



AUTOMOTIVE

DEALERSHIP BENCHMARKS

	CARS	MOTORCYCLES	TRUCKS
PROFITABILITY			
Gross % sales	12.40%	22.00%	17.00%
F&I % gross	26.50%	11.20%	2.50%
Other income % of gross	18.70%	9.50%	9.00%
Less - Total expenses % of gross	125.60%	98.00%	85.00%
Net % sales	2.40%	4.99%	4.51%

KEY EXPENSES			
Advertising % gross	7.20%	7.00%	4.00%
Employee costs % gross	67.90%	55.00%	46.00%
Floorplan Interest % gross	5.00%	4.00%	6.00%
Rent % gross	13.70%	10.00%	9.00%
All other expenses % gross	31.80%	19.00%	20.00%
Total expenses % gross	125.60%	95.00%	85.00%

GROSS MARGINS			
New	7.30%	11.00%	9.00%
Used	10.00%	15.00%	2.00%
Parts	21.00%	32.00%	24.00%
Service	64.00%	65.00%	51.00%
Total	12.40%	22.00%	17.00%

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	CARS	MOTORCYCLES	TRUCKS
GROSS ORIENTATION			
New	38%	28%	34%
Used	13%	8%	2%
Front End	51%	36%	36%
Parts	13%	40%	36%
Service	36%	24%	28%
Back End	49%	64%	64%

SALES ORIENTATION			
New	65%	54%	55%
Used	20%	11%	15%
Front End	85%	66%	70%
Parts	8%	27%	22%
Service	7%	8%	8%
Back End	15%	34%	30%

Notes

1. New gross includes holdback, unit specific bonuses and aftermarket
2. Car reflects volume brands only, not luxury
3. Trucks reflects the average of small, medium and large trucks.

MORE INFORMATION

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