

P R E S S
R E P O R T

NADA DATA 2017

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



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

NADA DATA

2017



There are two versions of *NADA Data* (both available at nada.org/nadadata). 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 payroll, and the retail auto industry as a whole.

Again this year, to improve the breadth of information provided in *NADA Data*, we offer a 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 more.

Total New-Car Dealerships **16,802** ↑



TOTAL DEALERSHIP SALES
\$1,002,622,026,477

...per dealership

\$59,672,779

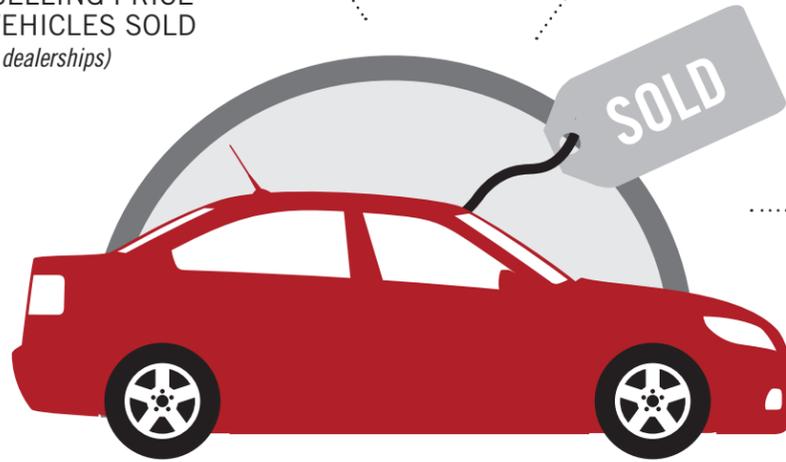
CALIFORNIA

Highest dollar sales for all dealerships **\$119,968,607,468**

Highest dollar sales per dealership **\$89,998,955**

\$20,009

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



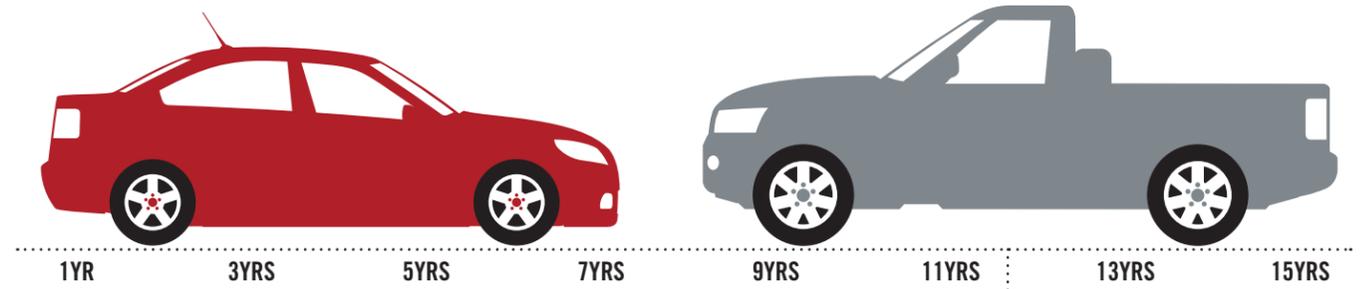
\$34,670

AVERAGE SELLING PRICE OF NEW VEHICLES SOLD

1,020

AVERAGE NEW VEHICLES SOLD PER DEALERSHIP

VEHICLES IN OPERATION
270 million



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

11.6 YEARS

domestic
1,923,100
+ import
1,866,400



December
Month with most new-vehicle sales
1,604,942 units

NEW-CAR INVENTORY
3,789,500



NEW-VEHICLE DAYS' SUPPLY

70
domestic

56
import

Change in number of new vehicles sold
-1.9%
from 2016 to 2017

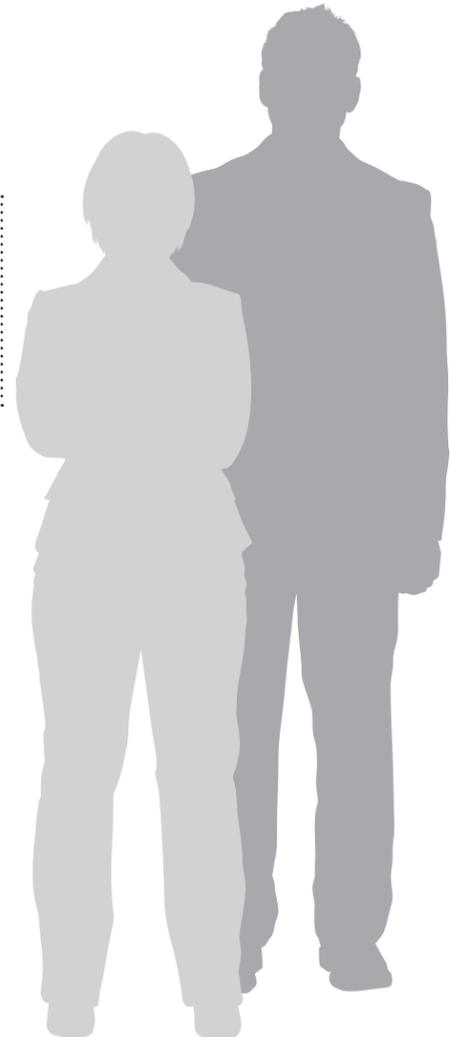
DEALERSHIP EMPLOYEES
1,135,700

69
Average per dealership

\$1,126 Average weekly earnings per dealership employee

\$3.9 million Average annual payroll per dealership

\$66 billion Average annual payroll of all dealerships



TOTAL NEW VEHICLES SOLD

17,134,773

Customer Mechanical Sales

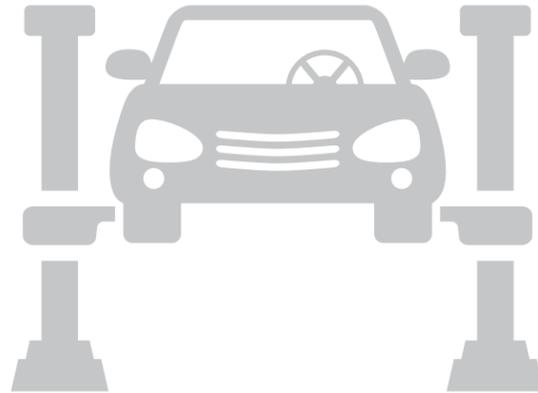
(for all new-vehicle dealerships)

\$20 billion
SERVICE

\$17.42 billion
PARTS

\$37.42 billion

TOTAL S&P



Warranty Sales

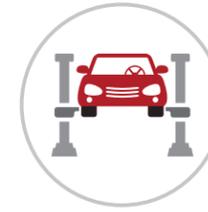
(for all new-vehicle dealerships)

\$9.86 billion
SERVICE

\$12.70 billion
PARTS

\$22.56 billion

TOTAL S&P



\$114.2 billion
SERVICE AND
PARTS SALES
(for all new-vehicle
dealerships)



\$6.8 million
SERVICE AND
PARTS SALES
(per new-vehicle
dealership)



317,347
TECHNICIANS
(including body shop)



316.4 million
REPAIR ORDERS
WRITTEN

Percentage of dealerships operating on-site body shops

39%

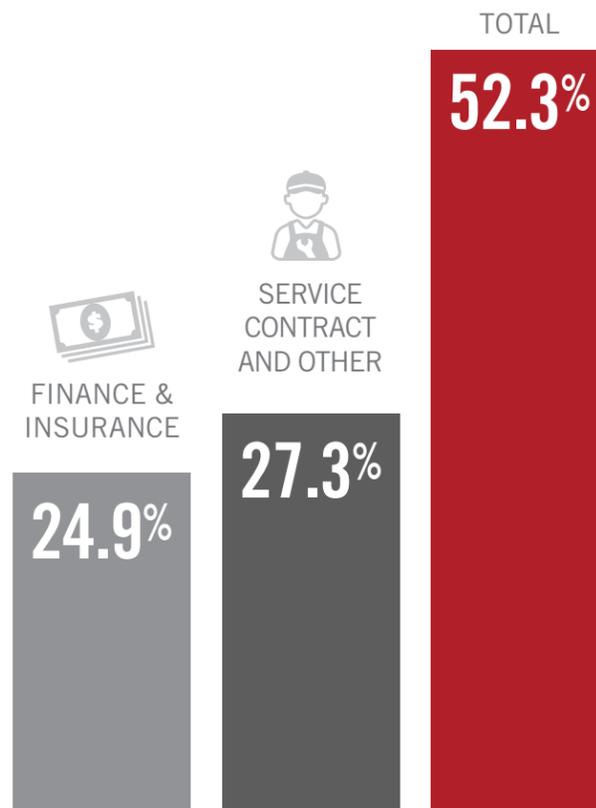
Aftermarket Income

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

46.9%

Service Contract Penetration Rates

(of new vehicles retailed)



FINANCIAL TRENDS



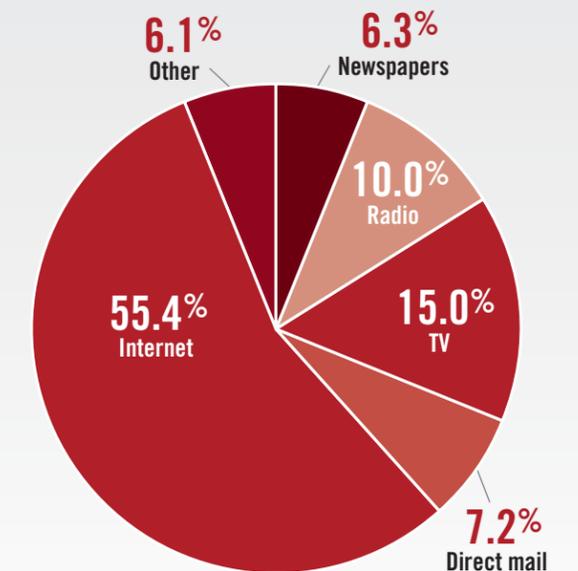
New-Vehicle Department
\$1,805,840 Average gross profit

Used-Vehicle Department
\$1,658,265 Average gross profit

Service/Parts Department
\$3,332,512 Average gross profit

ADVERTISING EXPENDITURES

(by medium)



(All NADA Data numbers are from 2017)



NATIONAL AUTOMOBILE DEALERS ASSOCIATION
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