

The Forum for Fixed Operations Management
Composite

September, 2010 Meeting
Ann Arbor, MI

PARTS Sales	Dealer A	Dealer B	Dealer C	Dealer D	Dealer E	Dealer F	Dealer G	Average
Wholesale								
Previous Period								
Sales \$	97,229	580,308	2,818,260	147,071	120,188	83,685	-	641,124
Gross \$	29,647	115,779	525,635	46,832	35,111	21,049	-	129,009
WINS \$	1,814	12,595	144,057	0	3,845	4,058	-	27,728
Gross %	30%	20%	19%	32%	29%	25%	-	26%
WINS %	2%	2%	5%	0%	3%	5%	-	3%
Gross + WINS %	32%	22%	24%	32%	32%	30%	-	29%
Current Period								
Sales \$	99,529	638,053	3,212,498	194,468	115,642	162,159	9,672,698	2,013,578
Gross \$	29,688	117,169	556,820	49,738	29,966	45,025	883,850	244,608
WINS \$	2,509	11,812	198,009	789	3,815	9,594	1,240,471	209,571
Gross %	30%	18%	17%	26%	26%	28%	9%	22%
WINS %	3%	2%	6%	0%	3%	6%	13%	5%
Gross + WINS %	32%	20%	23%	26%	29%	34%	22%	27%
Year over Year Sales Change								
Sales Change \$	2,300	57,745	394,238	47,397	-4,546	78,474	-	95,935\$
Sales Change %	2%	10%	14%	32%	-4%	94%	-	25%
Retail								
Previous Period								
Sales \$	83,125	150,891	124,660	27,919	100,859	25,718	-	85,529
Gross \$	36,617	51,128	40,331	11,123	31,837	8,829	-	29,978
Gross %	44%	34%	32%	40%	32%	34%	-	36%
Current Period								
Sales \$	60,570	147,777	107,901	20,944	94,372	19,781	168,786	88,590
Gross \$	28,753	51,149	36,573	7,908	31,859	7,046	39,252	28,934
Gross %	47%	35%	34%	38%	34%	36%	23%	35%
Year over Year Sales Change								
Sales Change \$	-22,555	-3,114	-16,759	-6,975	-6,487	-5,937	-	-10,305\$
Sales Change %	-27%	-2%	-13%	-25%	-6%	-23%	-	-16%