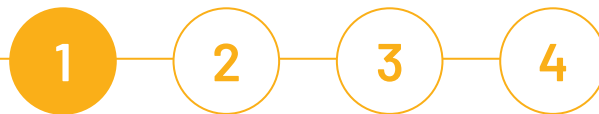


4 KEY METRICS

TO DRIVE NEW CAR SUCCESS



MARKET DAYS SUPPLY

With fewer new vehicle shoppers and higher floor plan expenses, it's critical for dealers to manage their new vehicle inventories to match market demand.

Market Days Supply is calculated by dividing current market quantity of the vehicle with its exact equipment configuration by the average daily retail sales rate over the past 45 days. With this metric, you know each vehicle's appeal and profit potential in your market.



HOW MARKET DAYS SUPPLY DRIVES SHARPER NEW VEHICLE INVENTORY MANAGEMENT

1. STOCKING

Optimize your dealership's Market Days Supply for any vehicle and combination to match the market and identify opportunities that reflect market demand.

2. PRICING

Use the insight you need to ensure every new vehicle asking price is right for your market and your retailing objectives.

3. TURN

Stock a higher share of in-demand units to minimize inventory age and interest expense.

ADD INSIGHTS TO YOUR NEW CAR STRATEGY.

Visit vAuto.com/4metrics or call 888-536-4086 to learn how.