retailed	\$63	\$80	
Average number of used vehicles retailed	702	673	4.3%
F&I gross as % of used-vehicle sales	3.4%	3.3%	
F&I penetration (used)	73.7%	65.6%	
Used- to new-unit vehicle ratio (retail only)	65.4%	65.5%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$7,415,807	\$7,004,681	5.9%
Fixed-ops sales as % of total sales	12.1%	12.2%	
Fixed-ops gross as % of total gross	48.0%	48.0%	
Warranty as % of total fixed-ops sales	16.1%	16.3%	
ADVERTISING EXPENSE ⁴	\$632,399	\$601,696	5.1%
As % of total gross	8.7%	8.6%	
Per new vehicle retailed	\$588	\$586	0.5%

RENT & EQUIVALENT		\$824,161	\$805,234	2.4%
As % of total gross		11.3%	11.5%	
Per new vehicle retailed		\$767	\$784	-2.1%
FLOORPLAN INTEREST		(\$94,170)	(\$71,733)	31.3%
As % of total gross		-1.6%	-1.3%	
Per new vehicle retailed		(\$106)	(\$87)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$6,306,667	\$5,937,213	6.2%
As % of total sales		10.3%	10.3%	
As % of total gross		86.4%	84.8%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2015	Change	2014	
Domestic Cars	0.38	12.3%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.13	-3.3%	2.1	Current ratio (Current assets to current liabilities)
Total Cars	0.51	7.8%	7.7	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.63	19.0%	8.7	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total L-D Vehicles	1.15	13.7%	16.4	

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LUXURY DEALERSHIP PROFILE

	YTD Dec 2014	YTD Dec 2013	Percent Change
TOTAL SALES	\$88,794,446	\$80,498,013	10.3%
TOTAL GROSS ¹	\$9,942,696	\$9,428,730	5.5%
As % of total sales	11.2%	11.7%	
TOTAL EXPENSE	\$9,630,169	\$8,908,560	8.1%
As % of total sales	10.8%	11.1%	
As % of total gross	96.9%	94.5%	
TOTAL OPERATING PROFIT	\$312,527	\$520,170	-39.9%
As % of total sales	0.4%	0.6%	
As % of total gross	3.1%	5.5%	
NET PROFIT BEFORE TAX	\$2,345,414	\$2,236,984	4.8%
As % of total sales	2.6%	2.8%	
As % of total gross	23.6%	23.7%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$50,475,422	\$45,517,309	10.9%
New-vehicle dept. sales as % of total sales	56.85%	56.5%	
New-vehicle dept. gross as % of total gross	24.98%	25.5%	
New-vehicle selling price (retail) ³	\$49,150	\$49,949	-1.6%
Gross as % of selling price	5.2%	5.6%	
Retail gross profit per new vehicle retailed	\$2,541	\$2,787	-8.8%
Retail net profit per new vehicle retailed	(\$558)	(\$371)	
Average number of new vehicles retailed	977	863	13.3%
F&I gross as % of new-vehicle dept. sales	1.9%	1.8%	
F&I penetration (new vehicles)	40.5%	70.2%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$26,654,283	\$23,974,687	11.2%
Used-vehicle dept. sales as % of total sales	30.0%	29.8%	
Used-vehicle dept. gross as % of total gross	19.1%	17.5%	
Used-vehicle selling price (retail) ³	\$29,180	\$29,611	-1.5%
Gross as % of selling price	9.8%	9.8%	
Retail gross profit per used vehicle retailed	\$2,848	\$2,898	-1.7%
Retail net profit per used vehicle retailed	(\$15)	(\$121)	
Average number of used vehicles retailed	665	570	16.7%
F&I gross as % of used-vehicle sales	2.3%	2.2%	
F&I penetration (used)	72.7%	44.7%	
Used- to new-unit vehicle ratio (retail only)	68.1%	66.1%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$11,656,618	\$11,007,674	5.9%
Fixed-ops sales as % of total sales	13.1%	13.7%	
Fixed-ops gross as % of total gross	56.0%	57.0%	
Warranty as % of total fixed-ops sales	19.1%	19.9%	
ADVERTISING EXPENSE ⁴	\$615,886	\$535,921	14.9%
As % of total gross	6.2%	5.7%	
Per new vehicle retailed	\$630	\$621	1.4%

RENT & EQUIVALENT				\$1,242,956	\$1,157,084	7.4%
As % of total gross				12.5%	12.3%	
Per new vehicle retailed				\$1,272	\$1,341	-5.2%
FLOORPLAN INTEREST				(\$85,954)	(\$28,696)	199.5%
As % of total gross				-1.1%	-0.5%	
Per new vehicle retailed				(\$107)	(\$56)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE				\$8,706,702	\$8,005,895	8.8%
As % of total sales				9.8%	9.9%	
As % of total gross				87.6%	84.9%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS					
	YTD Jan	%	Full Year		YTD	YTD
	2015	Change	2014		Dec 14	Dec 13
Domestic Cars	0.38	12.3%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)	1.11	1.09
Import Cars	0.13	-3.3%	2.1	Current ratio (Current assets to current liabilities)	1.22	1.18
Total Cars	0.51	7.8%	7.7	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)	65.4%	68.0%
Light-Duty Trucks	0.63	19.0%	8.7	Return on equity (Annualized net pretax profit as % of net worth + lifo)	28.5%	29.2%
Total L-D Vehicles	1.15	13.7%	16.4			

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MASS MARKET DEALERSHIP PROFILE

	YTD Dec 2014	YTD Dec 2013	Percent Change
TOTAL SALES	\$48,944,442	\$45,801,003	6.9%
TOTAL GROSS ¹	\$5,831,074	\$5,502,161	6.0%
As % of total sales	11.9%	12.0%	
TOTAL EXPENSE	\$5,372,479	\$5,076,456	5.8%
As % of total sales	11.0%	11.1%	
As % of total gross	92.1%	92.3%	
TOTAL OPERATING PROFIT	\$459,507	\$426,875	7.6%
As % of total sales	0.9%	0.9%	
As % of total gross	7.9%	7.8%	
NET PROFIT BEFORE TAX	\$1,275,841	\$1,178,190	8.3%
As % of total sales	2.6%	2.6%	
As % of total gross	21.9%	21.4%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$28,250,535	\$26,393,778	7.0%
New-vehicle dept. sales as % of total sales	57.72%	57.6%	
New-vehicle dept. gross as % of total gross	30.35%	30.0%	
New-vehicle selling price (retail) ³	\$30,695	\$29,861	2.8%
Gross as % of selling price	6.7%	6.8%	
Retail gross profit per new vehicle retailed	\$2,066	\$2,029	1.9%
Retail net profit per new vehicle retailed	\$59	\$46	
Average number of new vehicles retailed	856	815	5.1%
F&I gross as % of new-vehicle dept. sales	2.9%	2.9%	
F&I penetration (new vehicles)	86.9%	88.4%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$15,092,544	\$14,192,713	6.3%
Used-vehicle dept. sales as % of total sales	30.8%	31.0%	
Used-vehicle dept. gross as % of total gross	26.4%	27.2%	
Used-vehicle selling price (retail) ³	\$17,640	\$16,916	4.3%
Gross as % of selling price	13.4%	13.8%	
Retail gross profit per used vehicle retailed	\$2,367	\$2,331	1.6%
Retail net profit per used vehicle retailed	\$184	\$207	
Average number of used vehicles retailed	651	641	1.6%
F&I gross as % of used-vehicle sales	3.6%	3.6%	
F&I penetration (used)	66.6%	63.0%	
Used- to new-unit vehicle ratio (retail only)	76.1%	78.7%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$5,572,800	\$5,197,019	7.2%
Fixed-ops sales as % of total sales	11.4%	11.3%	
Fixed-ops gross as % of total gross	43.2%	42.8%	
Warranty as % of total fixed-ops sales	14.9%	13.2%	
ADVERTISING EXPENSE ⁴	\$517,092	\$493,182	4.8%
As % of total gross	8.9%	9.0%	
Per new vehicle retailed	\$604	\$605	-0.3%

RENT & EQUIVALENT		\$580,308	\$567,635	2.2%
As % of total gross		10.0%	10.3%	
Per new vehicle retailed		\$678	\$697	-2.8%
FLOORPLAN INTEREST		(\$72,577)	(\$56,003)	29.6%
As % of total gross		-1.7%	-1.5%	
Per new vehicle retailed		(\$115)	(\$99)	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$4,937,495	\$4,635,682	6.5%
As % of total sales		10.1%	10.1%	
As % of total gross		84.7%	84.3%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2015	Change	2014	
Domestic Cars	0.38	12.3%	5.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.13	-3.3%	2.1	Current ratio (Current assets to current liabilities)
Total Cars	0.51	7.8%	7.7	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.63	19.0%	8.7	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total L-D Vehicles	1.15	13.7%	16.4	

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