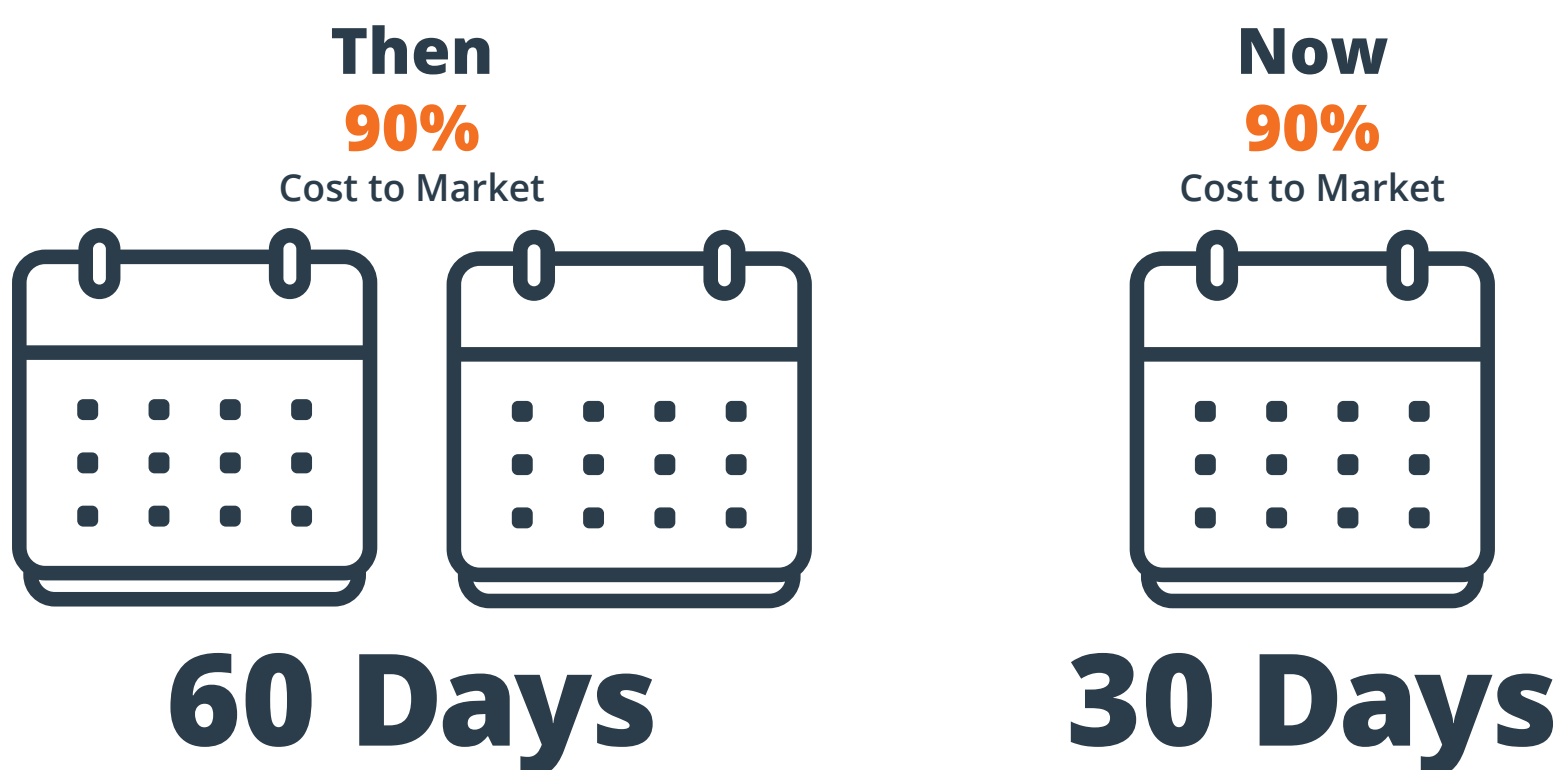


WHY ARE DEALERS RETAILING RECORD NUMBERS OF USED VEHICLES, BUT STILL LOSING MONEY?

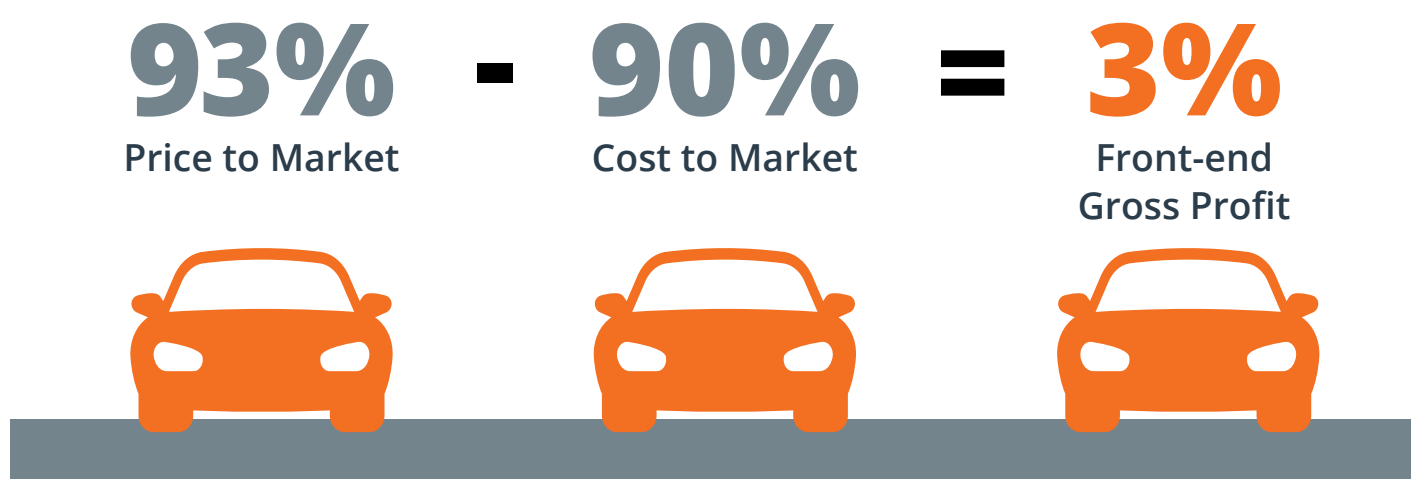
THE NEW MATH

IN THE PAST 2 YEARS, THE PROFIT-MAKING RETAIL SHELF LIFE FOR USED VEHICLES HAS BEEN CUT IN HALF.

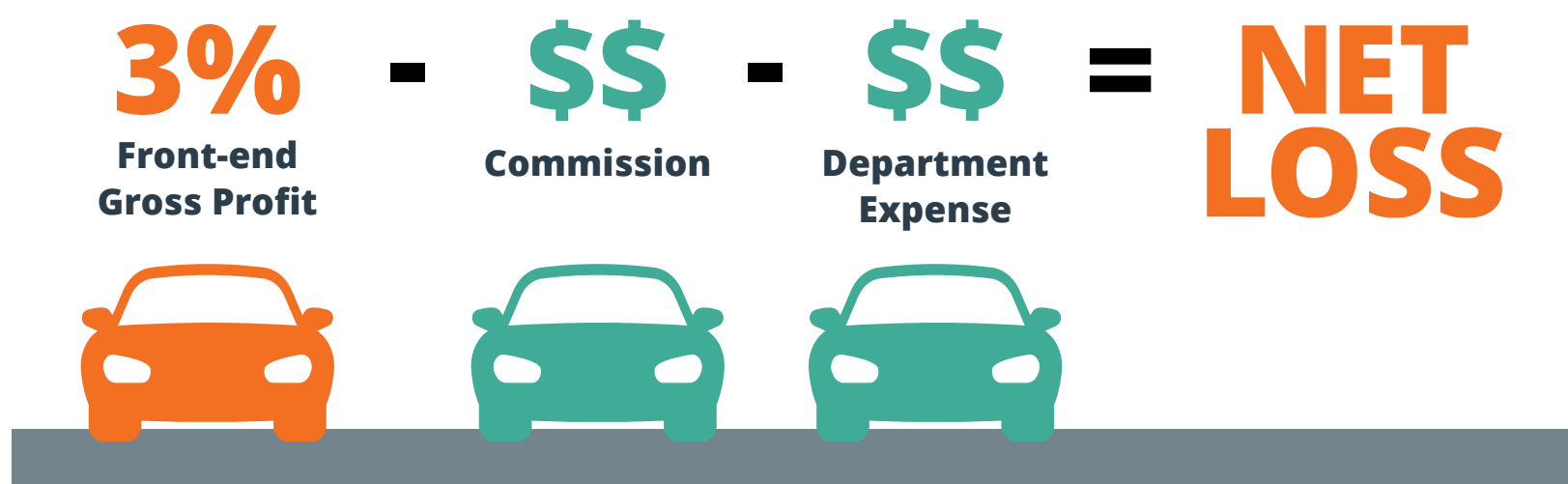


You now need to maintain inventory age to an average of 30 days to stay profitable.

WHAT YOU SEE



WHAT YOU DON'T SEE



PUT THE NEW MATH TO WORK FOR YOU

COMMIT TO CHANGE.



Acknowledge that vehicles are losing margin more quickly.



Accept the crucial importance of the cost-to-market metric.



Embrace the New Math — selling after 30 days isn't the path to profits.



Shift to managing inventory investments.

READ THE BOOK.

The New Math is fully explained in Dale Pollak's new book — and new path to profit — "Gross Deception."

Learn more in Dale Pollak's newest book, "Gross Deception," which explains why the investment-minded approach is the only path to profits in today's used car environment.

vAuto.com/GrossDeceptionBook

