



AVERAGE DEALERSHIP PROFILE

	YTD Dec 2020	YTD Dec 2019	Percent Change
TOTAL SALES	\$58,969,430	\$61,552,452	-4.2%
TOTAL GROSS ¹	\$7,192,489	\$7,055,135	1.9%
As % of total sales	12.2%	11.5%	
TOTAL EXPENSE	\$6,601,497	\$6,991,816	-5.6%
As % of total sales	11.2%	11.4%	
As % of total gross	91.8%	99.1%	
TOTAL OPERATING PROFIT	\$590,996	\$63,319	833.4%
As % of total sales	1.0%	0.1%	
As % of total gross	8.2%	0.9%	
NET PROFIT BEFORE TAX	\$2,111,441	\$1,423,848	48.3%
As % of total sales	3.6%	2.3%	
As % of total gross	29.4%	20.2%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$32,442,238	\$34,484,861	-5.9%
New-vehicle dept. sales as % of total sales	55.0%	56.0%	
New-vehicle dept. gross as % of total gross	26.9%	24.6%	
New-vehicle selling price (retail) ³	\$38,961	\$36,824	5.8%
Gross as % of selling price	6.3%	5.5%	
Retail gross profit per new vehicle retailed	\$2,444	\$2,010	21.6%
Retail net profit per new vehicle retailed	(\$147)	(\$631)	
Average number of new vehicles retailed	774	866	-10.7%
F&I gross as % of new-vehicle dept. sales	3.2%	3.0%	
F&I penetration (new vehicles)	90.9%	87.6%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$19,433,025	\$19,586,658	-0.8%
Used-vehicle dept. sales as % of total sales	33.0%	31.8%	
Used-vehicle dept. gross as % of total gross	26.9%	24.8%	
Used-vehicle selling price (retail) ³	\$22,027	\$21,094	4.4%
Gross as % of selling price	12.1%	11.3%	
Retail gross profit per used vehicle retailed	\$2,675	\$2,374	12.6%
Retail net profit per used vehicle retailed	\$308	\$14	
Average number of used vehicles retailed	702	735	-4.4%
F&I gross as % of used-vehicle sales	4.2%	4.0%	
F&I penetration (used)	76.1%	75.0%	
Used- to new-unit vehicle ratio (retail only)	90.8%	84.8%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$7,057,969	\$7,653,488	-7.8%
Fixed-ops sales as % of total sales	12.0%	12.4%	
Fixed-ops gross as % of total gross	46.1%	50.5%	
Warranty as % of total fixed-ops sales	18.6%	18.6%	
ADVERTISING EXPENSE ⁴	\$450,094	\$554,292	-18.8%
As % of total gross	6.3%	7.9%	
Per new vehicle retailed	\$582	\$640	-9.1%

RENT & EQUIVALENT		\$803,555	\$774,925	3.7%
As % of total gross		11.2%	11.0%	
Per new vehicle retailed		\$1,038	\$895	16.1%
FLOORPLAN INTEREST		(\$108,395)	\$82,979	-230.6%
As % of total gross		-1.5%	1.2%	
Per new vehicle retailed		(\$140)	\$96	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$6,036,354	\$6,241,718	-3.3%
As % of total sales		10.2%	10.1%	
As % of total gross		83.9%	88.5%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2021	Change	2020	
Domestic Cars	0.2	-19.9%	2.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.1	-8.1%	0.8	Current ratio (Current assets to current liabilities)
Total Cars	0.3	-17.1%	3.4	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.9	1.1%	11.1	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total light-duty	1.1	-3.7%	14.5	

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 2020	YTD Dec 2019	Percent Change
TOTAL SALES	\$55,599,311	\$56,766,022	-2.1%
TOTAL GROSS ¹	\$6,466,446	\$6,287,023	2.9%
As % of total sales	11.6%	11.1%	
TOTAL EXPENSE	\$5,728,442	\$6,090,872	-6.0%
As % of total sales	10.3%	10.7%	
As % of total gross	88.6%	96.9%	
TOTAL OPERATING PROFIT	\$738,005	\$196,151	276.2%
As % of total sales	1.3%	0.3%	
As % of total gross	11.4%	3.1%	
NET PROFIT BEFORE TAX	\$1,889,936	\$1,177,505	60.5%
As % of total sales	3.4%	2.1%	
As % of total gross	29.2%	18.7%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$30,781,361	\$32,041,799	-3.9%
New-vehicle dept. sales as % of total sales	55.4%	56.4%	
New-vehicle dept. gross as % of total gross	28.6%	25.8%	
New-vehicle selling price (retail) ³	\$43,358	\$40,716	6.5%
Gross as % of selling price	6.3%	5.6%	
Retail gross profit per new vehicle retailed	\$2,737	\$2,261	21.0%
Retail net profit per new vehicle retailed	\$278	(\$407)	
Average number of new vehicles retailed	644	706	-8.9%
F&I gross as % of new-vehicle dept. sales	2.9%	2.7%	
F&I penetration (new vehicles)	90.3%	88.6%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$18,501,141	\$18,252,422	1.4%
Used-vehicle dept. sales as % of total sales	33.3%	32.2%	
Used-vehicle dept. gross as % of total gross	28.6%	26.1%	
Used-vehicle selling price (retail) ³	\$22,207	\$21,190	4.8%
Gross as % of selling price	12.4%	11.6%	
Retail gross profit per used vehicle retailed	\$2,756	\$2,464	11.9%
Retail net profit per used vehicle retailed	\$405	\$92	
Average number of used vehicles retailed	664	679	-2.1%
F&I gross as % of used-vehicle sales	3.9%	3.8%	
F&I penetration (used)	74.8%	73.6%	
Used- to new-unit vehicle ratio (retail only)	103.2%	96.1%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$6,257,026	\$6,827,783	-8.4%
Fixed-ops sales as % of total sales	11.3%	12.0%	
Fixed-ops gross as % of total gross	42.8%	48.1%	
Warranty as % of total fixed-ops sales	16.3%	16.8%	
ADVERTISING EXPENSE ⁴	\$391,613	\$477,226	-17.9%
As % of total gross	6.1%	7.6%	
Per new vehicle retailed	\$608	\$676	-9.9%

RENT & EQUIVALENT		\$632,824	\$632,533	0.0%
As % of total gross		9.8%	10.1%	
Per new vehicle retailed		\$983	\$895	9.8%
FLOORPLAN INTEREST		(\$108,703)	\$98,338	-210.5%
As % of total gross		-1.7%	1.6%	
Per new vehicle retailed		(\$169)	\$139	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$5,274,618	\$5,431,369	-2.9%
As % of total sales		9.5%	9.6%	
As % of total gross		81.6%	86.4%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2021	Change	2020	
Domestic Cars	0.2	-19.9%	2.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.1	-8.1%	0.8	Current ratio (Current assets to current liabilities)
Total Cars	0.3	-17.1%	3.4	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.9	1.1%	11.1	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total light-duty	1.1	-3.7%	14.5	

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IMPORT DEALERSHIP PROFILE

	YTD Dec 2020	YTD Dec 2019	Percent Change
TOTAL SALES	\$62,121,404	\$66,090,381	-6.0%
TOTAL GROSS ¹	\$7,871,537	\$7,783,368	1.1%
As % of total sales	12.7%	11.8%	
TOTAL EXPENSE	\$7,418,041	\$7,845,985	-5.5%
As % of total sales	11.9%	11.9%	
As % of total gross	94.2%	100.8%	
TOTAL OPERATING PROFIT	\$453,503	(\$62,617)	-824.2%
As % of total sales	0.7%	-0.1%	
As % of total gross	5.8%	-0.8%	
NET PROFIT BEFORE TAX	\$2,318,609	\$1,657,402	39.9%
As % of total sales	3.7%	2.5%	
As % of total gross	29.5%	21.3%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$33,995,607	\$36,801,085	-7.6%
New-vehicle dept. sales as % of total sales	54.7%	55.7%	
New-vehicle dept. gross as % of total gross	25.7%	23.7%	
New-vehicle selling price (retail) ³	\$36,006	\$34,263	5.1%
Gross as % of selling price	6.2%	5.4%	
Retail gross profit per new vehicle retailed	\$2,248	\$1,846	21.8%
Retail net profit per new vehicle retailed	(\$432)	(\$778)	
Average number of new vehicles retailed	896	1,018	-12.0%
F&I gross as % of new-vehicle dept. sales	3.5%	3.3%	
F&I penetration (new vehicles)	91.3%	87.0%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$20,304,589	\$20,851,623	-2.6%
Used-vehicle dept. sales as % of total sales	32.7%	31.6%	
Used-vehicle dept. gross as % of total gross	25.6%	23.9%	
Used-vehicle selling price (retail) ³	\$21,877	\$21,016	4.1%
Gross as % of selling price	11.9%	11.0%	
Retail gross profit per used vehicle retailed	\$2,606	\$2,302	13.2%
Retail net profit per used vehicle retailed	\$227	(\$50)	
Average number of used vehicles retailed	738	788	-6.3%
F&I gross as % of used-vehicle sales	4.4%	4.2%	
F&I penetration (used)	77.3%	76.2%	
Used- to new-unit vehicle ratio (retail only)	82.4%	77.4%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$7,807,069	\$8,436,324	-7.5%
Fixed-ops sales as % of total sales	12.6%	12.8%	
Fixed-ops gross as % of total gross	48.7%	52.4%	
Warranty as % of total fixed-ops sales	20.3%	19.9%	
ADVERTISING EXPENSE ⁴	\$504,789	\$627,358	-19.5%
As % of total gross	6.4%	8.1%	
Per new vehicle retailed	\$564	\$616	-8.6%

RENT & EQUIVALENT		\$963,235	\$909,925	5.9%
As % of total gross		12.2%	11.7%	
Per new vehicle retailed		\$1,075	\$894	20.3%
FLOORPLAN INTEREST		(\$108,106)	\$68,417	-258.0%
As % of total gross		-1.4%	0.9%	
Per new vehicle retailed		(\$121)	\$67	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$6,748,784	\$7,009,995	-3.7%
As % of total sales		10.9%	10.6%	
As % of total gross		85.7%	90.1%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2021	Change	2020	
Domestic Cars	0.2	-19.9%	2.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.1	-8.1%	0.8	Current ratio (Current assets to current liabilities)
Total Cars	0.3	-17.1%	3.4	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.9	1.1%	11.1	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total light-duty	1.1	-3.7%	14.5	

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LUXURY DEALERSHIP PROFILE

	YTD Dec 2020	YTD Dec 2019	Percent Change
TOTAL SALES	\$87,054,712	\$83,901,295	3.8%
TOTAL GROSS ¹	\$10,428,158	\$9,495,132	9.8%
As % of total sales	12.0%	11.3%	
TOTAL EXPENSE	\$9,944,556	\$9,776,126	1.7%
As % of total sales	11.4%	11.7%	
As % of total gross	95.4%	103.0%	
TOTAL OPERATING PROFIT	\$483,635	(\$280,993)	-272.1%
As % of total sales	0.6%	-0.3%	
As % of total gross	4.6%	-3.0%	
NET PROFIT BEFORE TAX	\$3,363,760	\$2,232,953	50.6%
As % of total sales	3.9%	2.7%	
As % of total gross	32.3%	23.5%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$45,325,128	\$44,392,579	2.1%
New-vehicle dept. sales as % of total sales	52.1%	52.9%	
New-vehicle dept. gross as % of total gross	19.2%	18.8%	
New-vehicle selling price (retail) ³	\$56,032	\$55,365	1.2%
Gross as % of selling price	4.6%	4.3%	
Retail gross profit per new vehicle retailed	\$2,554	\$2,382	7.2%
Retail net profit per new vehicle retailed	(\$1,258)	(\$1,708)	
Average number of new vehicles retailed	765	752	1.8%
F&I gross as % of new-vehicle dept. sales	2.6%	2.3%	
F&I penetration (new vehicles)	71.2%	65.7%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$29,277,398	\$27,445,235	6.7%
Used-vehicle dept. sales as % of total sales	33.6%	32.7%	
Used-vehicle dept. gross as % of total gross	22.3%	19.6%	
Used-vehicle selling price (retail) ³	\$31,434	\$30,512	3.0%
Gross as % of selling price	9.6%	8.3%	
Retail gross profit per used vehicle retailed	\$3,014	\$2,534	19.0%
Retail net profit per used vehicle retailed	\$368	(\$199)	
Average number of used vehicles retailed	736	718	2.5%
F&I gross as % of used-vehicle sales	3.2%	3.0%	
F&I penetration (used)	57.3%	51.9%	
Used- to new-unit vehicle ratio (retail only)	96.2%	95.5%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$12,389,379	\$12,057,544	2.8%
Fixed-ops sales as % of total sales	14.2%	14.4%	
Fixed-ops gross as % of total gross	58.5%	61.6%	
Warranty as % of total fixed-ops sales	20.8%	21.5%	
ADVERTISING EXPENSE ⁴	\$463,675	\$531,411	-12.7%
As % of total gross	4.4%	5.6%	
Per new vehicle retailed	\$606	\$707	-14.3%

RENT & EQUIVALENT		\$1,359,552	\$1,120,929	21.3%
As % of total gross		13.0%	11.8%	
Per new vehicle retailed		\$1,776	\$1,491	19.2%
FLOORPLAN INTEREST		(\$144,741)	\$122,709	-218.0%
As % of total gross		-1.4%	1.3%	
Per new vehicle retailed		(\$189)	\$163	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$9,057,435	\$8,759,615	3.4%
As % of total sales		10.4%	10.4%	
As % of total gross		86.9%	92.3%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2021	Change	2020	
Domestic Cars	0.2	-19.9%	2.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.1	-8.1%	0.8	Current ratio (Current assets to current liabilities)
Total Cars	0.3	-17.1%	3.4	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.9	1.1%	11.1	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total light-duty	1.1	-3.7%	14.5	

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Source: NADA Industry Analysis



MASS MARKET DEALERSHIP PROFILE

	YTD Dec 2020	YTD Dec 2019	Percent Change
TOTAL SALES	\$55,333,592	\$58,643,546	-5.6%
TOTAL GROSS ¹	\$6,772,618	\$6,737,356	0.5%
As % of total sales	12.2%	11.5%	
TOTAL EXPENSE	\$6,167,577	\$6,628,693	-7.0%
As % of total sales	11.1%	11.3%	
As % of total gross	91.1%	98.4%	
TOTAL OPERATING PROFIT	\$605,041	\$108,663	456.8%
As % of total sales	1.1%	0.2%	
As % of total gross	8.9%	1.6%	
NET PROFIT BEFORE TAX	\$1,949,704	\$1,318,516	47.9%
As % of total sales	3.5%	2.2%	
As % of total gross	28.8%	19.6%	
NEW-VEHICLE DEPARTMENT ²			
New-vehicle dept. total sales	\$30,781,441	\$33,199,312	-7.3%
New-vehicle dept. sales as % of total sales	55.6%	56.6%	
New-vehicle dept. gross as % of total gross	28.5%	25.7%	
New-vehicle selling price (retail) ³	\$36,765	\$34,757	5.8%
Gross as % of selling price	6.6%	5.7%	
Retail gross profit per new vehicle retailed	\$2,429	\$1,968	23.4%
Retail net profit per new vehicle retailed	(\$5)	(\$511)	
Average number of new vehicles retailed	776	881	-12.0%
F&I gross as % of new-vehicle dept. sales	3.3%	3.2%	
F&I penetration (new vehicles)	93.5%	90.1%	
USED-VEHICLE DEPARTMENT ²			
Used-vehicle dept. sales	\$18,154,461	\$18,560,933	-2.2%
Used-vehicle dept. sales as % of total sales	32.8%	31.7%	
Used-vehicle dept. gross as % of total gross	27.8%	25.8%	
Used-vehicle selling price (retail) ³	\$20,735	\$19,894	4.2%
Gross as % of selling price	12.7%	11.8%	
Retail gross profit per used vehicle retailed	\$2,628	\$2,354	11.6%
Retail net profit per used vehicle retailed	\$300	\$41	
Average number of used vehicles retailed	698	737	-5.3%
F&I gross as % of used-vehicle sales	4.4%	4.2%	
F&I penetration (used)	78.7%	78.0%	
Used- to new-unit vehicle ratio (retail only)	90.0%	83.6%	
SERVICE, PARTS & BODY SHOP DEPARTMENT (FIXED OPS)			
Fixed-ops sales	\$6,365,079	\$7,078,854	-10.1%
Fixed-ops sales as % of total sales	11.5%	12.1%	
Fixed-ops gross as % of total gross	43.7%	48.5%	
Warranty as % of total fixed-ops sales	18.1%	17.9%	
ADVERTISING EXPENSE ⁴	\$448,526	\$557,456	-19.5%
As % of total gross	6.6%	8.3%	
Per new vehicle retailed	\$578	\$632	-8.5%

RENT & EQUIVALENT		\$731,664	\$730,115	0.2%
As % of total gross		10.8%	10.8%	
Per new vehicle retailed		\$943	\$828	13.9%
FLOORPLAN INTEREST		(\$104,380)	\$77,095	-235.4%
As % of total gross		-1.5%	1.1%	
Per new vehicle retailed		(\$135)	\$87	
SELLING, GENERAL & ADMINISTRATIVE (SG&A) EXPENSE		\$5,644,526	\$5,913,546	-4.5%
As % of total sales		10.2%	10.1%	
As % of total gross		83.3%	87.8%	
LIGHT-DUTY VEHICLE SALES (Millions of units)	BALANCE SHEET RATIOS			
	YTD Jan	%	Full Year	
	2021	Change	2020	
Domestic Cars	0.2	-19.9%	2.6	Net debt to equity (Total liabilities less floorplan to net worth + lifo)
Import Cars	0.1	-8.1%	0.8	Current ratio (Current assets to current liabilities)
Total Cars	0.3	-17.1%	3.4	Service & Parts absorption (S&P gross profit as % of total fixed overhead expense)
Light-Duty Trucks	0.9	1.1%	11.1	Return on equity (Annualized net pretax profit as % of net worth + lifo)
Total light-duty	1.1	-3.7%	14.5	

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