

NADA DATA 2019

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



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION



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 2019 review features the many major milestones achieved by the retail auto industry during 2019, including such highlights as:

- The nation’s 16,682 franchised light-vehicle dealers sold 17.1 million light-duty vehicles.
- Total light-vehicle dealership sales topped \$1.02 trillion.
- Dealerships wrote more than 311 million repair orders, with service and parts sales totaling more than \$120 billion.

At the end of 2019, 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 included more than \$68 billion in wages to dealership employees during 2019.

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 that of other retail sectors, and dealers continue to boast one of the highest average salaries of all industries.

While employment at a dealership is one of the best paths to the middle-class American dream (and has been consistently so 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 2019, despite a slight decline in the new-vehicle department. 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 2010, service and parts sales in the average dealership have increased by 5.4% 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.

CONTENTS

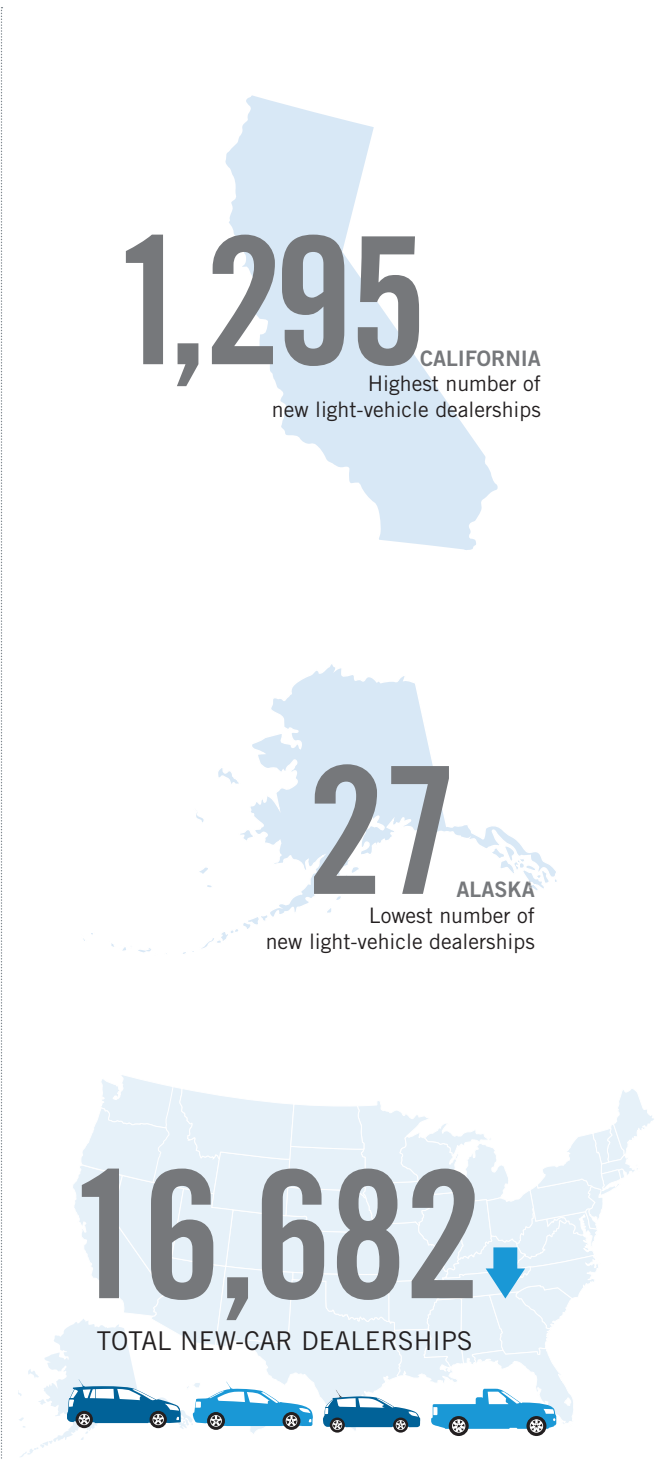
New Light-Vehicle Dealerships	2
Dealership Financial Trends	4
New Light-Vehicle Department	7
Used-Vehicle Department	10
Service and Parts Department	11
Body Shop Department	14
Dealership Advertising	15
Employment and Payroll	17
New- and Used-Vehicle Consumer	20

New Light-Vehicle Dealerships

New Light-Vehicle Dealerships by State, 2019

Alabama	271	Nebraska	157
Alaska	27	Nevada	100
Arizona	243	New Hampshire	132
Arkansas	209	New Jersey	449
California	1,295	New Mexico	113
Colorado	247	New York	847
Connecticut	248	North Carolina	561
Delaware	53	North Dakota	75
Florida	876	Ohio	721
Georgia	491	Oklahoma	252
Hawaii	68	Oregon	218
Idaho	98	Pennsylvania	874
Illinois	708	Rhode Island	54
Indiana	396	South Carolina	249
Iowa	275	South Dakota	85
Kansas	210	Tennessee	333
Kentucky	233	Texas	1,200
Louisiana	279	Utah	141
Maine	111	Vermont	79
Maryland	302	Virginia	452
Massachusetts	389	Washington	309
Michigan	614	West Virginia	135
Minnesota	338	Wisconsin	467
Mississippi	176	Wyoming	49
Missouri	376		
Montana	97		
		Total U.S.	16,682

Source: NADA



New Light-Vehicle Dealerships *(continued)*

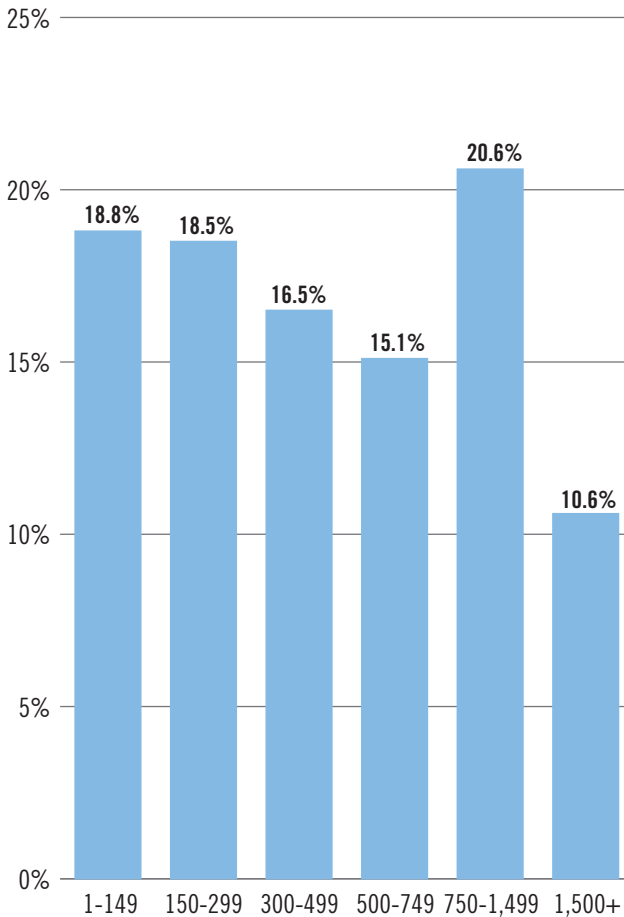
Share of Owners by Number of Dealerships Operated

Number of dealerships	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
1-5	96.6%	96.2%	95.8%	95.5%	95.0%	94.8%	94.4%	94.2%	93.9%	93.8%
6-10	2.4%	2.7%	2.9%	3.2%	3.4%	3.5%	3.8%	4.0%	4.1%	4.2%
11-25	0.9%	0.9%	1.0%	1.1%	1.4%	1.5%	1.5%	1.6%	1.6%	1.7%
26-50	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.3%
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

Share of Dealerships by Volume of New-Unit Sales, 2019

Percent of dealerships



Source: NADA

Dealership Financial Trends

Total Sales by State, 2019

State	All dealerships (\$ millions)	Average per dealership (\$ thousands)
Alabama	\$12,686	\$46,813
Alaska	\$1,726	\$63,912
Arizona	\$23,460	\$96,545
Arkansas	\$7,875	\$37,679
California	\$114,929	\$88,748
Colorado	\$17,216	\$69,702
Connecticut	\$10,140	\$40,889
Delaware	\$2,915	\$55,007
Florida	\$80,515	\$91,913
Georgia	\$30,196	\$61,500
Hawaii	\$5,822	\$85,624
Idaho	\$3,839	\$39,178
Illinois	\$39,057	\$55,165
Indiana	\$15,401	\$38,892
Iowa	\$7,792	\$28,334
Kansas	\$5,924	\$28,209
Kentucky	\$9,035	\$38,779
Louisiana	\$13,533	\$48,504
Maine	\$4,145	\$37,339
Maryland	\$19,911	\$65,930
Massachusetts	\$21,326	\$54,822
Michigan	\$39,986	\$65,124
Minnesota	\$15,858	\$46,916
Mississippi	\$6,600	\$37,500
Missouri	\$18,762	\$49,899
Montana	\$3,212	\$33,115

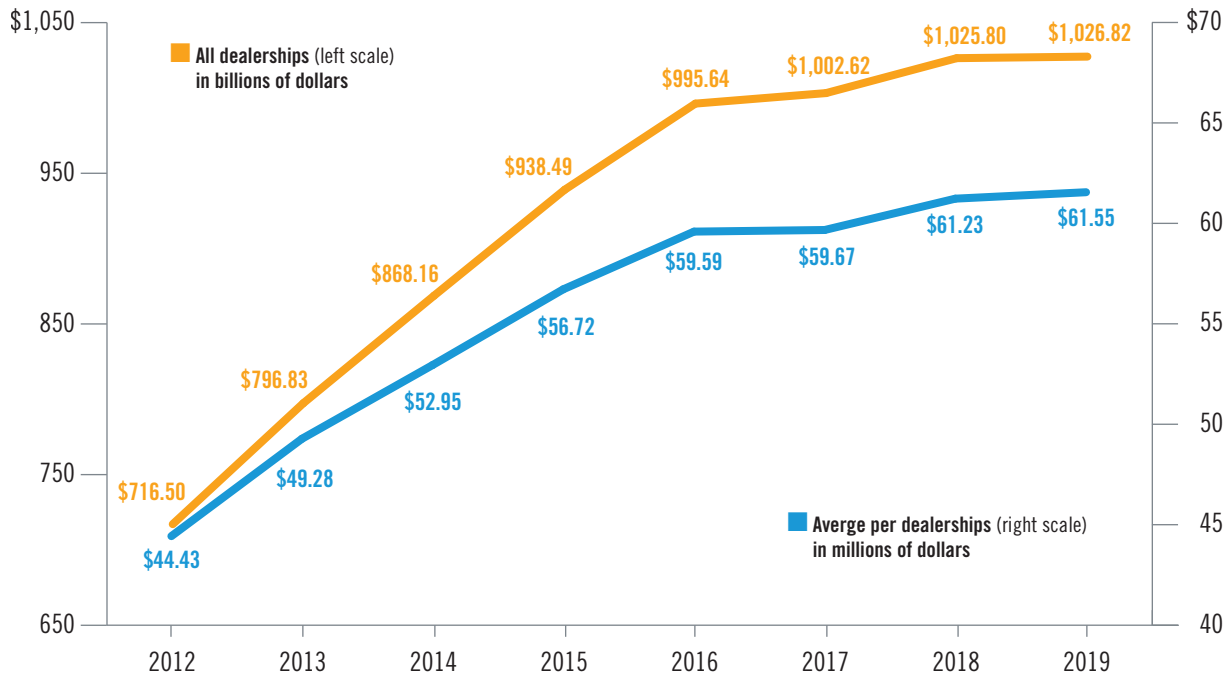
Source: NADA

State	All dealerships (\$ millions)	Average per dealership (\$ thousands)
Nebraska	\$5,334	\$33,975
Nevada	\$8,384	\$83,844
New Hampshire	\$5,955	\$45,113
New Jersey	\$36,858	\$82,089
New Mexico	\$5,256	\$46,511
New York	\$62,247	\$73,491
North Carolina	\$28,707	\$51,171
North Dakota	\$2,294	\$30,583
Ohio	\$37,609	\$52,162
Oklahoma*	\$46,461	\$184,369
Oregon	\$10,498	\$48,156
Pennsylvania	\$39,867	\$45,615
Rhode Island	\$2,910	\$53,893
South Carolina	\$13,486	\$54,161
South Dakota	\$2,308	\$27,153
Tennessee	\$18,441	\$55,379
Texas	\$94,184	\$78,487
Utah	\$8,660	\$61,418
Vermont	\$2,607	\$33,003
Virginia	\$23,457	\$51,897
Washington	\$17,771	\$57,512
West Virginia	\$5,002	\$37,051
Wisconsin	\$15,082	\$32,296
Wyoming	\$1,576	\$32,173
Total U.S.	\$1,026,818	\$61,552

* 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.

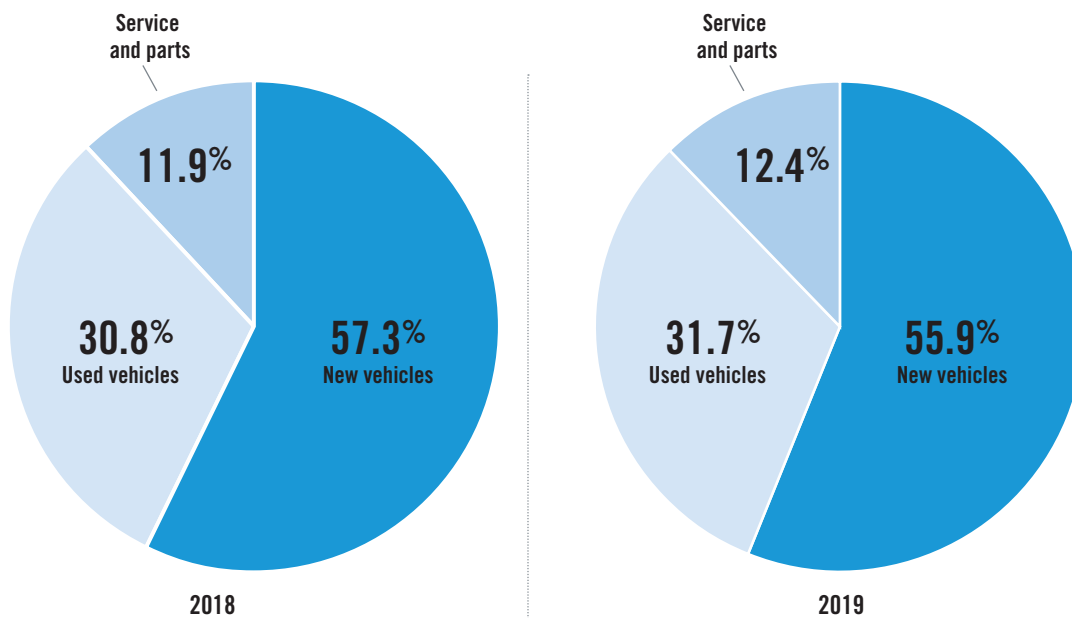
Dealership Financial Trends *(continued)*

Total Sales of New-Vehicle Dealerships by Year



Source: NADA

Share of Total Dealership Sales Dollars, 2018 vs. 2019

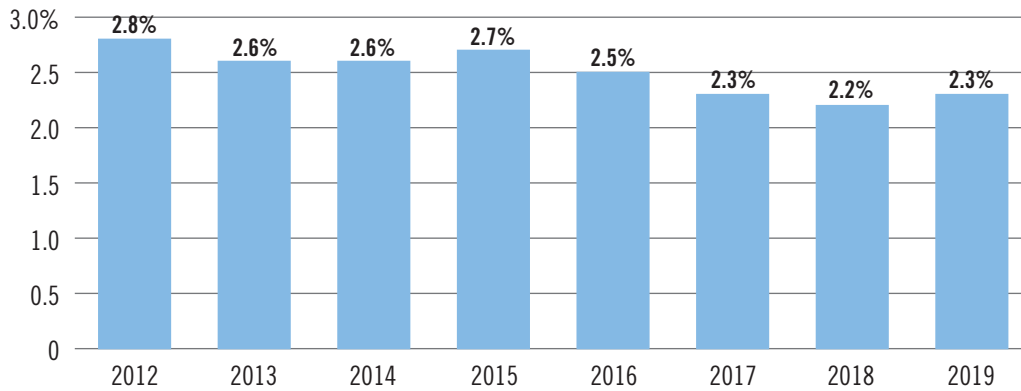


Source: NADA

Dealership Financial Trends *(continued)*

Total Net Profit Share of Sales by Year

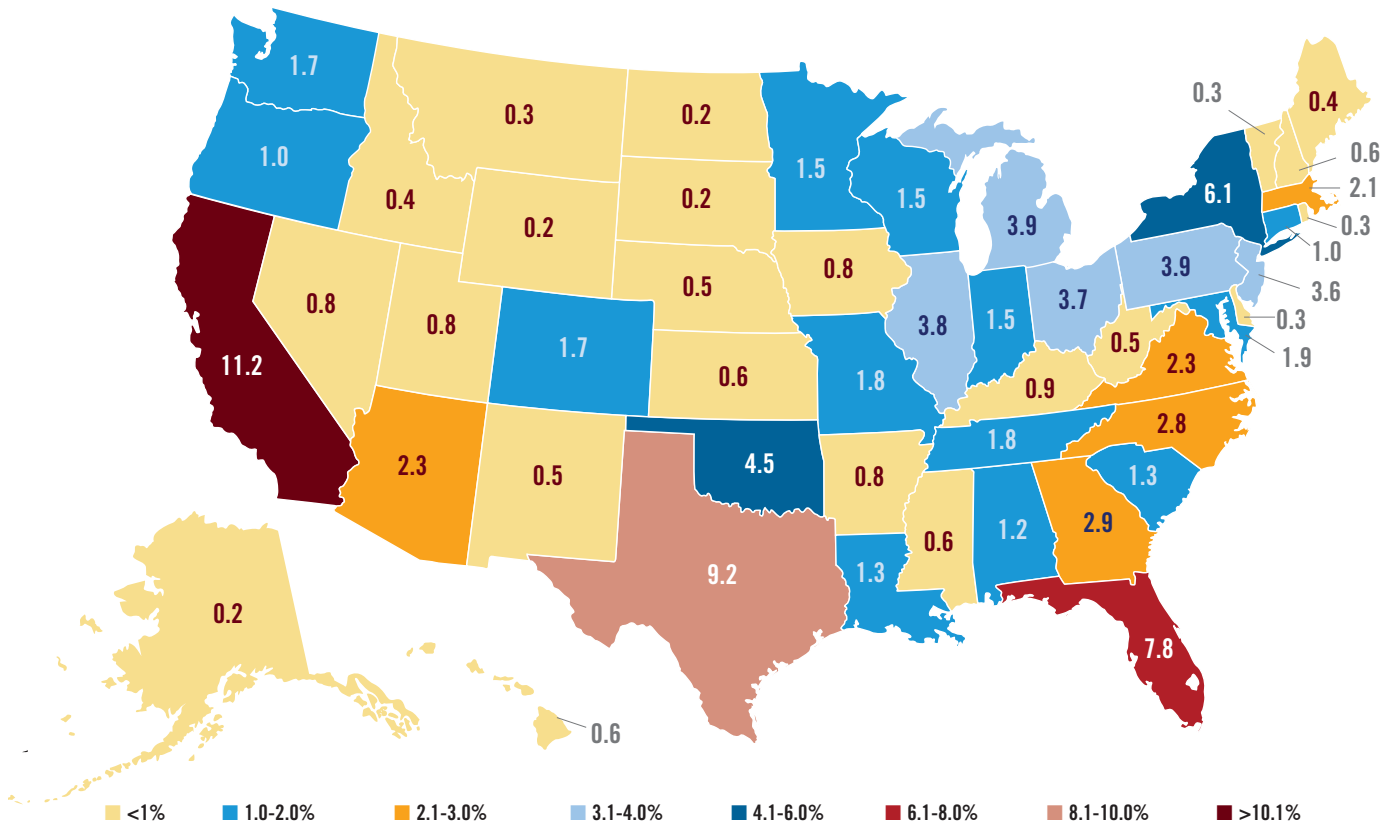
Average dealership, in percent of sales



Source: NADA

New-Vehicle Registrations by State, 2019

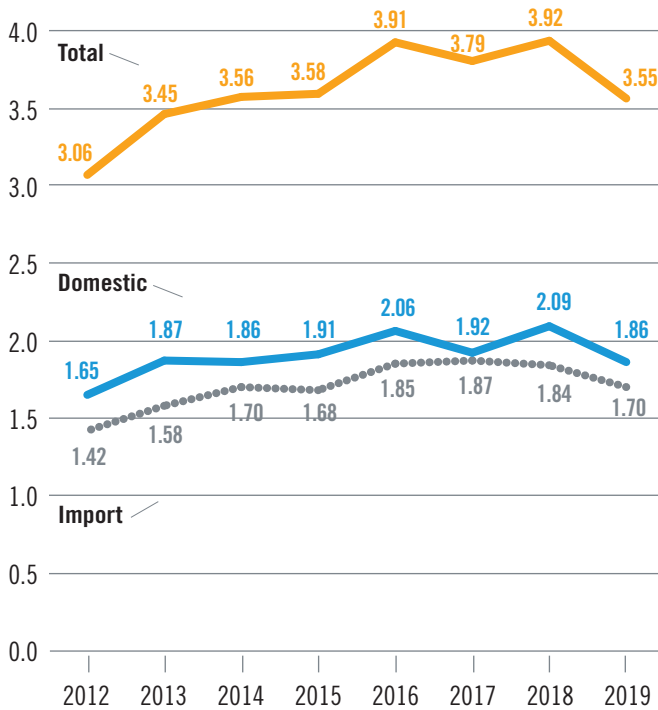
In percent of total registrations



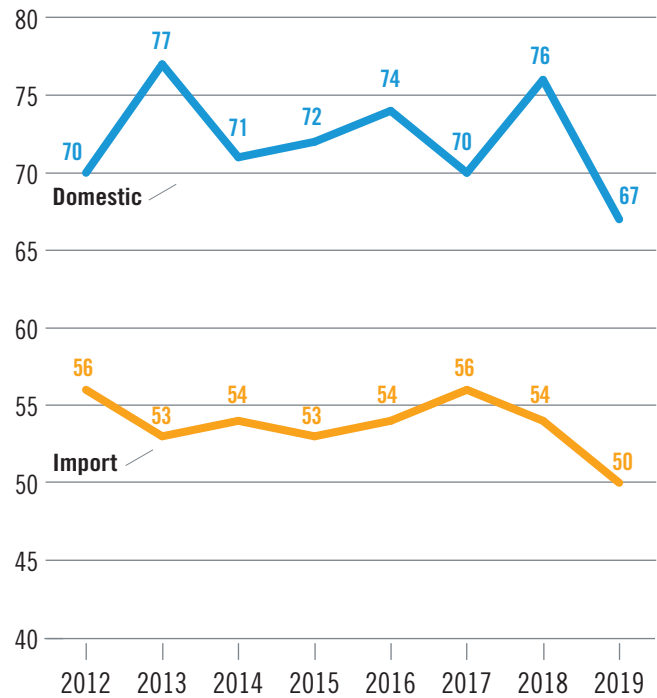
Source: IHS Markit

New-Vehicle Inventories and Days' Supply by Year

Inventory (in millions)



Days' supply



Source: WardsAuto; Automotive News Data Center

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

Year	New vehicles sold	Average retail selling price
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
2019	1,026	\$36,824

Source: WardsAuto, NADA

domestic
1,858,000
+
import
1,696,900

NEW-CAR INVENTORY

3,544,900



NEW-VEHICLE
DAYS' SUPPLY

67
domestic

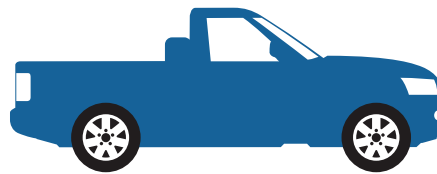
50
import

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
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%
2019	4,790,846	12,317,310	17,108,156	72.0%

Source: WardsAuto; Automotive News Data Center



4,790,846
NEW CAR SALES

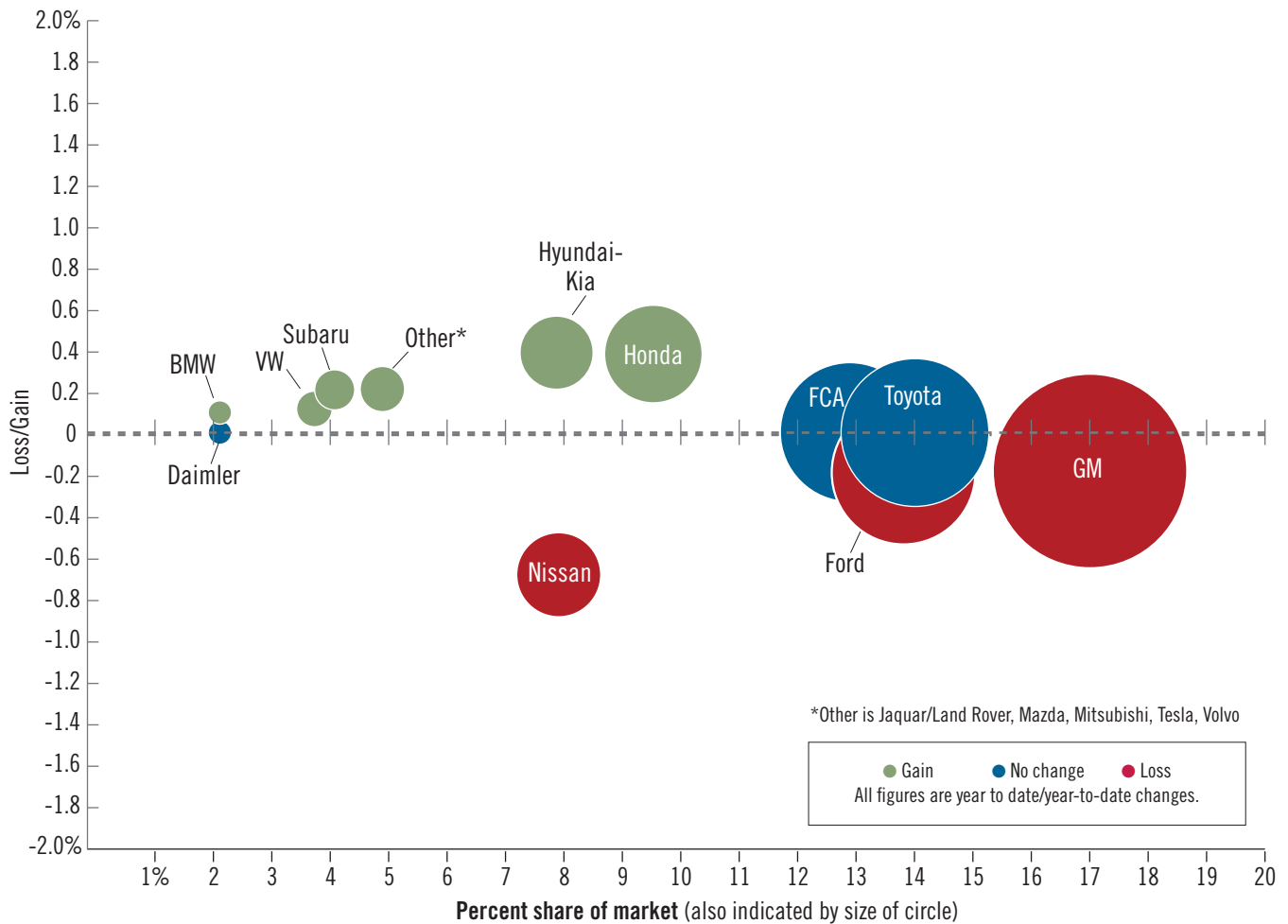
12,317,310
NEW LIGHT-DUTY
TRUCK SALES

17,108,156

TOTAL LIGHT-DUTY VEHICLE SALES

New Light-Vehicle Department *(continued)*

Manufacturer Gains/Losses in Market Share, December 2019



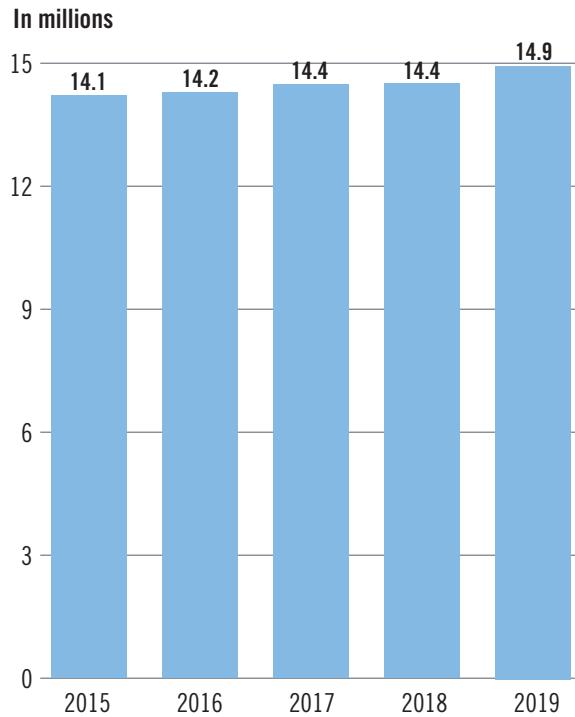
New-Vehicle Sales and Market Share by Manufacturer

Year	FCA	Ford	GM	Toyota	Honda	Nissan	Volkswagen	Other	Total
2019	2,214,763	2,214,763	2,887,046	2,383,348	1,608,170	1,345,681	363,322	3,900,338	17,108,856
	12.9%	14.1%	16.9%	13.9%	9.4%	7.9%	2.1%	22.8%	

Source: WardsAuto

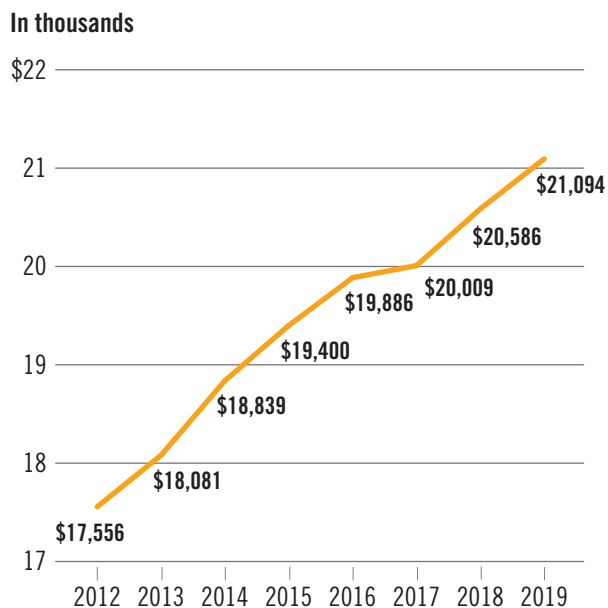
Used-Vehicle Department

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



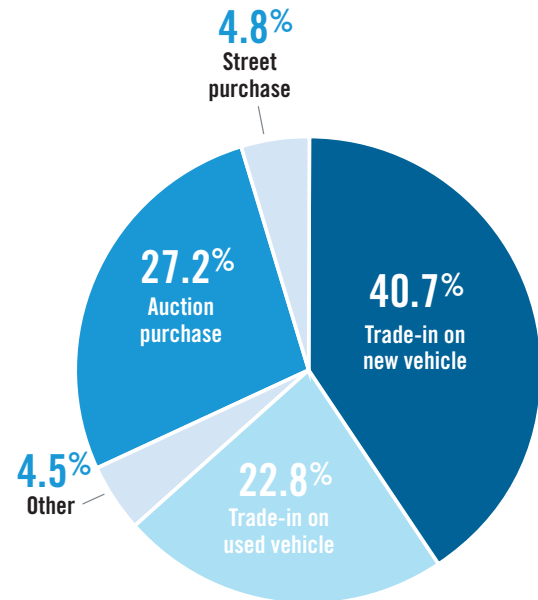
Source: NADA

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, 2019



Source: NADA



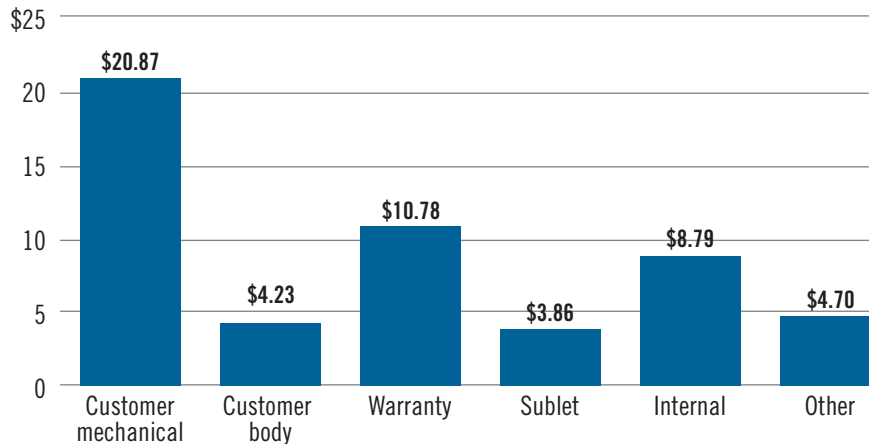
\$21,094

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

Service and Parts Department

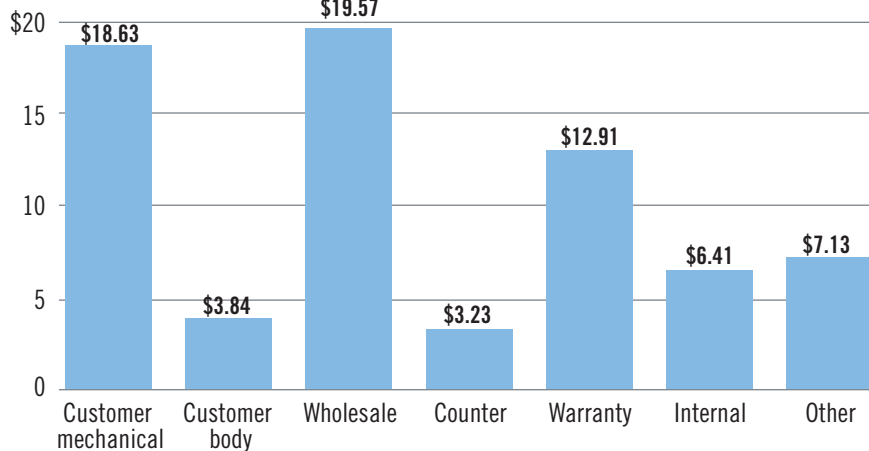
Dealerships' Total Service and Parts Sales, 2019

Service labor sales (in billions of dollars)



Source: NADA

Parts sales (in billions of dollars)



Source: NADA

Dealerships' Total Service and Parts Sales, 2019 (in billions of dollars)

Service labor sales

Customer mechanical	\$20.87
Customer body	\$4.23
Warranty	\$10.78
Sublet	\$3.86
Internal	\$8.79
Other	\$4.70

Total service labor \$53.24

Parts sales

Customer mechanical	\$18.63
Customer body	\$3.84
Wholesale	\$19.57
Counter	\$3.23
Warranty	\$12.91
Internal	\$6.41
Other	\$7.13

Total parts \$71.72

Source: NADA



\$7.24 million

SERVICE AND PARTS SALES
(per new-vehicle dealership)



267,087

TECHNICIANS
(including body shop)



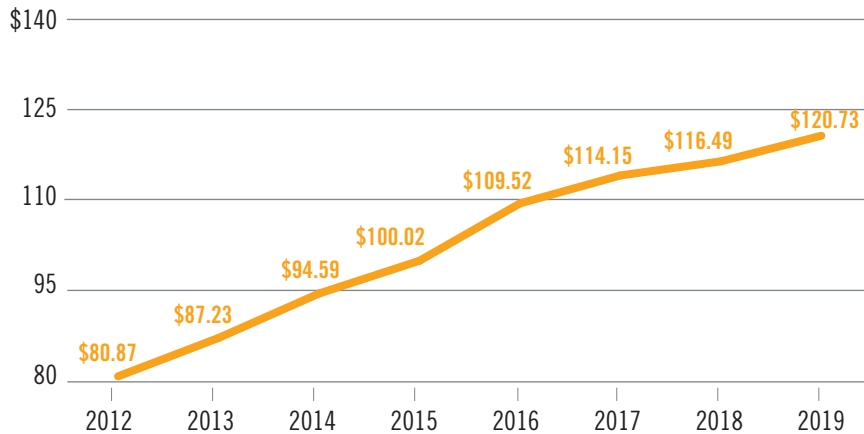
311.6 million

REPAIR ORDERS WRITTEN

Service and Parts Department *(continued)*

Dealerships' Total Service and Parts Sales by Year

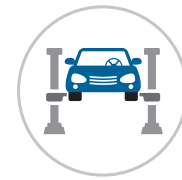
In billions of dollars



Source: NADA

\$120.73 billion

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



Profile of Dealerships' Service and Parts Operations, 2019

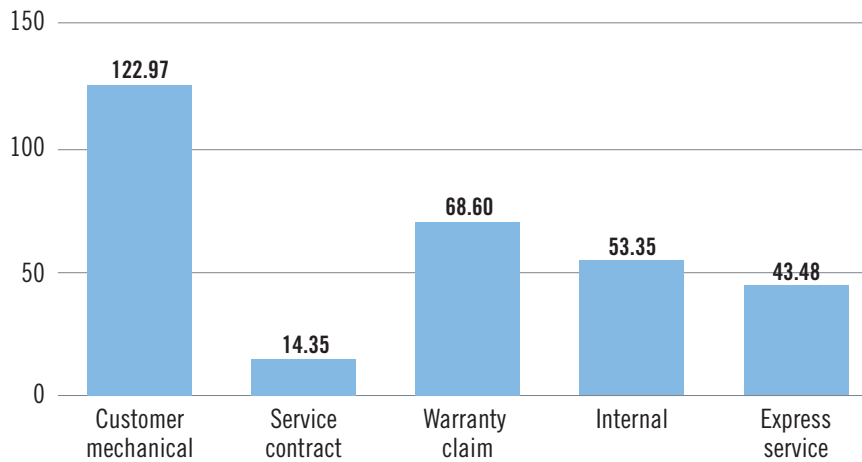
	Average dealership	All dealers
Total service and parts sales	\$7,236,872	\$120,725,498,430
Service and parts gross profit as % of service and parts sales	46.3%	
Total dealership net profit as % of service and parts sales	16.9%	
Total number of repair orders written	18,676	311,551,018
Total service and parts sales per customer repair order	\$312	
Total service and parts sales per warranty repair order	\$344	
Parts sales per service labor sale	\$1.61	
Number of technicians (including body shop)	16	267,087
Total parts inventory	\$440,073	\$7,341,290,043
Average customer mechanical labor rate	\$124	

Source: NADA

Service and Parts Department *(continued)*

RO Counts for All Dealerships

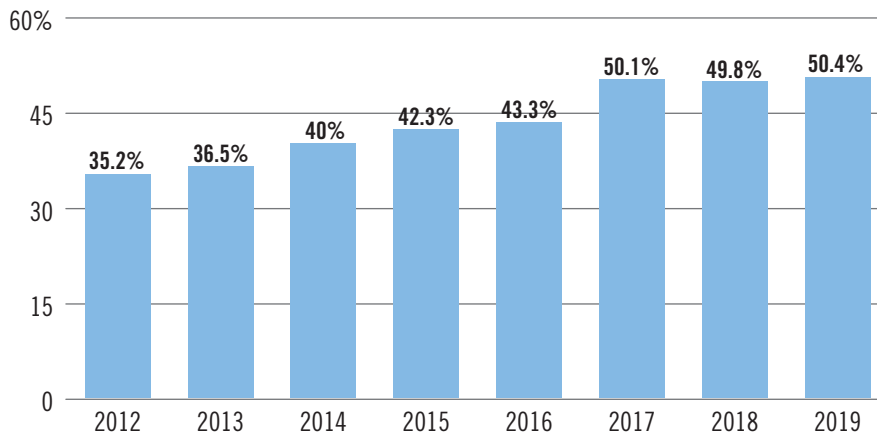
Repair orders (in millions)



Source: NADA

Share of New Light-Vehicle Dealerships with Express Service Operations

Percent with Express Service

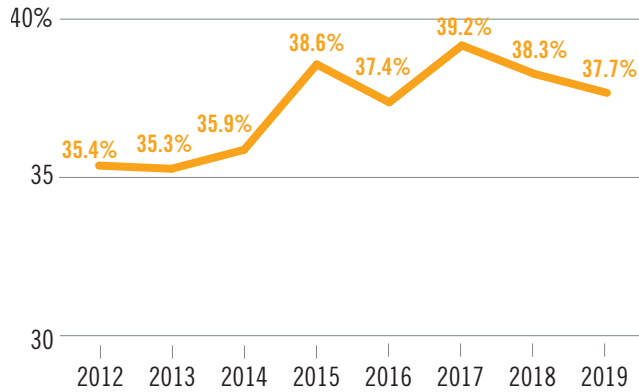


Source: NADA

Body Shop Department

Dealerships Operating On-Site Body Shops by Year

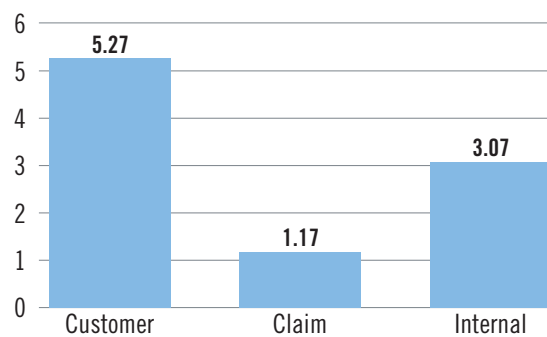
Percent of total dealership population



Source: NADA

Body Shop Repair Order Counts for All Dealerships

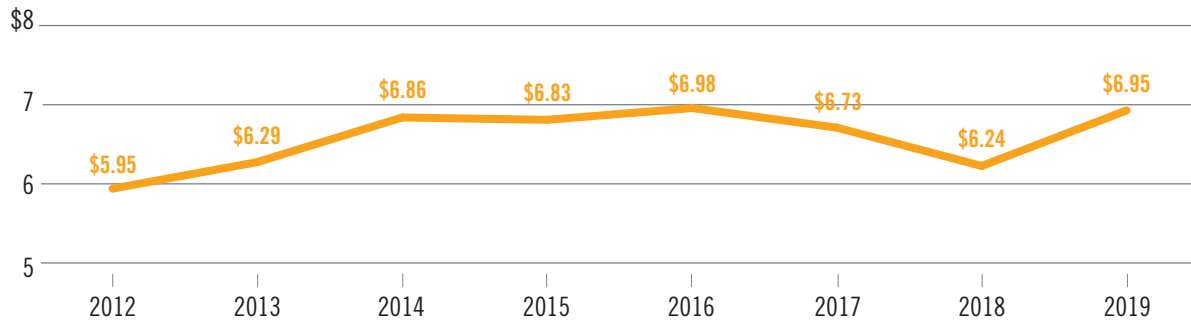
Repair orders (in millions)



Source: NADA

Total Dealership Body Shop Sales by Year

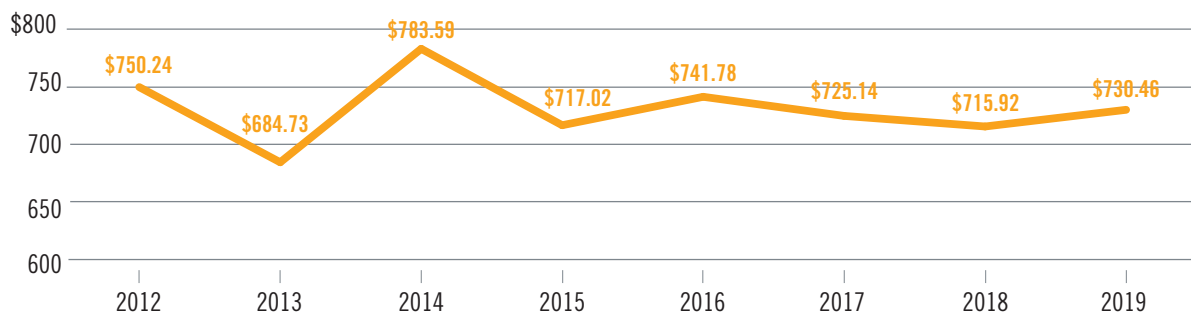
In billions of dollars



Source: NADA

Body Shop Sales per Repair Order, by Year

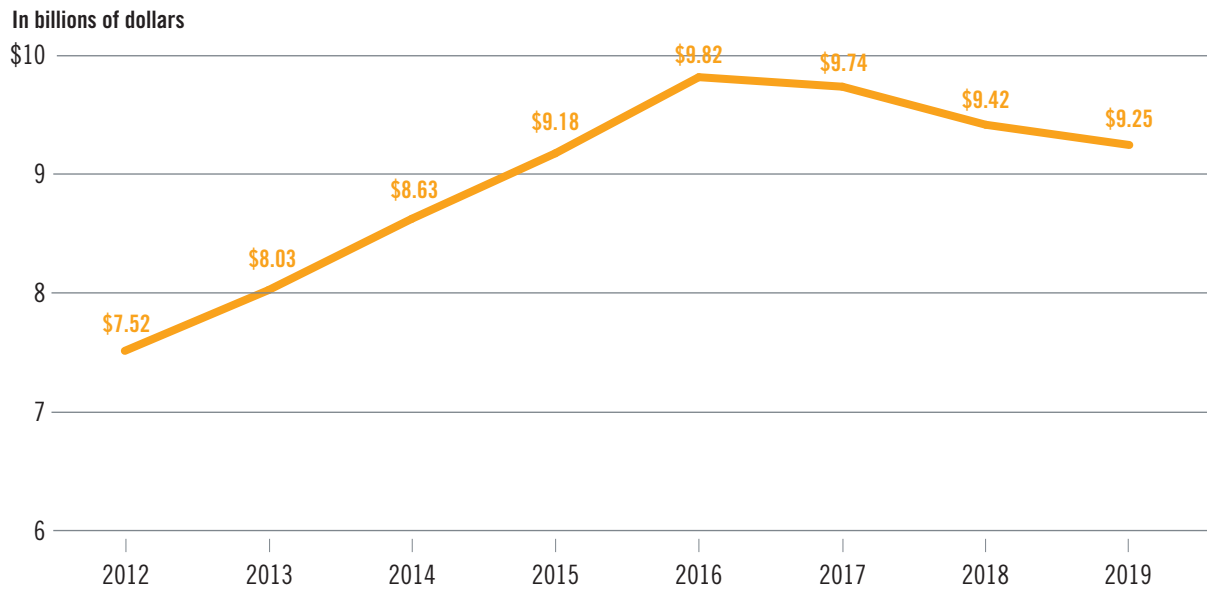
In dollars



Source: NADA

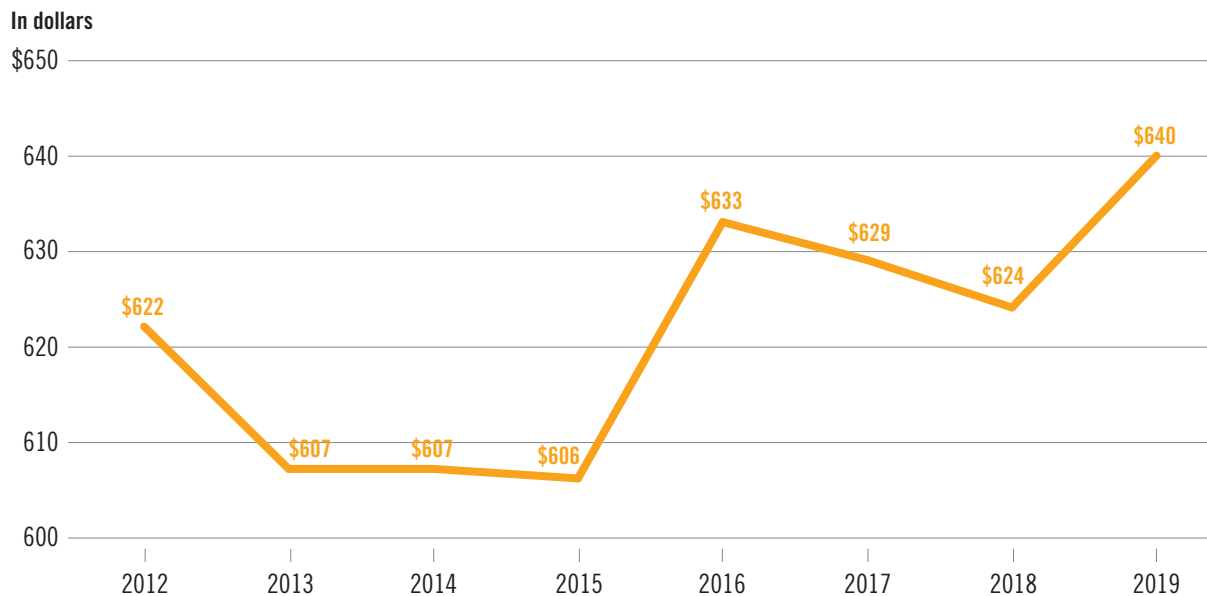
Dealership Advertising

Total Dealership Advertising Expenditures by Year



Source: NADA

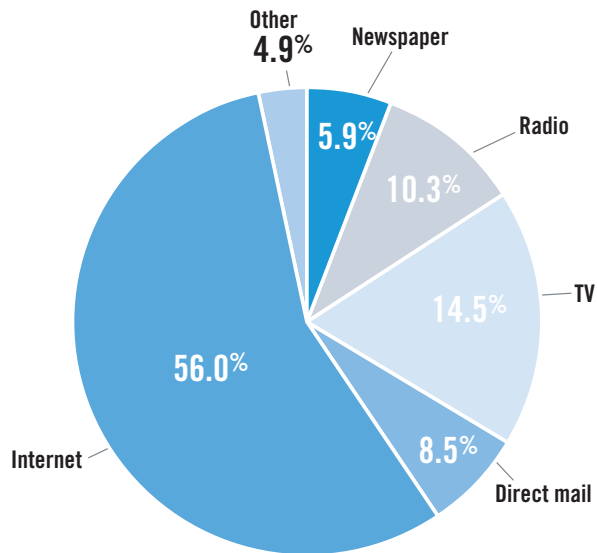
Average Dealership Advertising per New Unit Sold, by Year



Source: NADA

Dealership Advertising *(continued)*

Advertising Expenditures by Medium, 2019

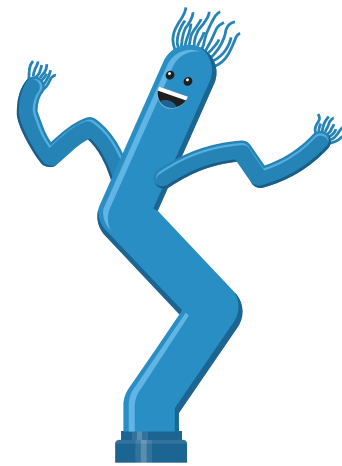


Source: NADA

Estimated Advertising Expenses per Dealership, 2019

By media used	Average of all dealerships
Newspapers	\$32,592
Radio	\$57,037
Television	\$80,428
Direct mail	\$46,893
Internet	\$310,127
Other	\$27,216
Total	\$554,292
Total advertising as % of total sales	0.9%

Source: NADA



\$9.25 billion

TOTAL DEALERSHIP
ADVERTISING EXPENDITURES

Employment and Payroll

Number of Dealership Employees by State, 2019

State	Total number, all dealers	Average number per dealership
Alabama	15,329	57
Alaska	1,951	68
Arizona	25,005	90
Arkansas	9,559	46
California	119,586	92
Colorado	19,706	80
Connecticut	13,973	56
Delaware	4,292	81
Florida	83,208	95
Georgia	33,147	68
Hawaii	4,383	64
Idaho	6,415	65
Illinois	45,119	64
Indiana	23,126	58
Iowa	12,874	47
Kansas	10,288	49
Kentucky	13,515	58
Louisiana	16,172	58
Maine	5,679	51
Maryland	23,945	79
Massachusetts	24,240	62
Michigan	36,420	59
Minnesota	21,062	62
Mississippi	8,325	47
Missouri	22,352	59
Montana	4,017	41
Nebraska	7,747	49
Nevada	9,145	69
New Hampshire	6,987	53
New Jersey	33,038	74
New Mexico	6,799	60
New York	52,530	62

State	Total number, all dealers	Average number per dealership
North Carolina	36,833	66
North Dakota	3,885	52
Ohio	44,387	62
Oklahoma	13,991	56
Oregon	13,603	62
Pennsylvania	50,178	57
Rhode Island	3,565	66
South Carolina	15,999	64
South Dakota	4,268	50
Tennessee	22,212	67
Texas	101,258	84
Utah	11,067	78
Vermont	3,237	41
Virginia	32,214	71
Washington	22,832	74
West Virginia	6,482	48
Wisconsin	24,513	52
Wyoming	2,201	45
Total U.S.	1,134,442	68

Source: Bureau of Labor Statistics, NADA



DEALERSHIP EMPLOYEES
1,134,442

68
Average per dealership

Employment and Payroll (continued)

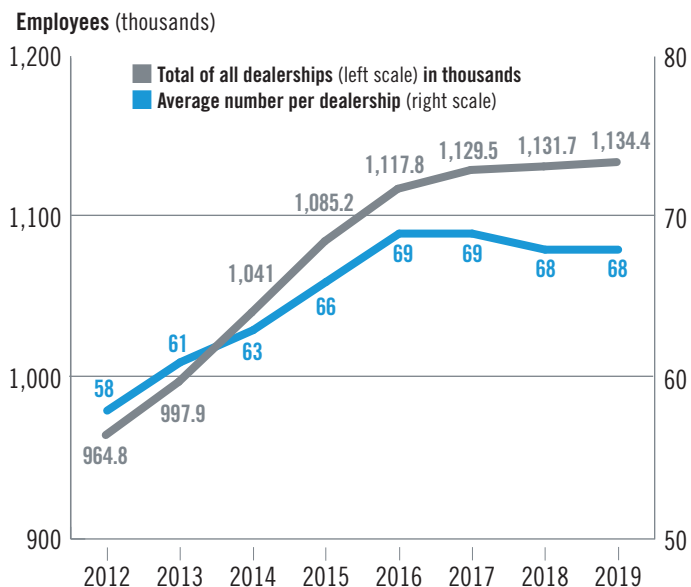
Average Weekly Earnings of New Light-Vehicle Dealership Employees by State, 2019

Alabama	\$1,098	Indiana	\$1,038	Nebraska	\$1,041	South Carolina	\$1,085
Alaska	\$1,095	Iowa	\$1,039	Nevada	\$1,335	South Dakota	\$1,075
Arizona	\$1,188	Kansas	\$1,032	New Hampshire	\$1,281	Tennessee	\$1,169
Arkansas	\$1,067	Kentucky	\$1,062	New Jersey	\$1,335	Texas	\$1,281
California	\$1,303	Louisiana	\$1,080	New Mexico	\$1,067	Utah	\$1,093
Colorado	\$1,228	Maine	\$1,047	New York	\$1,248	Vermont	\$1,085
Connecticut	\$1,240	Maryland	\$1,188	North Carolina	\$1,102	Virginia	\$1,176
Delaware	\$1,115	Massachusetts	\$1,324	North Dakota	\$1,071	Washington	\$1,181
Florida	\$1,195	Michigan	\$1,151	Ohio	\$1,060	West Virginia	\$953
Georgia	\$1,180	Minnesota	\$1,076	Oklahoma	\$1,064	Wisconsin	\$952
Hawaii	\$1,227	Mississippi	\$1,011	Oregon	\$1,129	Wyoming	\$995
Idaho	\$1,036	Missouri	\$1,073	Pennsylvania	\$1,057	Total U.S.	\$1,168
Illinois	\$1,086	Montana	\$1,046	Rhode Island	\$1,108		

* 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.

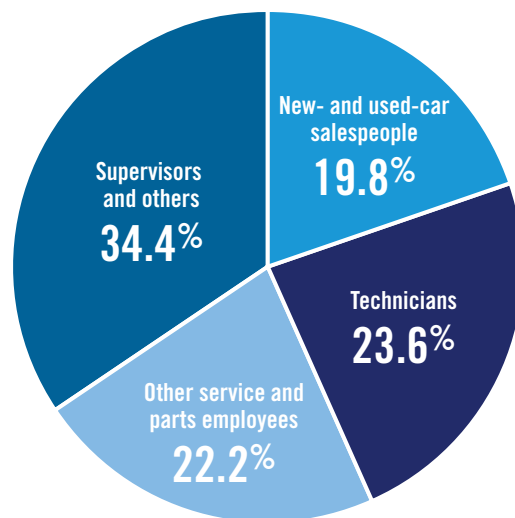
Source: Bureau of Labor Statistics, NADA

Estimated Number of Dealership Employees by Year



Source: Bureau of Labor Statistics, NADA

Dealership Employment by Position, 2019



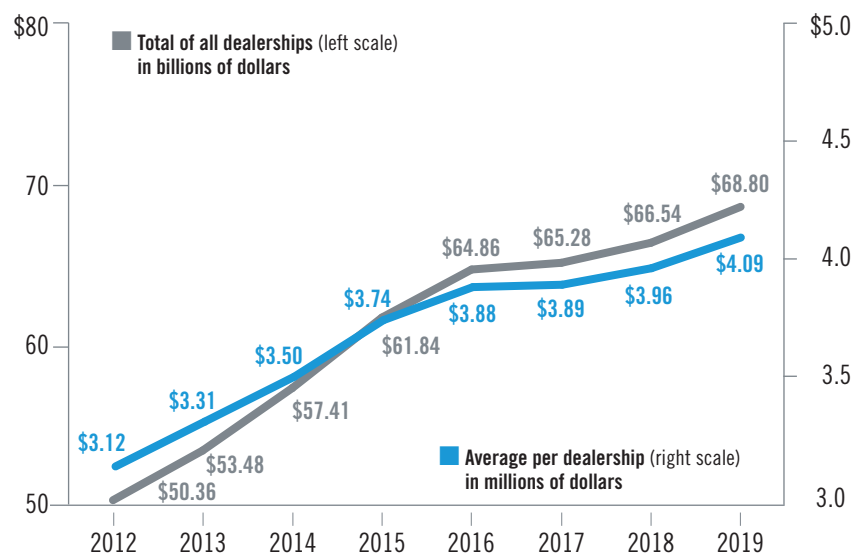
Source: NADA

Employment and Payroll (continued)

Annual Payroll of New-Vehicle Dealerships by State, 2019

State	Total all dealers (billions)	Average per dealership (millions)	State	Total all dealers (billions)	Average per dealership (millions)	State	Total all dealers (billions)	Average per dealership (millions)
Alabama	\$0.88	\$3.23	Indiana	\$1.25	\$3.15	Nebraska	\$0.42	\$2.67
Alaska	\$0.11	\$4.11	Iowa	\$0.70	\$2.53	Nevada	\$0.63	\$6.35
Arizona	\$1.54	\$6.35	Kansas	\$0.55	\$2.63	New Hampshire	\$0.47	\$3.53
Arkansas	\$0.53	\$2.54	Kentucky	\$0.75	\$3.20	New Jersey	\$2.29	\$5.11
California	\$8.10	\$6.26	Louisiana	\$0.91	\$3.26	New Mexico	\$0.38	\$3.34
Colorado	\$1.26	\$5.09	Maine	\$0.31	\$2.79	New York	\$3.41	\$4.03
Connecticut	\$0.90	\$3.63	Maryland	\$1.48	\$4.90	North Carolina	\$2.11	\$3.76
Delaware	\$0.25	\$4.69	Massachusetts	\$1.67	\$4.29	North Dakota	\$0.22	\$2.88
Florida	\$5.17	\$5.90	Michigan	\$2.18	\$3.55	Ohio	\$2.45	\$3.39
Georgia	\$2.03	\$4.14	Minnesota	\$1.18	\$3.49	Oklahoma	\$0.77	\$3.07
Hawaii	\$0.28	\$4.11	Mississippi	\$0.44	\$2.49	Oregon	\$0.80	\$3.66
Idaho	\$0.35	\$3.53	Missouri	\$1.25	\$3.32	Pennsylvania	\$2.76	\$3.16
Illinois	\$2.55	\$3.60	Montana	\$0.22	\$2.25	Rhode Island	\$0.21	\$3.81
						South Carolina	\$0.90	\$3.63
						South Dakota	\$0.24	\$2.81
						Tennessee	\$1.35	\$4.05
						Texas	\$6.75	\$5.62
						Utah	\$0.63	\$4.46
						Vermont	\$0.18	\$2.31
						Virginia	\$1.97	\$4.36
						Washington	\$1.40	\$4.54
						West Virginia	\$0.32	\$2.38
						Wisconsin	\$1.21	\$2.60
						Wyoming	\$0.11	\$2.32
						Total U.S.	\$68.80	\$4.09

Annual Payroll of New-Vehicle Dealerships by Year

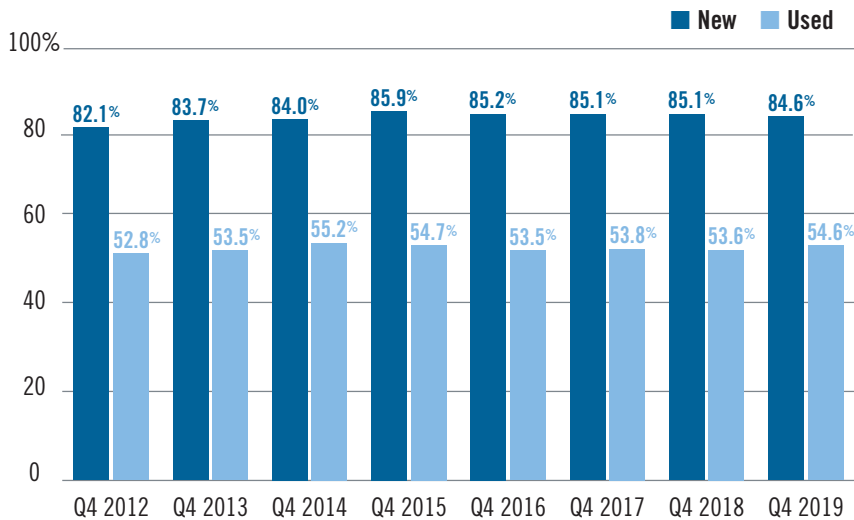


U.S. Bureau of Labor Statistics, NADA

Source: Bureau of Labor Statistics, NADA

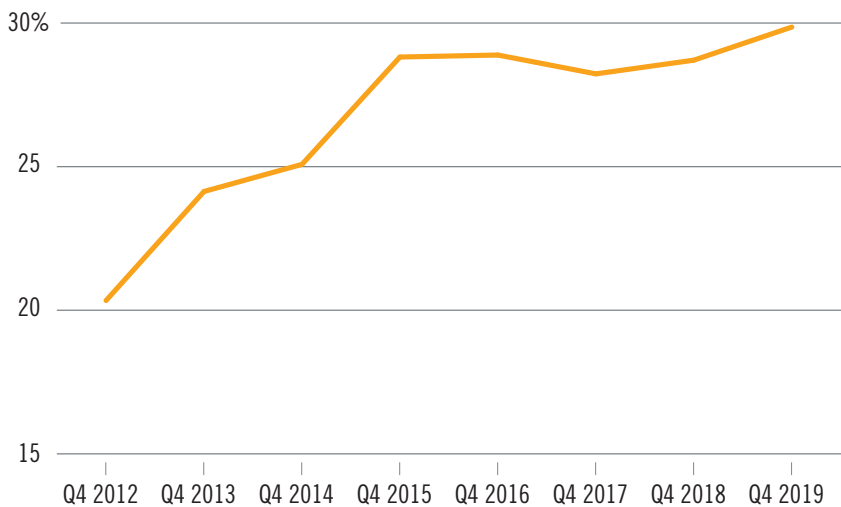
New- and Used-Vehicle Consumer

Percentage of Vehicles With Financing



Source: Experian

Consumer Leasing of New Vehicles

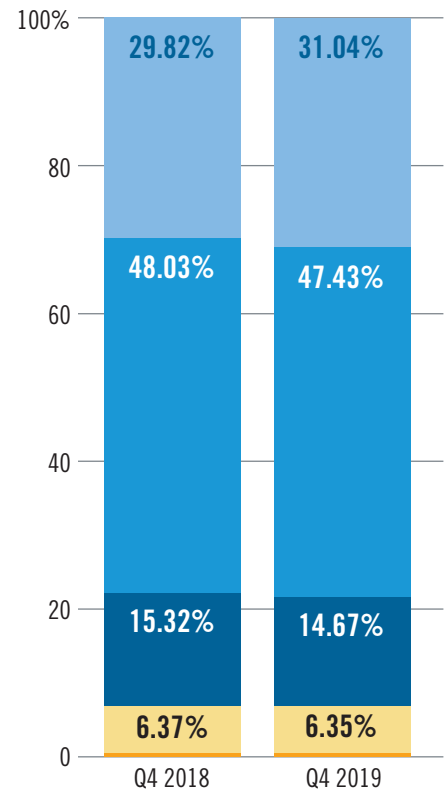


Source: Experian

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

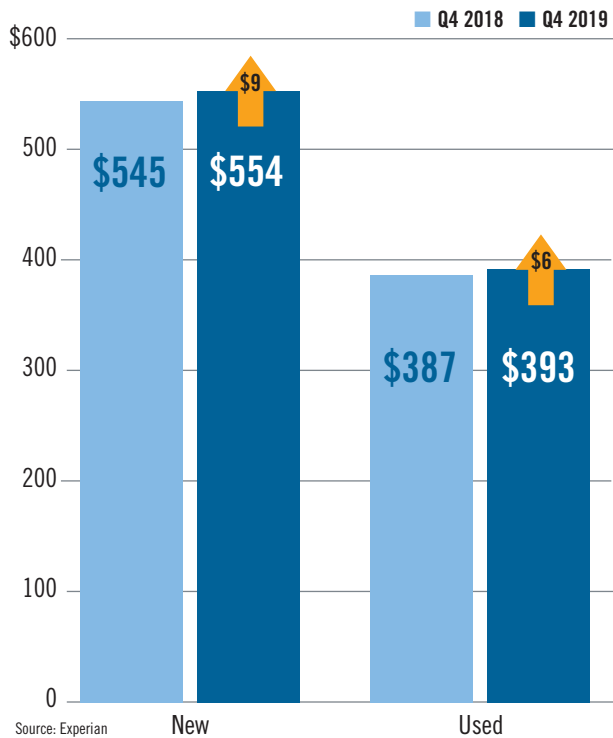


Legend: Superprime (light blue), Prime (medium blue), Nonprime (dark blue), Subprime (yellow), Deep Subprime (orange).
 Deep Subprime: Q4 2018 0.46%; Q4 2019 0.51%

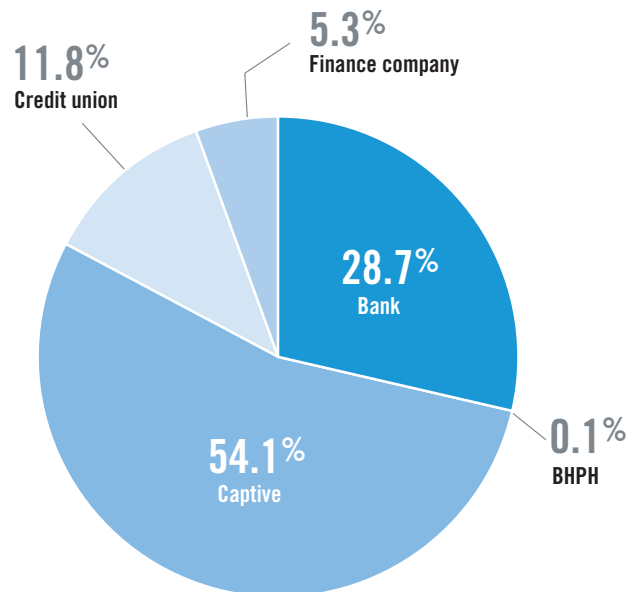
Source: Experian

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

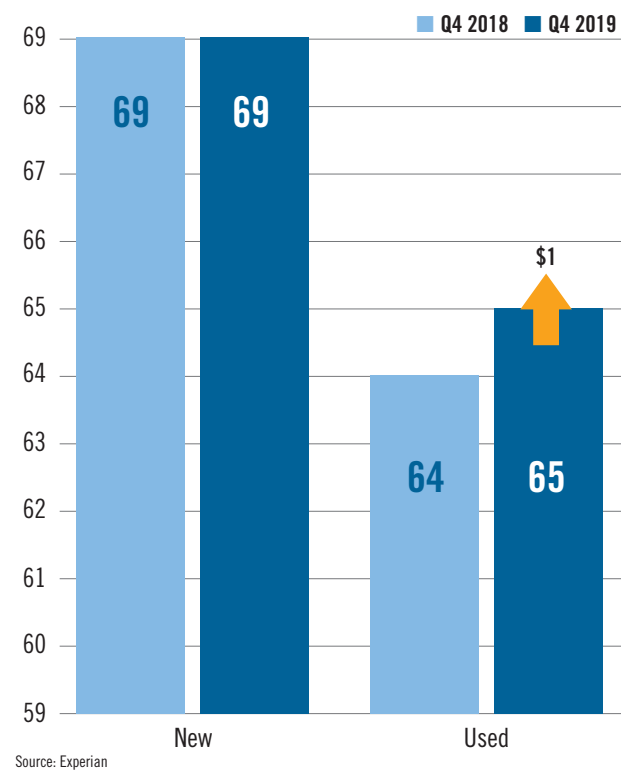
Average Monthly Payment



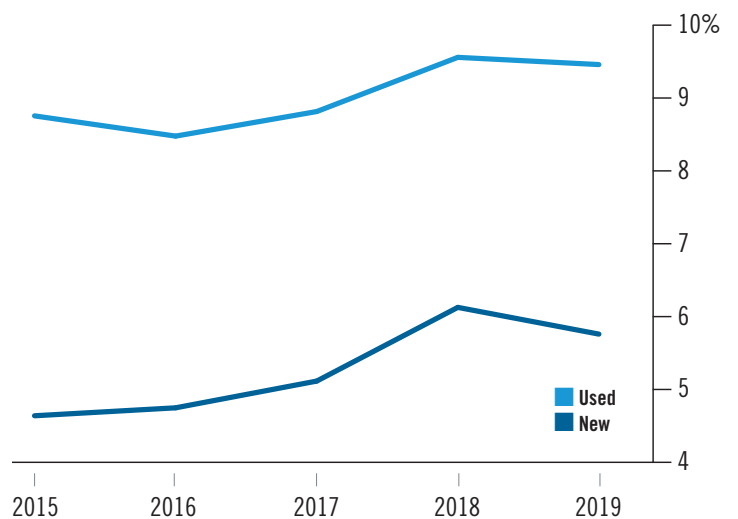
New-Vehicle Market Share by Lender Type, 2019



Average Loan Term, in Months

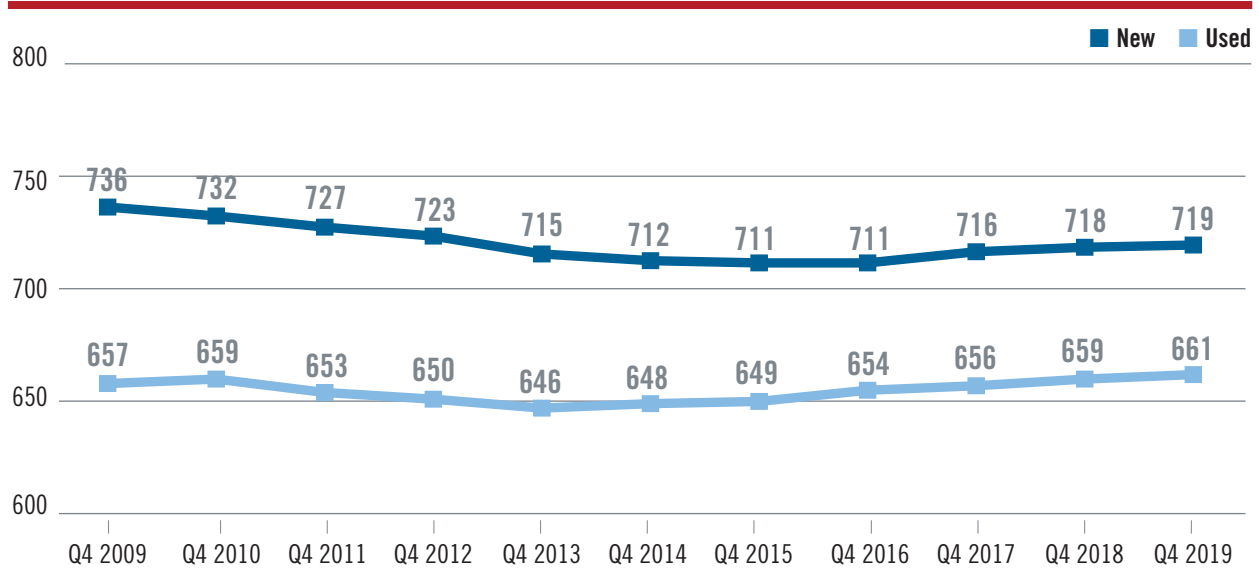


Average Interest Rate on Vehicle Financing



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

Average Loan Credit Scores by Vehicle Type



Source: Experian

For more information on Experian data, visit ExperianAutomotive.com.