

4 KEY METRICS

TO DRIVE NEW CAR SUCCESS



PRICE-TO-MARKET

In today's market, dealers must price their new vehicles the way customers shop for them—with a clear view of competing units and their prices.

A price-to-market strategy helps you find the sweet spot for each vehicle that attracts buyers and earns their business.

PRICE-TO-MARKET RANK
2018 Ford Escape Titanium



RANK	DEALERS	AVG. DISCOUNT
1	Dealership 1	78%
2	Dealership 2	82%
3	Dealership 3	84%
4	My Dealership	86%
5	Dealership 4	Full sticker!

Understand the unique market day supply for each vehicle

Determine how you're priced relative to your competitors

Meet customer expectations of a fair price

ADD INSIGHTS TO YOUR NEW CAR STRATEGY.

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