

Lotlinx Current Market and Dealer Trends

Shopper engagement is decreasing #1



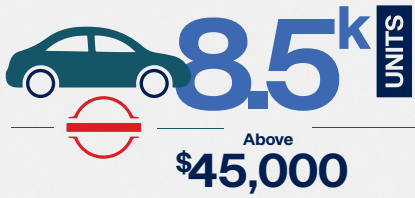
The average American shopper is paying close to 1/3 of their yearly salary in car payments. As a result, shopper engagement is down over 20% for select brands and 10% on average.

#2 New-car inventory is rising



On average, new-car inventory is up 79% year-over-year. However, inventory growth is limited to select OEMs and select body types.

Lots are full of \$50k+ vehicles #3



For the average OEM, there are over 8,500 units for sale for over \$45,000 and over 35,000 units for sale between \$35,000 and \$45,000.

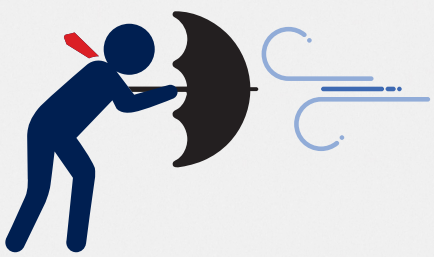
*Data pulled from Nissan dealers

#4 The market position battle is heating up



Over the course of three months, the average Franchised Dealer can lose market share between 22% for new-car sales & 17% for used-car sales.

Days-to-sale is extending #5



Over the course of three months, 37% of dealerships have increased days-to-sale. Many dealers are seeing headwinds while a smaller group is having positive outcomes.

#6 Used-car pricing facing downward pressure



Over the course of three months, 36% of dealerships have decreased their new-car prices-to-market. 59% of dealerships adjusted their used-car prices downward.

Sell down rates are decreasing #7



Sell down rates on new inventory have decreased for 68% of dealers. Sell down rates on used inventory have decreased for 44% of dealers.

#8 Inventory is seen less, some not at all



53% of inventory is currently not being viewed daily. For 30% of dealers, the number of VINs being viewed has decreased 5% or higher. Overall, it is harder to sell as consumers increase their window shopping.

Stock is coming back fast #9



Over the course of three months, 57% of Franchised Dealerships have had used-car stock increases greater than 10% and 86% have had new-car stock increases greater than 10%.

For every vehicle on your lot, Lotlinx market data exposes:

- > Your market share rank at the make and model level versus competitors
- > Your inventory prices vs. what similar makes and models are selling at in your area
- > Your current shopper exposure for each make and model
- > How your current marketing is impacting visibility for every car on your lot

Successful dealers are leveraging Lotlinx data to power up their inventory strategy.

“I cannot think of an industry more cyclical or more dependent on the business cycle than the auto industry.”

Martin Zimmerman, Chief Economist at Ford Motor Company, 1987-2004

How Are You Trending?

Sign up for an Inventory Risk Analysis at [Lotlinx.com/Risk](https://lotlinx.com/Risk).

Download the complete Operational Control Dealer Playbook at [Lotlinx.com/Playbook](https://lotlinx.com/Playbook).