

Essential Tactics For Your Local Dealers' Marketing Strategies!

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IN
TEXAS

Retail Auto Sales will be extremely strong
in 2024 and this will
continue in 2025.

Market conditions or the
Manufacturers will force
Auto Dealers to continue to increase
Advertising budgets.

TEXAS



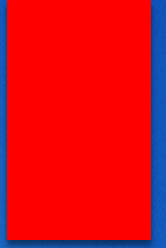
Is A Retail Auto
POWERHOUSE

There are

25,346,000

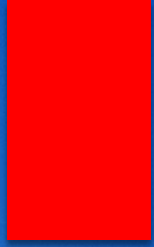
vehicles on the roads of Texas as of Jan. 1st 2024

The number of dealers in Texas



Franchise (new) Dealers	1480
Independent (used only) Dealers	3000 est

TEXAS AUTO SALES



2023

New vehicles retail 1,522,615
Used vehicles retail 2,180,000
Total Vehicles sold 3,702,615

2024 est.

New vehicles Retail 1,620,000
Used vehicles Retail 2,340,000
Total vehicles sold 3,960,000

Vehicle sales (3,960,000) as a % of UIO (25,346,000)

15.6%

The National average

11.7%

Texas Dealers spending on Advertising and Marketing in 2024 and beyond.

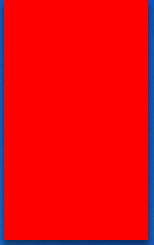
Total Retail Sales 2024	3,960,000
Adv. Expenditures per vehicle retailed	X \$400

Total \$\$ Advertising Budget

\$1,584,000,000 \$



In **2024 and 2025** Texas
broadcasters have a great
opportunity to help auto
dealers grow and increase
market share.



The retail auto industry
has shifted back to larger
inventories and heavy sales
pressure from the manufacturers.

Total New Vehicle Sales

2008	13,113,000
2009	10,347,000
2017	17,212,000
2018	17,323,000
2019	17,023,000
2020	14,665,000
2021	14,946,000
2022	13,746,000
2023	15,794,000
2024	16,100,000



Remember

Dealers always want to promote the models that are the most popular and have best potential of increased sales volume.



With supplies of new inventories
increasing everyday broadcasters
can help dealers grow with
NO LIMIT!

A small dealer can become a giant
and a big dealer can become bigger.
How?

DAYS supply

Dealer A

Beginning stock 40, 5 sales/month, end stock 35
 $35 \div 5 = 7$ $7 \times 30 \text{ days} = 210 \text{ days supply}$

Dealer B

Beginning stock 45, 15 sales/month, end stock 30
 $30 \div 15 = 2$ $2 \times 30 \text{ days} = 60 \text{ days supply}$

Dealer C

Beginning stock 80, 50 sales/month, end stock 30
 $30 \div 50 = .6$ $.6 \times 30 \text{ days} = 18 \text{ days supply}$

Understanding Turn & Earn

Dealer A

Sells 40/month - Ending inventory 20

Days supply 15

Dealer B

Sells 10/month - Ending inventory 30

Days supply 90

The Manufacturer ships **80** to Dealer A
and Dealer B is allocated **0**

This is how
Dave Smith
In
Kellogg, Idaho

Became the largest
volume dealer in the

USA

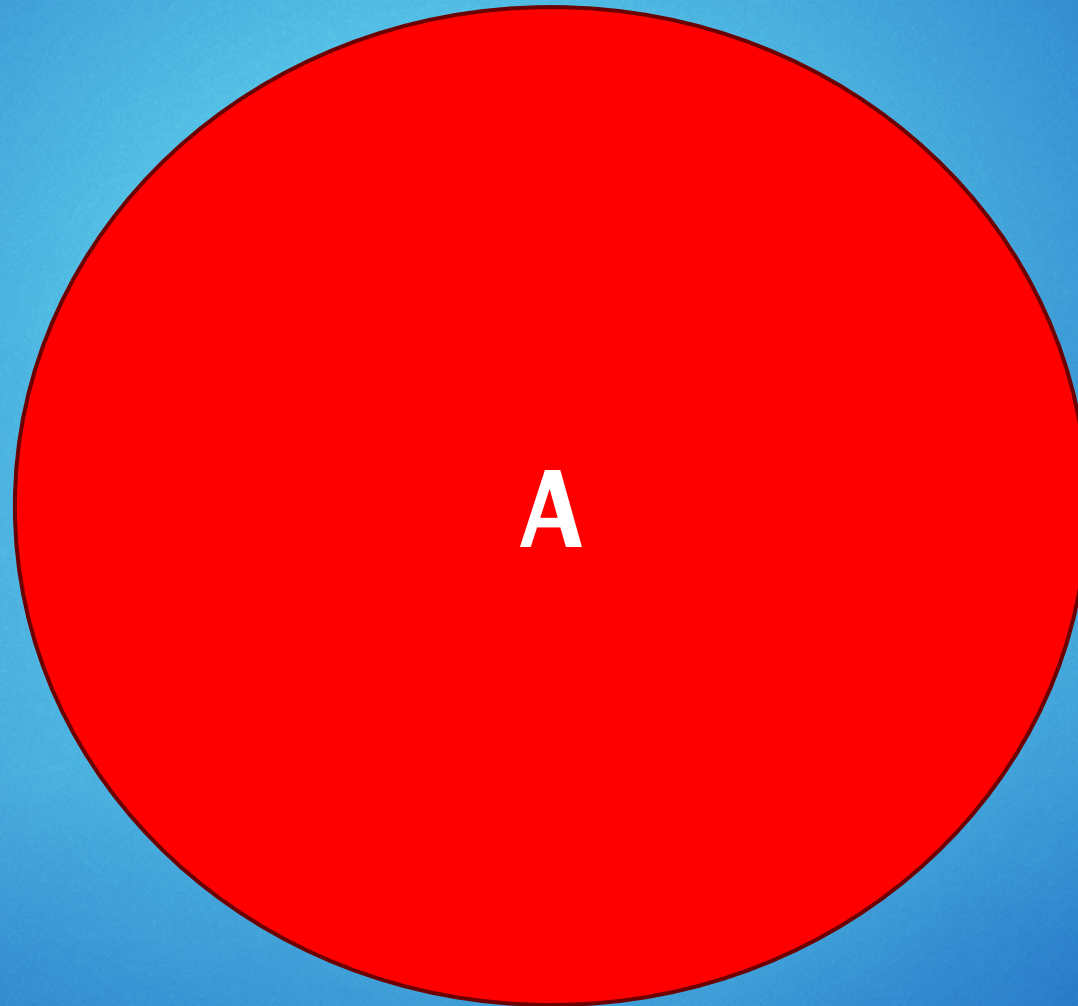
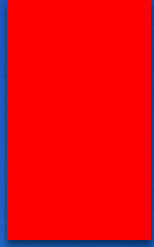




**Are you a Net Pump-In or
Pump-Out dealer?**

Pump Out
B

Pump in
C



D

Being A Great Pump Out Dealer Has Nothing To Do With The Size Of The Dealership!

The key to this pump out strategy is to use broadcast to spread a compelling message far beyond your market area.

Remind your dealer that people will travel further today to buy a vehicle than any time in history.

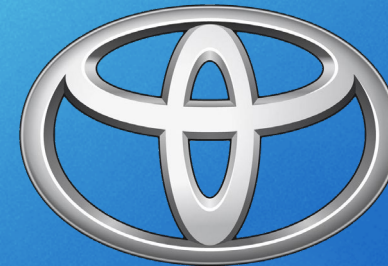
Market Share Winners & Losers in Texas For 2023

Winners



Losers

STELLANTIS



For 2023 The Largest Manufacturers in Texas Are:

General Motors
Ford Motor Co.
Toyota
Stellantis (Ram pickups)
Hyundai/Kia

The Best-selling Brands in Texas for 2023:

Ford

Chevy

Toyota

Dodge Ram

Hyundai & Kia

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Local Auto Dealers Are As Profitable As They Have Ever Been.



Broadcasters must focus on the strength of the market.

Total number of registered vehicles in the United States:

- ▶ 2014 – 248.7 Million
- ▶ 2023 – 296.9 Million



There is plenty of
pent-up demand

The average age of a vehicle is
now over 12 years!



Over **25%** of vehicles on the road are over 16 years old!



That means there are over **71 Million** really old vehicles on the streets of our country.

IN TEXAS!

25,346,000

Which means there are:

6,336,500

Old hunks of scrap iron riding around the roads of Texas!!!

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
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USED
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USED
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USED
CARS

USED
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USED
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USED
CARS



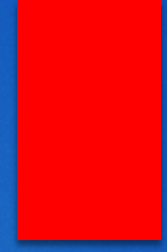
When Focusing on the Independent
Dealer (Or the Franchised Dealer)

Simply

Count the Inventory

And then divide by 2

Certified Pre-Owned



As new car prices hit record highs, analysts say Certified Pre-Owned Vehicles' sales will rise as shoppers seek affordable alternatives.



REBATES!

DEALER CASH!

INTEREST RATES DEALS!

Advertising Expense by Category for 2023

Internet 60%

TV 15.4%

Radio 9.4%

Direct Mail 7.2%

Newspaper 4.8%

Other 2.7%



CPVR

(Cost Per Vehicle Retail)

Dealer A

June

\$50,000 Total Adv. Exp.

100 Units Sold

\$500 Per Vehicle Retail

Dealer B

June

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail



CPVR

(Cost Per Vehicle Retail)

Dealer A

June

\$50,000 Total Adv. Exp.

100 Units Sold

\$500 Per Vehicle Retail



Dealer A

July

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail



Historical **CPVR** Performance For Franchise Dealers

2018 \$386

2019 \$392

2020 \$385

2021 \$390

2022 \$394

2023 \$398

Sales per Salesperson

2018	2019	2020	2021	2022	2023
108	104	104	113	102	110

The sales rate has never been more than 9.4/mo.
Or less than 8,5/mo.

Becoming A Part Of Your Dealers' Online Sales Effort.

Driving customers who are motivated
to inquire about a specific vehicle
to the dealer's website.

The Elements of Compelling Automotive Creative

A brown Volvo SUV is shown from a rear three-quarter view, driving on a multi-lane highway. The background features a city skyline at sunset, with the sun low on the horizon, casting a warm glow over the buildings and the road. The sky is a mix of orange and blue.

1. Price

2. Selection

3. U.S.P (Unique Selling Proposition)

4. Prominent & Easy Internet Locator (U.R.L.)

An advertisement for Arrigo Sawgrass. The background is dark with a warm, golden glow. Two men in dark suits and ties stand on the left. To their right is a large, multi-layered red gift box. The text "\$8,000 MORE FOR ANY TRADE!" is prominently displayed in the center-right, with "\$8,000" in yellow and "UP TO" in small white letters above it. The words "MORE", "FOR ANY", and "TRADE!" are in white. The entire scene is framed by festive holly leaves and red ribbons with gold bells in the corners.

UP TO **\$8,000**
MORE
FOR ANY
TRADE!

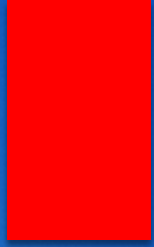
Arrigo**Sawgrass**.com



**HIGHEST
RATED**

JMLEXUS.com

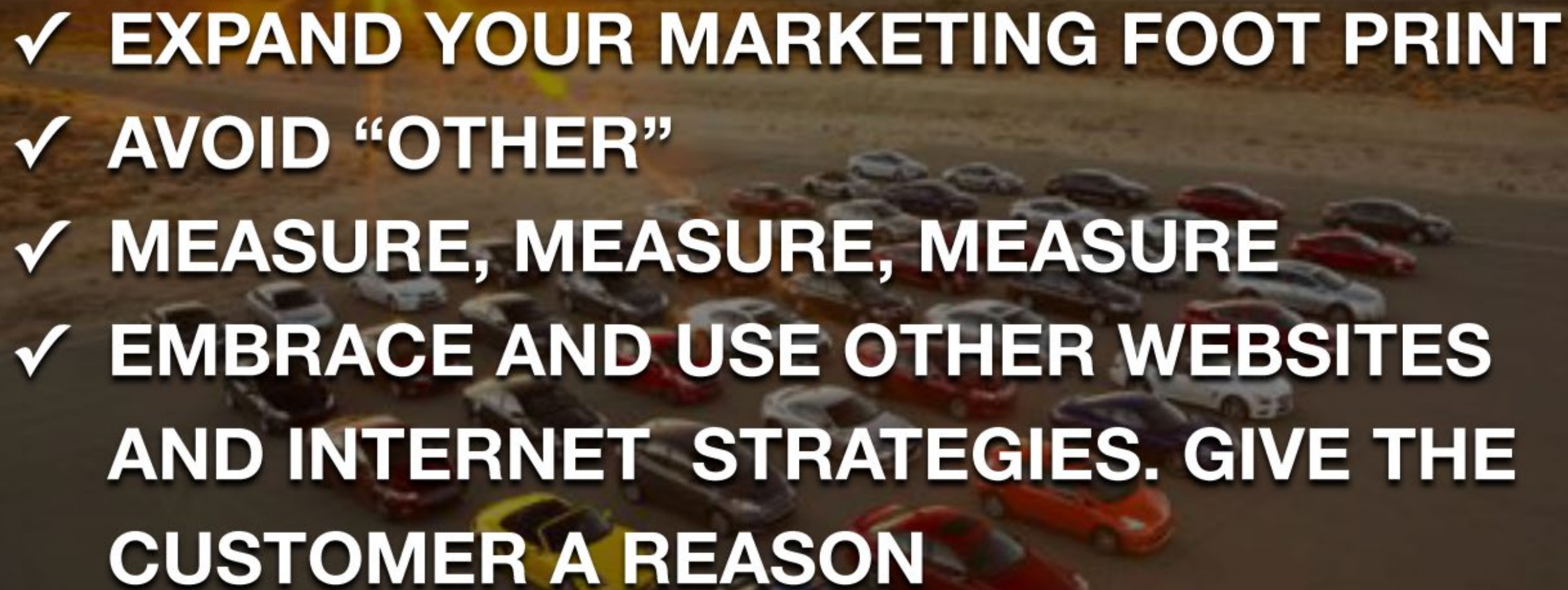
954.590.4600



For radio broadcasters remember you must repeat the dealers web address

3 Times

In every piece of creative

- 
- ✓ **EXPAND YOUR MARKETING FOOT PRINT**
 - ✓ **AVOID “OTHER”**
 - ✓ **MEASURE, MEASURE, MEASURE**
 - ✓ **EMBRACE AND USE OTHER WEBSITES AND INTERNET STRATEGIES. GIVE THE CUSTOMER A REASON**



It is **CRITICAL** that the dealer's website be prominent in every second of the TV creative and at least mentioned 3 times in the radio spot.

The Golden Rule



If it is not driving customers to the dealers website or showroom with the intention of inquiring about a vehicle

JUST DON'T DO IT.

When talking to Auto Dealers try to bring up these points

1. **Cost per vehicle Retail:** Let them know you can help them drive down that cost.
2. **Pump In - Pump out:** Let me help you sell more vehicles outside your market area.
3. **Used Used Used:** Always talk about Certified used vehicles.
4. **Days Supply – Turn and Earn:** Lets cut that floorplan expense.
5. **Let Me drive customers to your web site:** Customers may not automatically click on your site. Let's give them a reason to do so
6. **The Elements of a great automotive Ad:** Price, Selection, a unique selling proposition, URL dominance.

Remember, If you can demonstrate that you know a little something about their business, they are more apt to talk to you and listen to you.