

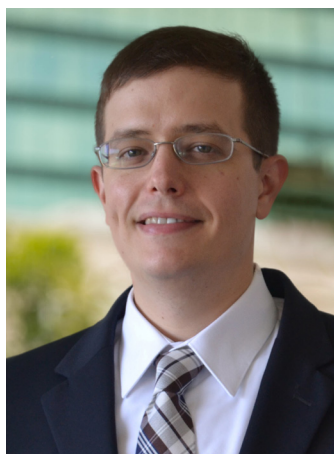
# NADA DATA 2018

ANNUAL FINANCIAL PROFILE OF AMERICA'S FRANCHISED NEW-CAR DEALERSHIPS



NATIONAL  
AUTOMOBILE  
DEALERS  
ASSOCIATION

## Overview



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The *NADA Data* financial profile of new-car dealerships is now published twice a year—as a full annual review at year end and as a midyear update.

This full 2018 review features the many major milestones achieved by the retail auto industry last year, including such highlights as:

- The nation's 16,753 franchised dealers sold 17.22 million light-duty vehicles.
- Total new-vehicle sales topped \$1 trillion.
- Dealerships wrote more than 310 million repair orders, with service and parts sales totaling more than \$116 billion.

At the end 2018, dealership employment once again topped 1.1 million employees. In addition to the direct employment provided by dealerships, hundreds of thousands of other jobs in local communities are dependent on dealerships. Dealerships spend billions of dollars in their communities on contracting and other services, and this includes more than \$66 billion in wages to dealership employees during 2018.

For the past several years, dealership employees have seen steady increases in their incomes as well as in their total compensation. Dealership jobs offer compensation that is significantly higher than other retail sectors, and dealers continue to boast one of the highest average salaries of all industries—though we expect to see dealership employment remain flat in 2019.

While employment at a dealership is one of the best paths to the middle-class American dream (and has been so consistently for decades), customers also have benefited. There is healthy competition between dealers to sell and service vehicles, and this has meant consistently good deals for consumers. Sales in the average U.S. dealership were up slightly in 2018, driven by increases in all departments. As margins on the sale of a new car have fallen since the Great Recession, dealers have done an excellent job focusing on their service and parts business. Since 2009, service and parts sales in the average dealership have increased by 5.5 percent per year on an average annualized basis.

To improve the breadth of information provided in *NADA Data*, we offer a section focusing on the new- and used-vehicle consumer, with in-depth data from Experian. These stats include average monthly payment, average loan term, leasing and more.

*Note: NADA Data was first published in 1979, and some of the methodology and data sources have naturally changed along the way. Therefore, previous reports may not be directly comparable with the current version.*

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## New Light-Vehicle Dealerships

### Average Light-Vehicle Dealership Profile

	2016	2017	2018
Total sales	\$59,590,891	\$59,672,779	\$61,230,794
Total gross <sup>1</sup>	\$6,771,320	\$6,795,692	\$6,881,072
As % of total sales	11.4%	11.4%	11.2%
Total expense	\$6,495,666	\$6,706,134	\$6,894,430
As % of total sales	10.9%	11.2%	11.3%
As % of total gross	95.9%	98.7%	100.2%
Total operating profit	\$275,662	\$91,774	(\$13,338)
As % of total sales	0.5%	0.2%	0.0%
As % of total gross	4.1%	1.4%	-0.2%
Net profit before tax	\$1,466,799	\$1,394,756	\$1,358,240
As % of total sales	2.5%	2.3%	2.2%
As % of total gross	21.7%	20.5%	19.7%
New-vehicle department <sup>2</sup>			
New-vehicle department total sales	\$34,546,139	\$34,393,462	\$35,286,471
New-vehicle department sales as % of total sales	58.0%	57.6%	57.6%
New-vehicle department gross as % of total gross	27.8%	26.6%	25.6%
New-vehicle selling price (retail) <sup>3</sup>	\$34,449	\$34,670	\$35,608
Gross as % of selling price	6.0%	5.7%	5.5%
Retail gross profit per new vehicle retailed	\$2,066	\$1,959	\$1,944
Retail net profit per new vehicle retailed	(\$217)	(\$421)	(\$570)
Average number of new vehicles retailed	928	922	902
F&I income as % of new-vehicle department sales	2.8%	2.9%	2.9%
F&I penetration (new)	90.4%	90.3%	89.6%

<sup>1</sup> Gross profit includes cost of goods sold, but not SG&A or advertising.

<sup>2</sup> Includes F&I sales unless otherwise noted.

<sup>3</sup> Excludes F&I sales.

## New Light-Vehicle Dealerships *(continued)*

### Average Light-Vehicle Dealership Profile *(continued)*

	2016	2017	2018
<b>Used-vehicle department<sup>2</sup></b>			
Used-vehicle department sales	\$18,109,934	\$18,106,032	\$18,956,542
Used-vehicle department sales as % of total sales	30.4%	30.3%	31.0%
Used-vehicle department gross as % of total gross	24.9%	24.4%	24.8%
Used-vehicle selling price (retail) <sup>3</sup>	\$19,886	\$20,009	\$20,586
Gross as % of selling price	12.1%	11.7%	11.4%
Retail gross profit per used vehicle retailed	\$2,415	\$2,337	\$2,354
Retail net profit per used vehicle retailed	\$65	(\$2)	\$6
Average number of used vehicles retailed	703	706	720
F&I income as % of used-vehicle sales	3.7%	3.7%	3.8%
F&I penetration (used)	74.4%	73.2%	73.2%
Used- to new-unit vehicle ratio (retail only)	75.7%	76.6%	79.8%
<b>Service, parts and body shop department</b>			
Service, parts and body shop sales	\$6,972,698	\$7,194,457	\$7,325,823
Service, parts and body shop sales as % of total sales	11.7%	12.1%	12.0%
Service, parts and body shop gross as % of total gross	47.3%	49.0%	49.6%
Warranty as % of total service, parts and body shop sales	18.2%	18.7%	18.0%
<b>Advertising expense<sup>4</sup></b>	<b>\$587,787</b>	<b>\$579,425</b>	<b>\$562,575</b>
As % of total gross	8.7%	8.5%	8.2%
Per new vehicle retailed	\$633	\$629	\$624
<b>Rent and equivalent</b>	<b>\$724,207</b>	<b>\$750,908</b>	<b>\$787,996</b>
As % of total gross	10.7%	11.0%	11.5%
Per new vehicle retailed	\$780	\$815	\$874

<sup>2</sup> Includes F&I sales unless otherwise noted.

<sup>3</sup> Excludes F&I sales.

<sup>4</sup> Advertising expense includes advertising and sales promotion less advertising rebates. Some advertising data is reported in one account, which includes sales promotion and is already less advertising rebates.

## New Light-Vehicle Dealerships *(continued)*

### Average Light-Vehicle Dealership Profile *(continued)*

	2016	2017	2018
Floor plan interest	(\$85,855)	(\$17,083)	\$55,164
As % of total sales	-1.3%	-0.3%	0.8%
Per new vehicle retailed	(\$92)	(\$19)	\$61
Selling, general and administrative expense	\$5,970,593	\$6,069,902	\$6,157,996
As % of total sales	10.0%	10.2%	10.1%
As % of total gross	88.2%	89.3%	89.5%

Source: NADA

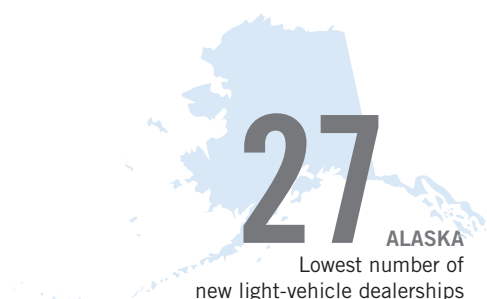
NADA offers additional reports from the average dealership profile series on our website at [nada.org/dealershipfinancialprofile](http://nada.org/dealershipfinancialprofile).  
Additional reports include a summary of the financials of the average domestic, import, luxury and mass-market dealership.

## New Light-Vehicle Dealerships *(continued)*

### New Light-Vehicle Dealerships by State, 2018

Alabama	270	Nebraska	157
Alaska	27	Nevada	98
Arizona	248	New Hampshire	134
Arkansas	210	New Jersey	450
California	1,323	New Mexico	112
Colorado	247	New York	854
Connecticut	252	North Carolina	572
Delaware	53	North Dakota	77
Florida	870	Ohio	721
Georgia	488	Oklahoma	253
Hawaii	69	Oregon	221
Idaho	96	Pennsylvania	871
Illinois	710	Rhode Island	53
Indiana	401	South Carolina	250
Iowa	277	South Dakota	85
Kansas	215	Tennessee	333
Kentucky	236	Texas	1,189
Louisiana	276	Utah	140
Maine	112	Vermont	82
Maryland	299	Virginia	457
Massachusetts	393	Washington	308
Michigan	613	West Virginia	136
Minnesota	337	Wisconsin	470
Mississippi	176	Wyoming	49
Missouri	383		
Montana	100		
		<b>Total U.S.</b>	<b>16,753</b>

Source: NADA



## New Light-Vehicle Dealerships *(continued)*

### Share of Owners by Number of Dealerships Operated

Number of dealerships	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
1-5	96.7%	96.6%	96.2%	95.8%	95.5%	95.0%	94.8%	94.4%	94.2%	93.9%
6-10	2.4%	2.4%	2.7%	2.9%	3.2%	3.4%	3.5%	3.8%	4.0%	4.1%
11-25	0.8%	0.9%	0.9%	1.0%	1.1%	1.4%	1.5%	1.5%	1.6%	1.6%
26-50	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
Greater than 50	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

Source: NADA

## Dealership Financial Trends

### Total Sales by State, 2018

State	All dealerships (\$ millions)	Average per dealership (\$ thousands)
Alabama	\$12,800	\$47,409
Alaska	\$1,635	\$60,566
Arizona	\$23,469	\$94,633
Arkansas	\$7,466	\$35,554
California	\$120,180	\$90,839
Colorado	\$16,696	\$67,596
Connecticut	\$10,319	\$40,950
Delaware	\$3,020	\$56,978
Florida	\$80,470	\$92,495
Georgia	\$31,226	\$63,988
Hawaii	\$5,411	\$78,427
Idaho	\$3,913	\$40,759
Illinois	\$37,646	\$53,022
Indiana	\$15,024	\$37,467
Iowa	\$7,941	\$28,667
Kansas	\$5,958	\$27,710
Kentucky	\$9,147	\$38,758
Louisiana	\$13,273	\$48,092
Maine	\$4,259	\$38,025
Maryland	\$20,157	\$67,415
Massachusetts	\$21,694	\$55,201
Michigan	\$39,386	\$64,251
Minnesota	\$15,316	\$45,447
Mississippi	\$6,779	\$38,519
Missouri	\$19,106	\$49,885
Montana	\$3,503	\$35,033

Source: NADA

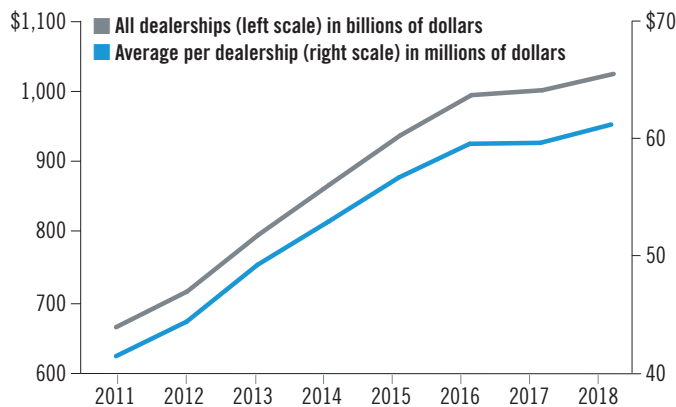
State	All dealerships (\$ millions)	Average per dealership (\$ thousands)
Nebraska	\$5,218	\$33,233
Nevada	\$8,730	\$89,084
New Hampshire	\$6,010	\$44,849
New Jersey	\$35,650	\$79,222
New Mexico	\$5,319	\$47,494
New York	\$61,397	\$71,893
North Carolina	\$28,071	\$49,076
North Dakota	\$2,383	\$30,948
Ohio	\$36,817	\$51,064
Oklahoma	\$46,534	\$183,927 *
Oregon	\$10,750	\$48,642
Pennsylvania	\$40,299	\$46,268
Rhode Island	\$2,997	\$56,542
South Carolina	\$13,269	\$53,076
South Dakota	\$2,310	\$27,178
Tennessee	\$17,721	\$53,216
Texas	\$92,023	\$77,395
Utah	\$8,745	\$62,468
Vermont	\$2,603	\$31,740
Virginia	\$23,386	\$51,173
Washington	\$18,164	\$58,975
West Virginia	\$4,930	\$36,253
Wisconsin	\$15,092	\$32,111
Wyoming	\$1,584	\$32,321
<b>Total U.S.</b>	<b>\$1,025,799</b>	<b>\$61,231</b>

\* State-level estimates are calculated using the share of total U.S. new-vehicle registrations in that state. Oklahoma has an unusually high share of fleet registrations, which inflates dealership sales estimates.



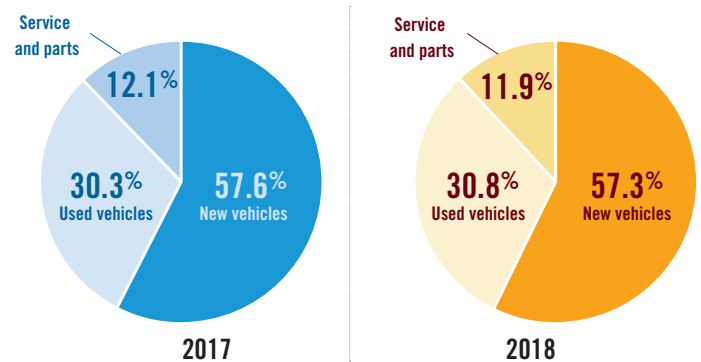
## Dealership Financial Trends *(continued)*

### Total Sales of New-Vehicle Dealerships by Year



Source: NADA

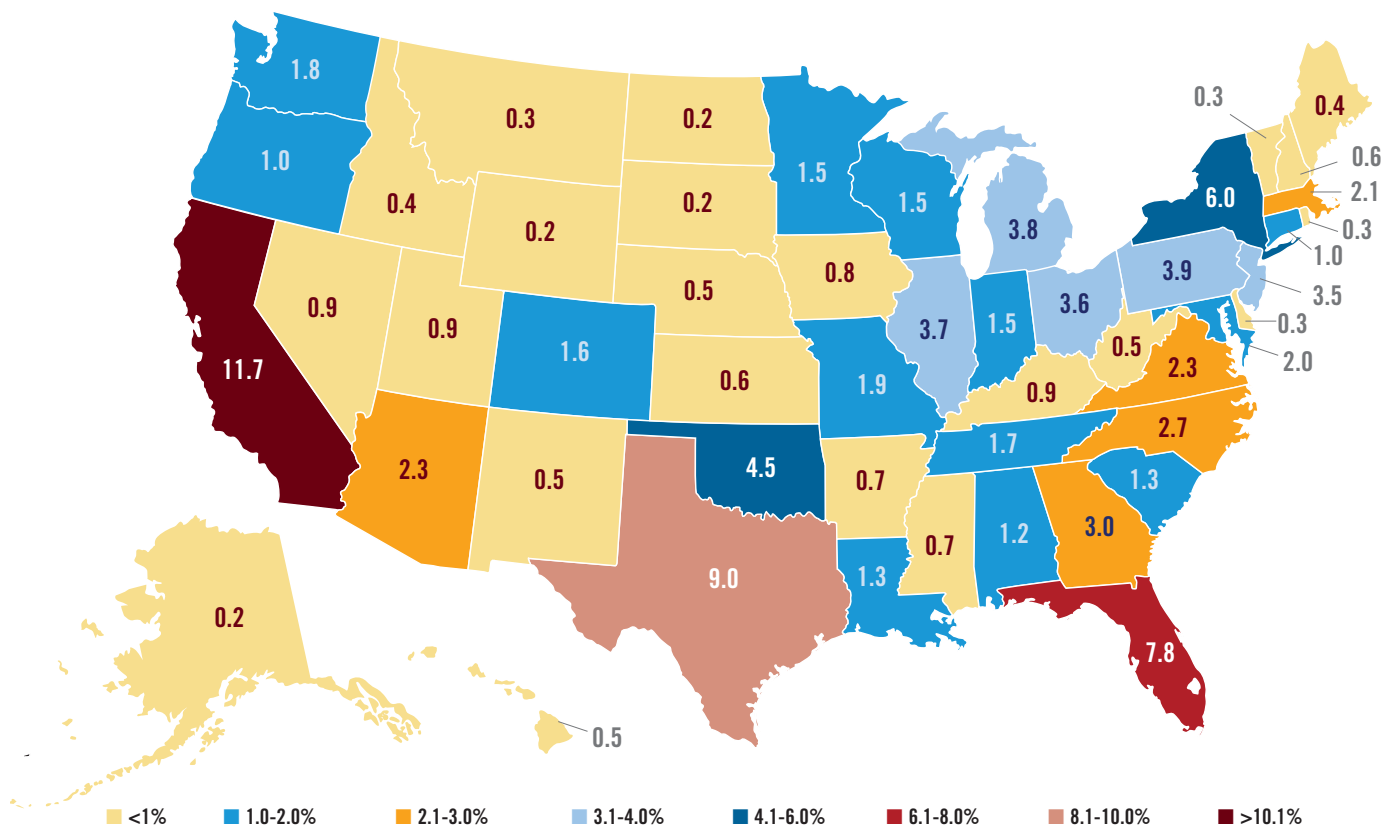
### Share of Total Dealership Sales Dollars, 2017 vs. 2018



Source: NADA

### New-Vehicle Registrations by State, 2018

In percent of total registrations

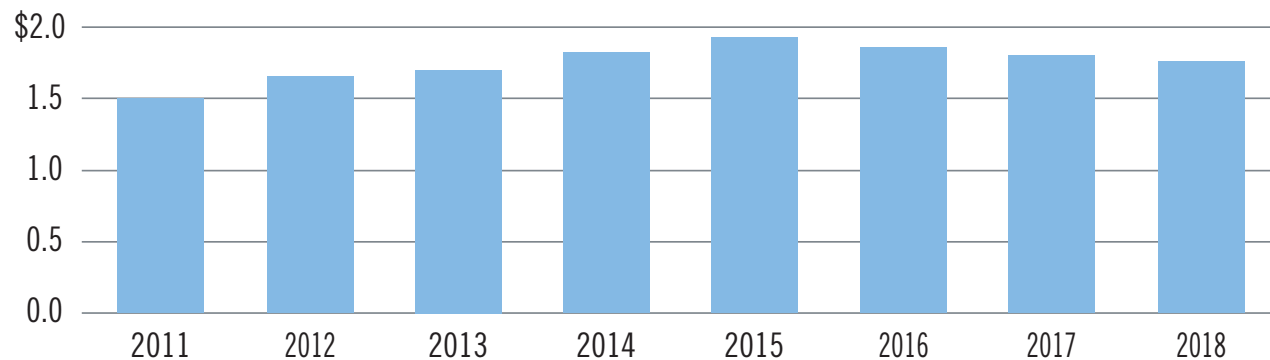


Source: IHS Markit

## Dealership Financial Trends *(continued)*

### New-Vehicle Department Gross Profit by Year

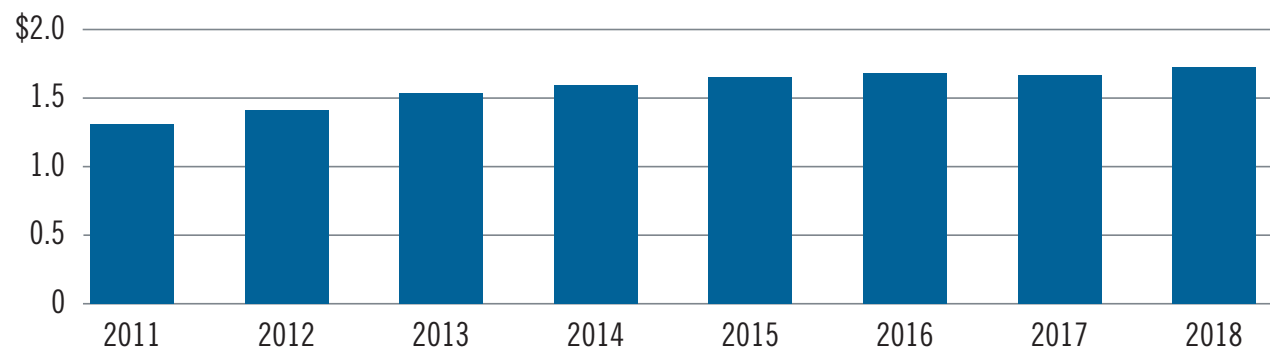
Average dealership, in millions of dollars, including F&I



Source: NADA

### Used-Vehicle Department Gross Profit by Year

Average dealership, in millions of dollars, including F&I

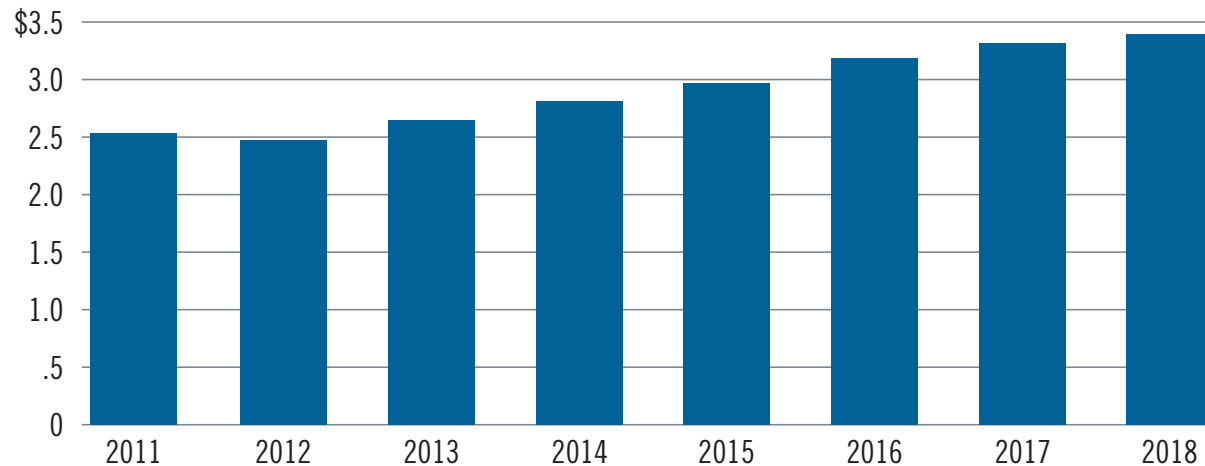


Source: NADA

## Dealership Financial Trends *(continued)*

### Service and Parts Department Gross Profit by Year

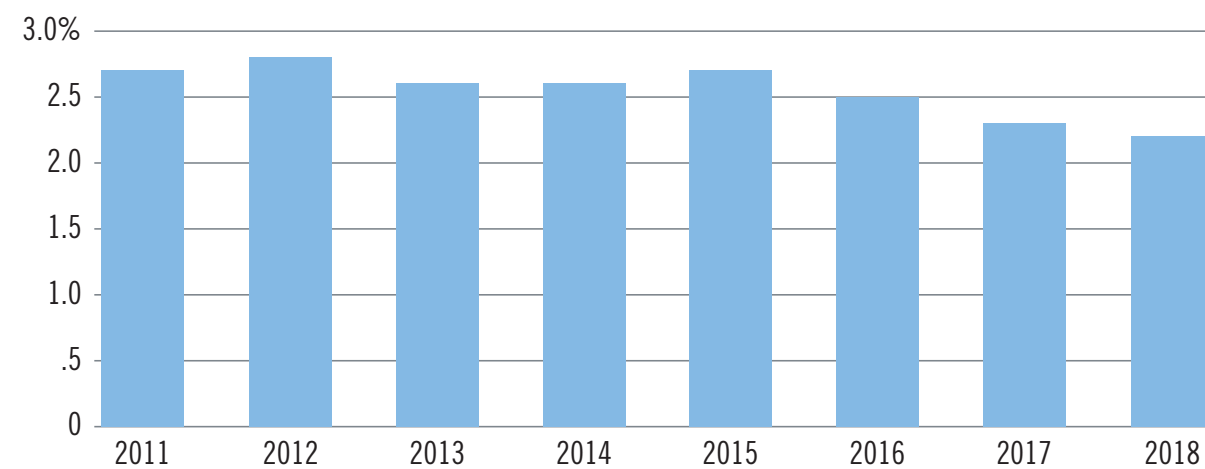
Average dealership, in millions of dollars



Source: NADA

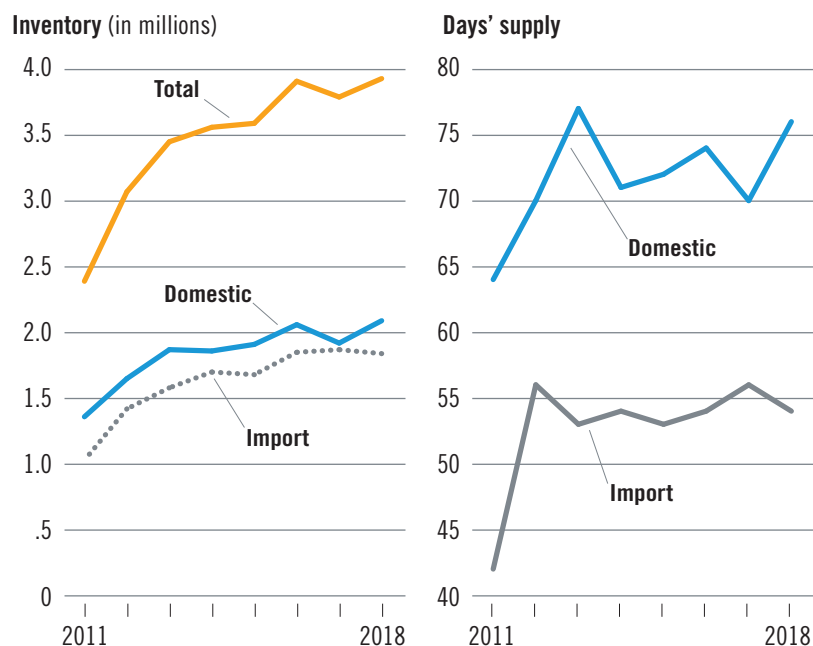
### Total Net Profit Share of Sales by Year

Average dealership, in percent of sales



Source: NADA

### New-Vehicle Inventories and Days' Supply by Year



Source: Automotive News

### Average Number of New Vehicles Sold Per Dealership and Selling Price, by Year

Year	New vehicles sold	Average retail selling price
2011	793	\$30,982
2012	896	\$31,194
2013	960	\$32,035
2014	1,003	\$32,824
2015	1,051	\$33,456
2016	1,045	\$34,449
2017	1,020	\$34,670
2018	1,028	\$35,608

Source: WardsAuto, NADA

domestic  
2,085,100  
+  
import  
1,835,900

NEW-CAR INVENTORY

**3,921,000**



NEW-VEHICLE  
DAYS' SUPPLY

**76**  
domestic

**54**  
import



**\$35,608**

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

## New Light-Vehicle Department *(continued)*

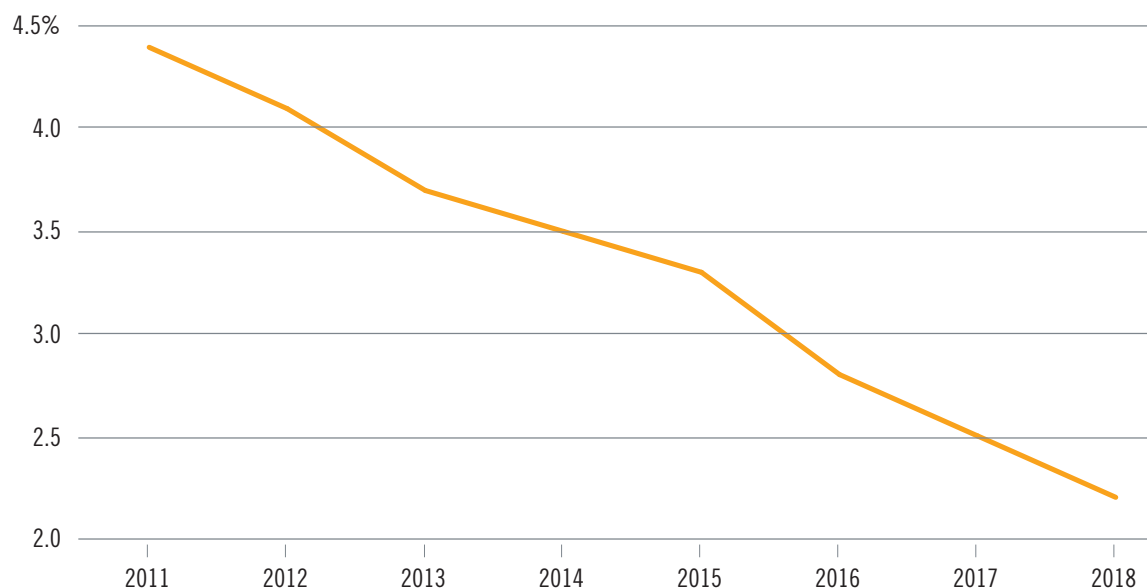
### New Light-Duty Vehicle Sales by Year

Year	New cars	Light-duty trucks	Total light-duty vehicles	Light-duty trucks as % of total
2007	7,618,400	8,470,900	16,089,300	52.6%
2008	6,813,550	6,381,050	13,194,600	48.4%
2009	5,456,300	4,945,400	10,401,700	47.5%
2010	5,635,400	5,919,100	11,554,500	51.2%
2011	6,089,300	6,644,900	12,734,200	52.2%
2012	7,242,800	7,199,000	14,441,800	49.8%
2013	7,582,500	7,942,300	15,524,800	51.2%
2014	7,688,900	8,748,100	16,437,000	53.2%
2015	7,525,023	9,861,024	17,386,047	56.7%
2016	6,873,158	10,591,862	17,465,020	60.6%
2017	6,079,584	11,055,149	17,134,733	64.5%
2018	5,304,347	11,910,816	17,215,163	69.2%

Source: WardsAuto

### Gross Margin as Percentage of Selling Price by Year *(excluding F&I)*

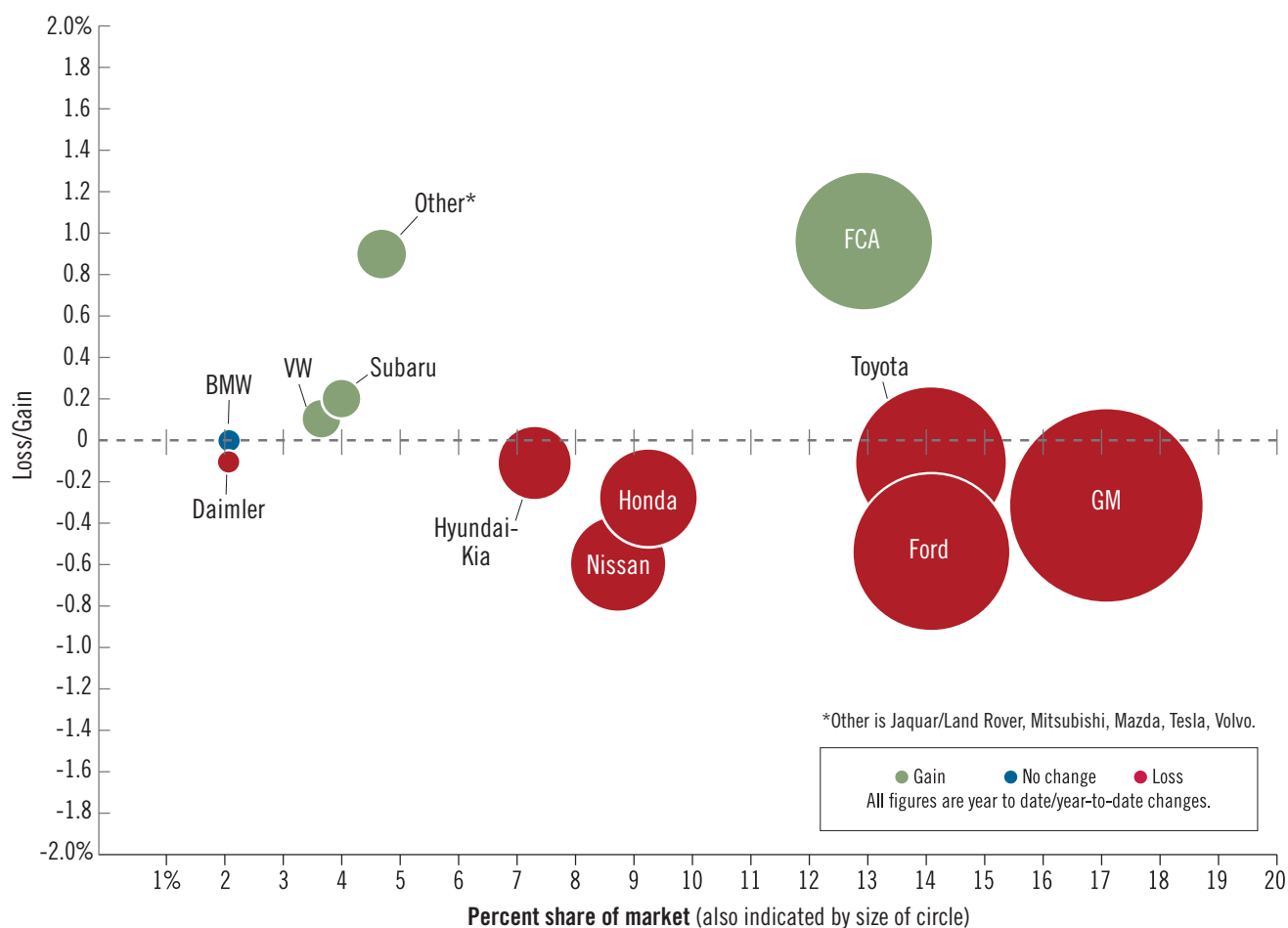
New vehicles retailed



Source: NADA

## New Light-Vehicle Department *(continued)*

### Manufacturer Gains/Losses in Market Share, December 2018



### New-Vehicle Sales and Market Share by Manufacturer

Year	FCA	Ford	GM	Toyota	Honda	Nissan	Volkswagen	Other	Total
2018	2,219,270	2,420,340	2,951,677	2,426,674	1,604,828	1,493,877	354,064	3,744,433	17,215,163
	12.9%	14.1%	17.1%	14.1%	9.3%	8.7%	2.1%	21.8%	

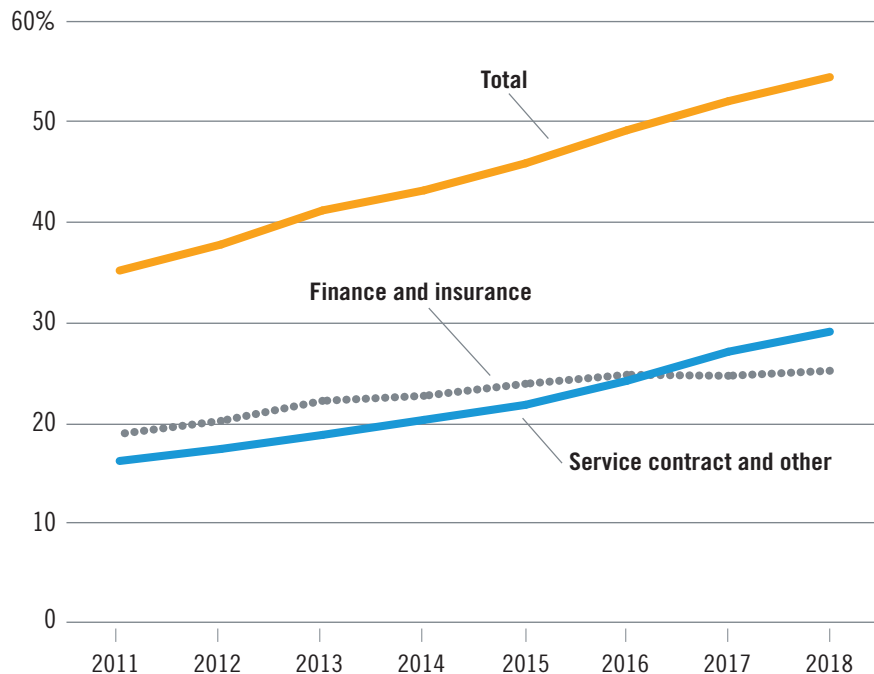
Source: WardsAuto

# NADA DATA

## F&I Department

### Aftermarket Income by Year

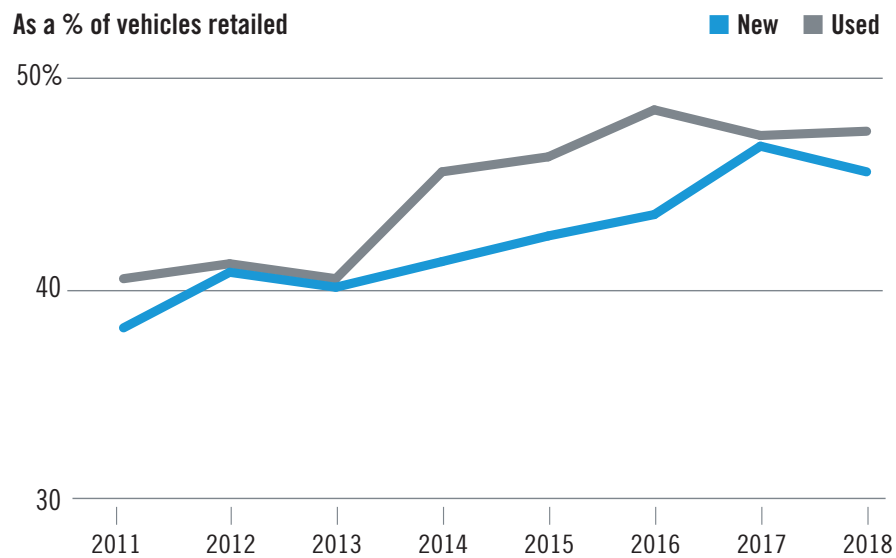
As % of new- and used-vehicle department gross profit



Source: NADA

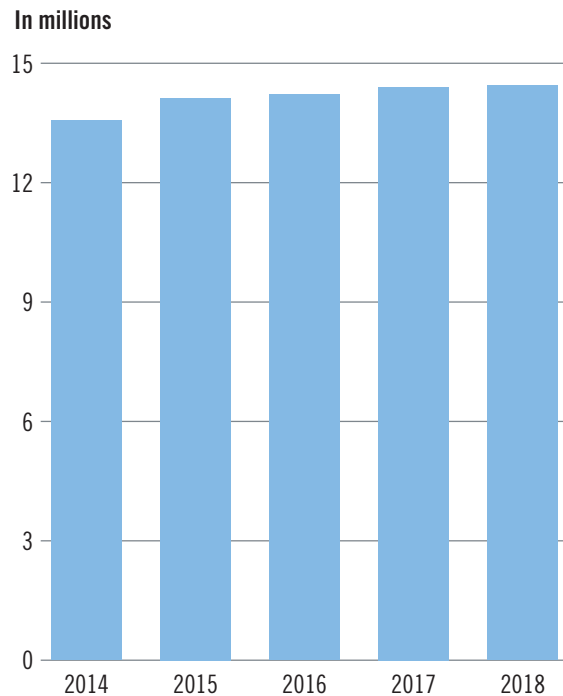
### Service Contract Penetration Rates by Year

As a % of vehicles retailed



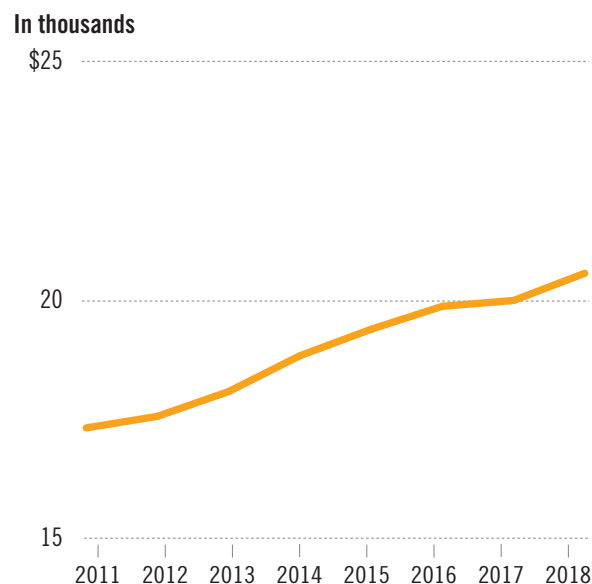
Source: NADA

### Used-Vehicle Sales by New-Vehicle Dealerships, by Year



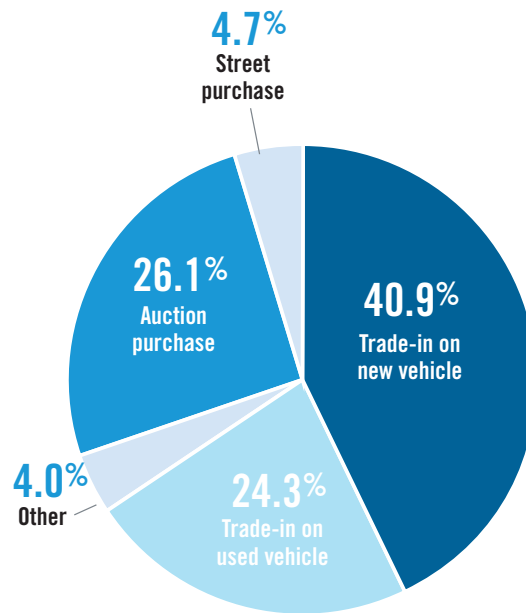
Source: NADA

### Average Retail Selling Price of Used Vehicles Sold by New-Vehicle Dealerships, by Year



Source: NADA

### Sources of Used Vehicles Retailed by New-Vehicle Dealerships, 2018



Source: NADA



# \$20,586

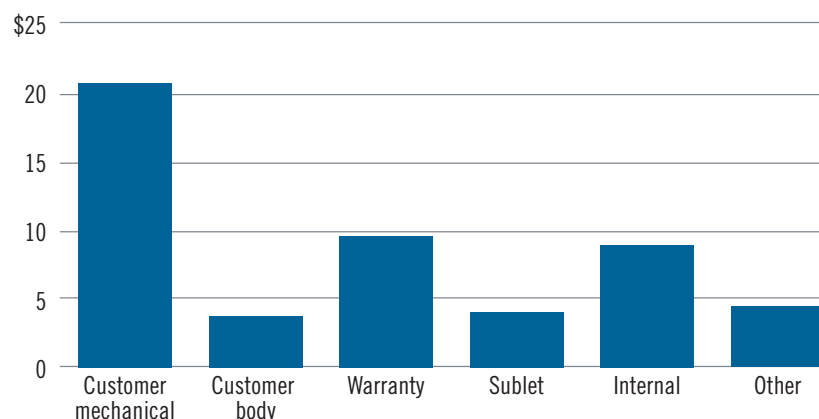
AVERAGE RETAIL SELLING PRICE  
OF USED VEHICLES SOLD  
(by new-vehicle dealerships)



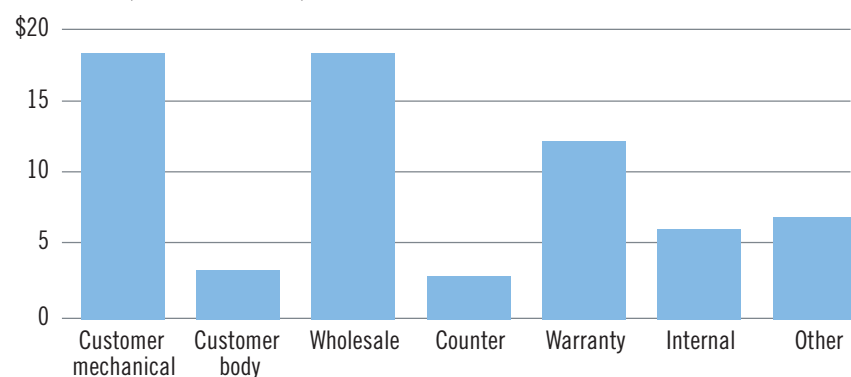
## Service and Parts Department

### Dealerships' Total Service and Parts Sales, 2018

#### Service labor sales (in billions of dollars)



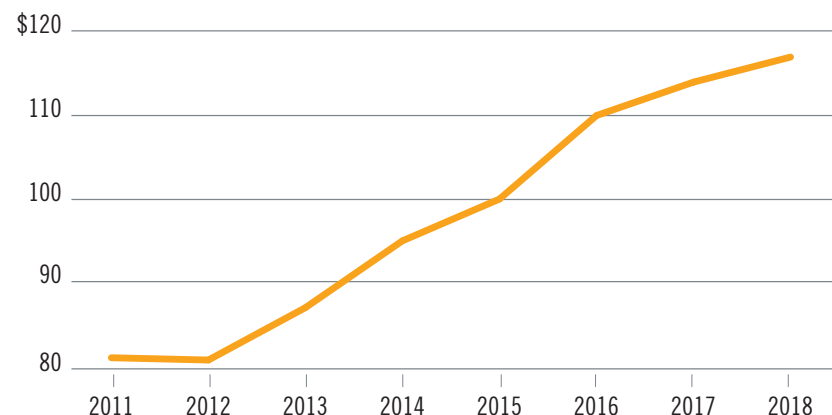
#### Parts sales (in billions of dollars)



Source: NADA

### Dealerships' Total Service and Parts Sales by Year

#### In billions of dollars



Source: NADA

### Dealerships' Total Service and Parts Sales, 2018 (in billions of dollars)

#### Service labor sales

Customer mechanical	\$20.67
Customer body	\$3.77
Warranty	\$9.86
Sublet	\$4.00
Internal	\$8.92
Other	\$4.43

**Total service labor \$51.65**

#### Parts sales

Customer mechanical	\$18.30
Customer body	\$3.42
Wholesale	\$18.33
Counter	\$3.02
Warranty	\$12.26
Internal	\$6.24
Other	\$7.03

**Total parts \$68.61**

Source: NADA

## \$116.49 billion

SERVICE AND PARTS SALES  
(for all new-vehicle dealerships)



## Service and Parts Department *(continued)*

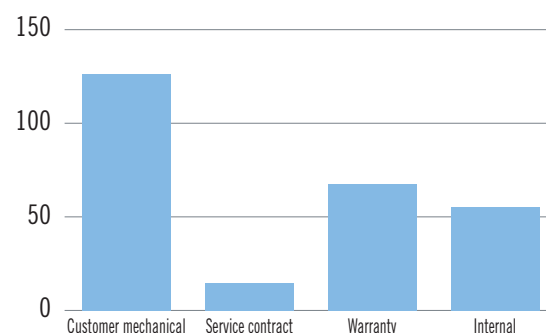
### Profile of Dealerships' Service and Parts Operations, 2018

	Average dealership	All dealers
Total service and parts sales	\$6,953,403	\$116,490,354,151
Service and parts gross profit as % of service and parts sales	46.3%	
Total dealership net profit as % of service and parts sales	16.2%	
Total number of repair orders written	18,544	310,662,359
Total service and parts sales per customer repair order	\$298	
Total service and parts sales per warranty repair order	\$343	
Parts sales per service labor sale	\$1.58	
Number of technicians (including body shop)	16	264,665
Total parts inventory	\$405,392	\$6,791,536,010
Average customer mechanical labor rate	\$118	

Source: NADA

### RO Counts for All Dealerships, 2018

Repair orders (in millions)



Source: NADA



**\$6.95 million**  
SERVICE AND  
PARTS SALES  
*(per new-vehicle dealership)*



**264,665**  
TECHNICIANS  
*(including body shop)*

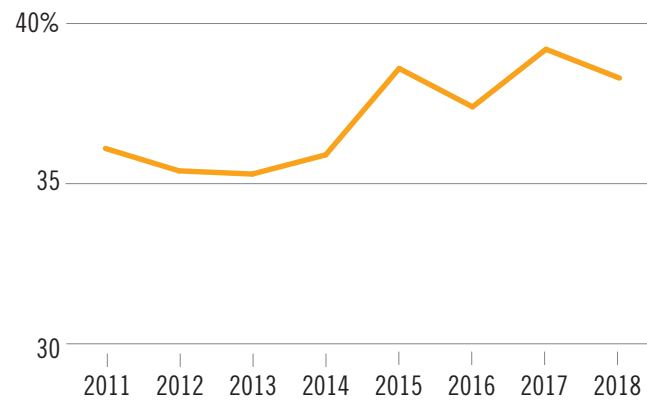


**311 million**  
REPAIR ORDERS  
WRITTEN

## Body Shop Department

### Dealerships Operating On-Site Body Shops by Year

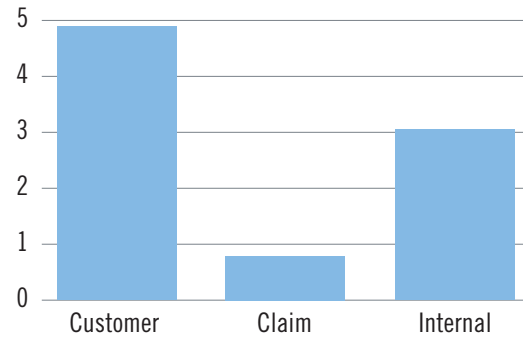
Percent of total dealership population



Source: NADA

### Body Shop Repair Order Counts for All Dealerships, 2018

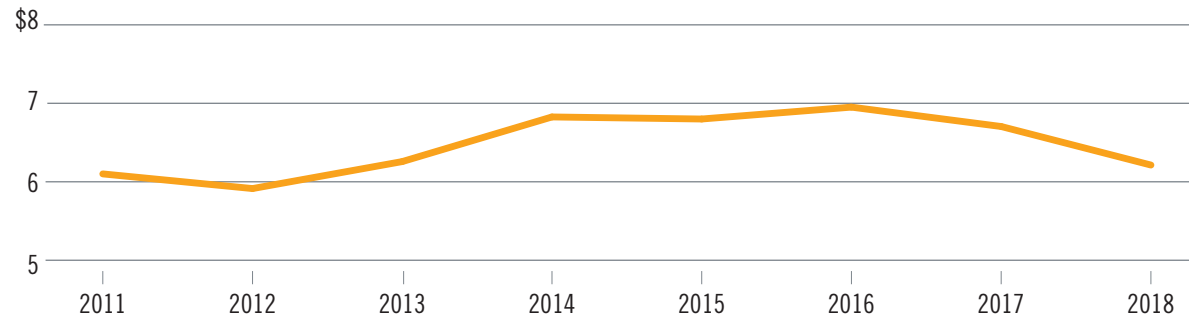
Service orders (in millions)



Source: NADA

### Total Dealership Body Shop Sales by Year

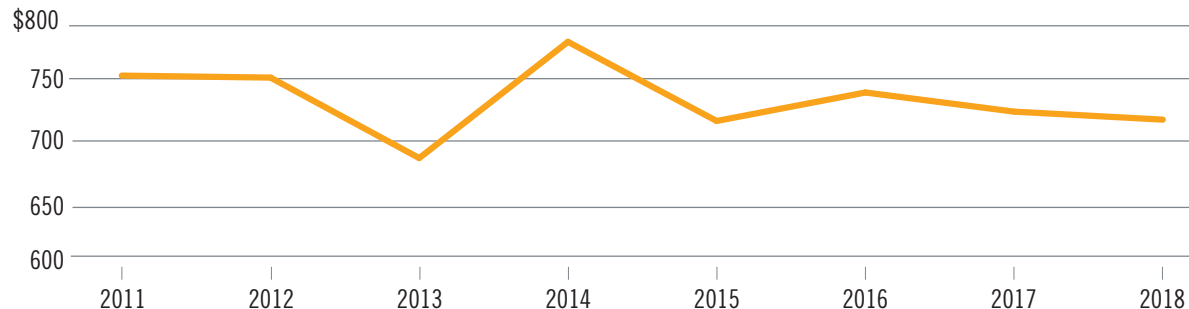
In billions of dollars



Source: NADA

### Body Shop Sales per Repair Order, by Year

In dollars

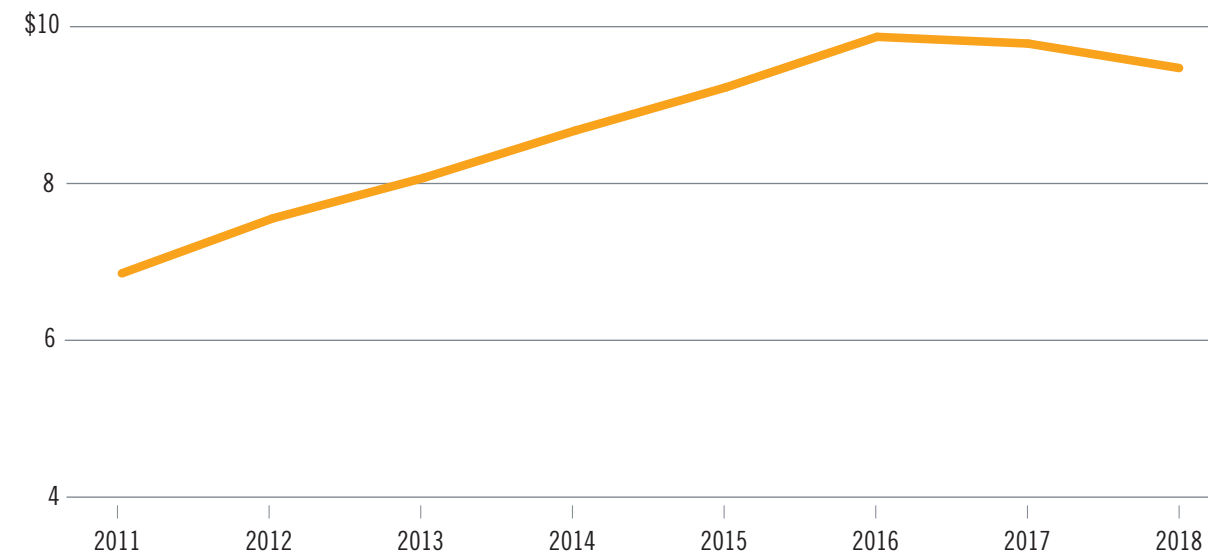


Source: NADA

## Dealership Advertising

### Total Dealership Advertising Expenditures by Year

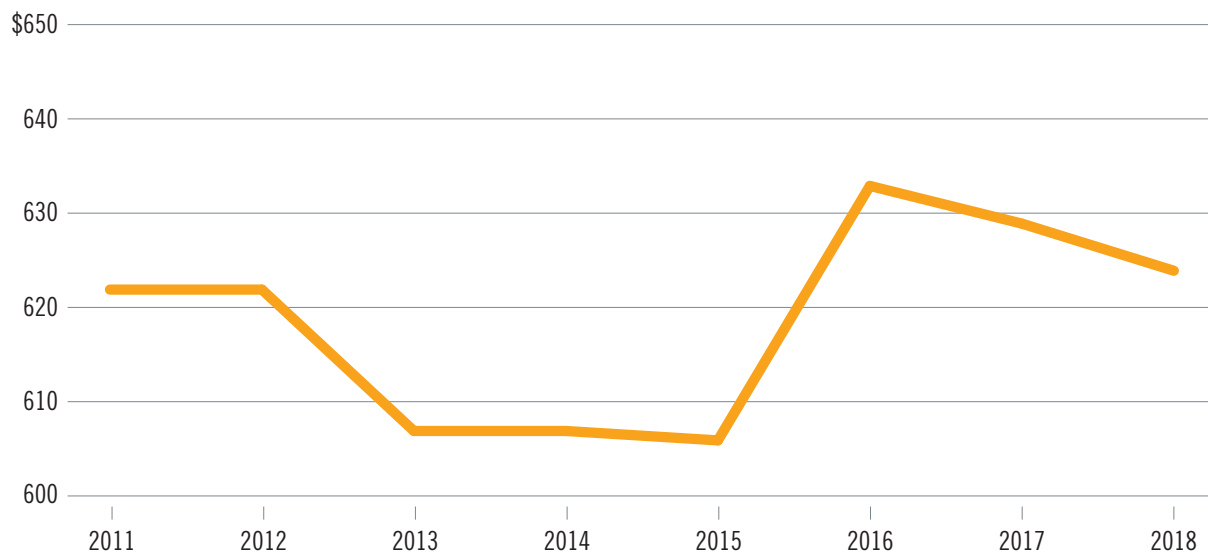
In billions of dollars



Source: NADA

### Average Dealership Advertising per New Unit Sold, by Year

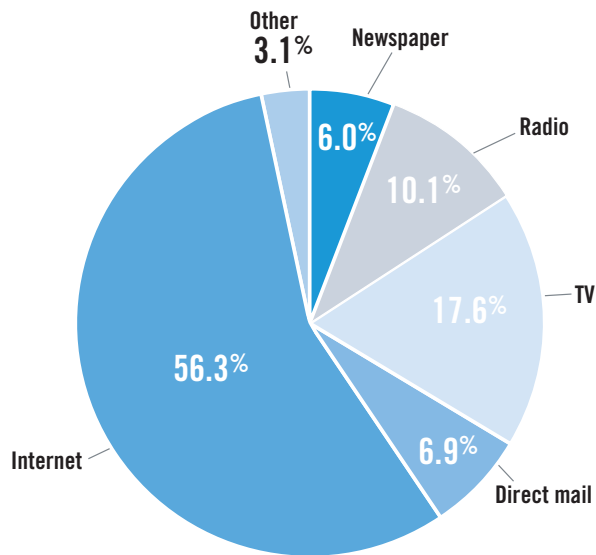
In dollars



Source: NADA

## Dealership Advertising *(continued)*

### Advertising Expenditures by Medium, 2018



Source: NADA

### Estimated Advertising Expenses per Dealership, 2018

By media used	Average of all dealerships
Newspapers	\$33,755
Radio	\$56,820
Television	\$99,013
Direct mail	\$38,818
Internet	\$316,730
Other	\$17,440
<b>Total</b>	<b>\$562,575</b>
<b>Total advertising as % of total sales</b>	<b>0.9%</b>

Source: NADA

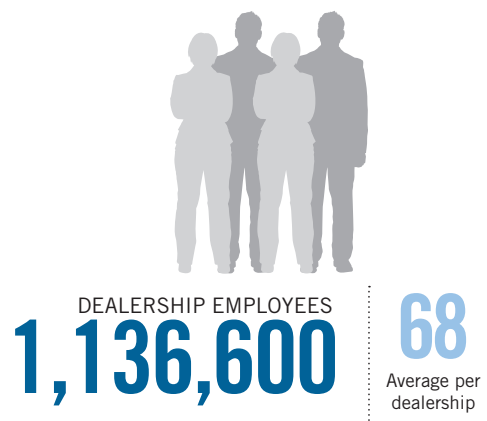
## Employment and Payroll

### Number of Dealership Employees by State, 2018

State	Total number, all dealers	Average number per dealership
Alabama	15,233	56
Alaska	1,940	68
Arizona	24,932	90
Arkansas	9,832	47
California	121,914	92
Colorado	19,623	79
Connecticut	14,056	56
Delaware	4,274	81
Florida	82,030	94
Georgia	33,060	68
Hawaii	4,429	64
Idaho	6,464	67
Illinois	45,325	64
Indiana	23,249	58
Iowa	12,731	46
Kansas	10,363	48
Kentucky	13,552	57
Louisiana	16,239	59
Maine	5,598	50
Maryland	23,745	79
Massachusetts	24,370	62
Michigan	36,609	60
Minnesota	20,672	61
Mississippi	8,324	47
Missouri	22,456	59
Montana	4,045	40
Nebraska	7,826	50
Nevada	9,115	69
New Hampshire	6,845	51
New Jersey	32,726	73
New Mexico	6,842	61
New York	51,735	61

State	Total number, all dealers	Average number per dealership
North Carolina	36,186	63
North Dakota	3,867	50
Ohio	43,836	61
Oklahoma	13,860	55
Oregon	13,712	62
Pennsylvania	50,092	58
Rhode Island	3,539	67
South Carolina	16,031	64
South Dakota	4,281	50
Tennessee	22,154	67
Texas	100,045	84
Utah	10,798	77
Vermont	3,179	39
Virginia	32,183	70
Washington	22,893	74
West Virginia	6,413	47
Wisconsin	24,375	52
Wyoming	2,209	45
<b>Total U.S.</b>	<b>1,136,600</b>	<b>68</b>

Source: Bureau of Labor Statistics, NADA



## Employment and Payroll *(continued)*

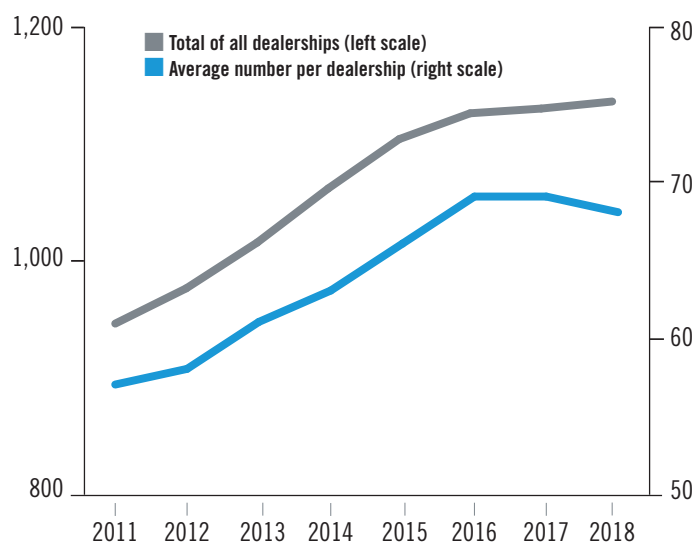
### Average Weekly Earnings of New Light-Vehicle Dealership Employees by State, 2018\*

Alabama	\$1,069	Indiana	\$995	Nebraska	\$1,025	South Carolina	\$1,038
Alaska	\$1,075	Iowa	\$1,018	Nevada	\$1,289	South Dakota	\$1,046
Arizona	\$1,151	Kansas	\$985	New Hampshire	\$1,247	Tennessee	\$1,152
Arkansas	\$1,024	Kentucky	\$1,019	New Jersey	\$1,295	Texas	\$1,261
California	\$1,266	Louisiana	\$1,049	New Mexico	\$1,044	Utah	\$1,068
Colorado	\$1,192	Maine	\$1,017	New York	\$1,222	Vermont	\$1,050
Connecticut	\$1,203	Maryland	\$1,135	North Carolina	\$1,055	Virginia	\$1,120
Delaware	\$1,079	Massachusetts	\$1,291	North Dakota	\$1,023	Washington	\$1,142
Florida	\$1,160	Michigan	\$1,128	Ohio	\$1,026	West Virginia	\$906
Georgia	\$1,134	Minnesota	\$1,039	Oklahoma	\$1,037	Wisconsin	\$916
Hawaii	\$1,203	Mississippi	\$995	Oregon	\$1,104	Wyoming	\$989
Idaho	\$1,022	Missouri	\$1,033	Pennsylvania	\$1,019		
Illinois	\$1,051	Montana	\$1,014	Rhode Island	\$1,056		
						<b>Total U.S.</b>	<b>\$1,134</b>

\* We are aware that there are differences in methodologies used to calculate wages and earnings both across federal agencies and in our published reports. These differing methodologies will lead to some discrepancies in the wages and earnings reported here and in other publications. It is not the result of errors.

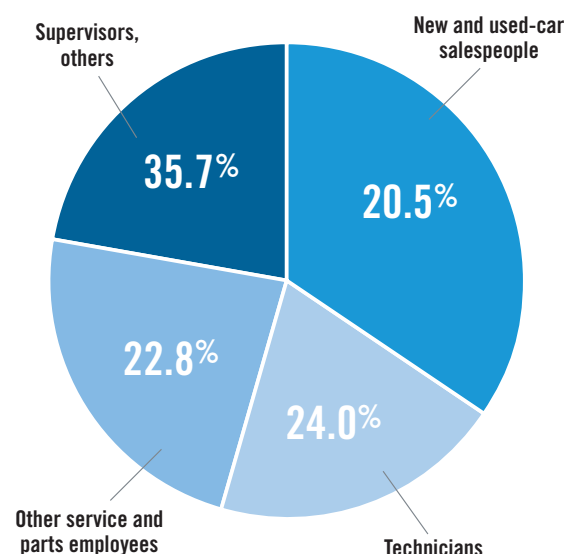
Source: Bureau of Labor Statistics, NADA

### Estimated Number of Dealership Employees by Year



Source: Bureau of Labor Statistics, NADA

### Dealership Employment by Position, 2018



Source: NADA

## Employment and Payroll (continued)

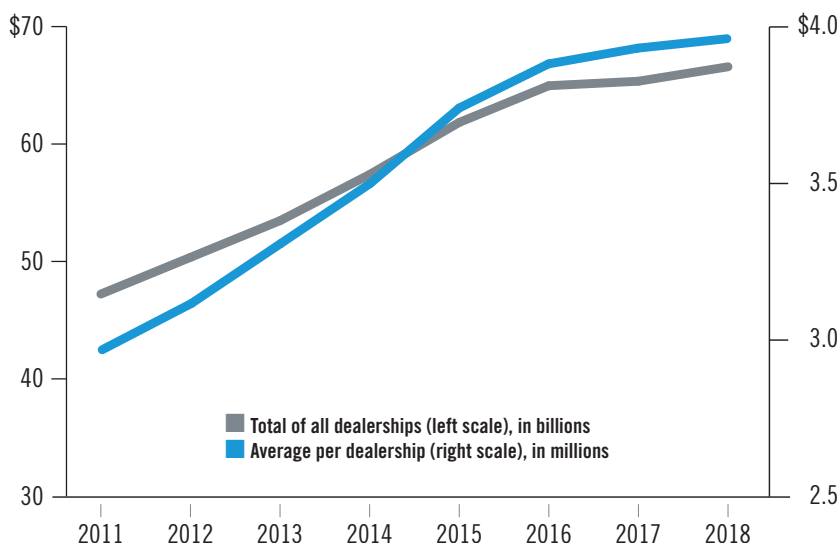
### Annual Payroll of New-Vehicle Dealerships by State, 2018

State	Total all dealers (billions)	Average per dealership (millions)
Alabama	\$0.85	\$3.14
Alaska	\$0.11	\$4.01
Arizona	\$1.49	\$6.02
Arkansas	\$0.52	\$2.50
California	\$8.03	\$6.07
Colorado	\$1.22	\$4.92
Connecticut	\$0.88	\$3.49
Delaware	\$0.24	\$4.52
Florida	\$4.95	\$5.69
Georgia	\$1.95	\$4.00
Hawaii	\$0.28	\$4.01
Idaho	\$0.34	\$3.58
Illinois	\$2.48	\$3.49

State	Total all dealers (billions)	Average per dealership (millions)
Indiana	\$1.20	\$3.00
Iowa	\$0.67	\$2.43
Kansas	\$0.53	\$2.47
Kentucky	\$0.72	\$3.04
Louisiana	\$0.89	\$3.21
Maine	\$0.30	\$2.64
Maryland	\$1.40	\$4.69
Massachusetts	\$1.64	\$4.16
Michigan	\$2.15	\$3.50
Minnesota	\$1.12	\$3.31
Mississippi	\$0.43	\$2.45
Missouri	\$1.21	\$3.15
Montana	\$0.21	\$2.13

State	Total all dealers (billions)	Average per dealership (millions)
Nebraska	\$0.42	\$2.66
Nevada	\$0.61	\$6.23
New Hampshire	\$0.44	\$3.31
New Jersey	\$2.20	\$4.90
New Mexico	\$0.37	\$3.32
New York	\$3.29	\$3.85
North Carolina	\$1.99	\$3.47
North Dakota	\$0.21	\$2.67
Ohio	\$2.34	\$3.24
Oklahoma	\$0.75	\$2.95
Oregon	\$0.79	\$3.56
Pennsylvania	\$2.65	\$3.05
Rhode Island	\$0.15	\$2.75
South Carolina	\$0.87	\$3.46
South Dakota	\$0.23	\$2.74
Tennessee	\$1.33	\$3.99
Texas	\$6.56	\$5.52
Utah	\$0.60	\$4.28
Vermont	\$0.17	\$2.12
Virginia	\$1.87	\$4.10
Washington	\$1.36	\$4.42
West Virginia	\$0.30	\$2.22
Wisconsin	\$1.16	\$2.47
Wyoming	\$0.11	\$2.32
<b>Total U.S.</b>	<b>\$66.54</b>	<b>\$3.96</b>

### Annual Payroll of New-Vehicle Dealerships by Year

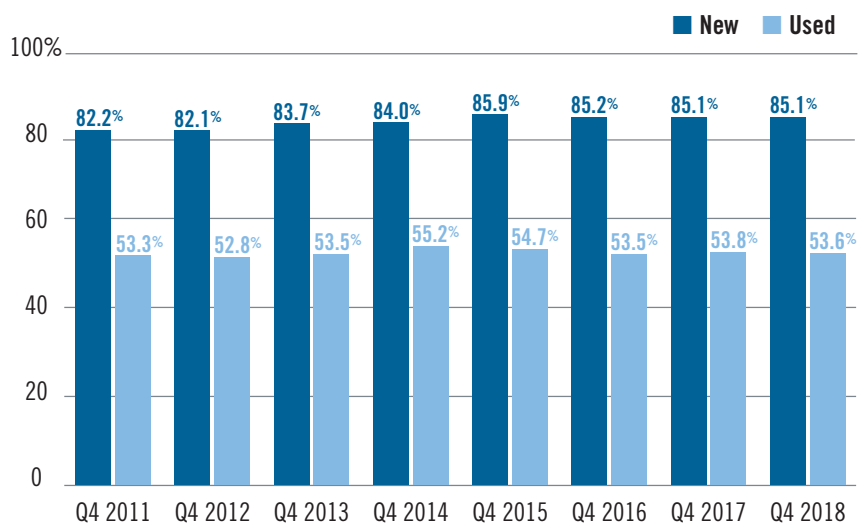


Source: Bureau of Labor Statistics, NADA



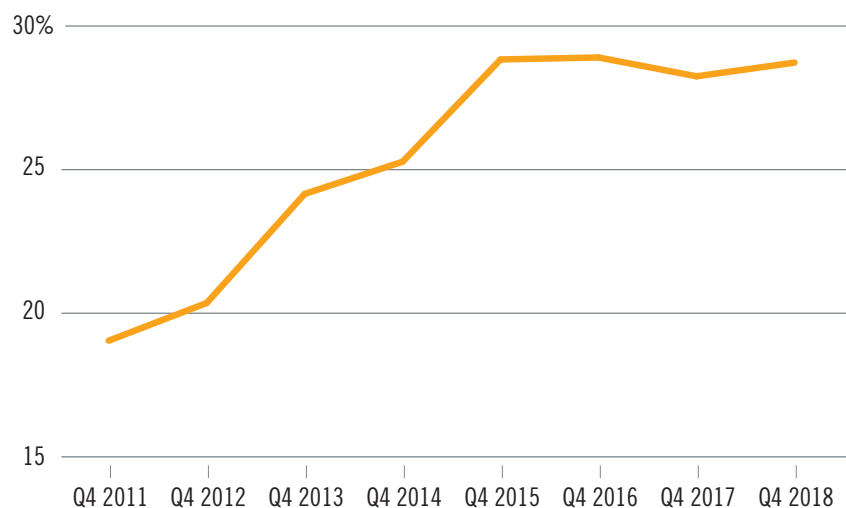
## New- and Used-Vehicle Consumer

### Percentage of Vehicles With Financing



Source: Experian

### Consumer Leasing of New Vehicles

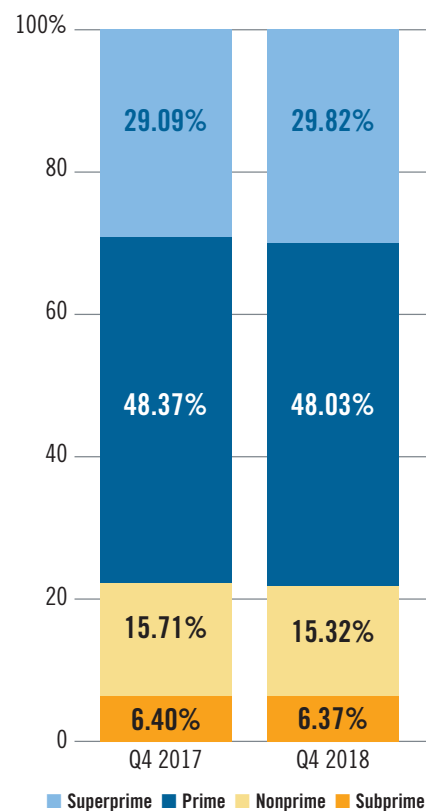


Source: Experian

### Credit Score Ranges

Category	Score Range
Superprime	781-850
Prime	661-780
Nonprime	601-660
Subprime	501-600
Deep subprime	300-500

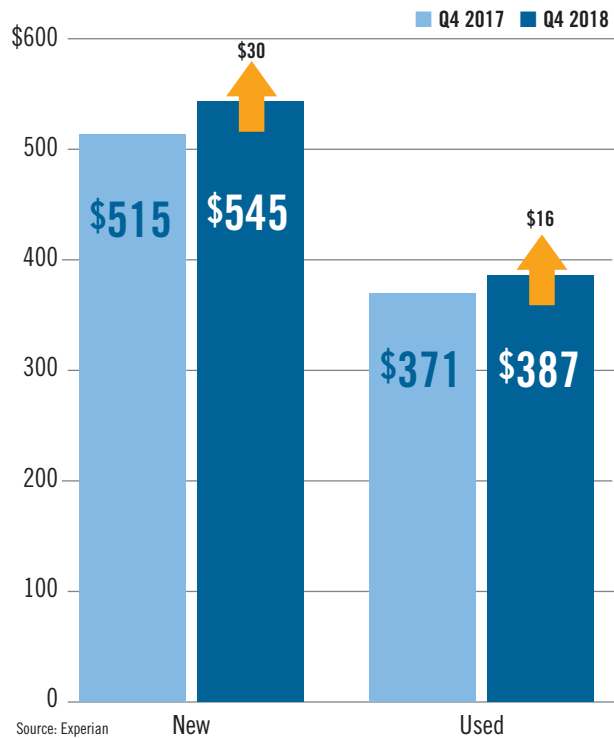
### New Leasing by Risk Segment



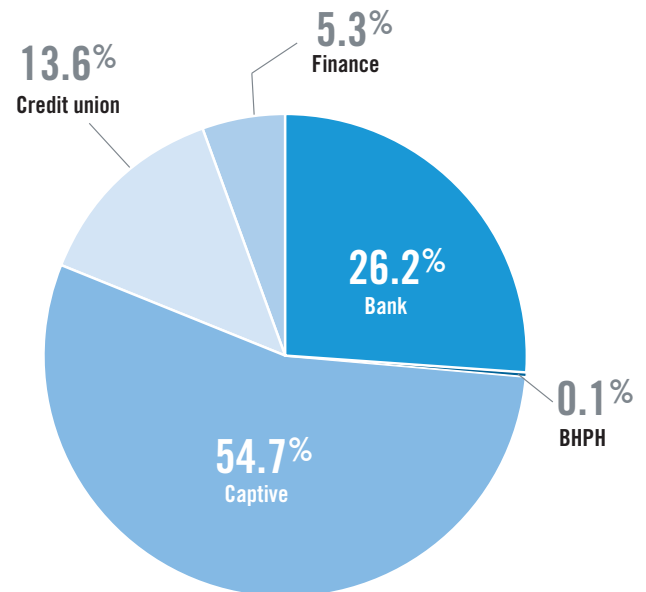
Source: Experian

## New- and Used-Vehicle Consumer *(continued)*

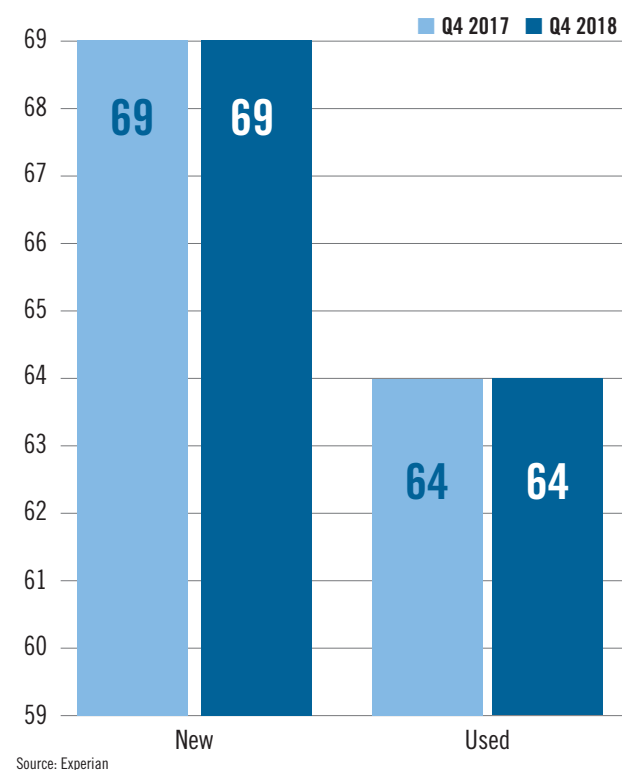
### Average Monthly Payment



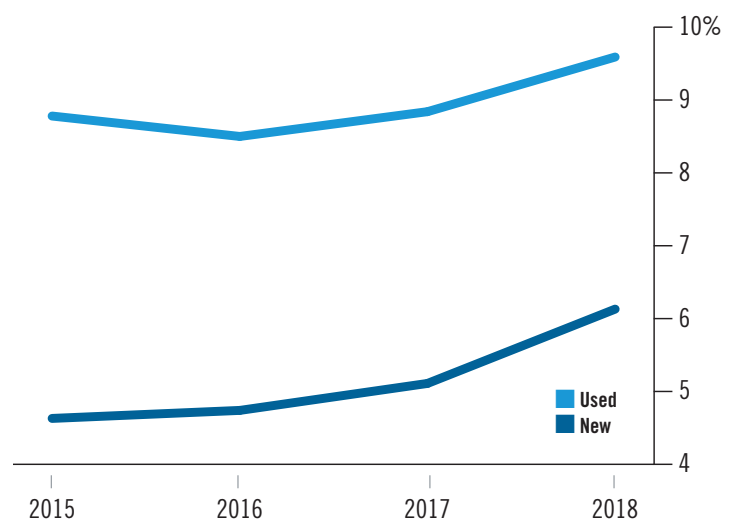
### New-Vehicle Market Share by Lender Type, 2018



### Average Loan Term, in Months

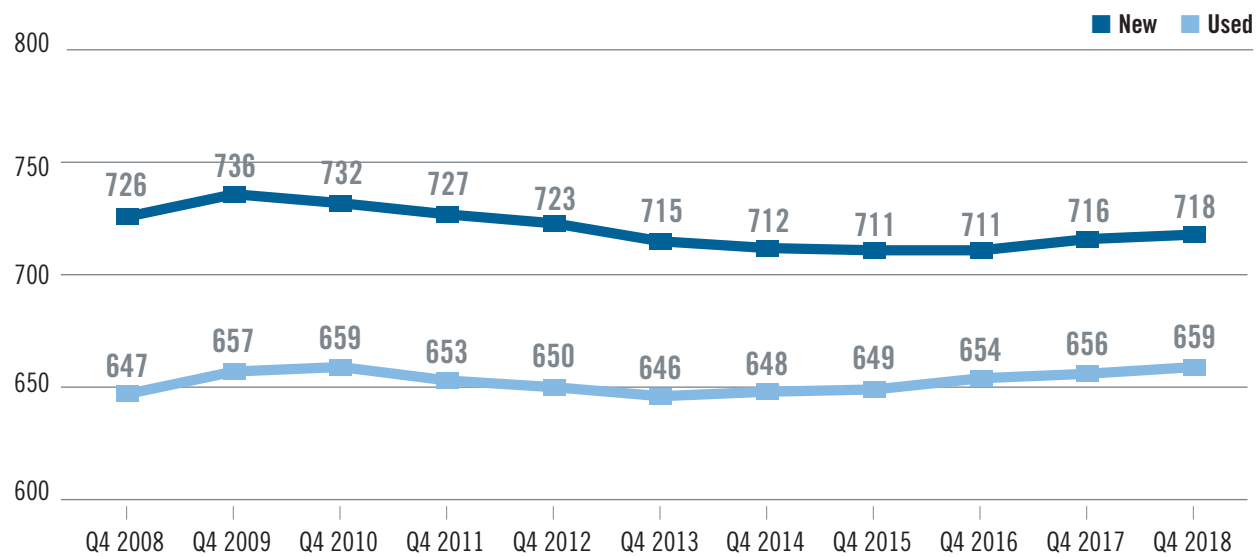


### Average Interest Rate on Vehicle Financing



## New- and Used-Vehicle Consumer *(continued)*

**Average Loan Credit Scores by Vehicle Type**



Source: Experian

For more information on Experian data, visit [ExperianAutomotive.com](http://ExperianAutomotive.com).