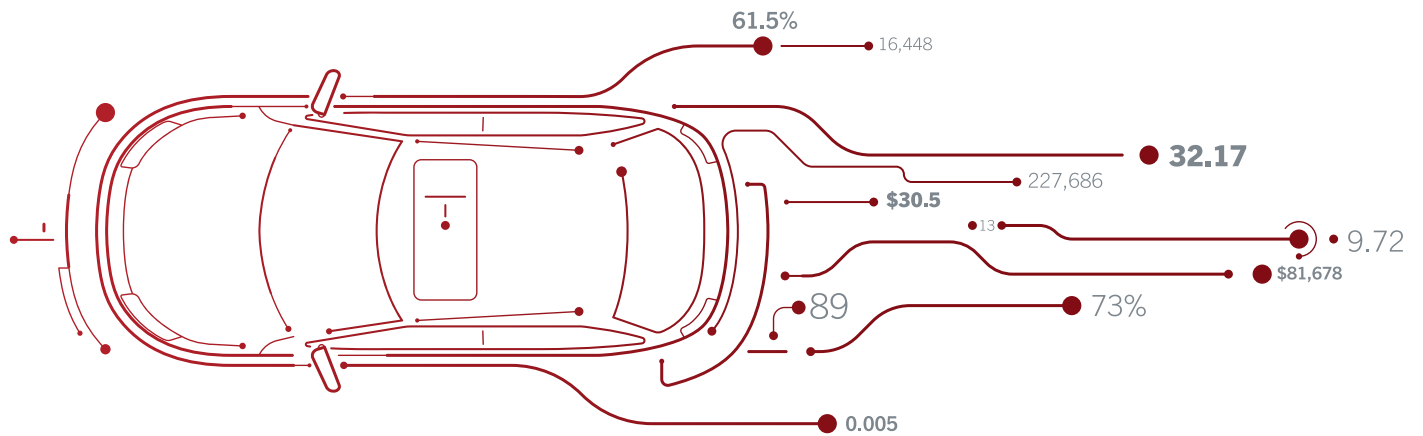


NADA DATA

2024

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





Patrick Manzi
Chief Economist, NADA

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-year 2024 review features the many major milestones achieved by the retail auto industry during the first half of 2024, including such highlights as:

- The nation’s 16,957 franchised light-vehicle dealers sold 15.9 million light-duty vehicles.
- Total franchised light-vehicle dealership sales topped \$1.2 trillion.
- Dealerships wrote more than 270 million repair orders, with service and parts sales exceeding \$156 billion.

In first-half 2024, new light-vehicle inventory continued to grow steadily. At the end of June, inventory on the ground and in transit totaled 2.8 million units. Inventory dipped in the summer months and ended the year at roughly the same level as in June—2.8 million units, an increase of 22% year over year. More available inventory meant consumers didn’t have to wait as long to secure a new vehicle as they did during the past several years. Days’ supply varied significantly across brands as the OEMs with the hottest-selling vehicles saw their inventory disappear quickly. Industry average days’ supply at the end of 2024 totaled 47 days, an increase of six days from year-end 2023. Inventory is forecast to hover around 3 million units for the first half of 2025 before dipping slightly in the summer and finishing out the year at 2.8 million to 3 million units.

As inventory levels have grown so, too, has OEM incentive spending. According to J.D. Power, average incentive spending per unit totaled \$3,356 in December 2024, up 27.5% year over year. Still, inventory levels vary by OEM, and those with more available inventory are likely to have higher incentive spending in 2025. The average new-vehicle transaction price was up only slightly in 2024, increasing by 1.4%, or \$638, from the previous year.

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, percentage of vehicles leased 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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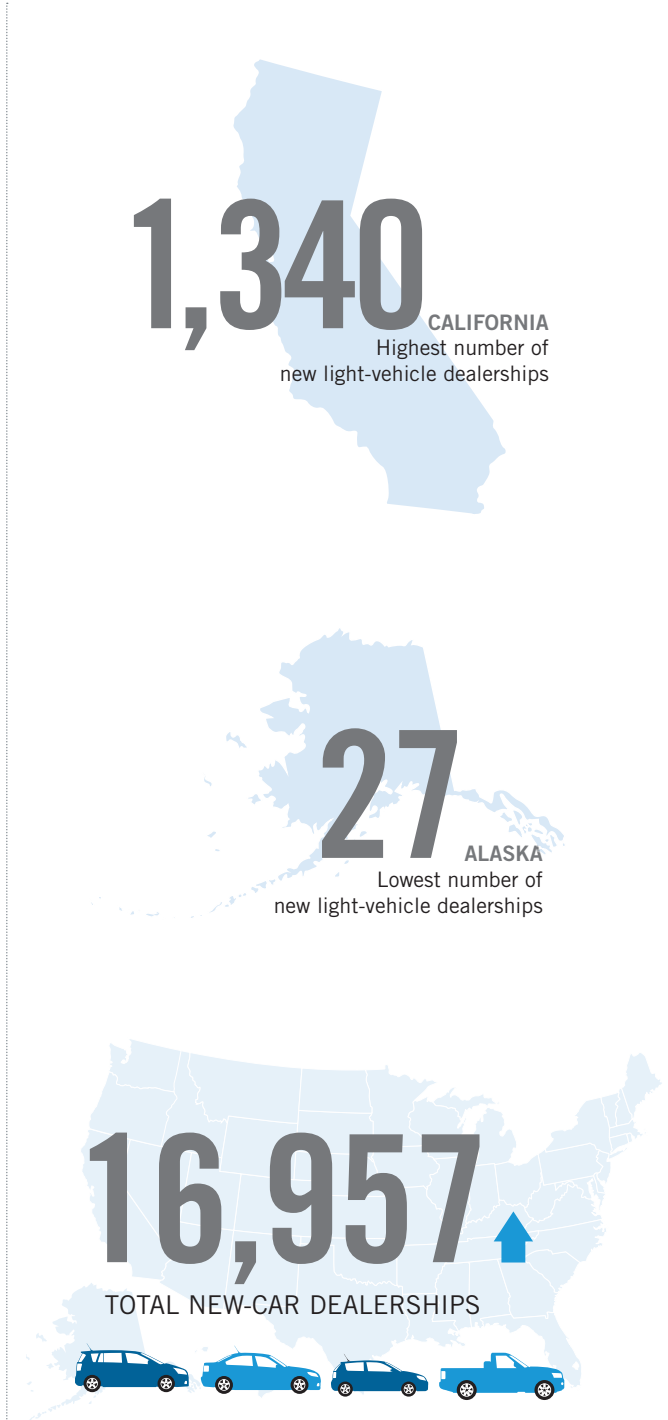
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New Light-Vehicle Dealerships

New Light-Vehicle Dealerships by State, 2024

| | | | |
|---------------|-------|-------------------|---------------|
| Alabama | 282 | Nebraska | 153 |
| Alaska | 27 | Nevada | 108 |
| Arizona | 253 | New Hampshire | 133 |
| Arkansas | 207 | New Jersey | 464 |
| California | 1,340 | New Mexico | 112 |
| Colorado | 252 | New York | 859 |
| Connecticut | 252 | North Carolina | 585 |
| Delaware | 53 | North Dakota | 70 |
| Florida | 939 | Ohio | 714 |
| Georgia | 493 | Oklahoma | 246 |
| Hawaii | 72 | Oregon | 223 |
| Idaho | 103 | Pennsylvania | 866 |
| Illinois | 701 | Rhode Island | 52 |
| Indiana | 401 | South Carolina | 262 |
| Iowa | 262 | South Dakota | 83 |
| Kansas | 206 | Tennessee | 345 |
| Kentucky | 233 | Texas | 1,273 |
| Louisiana | 292 | Utah | 143 |
| Maine | 110 | Vermont | 79 |
| Maryland | 311 | Virginia | 470 |
| Massachusetts | 387 | Washington | 312 |
| Michigan | 610 | West Virginia | 133 |
| Minnesota | 334 | Wisconsin | 464 |
| Mississippi | 180 | Wyoming | 46 |
| Missouri | 368 | | |
| Montana | 94 | | |
| | | Total U.S. | 16,957 |

Source: NADA



New Light-Vehicle Dealerships *(continued)*

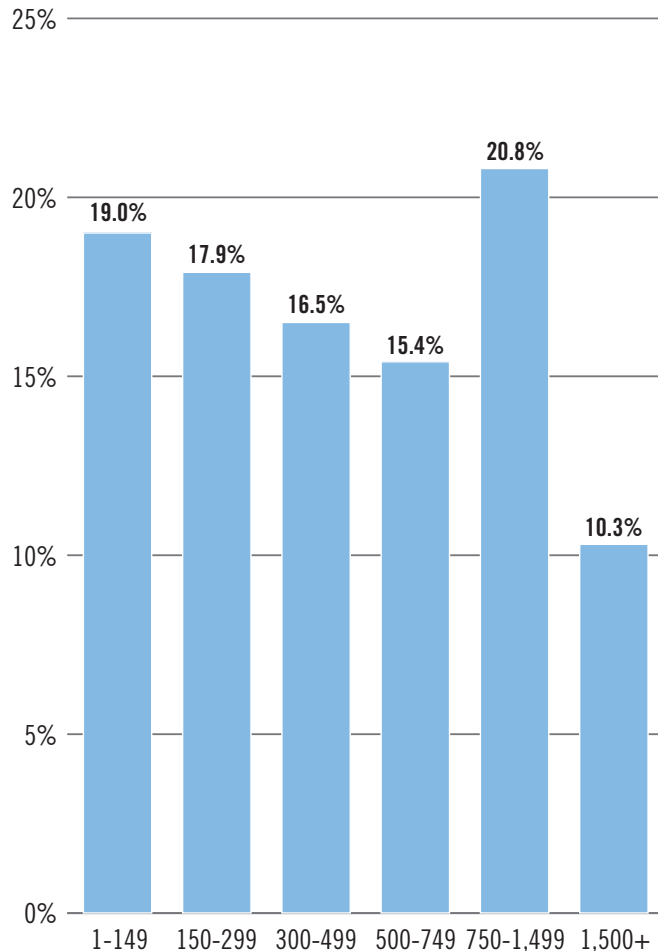
Share of Owners by Number of Dealerships Operated, by Year

| Number of dealerships | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1-5 | 94.8% | 94.4% | 94.2% | 93.9% | 93.8% | 93.5% | 93.0% | 92.4% | 91.6% | 91.0% |
| 6-10 | 3.5% | 3.8% | 4.0% | 4.1% | 4.2% | 4.3% | 4.5% | 4.9% | 5.3% | 5.5% |
| 11-25 | 1.5% | 1.5% | 1.6% | 1.6% | 1.7% | 1.7% | 2.0% | 2.2% | 2.5% | 2.7% |
| 26-50 | 0.1% | 0.1% | 0.1% | 0.2% | 0.3% | 0.3% | 0.3% | 0.4% | 0.5% | 0.6% |
| Greater than 50 | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.2% | 0.2% | 0.2% | 0.2% |

Source: NADA

Share of Dealerships by Volume of New-Unit Sales, 2024

Percent of dealerships



Source: NADA

Dealership Financial Trends

Total Sales by State, 2024

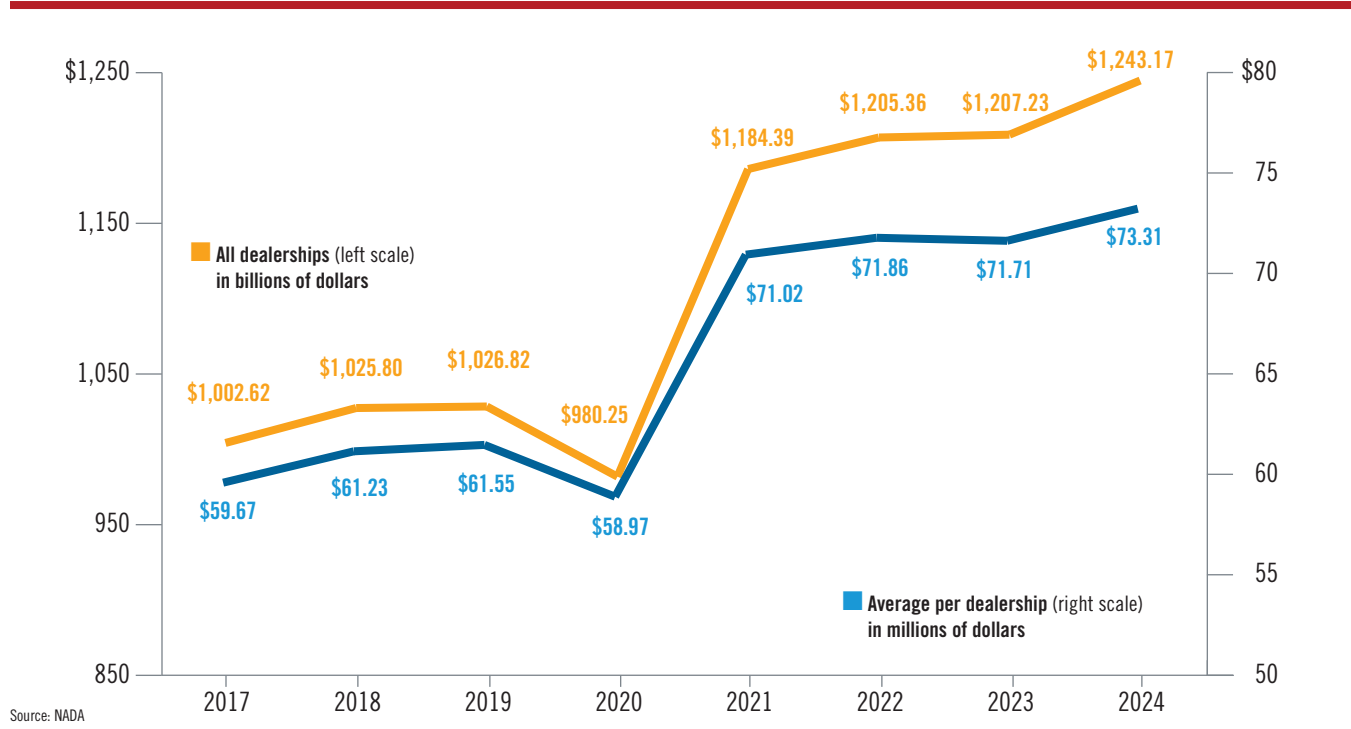
| State | All dealerships (\$ millions) | Average per dealership (\$ thousands) |
|---------------|-------------------------------|---------------------------------------|
| Alabama | \$16,298 | \$57,794 |
| Alaska | \$1,986 | \$73,551 |
| Arizona | \$26,277 | \$103,860 |
| Arkansas | \$11,207 | \$54,141 |
| California | \$151,319 | \$112,924 |
| Colorado | \$21,303 | \$84,536 |
| Connecticut | \$13,650 | \$54,167 |
| Delaware | \$4,083 | \$77,047 |
| Florida | \$115,437 | \$122,936 |
| Georgia | \$36,365 | \$73,763 |
| Hawaii | \$4,375 | \$60,769 |
| Idaho | \$5,949 | \$57,762 |
| Illinois | \$42,815 | \$61,077 |
| Indiana | \$19,294 | \$48,116 |
| Iowa | \$10,156 | \$38,764 |
| Kansas | \$7,879 | \$38,246 |
| Kentucky | \$11,984 | \$51,433 |
| Louisiana | \$15,581 | \$53,360 |
| Maine | \$5,970 | \$54,268 |
| Maryland | \$21,491 | \$69,101 |
| Massachusetts | \$27,451 | \$70,932 |
| Michigan | \$43,662 | \$71,576 |
| Minnesota | \$17,839 | \$53,412 |
| Mississippi | \$8,706 | \$48,366 |
| Missouri | \$18,557 | \$50,426 |
| Montana | \$4,378 | \$46,575 |

Source: NADA

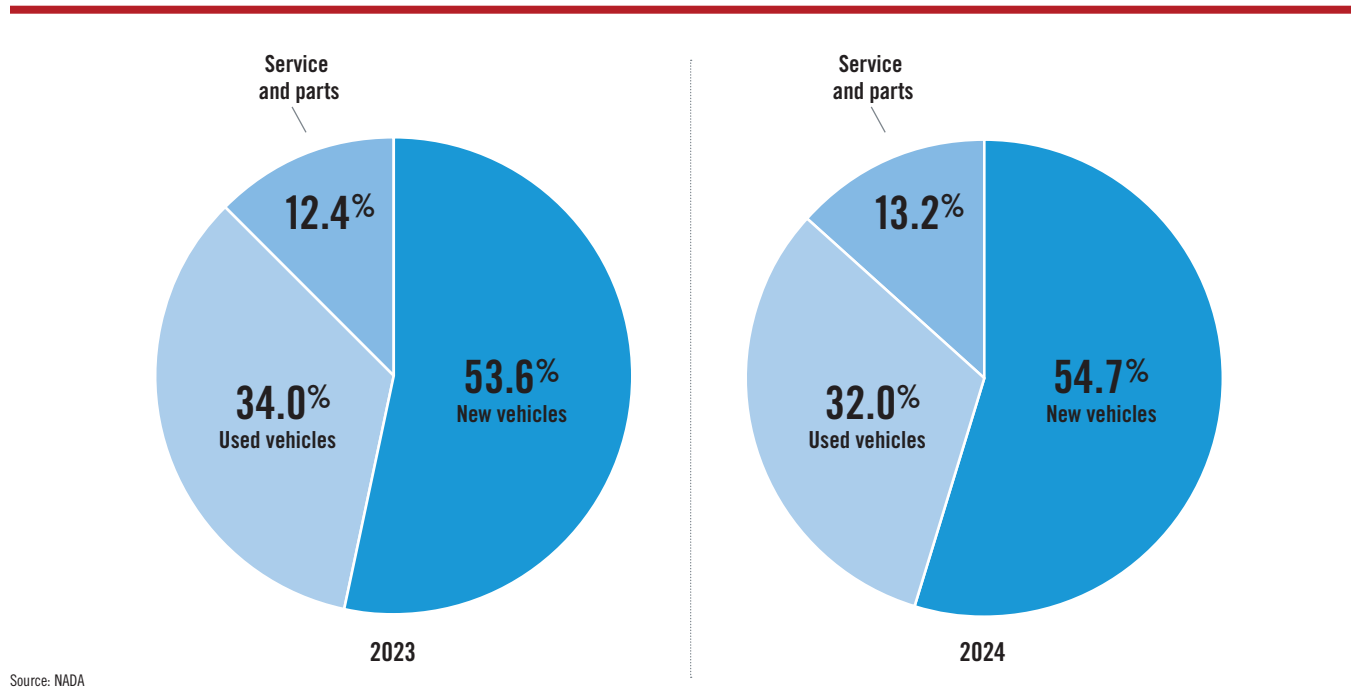
| State | All dealerships (\$ millions) | Average per dealership (\$ thousands) |
|-------------------|-------------------------------|---------------------------------------|
| Nebraska | \$6,867 | \$44,881 |
| Nevada | \$11,857 | \$109,786 |
| New Hampshire | \$7,649 | \$57,512 |
| New Jersey | \$44,598 | \$96,116 |
| New Mexico | \$6,918 | \$61,765 |
| New York | \$76,965 | \$89,598 |
| North Carolina | \$36,864 | \$63,015 |
| North Dakota | \$3,269 | \$46,699 |
| Ohio | \$43,675 | \$61,169 |
| Oklahoma | \$12,980 | \$52,763 |
| Oregon | \$12,932 | \$57,989 |
| Pennsylvania | \$47,077 | \$54,361 |
| Rhode Island | \$4,127 | \$79,360 |
| South Carolina | \$18,372 | \$70,123 |
| South Dakota | \$3,288 | \$39,610 |
| Tennessee | \$22,187 | \$64,310 |
| Texas | \$125,181 | \$98,335 |
| Utah | \$9,697 | \$67,811 |
| Vermont | \$3,778 | \$47,819 |
| Virginia | \$28,634 | \$60,924 |
| Washington | \$23,603 | \$75,649 |
| West Virginia | \$6,824 | \$51,309 |
| Wisconsin | \$19,954 | \$43,004 |
| Wyoming | \$1,865 | \$40,552 |
| Total U.S. | \$1,243,171 | \$73,313 |

Dealership Financial Trends *(continued)*

Total Sales of New-Vehicle Dealerships, by Year



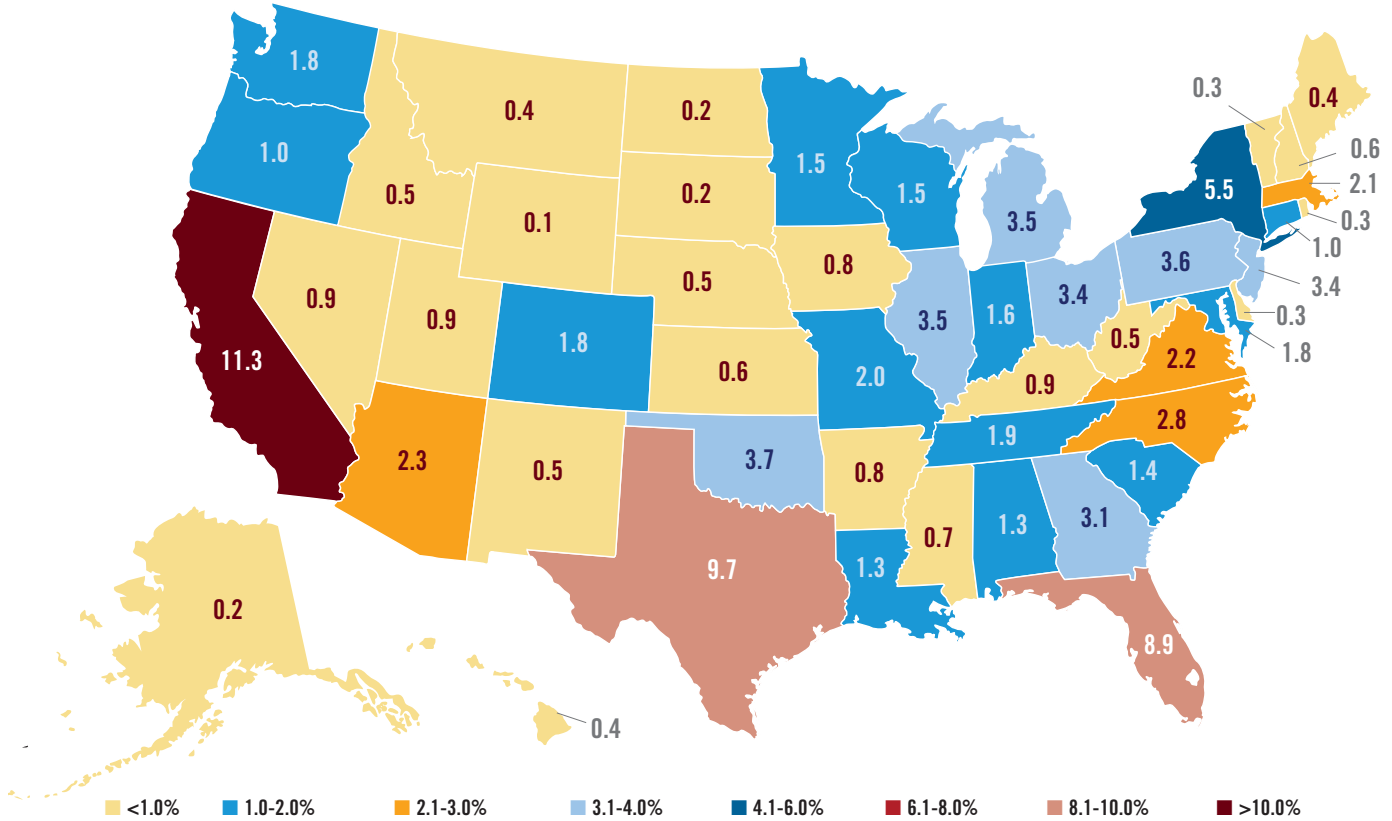
Share of Total Dealership Sales Dollars



Dealership Financial Trends *(continued)*

New-Vehicle Registrations by State, 2024

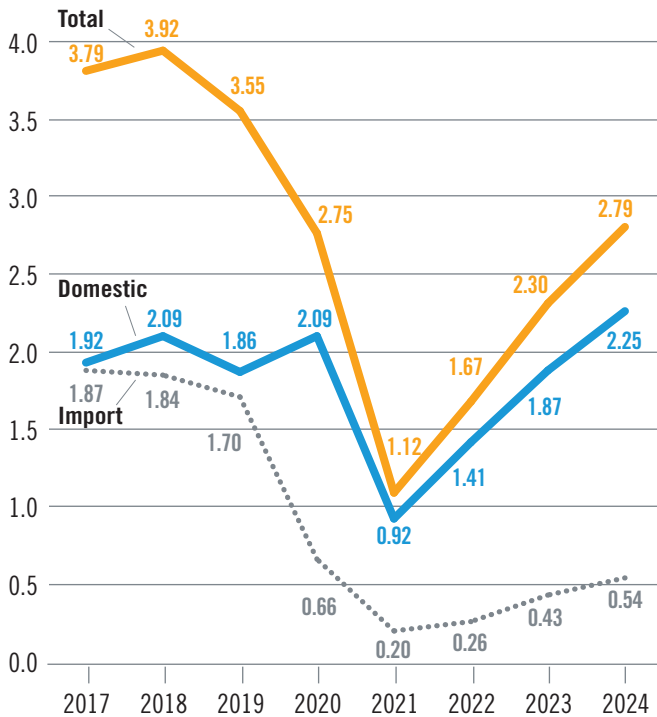
In percent of total registrations



Source: S&P Global

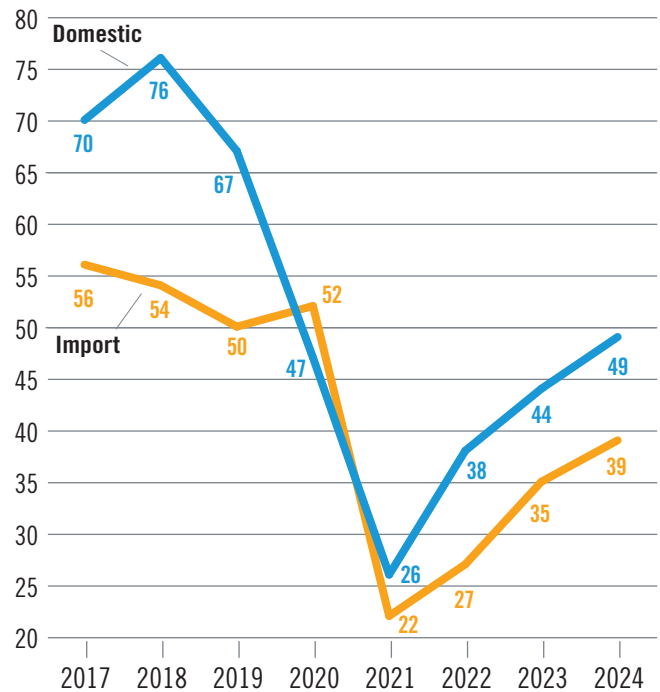
New-Vehicle Inventory and Days' Supply, by Year

Inventory (in millions)



Source: Wards Intelligence, Automotive News Data Center

Days' supply



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

| Year | New vehicles sold | Average retail selling price |
|------|-------------------|------------------------------|
| 2017 | 1,020 | \$34,670 |
| 2018 | 1,028 | \$35,608 |
| 2019 | 1,026 | \$36,824 |
| 2020 | 870 | \$38,961 |
| 2021 | 895 | \$42,379 |
| 2022 | 819 | \$46,287 |
| 2023 | 918 | \$47,014 |
| 2024 | 935 | \$47,652 |

Source: Wards Intelligence, NADA

domestic
2,247,465

+ import
542,558

NEW-CAR INVENTORY

2,790,023

NEW-VEHICLE DAYS' SUPPLY

49 domestic

39 import

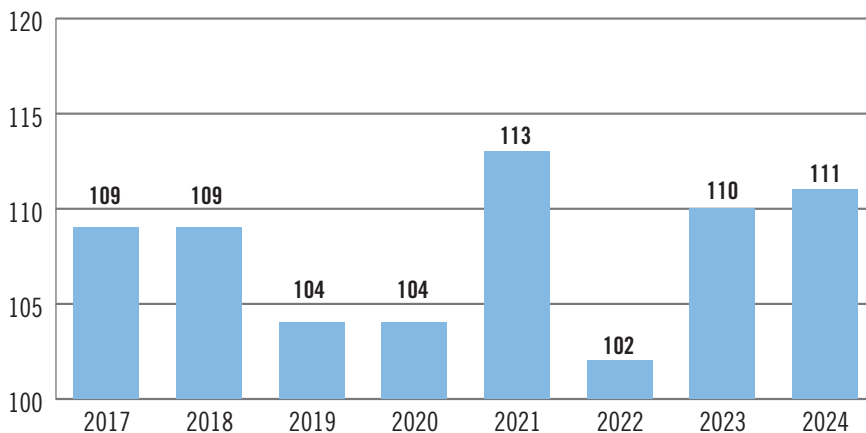
New Light-Vehicle Department *(continued)*

New Light-Duty Vehicle Sales, by Year

| Year | New cars | Light-duty trucks | Total light-duty vehicles | Light-duty trucks as % of total |
|------|-----------|-------------------|---------------------------|---------------------------------|
| 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% |
| 2019 | 4,790,846 | 12,317,310 | 17,108,156 | 72.0% |
| 2020 | 3,408,778 | 11,055,157 | 14,463,935 | 76.4% |
| 2021 | 3,339,476 | 11,587,457 | 14,926,933 | 77.6% |
| 2022 | 2,852,012 | 10,882,191 | 13,734,203 | 79.2% |
| 2023 | 3,095,930 | 12,361,517 | 15,457,447 | 80.0% |
| 2024 | 2,969,753 | 12,881,317 | 15,851,070 | 81.3% |

Source: Wards Intelligence, *Automotive News Data Center*

Average Dealership New-Vehicle Retail Sales per New-Vehicle Salesperson, by Year



Source: NADA



2,969,753
NEW-CAR SALES



12,881,317
NEW LIGHT-DUTY TRUCK SALES

15,851,070

TOTAL LIGHT-DUTY VEHICLE SALES

New Light-Vehicle Department *(continued)*

Market Share by Manufacturer, 2024

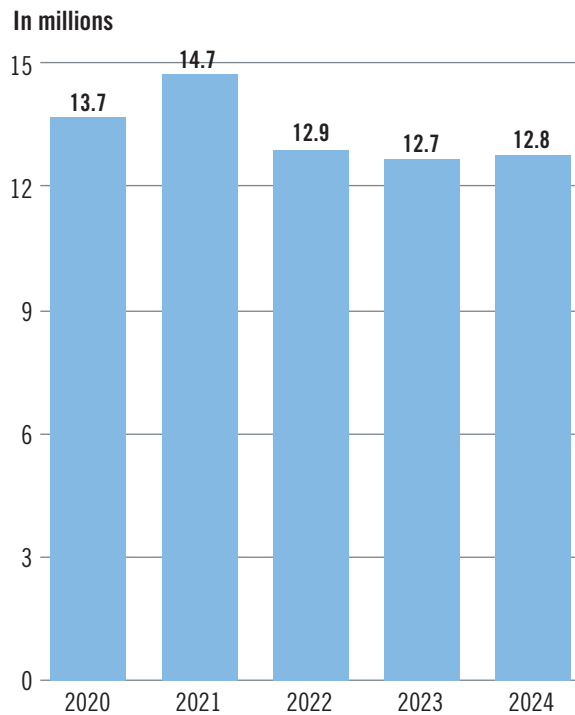
| | 2024 market share | 2024 market share change |
|----------------|-------------------|--------------------------|
| BMW | 2.5% | ↓ 0.1% |
| Ford | 12.7% | ↑ 0.2% |
| General Motors | 17.0% | ↑ 0.3% |
| Honda | 9.0% | ↑ 0.5% |
| Hyundai | 10.8% | ↑ 0.1% |
| Mazda | 2.7% | ↑ 0.3% |
| Mercedes-Benz | 2.2% | ↔ 0.0% |
| Nissan | 5.8% | ↔ 0.0% |
| Stellantis | 8.1% | ↓ 1.6% |
| Subaru | 4.2% | ↑ 0.1% |
| Tesla Motors | 3.7% | ↑ 0.2% |
| Toyota | 14.7% | ↔ 0.0% |
| VW | 4.1% | ↑ 0.2% |
| Other* | 2.5% | ↑ 0.2% |

*Includes Jaguar/Land Rover, Lucid, Mitsubishi, Rivian and Volvo

Source: Wards Intelligence

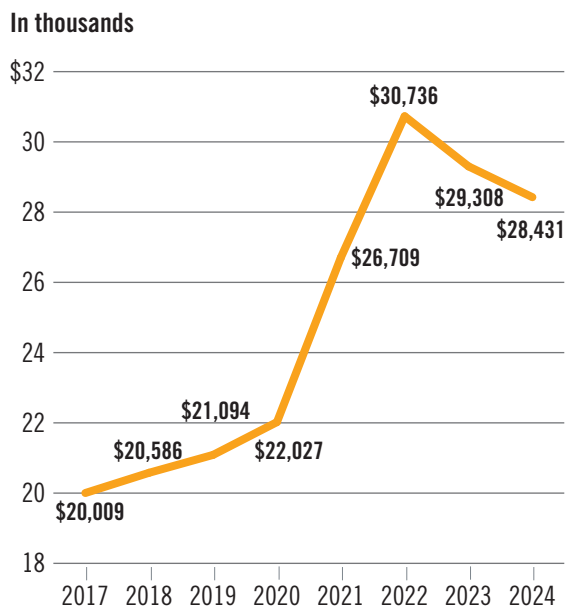
Used-Vehicle Department

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



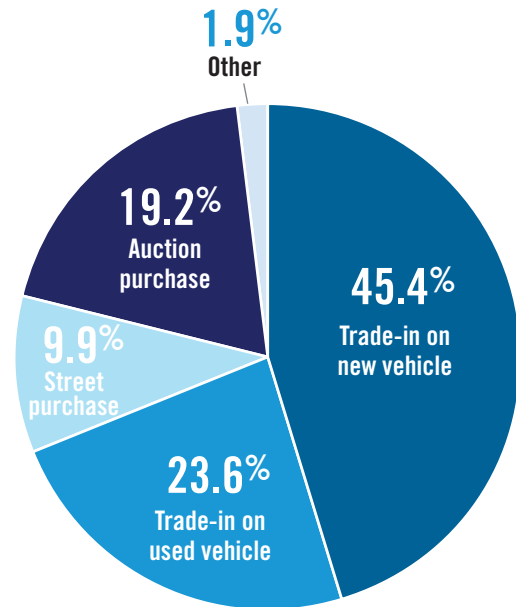
Source: NADA

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



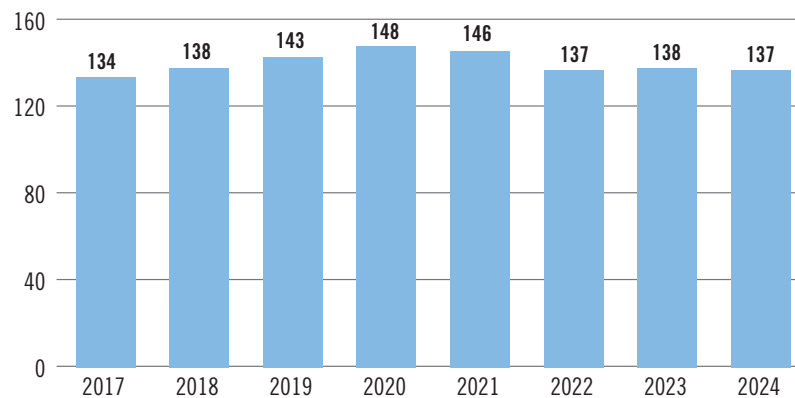
Source: NADA

Sources of Used Vehicles Retailed by New-Vehicle Dealerships, 2024



Source: NADA

Average Dealership Used-Vehicle Retail Sales per Used-Vehicle Salesperson, by Year

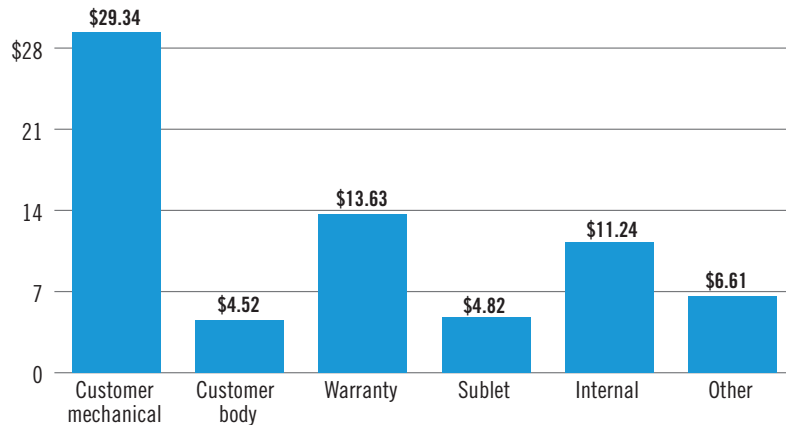


Source: NADA

Service and Parts Department

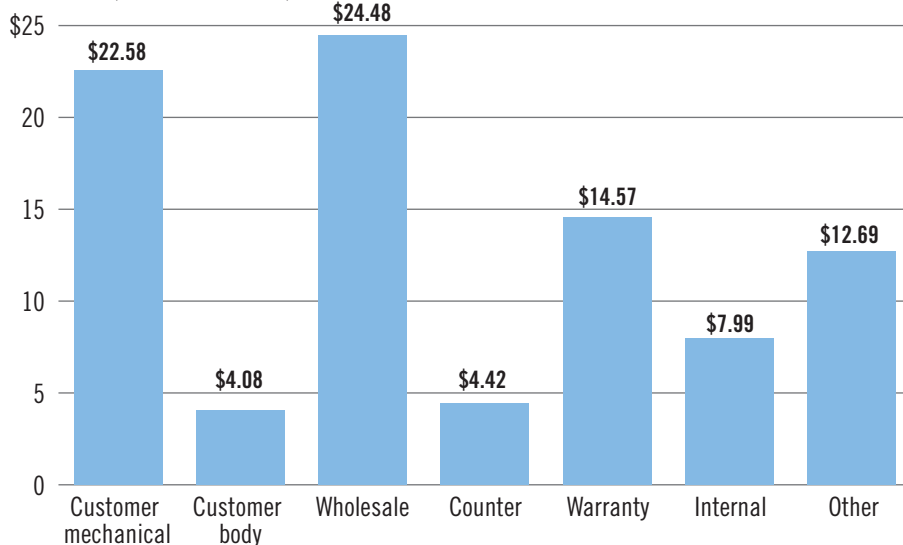
Dealerships' Total Service and Parts Sales, 2024

Service labor sales (in billions of dollars)



Source: NADA

Parts sales (in billions of dollars)



Source: NADA

Dealerships' Total Service and Parts Sales, 2024 (in billions of dollars)

Service labor sales

| | |
|---------------------|---------|
| Customer mechanical | \$29.34 |
| Customer body | \$4.52 |
| Warranty | \$13.63 |
| Sublet | \$4.82 |
| Internal | \$11.24 |
| Other | \$6.61 |

Total service labor \$70.16

Parts sales

| | |
|---------------------|---------|
| Customer mechanical | \$22.58 |
| Customer body | \$4.08 |
| Wholesale | \$24.48 |
| Counter | \$4.42 |
| Warranty | \$14.57 |
| Internal | \$7.99 |
| Other | \$12.69 |

Total parts \$90.82

Source: NADA



\$9.2 million

SERVICE AND PARTS SALES
(per new-vehicle dealership)



270,869

TECHNICIANS
(including body shop)



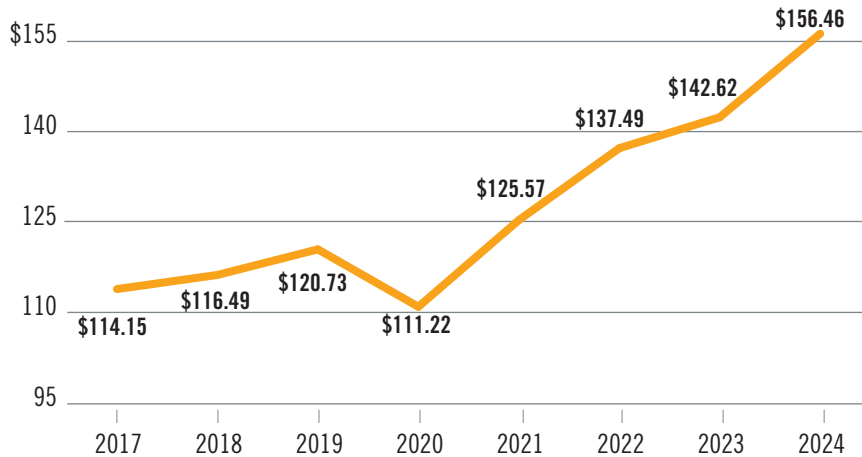
270 million

REPAIR ORDERS WRITTEN

Service and Parts Department *(continued)*

Dealerships' Total Service and Parts Sales by Year

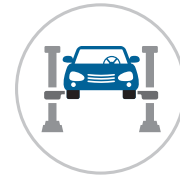
In billions of dollars



Source: NADA

\$156.46 billion

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



Profile of Dealerships' Service and Parts Operations, 2024

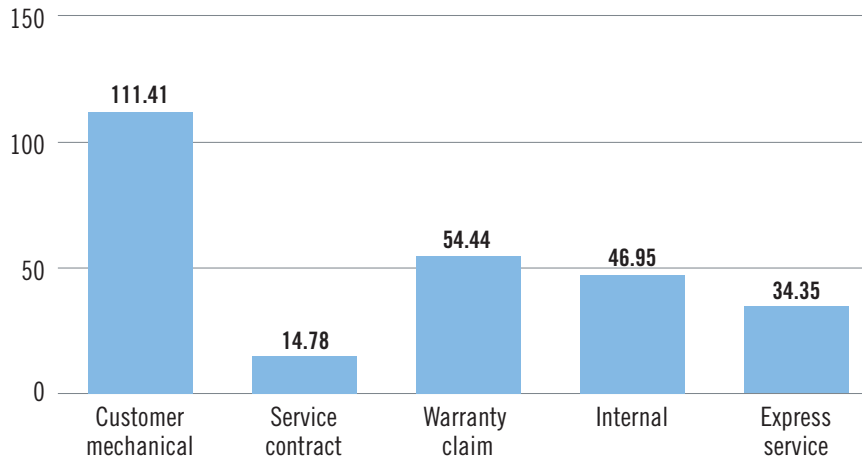
| | Average dealership | All dealers |
|---|--------------------|-------------------|
| Total service and parts sales | \$9,226,717 | \$156,457,436,975 |
| Total number of repair orders written | 15,924 | 270,029,052 |
| Total service and parts sales per customer repair order | \$466 | |
| Total service and parts sales per warranty repair order | \$512 | |
| Parts sales per service labor sale | \$1.51 | |
| Number of technicians (including body shop) | 16 | 270,869 |
| Total parts inventory | \$567,661 | \$9,625,825,362 |
| Average customer mechanical labor rate | \$191 | |

Source: NADA

Service and Parts Department *(continued)*

RO Counts for All Dealerships, 2024

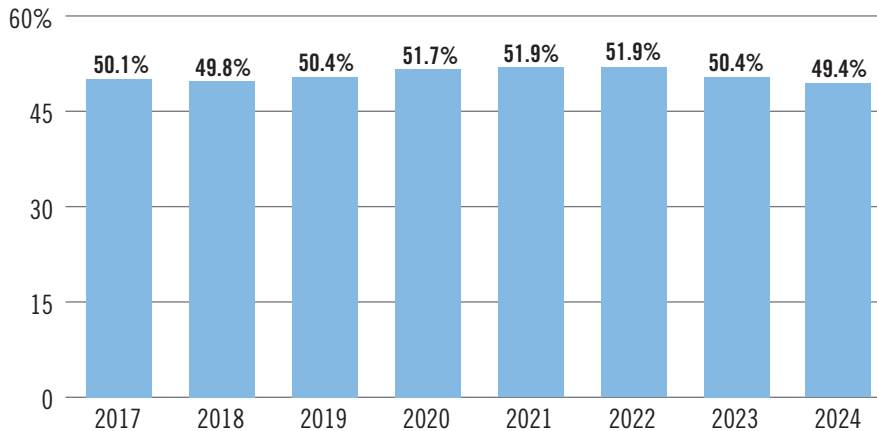
Repair orders (in millions)



Source: NADA

Share of New Light-Vehicle Dealerships with Express Service Operations, by Year

Percent with Express Service

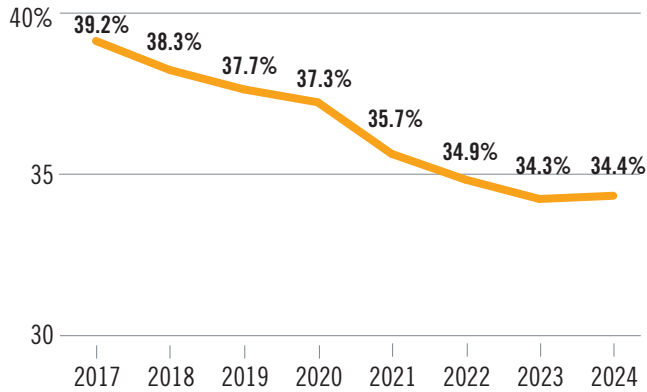


Source: NADA

Body Shop Department

Dealerships Operating On-Site Body Shops, by Year

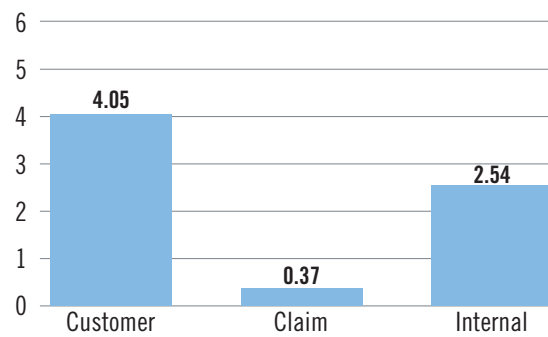
Percent of total dealership population



Source: NADA

Body Shop Repair Order Counts for All Dealerships, 2024

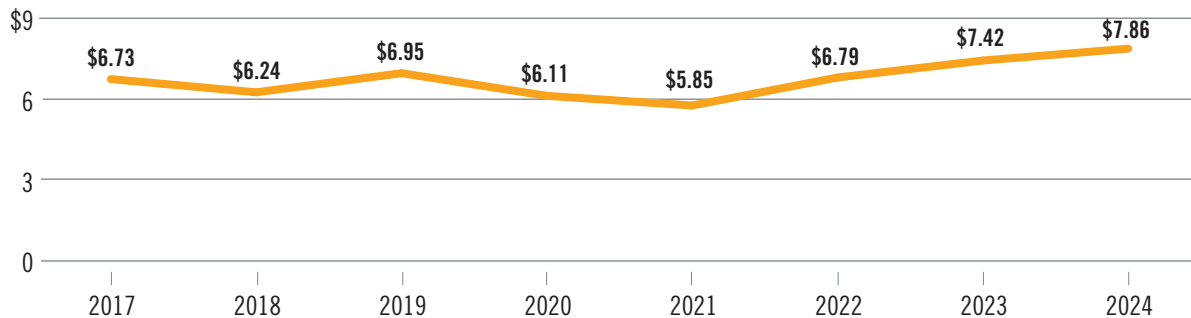
Repair orders (in millions)



Source: NADA

Total Dealership Body Shop Sales, by Year

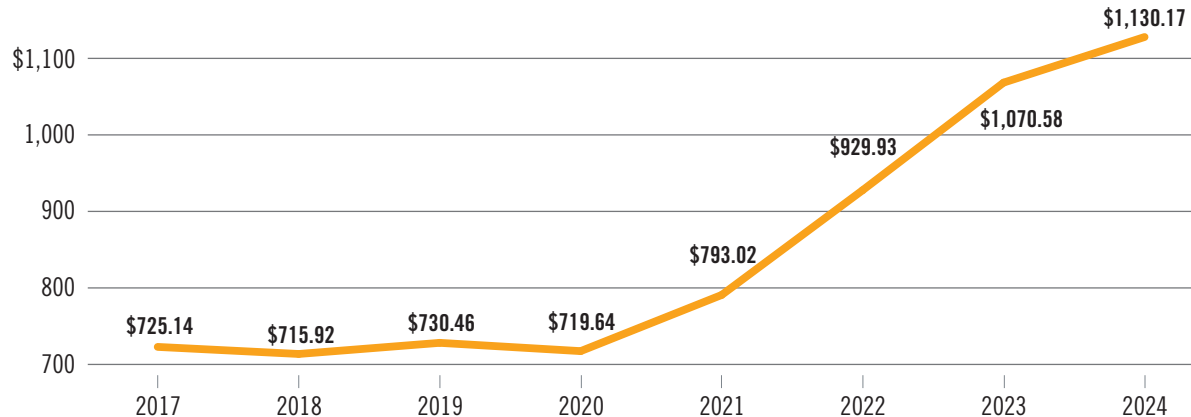
In billions of dollars



Source: NADA

Body Shop Sales per Repair Order, by Year

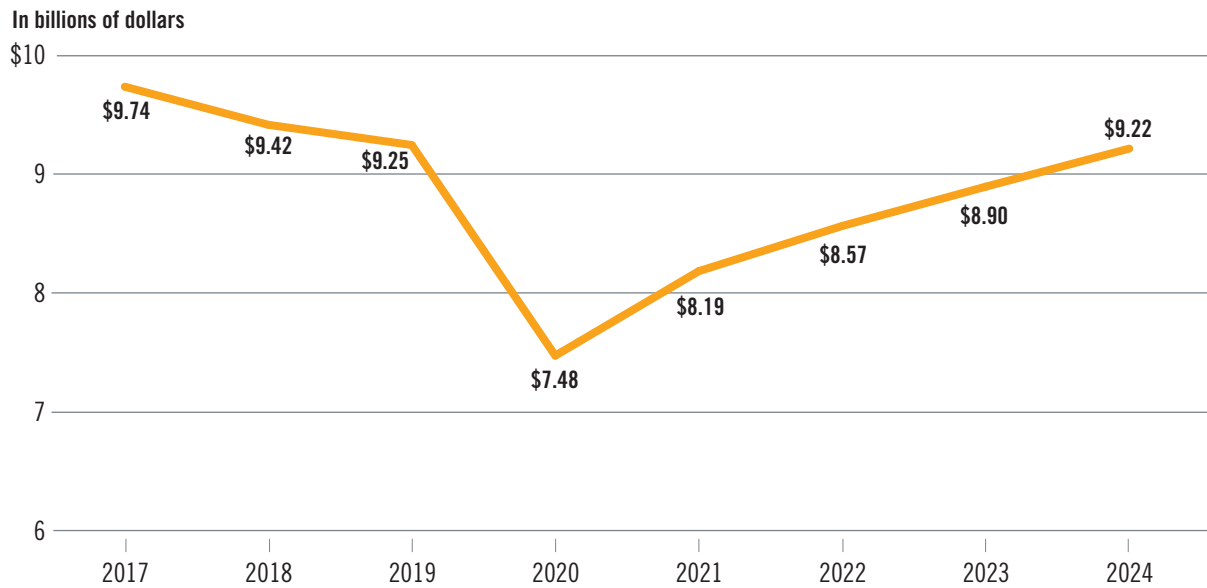
In dollars



Source: NADA

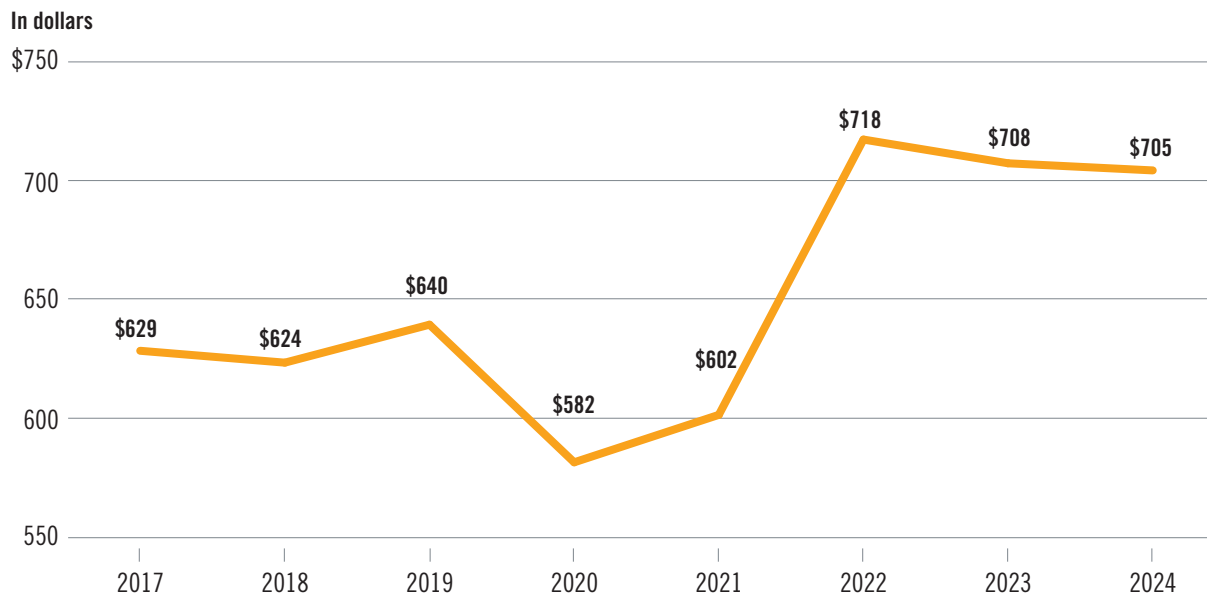
Dealership Advertising

Total Dealership Advertising Expenditures, by Year



Source: NADA

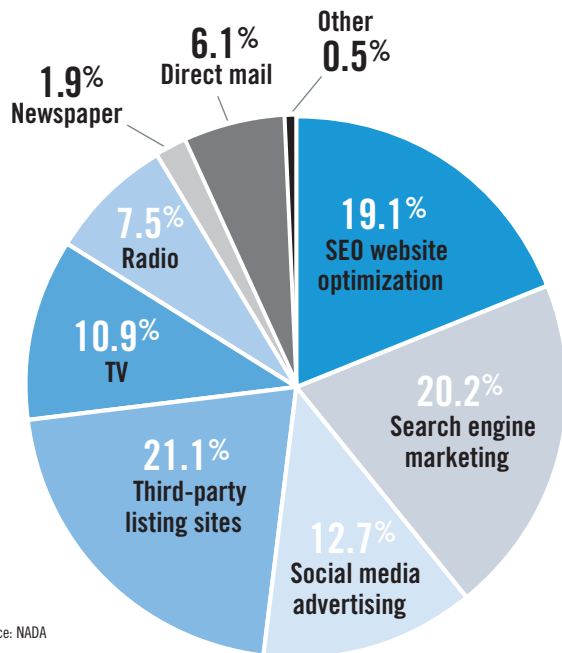
Average Dealership Advertising per New Unit Sold, by Year



Source: NADA

Dealership Advertising *(continued)*

Estimated Advertising Expenditures by Medium, 2024



Source: NADA

Estimated Advertising Expenses per Dealership, 2024

| By media used | Average of all dealerships |
|---------------------------|----------------------------|
| SEO website optimization | \$103,816 |
| Search engine marketing | \$109,795 |
| Social media advertising | \$69,030 |
| Third-party listing sites | \$114,687 |
| TV | \$59,246 |
| Radio | \$40,765 |
| Newspaper | \$10,327 |
| Direct mail | \$33,156 |
| Other | \$2,718 |
| Total | \$543,539 |

Source: NADA



\$9.2 billion

TOTAL DEALERSHIP
ADVERTISING EXPENDITURES

Employment and Payroll

Number of Dealership Employees by State, 2024

| State | Total number, all dealers | Average number per dealership |
|---------------|---------------------------|-------------------------------|
| Alabama | 15,706 | 56 |
| Alaska | 1,762 | 65 |
| Arizona | 25,174 | 100 |
| Arkansas | 9,648 | 47 |
| California | 111,478 | 83 |
| Colorado | 19,152 | 76 |
| Connecticut | 13,153 | 52 |
| Delaware | 3,754 | 71 |
| Florida | 89,536 | 95 |
| Georgia | 35,309 | 72 |
| Hawaii | 3,872 | 54 |
| Idaho | 6,683 | 65 |
| Illinois | 43,618 | 62 |
| Indiana | 22,558 | 56 |
| Iowa | 12,773 | 49 |
| Kansas | 9,808 | 48 |
| Kentucky | 13,313 | 57 |
| Louisiana | 15,716 | 54 |
| Maine | 5,695 | 52 |
| Maryland | 22,832 | 73 |
| Massachusetts | 22,087 | 57 |
| Michigan | 35,037 | 57 |
| Minnesota | 20,045 | 60 |
| Mississippi | 8,708 | 48 |
| Missouri | 22,072 | 60 |
| Montana | 4,036 | 43 |
| Nebraska | 7,538 | 49 |
| Nevada | 9,940 | 92 |
| New Hampshire | 6,694 | 50 |
| New Jersey | 31,311 | 67 |
| New Mexico | 6,582 | 59 |
| New York | 49,677 | 58 |

| State | Total number, all dealers | Average number per dealership |
|-------------------|---------------------------|-------------------------------|
| North Carolina | 36,986 | 63 |
| North Dakota | 3,978 | 57 |
| Ohio | 42,298 | 59 |
| Oklahoma | 13,941 | 57 |
| Oregon | 13,088 | 59 |
| Pennsylvania | 47,389 | 55 |
| Rhode Island | 3,331 | 64 |
| South Carolina | 16,605 | 63 |
| South Dakota | 4,373 | 53 |
| Tennessee | 22,545 | 65 |
| Texas | 107,433 | 84 |
| Utah | 11,238 | 79 |
| Vermont | 3,018 | 38 |
| Virginia | 30,544 | 65 |
| Washington | 22,068 | 71 |
| West Virginia | 6,170 | 46 |
| Wisconsin | 23,700 | 51 |
| Wyoming | 1,960 | 43 |
| Total U.S. | 1,122,117 | 63 |

Source: Bureau of Labor Statistics, NADA



DEALERSHIP EMPLOYEES
1,122,117

63
Average per dealership

Employment and Payroll *(continued)*

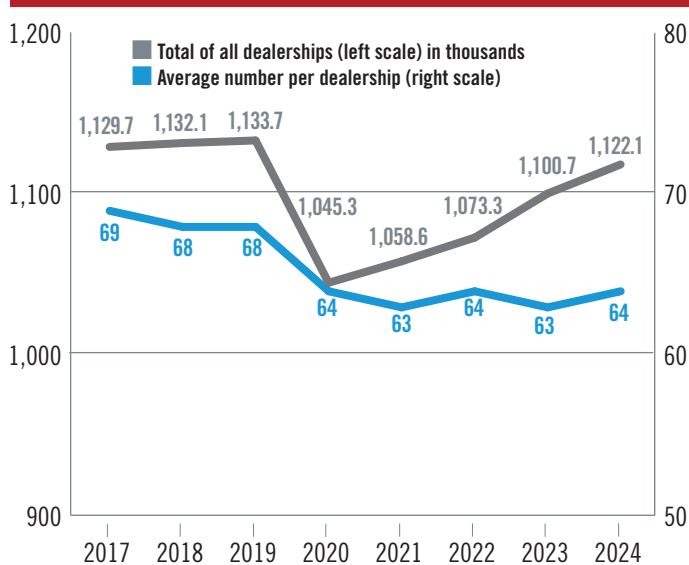
Average Weekly Earnings of New Light-Vehicle Dealership Employees by State, 2024

| | | | | | | | |
|-------------|---------|---------------|---------|----------------|---------|-------------------|----------------|
| Alabama | \$1,535 | Indiana | \$1,390 | Nebraska | \$1,364 | South Carolina | \$1,518 |
| Alaska | \$1,505 | Iowa | \$1,374 | Nevada | \$1,784 | South Dakota | \$1,354 |
| Arizona | \$1,623 | Kansas | \$1,380 | New Hampshire | \$1,841 | Tennessee | \$1,585 |
| Arkansas | \$1,387 | Kentucky | \$1,401 | New Jersey | \$1,800 | Texas | \$1,677 |
| California | \$1,783 | Louisiana | \$1,384 | New Mexico | \$1,419 | Utah | \$1,460 |
| Colorado | \$1,642 | Maine | \$1,494 | New York | \$1,648 | Vermont | \$1,473 |
| Connecticut | \$1,628 | Maryland | \$1,563 | North Carolina | \$1,510 | Virginia | \$1,540 |
| Delaware | \$1,475 | Massachusetts | \$1,809 | North Dakota | \$1,349 | Washington | \$1,592 |
| Florida | \$1,685 | Michigan | \$1,529 | Ohio | \$1,437 | West Virginia | \$1,226 |
| Georgia | \$1,613 | Minnesota | \$1,380 | Oklahoma | \$1,430 | Wisconsin | \$1,289 |
| Hawaii | \$1,740 | Mississippi | \$1,288 | Oregon | \$1,486 | Wyoming | \$1,329 |
| Idaho | \$1,458 | Missouri | \$1,437 | Pennsylvania | \$1,382 | Total U.S. | \$1,571 |
| Illinois | \$1,451 | Montana | \$1,452 | Rhode Island | \$1,498 | | |

Note: 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.

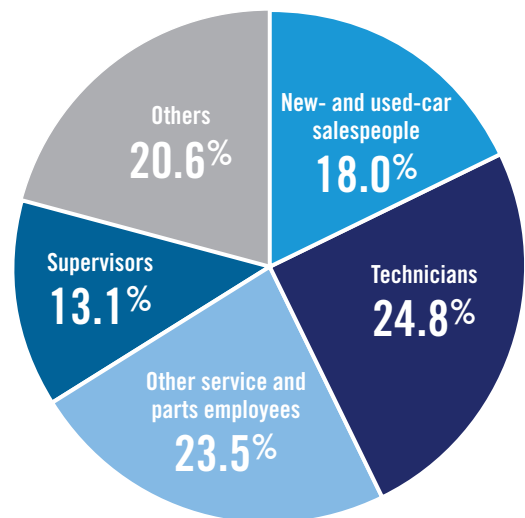
Source: Bureau of Labor Statistics, NADA

Estimated Number of Dealership Employees, by Year



Source: Bureau of Labor Statistics, NADA

Dealership Employment by Position, 2024



Source: NADA

Employment and Payroll (continued)

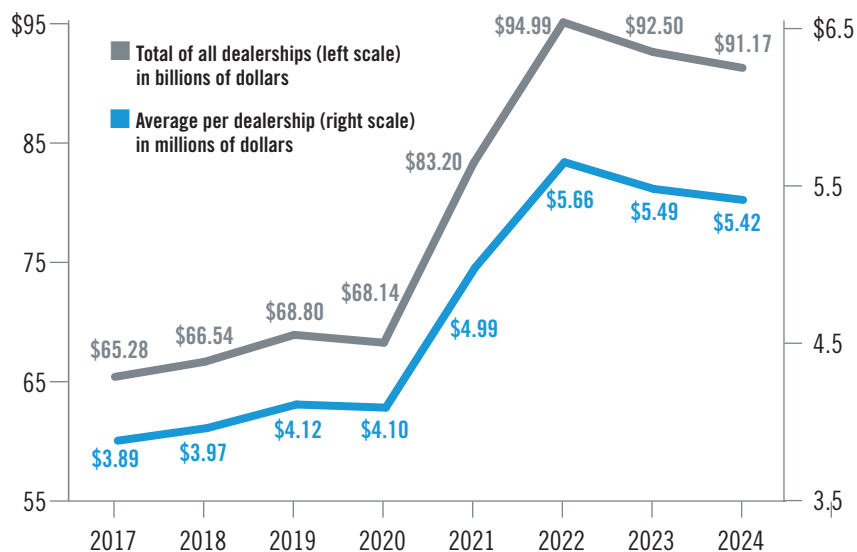
Annual Payroll of New-Vehicle Dealerships by State, 2024

| State | Total all dealers (billions) | Average per dealership (millions) |
|-------------|------------------------------|-----------------------------------|
| Alabama | \$1.25 | \$4.44 |
| Alaska | \$0.14 | \$5.11 |
| Arizona | \$2.12 | \$8.40 |
| Arkansas | \$0.70 | \$3.36 |
| California | \$10.34 | \$7.71 |
| Colorado | \$1.63 | \$6.49 |
| Connecticut | \$1.11 | \$4.42 |
| Delaware | \$0.29 | \$5.43 |
| Florida | \$7.84 | \$8.35 |
| Georgia | \$2.96 | \$6.01 |
| Hawaii | \$0.35 | \$4.87 |
| Idaho | \$0.51 | \$4.92 |
| Illinois | \$3.29 | \$4.69 |

| State | Total all dealers (billions) | Average per dealership (millions) |
|---------------|------------------------------|-----------------------------------|
| Indiana | \$1.63 | \$4.07 |
| Iowa | \$0.91 | \$3.48 |
| Kansas | \$0.70 | \$3.42 |
| Kentucky | \$0.97 | \$4.16 |
| Louisiana | \$1.13 | \$3.87 |
| Maine | \$0.44 | \$4.02 |
| Maryland | \$1.86 | \$5.97 |
| Massachusetts | \$2.08 | \$5.37 |
| Michigan | \$2.79 | \$4.57 |
| Minnesota | \$1.44 | \$4.31 |
| Mississippi | \$0.58 | \$3.24 |
| Missouri | \$1.65 | \$4.48 |
| Montana | \$0.30 | \$3.24 |

| State | Total all dealers (billions) | Average per dealership (millions) |
|-------------------|------------------------------|-----------------------------------|
| Nebraska | \$0.53 | \$3.49 |
| Nevada | \$0.92 | \$8.54 |
| New Hampshire | \$0.64 | \$4.82 |
| New Jersey | \$2.93 | \$6.32 |
| New Mexico | \$0.49 | \$4.34 |
| New York | \$4.26 | \$4.96 |
| North Carolina | \$2.90 | \$4.97 |
| North Dakota | \$0.28 | \$3.99 |
| Ohio | \$3.16 | \$4.43 |
| Oklahoma | \$1.04 | \$4.21 |
| Oregon | \$1.01 | \$4.53 |
| Pennsylvania | \$3.41 | \$3.93 |
| Rhode Island | \$0.26 | \$4.99 |
| South Carolina | \$1.31 | \$5.00 |
| South Dakota | \$0.31 | \$3.71 |
| Tennessee | \$1.86 | \$5.39 |
| Texas | \$9.37 | \$7.36 |
| Utah | \$0.85 | \$5.96 |
| Vermont | \$0.23 | \$2.93 |
| Virginia | \$2.45 | \$5.20 |
| Washington | \$1.83 | \$5.86 |
| West Virginia | \$0.39 | \$2.96 |
| Wisconsin | \$1.59 | \$3.42 |
| Wyoming | \$0.14 | \$2.94 |
| Total U.S. | \$91.17 | \$5.42 |

Annual Payroll of New-Vehicle Dealerships, by Year

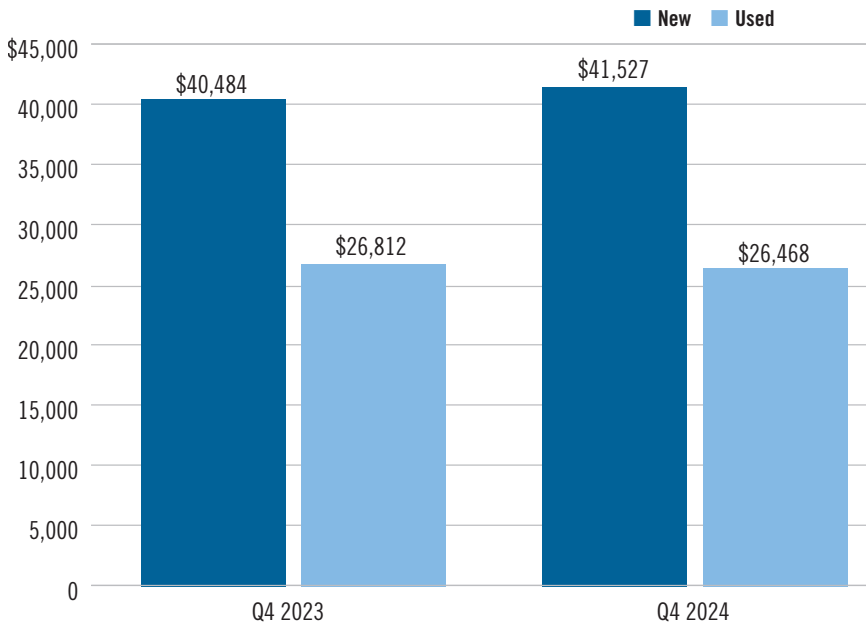


Bureau of Labor Statistics, NADA

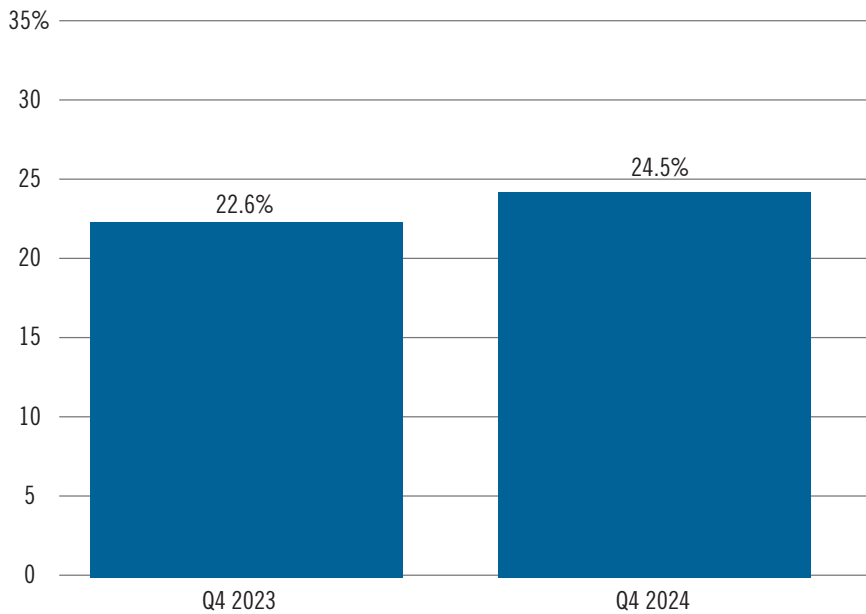
Source: Bureau of Labor Statistics, NADA

New- and Used-Vehicle Consumer

Average Amount Financed



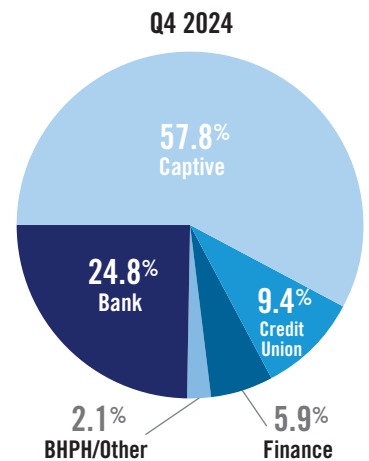
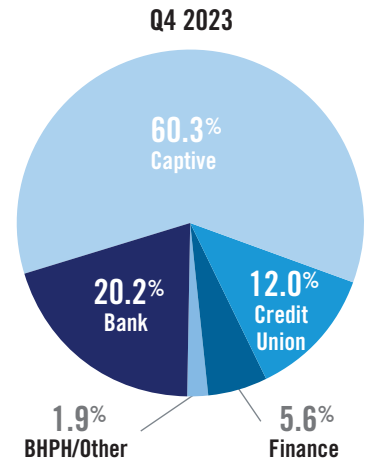
Percentage of New Vehicles Leased



Credit Score Range

| Category | Score range |
|---------------|-------------|
| Superprime | 781-850 |
| Prime | 661-780 |
| Near prime | 601-660 |
| Subprime | 501-600 |
| Deep subprime | 300-500 |

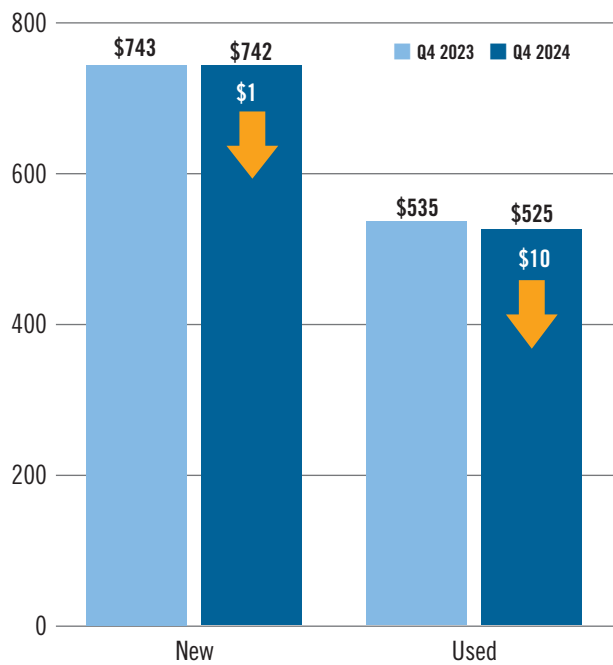
Market Share of New-Vehicle Financing by Lender Type



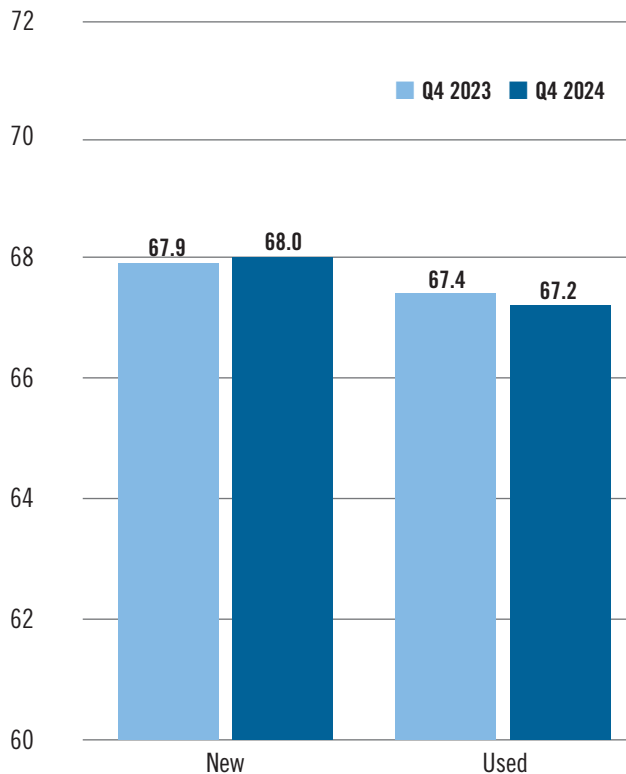
Source for all charts on this page: Experian Automotive. For more information, visit experian.com/automotive.

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

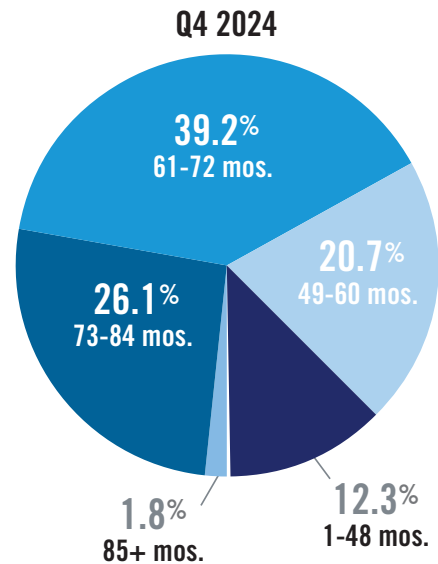
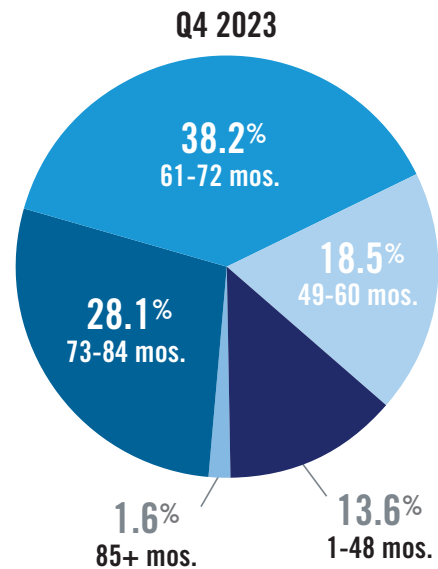
Average Monthly Loan Payment



Average Loan Term in Months



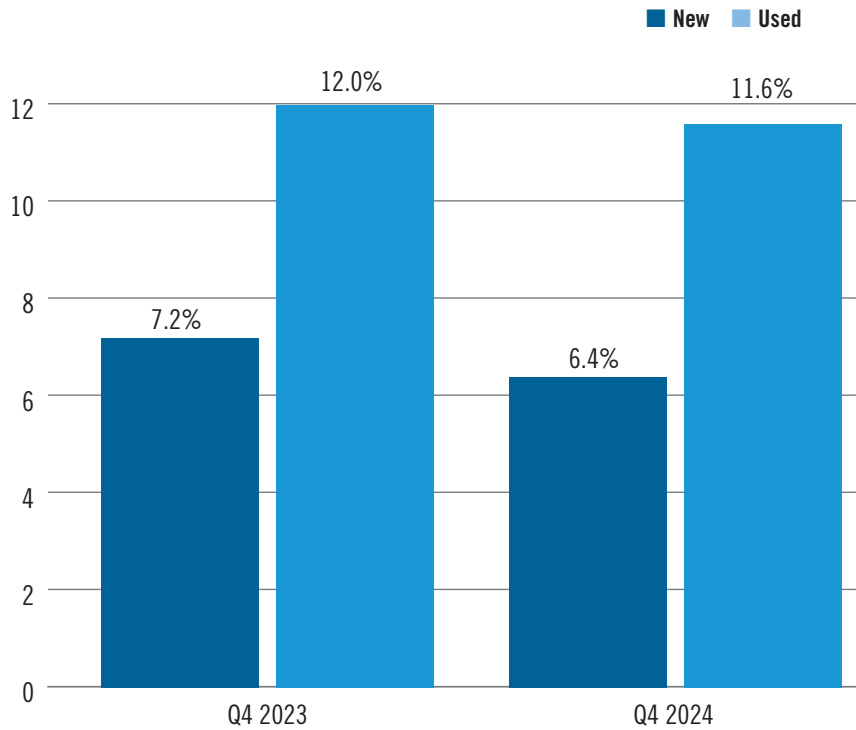
Share of New-Vehicle Loans by Term Length, in Months



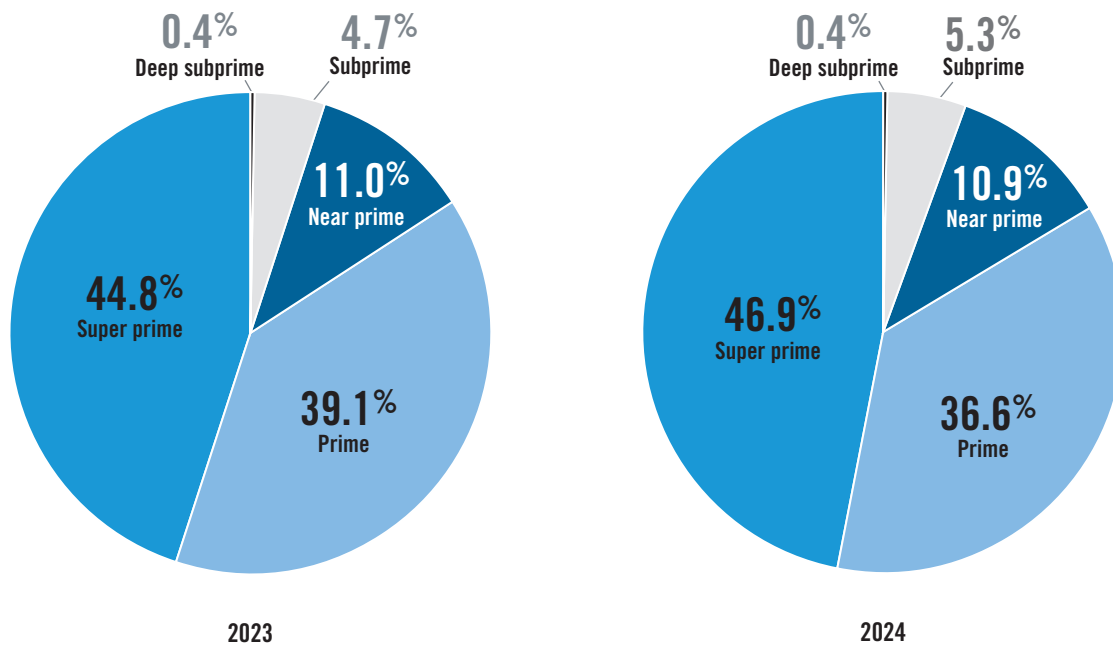
Source for all charts on this page: Experian Automotive. For more information, visit experian.com/automotive.

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

Average Interest Rate on Vehicle Financing



New-Vehicle Loans by Risk Segment



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