



Pre-Owned Inventory Campaign

Midwest Auto Group

Campaign Dates: 11/1/22 - 5/09/23

Models Targeted: Pre-owned cars across 5 dealerships.

Campaign Performance

	Pre-Campaign October '22		Post-Campaign May '23		Campaign Results	
	Avg. DOL	Sum of Markdowns	Avg. DOL	Sum of Markdowns	Total Sold Vehicles	Avg. Days in Campaign
KIA Dealership	65	-\$65k	24	-\$135k	159	19
Maserati Dealership	64	-\$149k	47	-\$65k	125	21
Chevrolet Dealership #1	62	-\$96k	40	-\$44k	157	22
Chevrolet Dealership #2	54	-\$122k	34	-\$17k	230	19
Chevrolet Dealership #3	72	-\$178	35	-\$61k	258	21

Highlights:

> **929**
Cars sold

> **21 Days**
Average time-to-sale

> **101.5%**
Improved time-to-sale

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