

# THE **BENEFITS** OF FRANCHISED NEW-CAR DEALERS

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## ▶ **PRICE COMPETITION**

Fiercely compete for consumers' business and drive prices down.



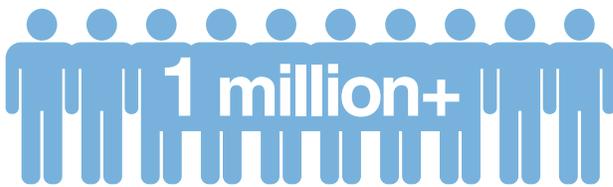
## ▶ **CONSUMER SAFETY**

Take the consumers' side in warranty work and safety recalls—plus, if an automaker goes out of business, the dealer is still there for the consumer.



## ▶ **LOCAL ECONOMIC BENEFITS**

Create well-paying jobs and significant tax revenue for communities.



More than 1 million employees work in dealerships across the country.

**15%**

New-car sales are 15% of all U.S. retail sales.

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New-car sales are 15% of all U.S. sales-tax revenue.

## ▶ **ADDED VALUE**

Simplify an otherwise complex car-buying experience by providing:

- ▶ test-drives
  - ▶ trade-ins
  - ▶ registration
  - ▶ financing
  - ▶ tags
  - ▶ aftermarket gear
- ...and more



**KEEP** { **COMPETITION  
SAFETY  
JOBS  
TAX REVENUE  
& SERVICE** } **WITH LOCAL**  
**FRANCHISED  
AUTO DEALERS**