



2nd

TUESDAY

LBS WEBINAR SERIES

2019 WILL BE A GREAT YEAR FOR AUTO SALES - GET MORE OF THE DEALERS AD DOLLARS



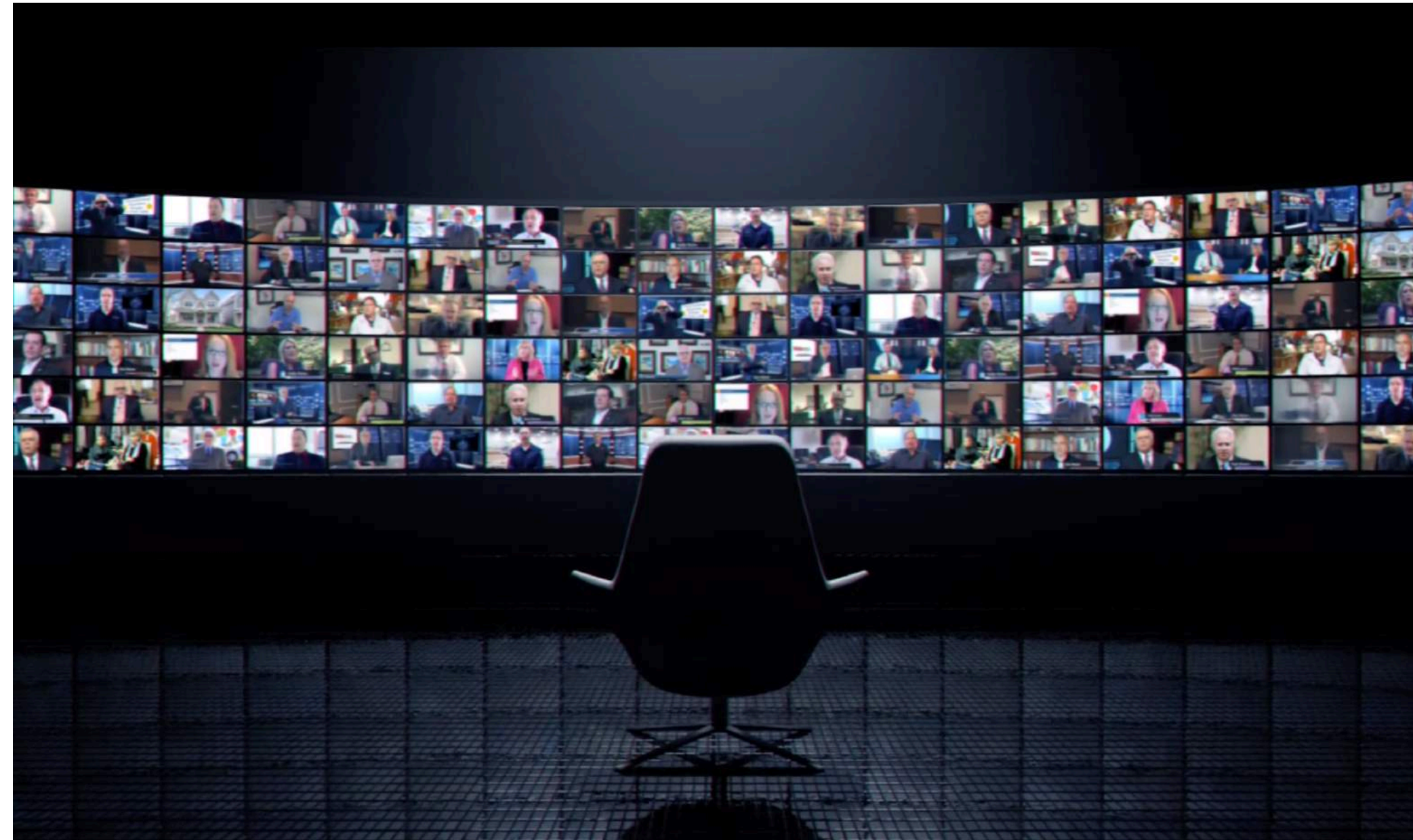
Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 1,000 training videos featuring over 60 trainers –
making us the industry's leading training service!



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Weekly sales ideas since every seller in your state can
always use fresh, creative ideas for their clients!



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On-Demand Broadcast Training
And Revenue Development That Works!



Over 3,000 relevant marketing support materials and research items updated every day and arranged by advertiser category!



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And Revenue Development That Works!



The broadcast industry's most comprehensive and well thought out sales development library!



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Broadcast Sales

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And Revenue Development That Works!



Ask LBS - Live access to top industry minds when
unique and real sales challenges arise!



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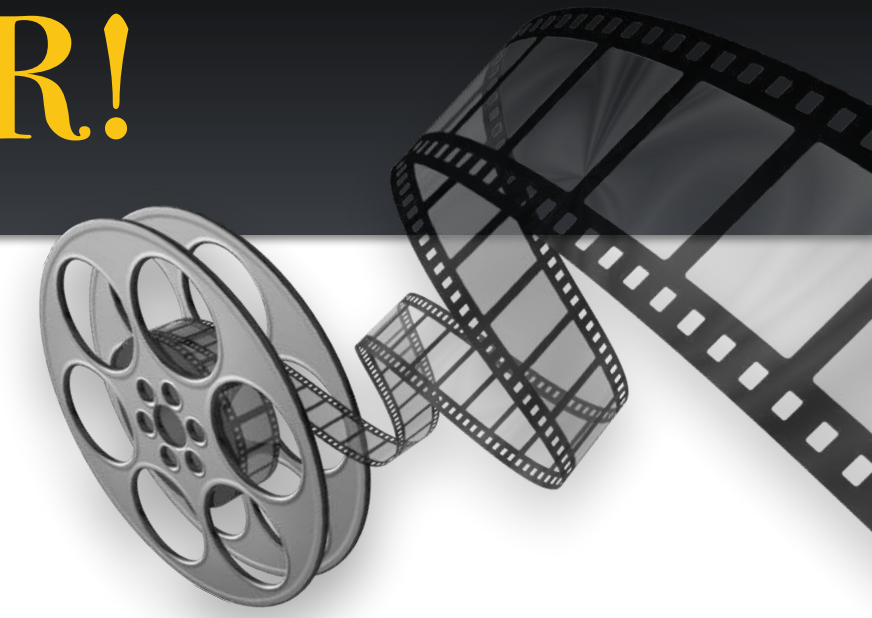


The broadcast industry's favorite webinars that focus on and provide street-ready skills!

YOU CAN BECOME A SALES IDEAS STAR!



PROD. Sales Ideas		
ROLL	SCENE	TAKE
01	01	01
DIRECTOR: You		
CAMERA: Smart Phone		
NOTE:	Day-Nite Int Ext Mos	Filter Sync



Would you like to receive \$50? Of course you would!
Your successful local sales campaign can make you a star...again!

How can you participate? **Easy as 1-2-3!**

Step 1 : Tell us about your amazing local revenue building sales idea! ericmoore@localbroadcastsales.com

Step 2 : (If we like it) We will ask you to record your idea in a 3 to 5 minute video on your smart phone.

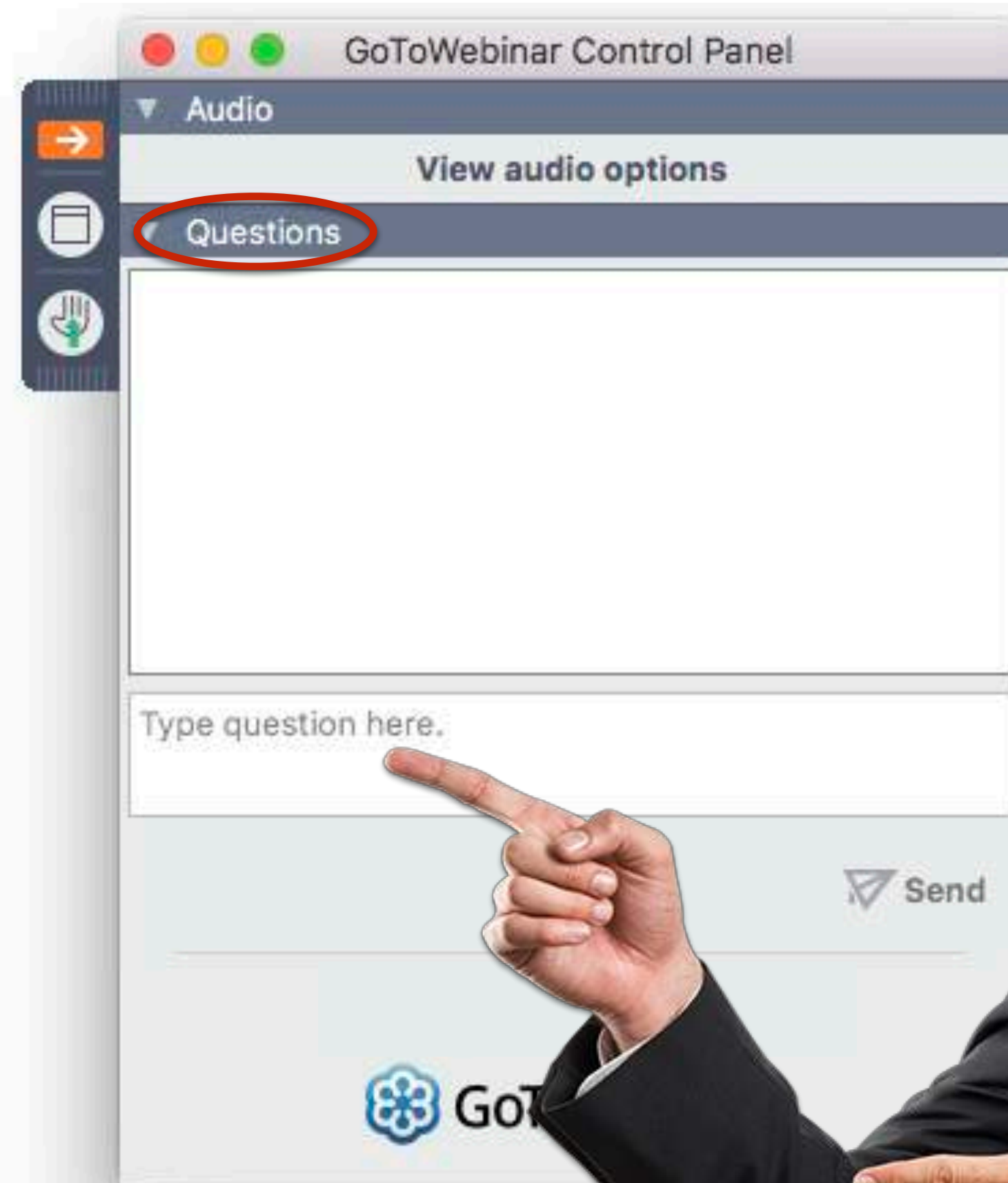
Step 3 : Your video will be posted on LBS! You will become famous! You will be \$50 richer!



Warning* this is a pretty cool idea



HAVE ANY QUESTIONS?





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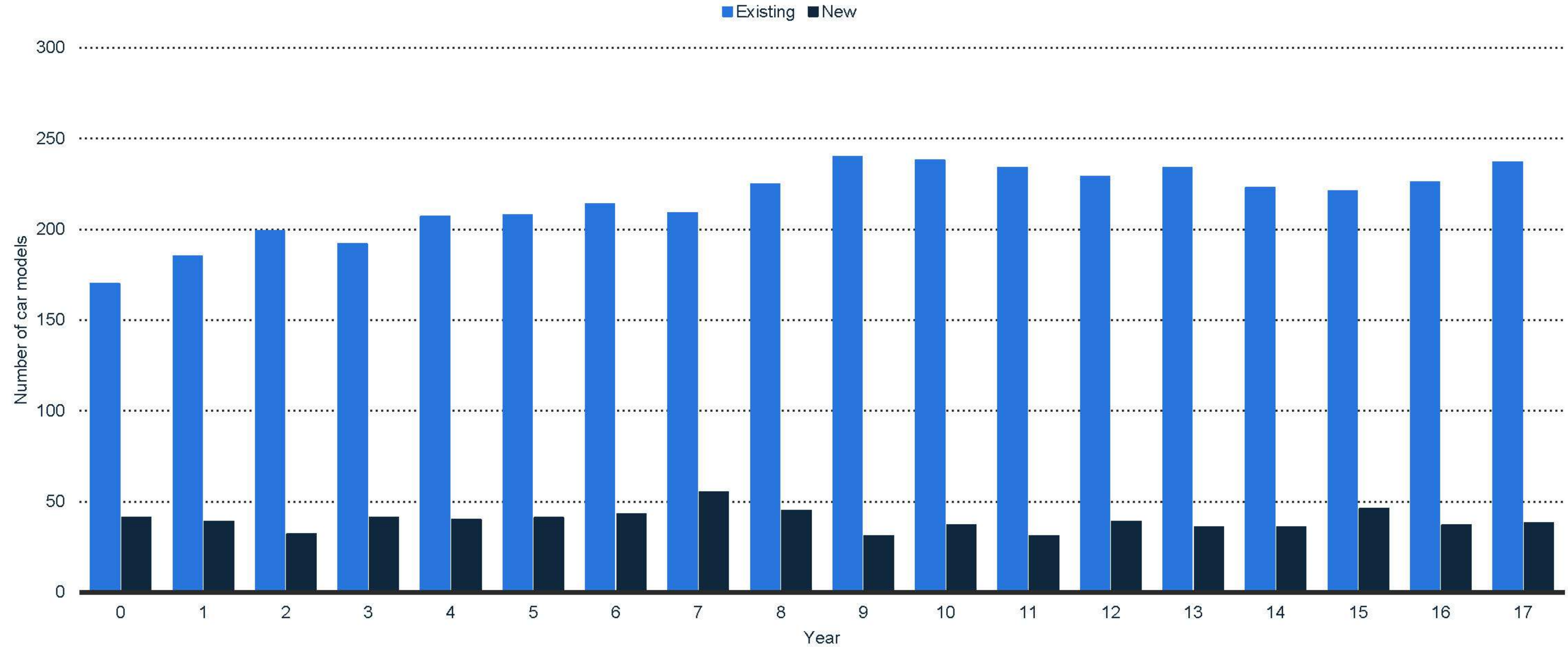


Local
Broadcast Sales

On-Demand Broadcast Training
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Total number of existing and new car models offered in the U.S. market from 2000 to 2017

Total number of car models offered in the U.S. market 2000-2017



Note: United States; 2000 to 2017

Further information regarding this statistic can be found on [page 54](#).

Source(s): Merrill Lynch; Bank of America; [ID 200092](#)

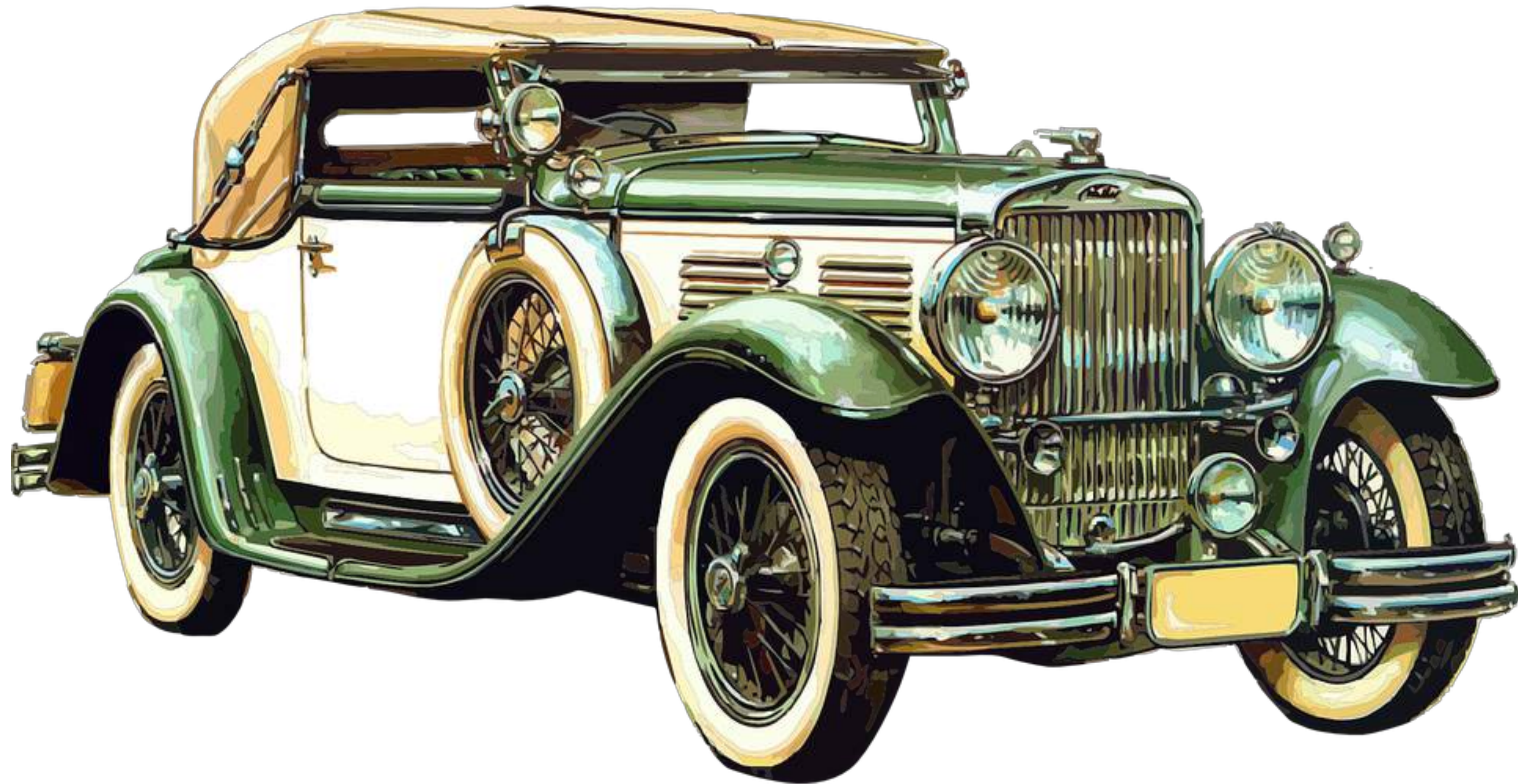


There are now approximately

268,000,000

vehicles in the United States

**THE AVERAGE AGE OF A VEHICLE IS
NOW OVER 12 YEARS!**





**There is plenty of
pent up demand!**

TOTAL SALES

2009	2014	2015	2016	2017	2018	2019
10.43M	16.61M	17.47M	17.55M	17.24M	17.27M	17.35M*

*Estimated total sales



TRUCK SALES



2016

2017

2018



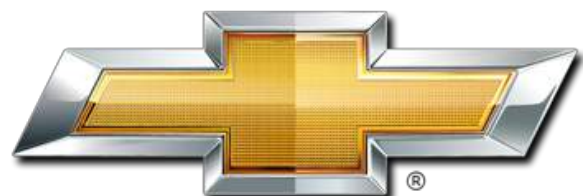
820,799



896,764

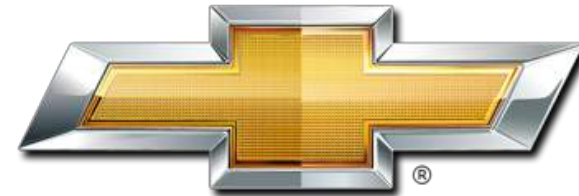


909,330



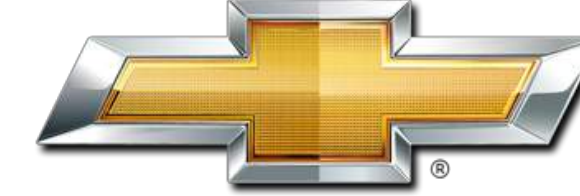
CHEVROLET

574,876



CHEVROLET

585,864



CHEVROLET

585,582



RAM

489,418



RAM

500,723



RAM


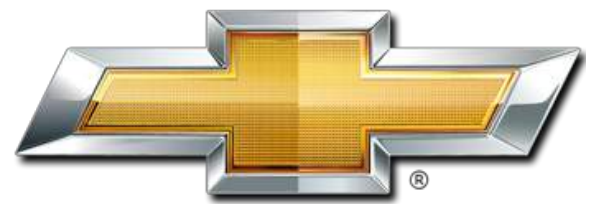

536,980

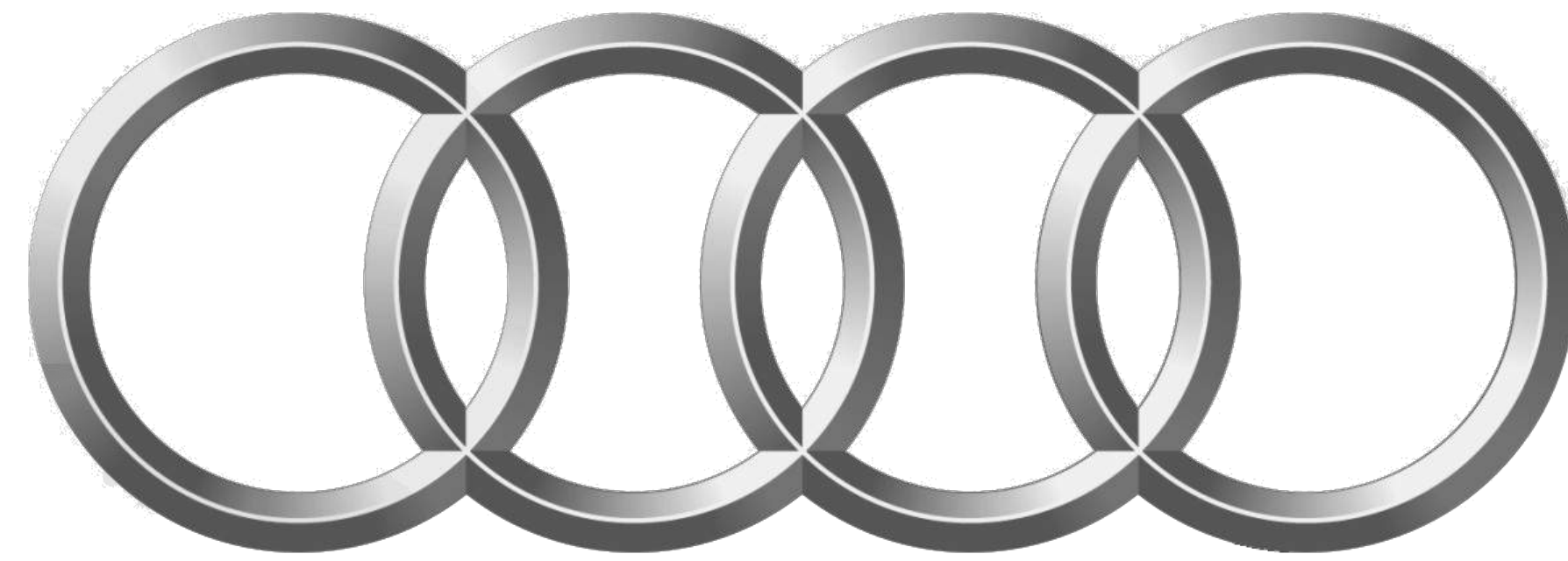


TRUCK SALES

2018



	909,330	Continues dominance - No one is close
 CHEVROLET	585,582	Flat Sales - Chevy is nervous
 RAM	536,980	The fastest growing truck line and chasing Chevy



Audi

Audi sold **223,323** in 2018!

They are booming and should grow in 2019!



SUBARU[®]
Sales Climb

**Subaru is the only
manufacturer to have
11 straight years of
sales increases!**

2008	187,699
2009	216,652
2010	263,820
2011	266,989
2012	336,441
2013	424,683
2014	513,693
2015	582,675
2016	615,132
2017	647,956
2018	680,135






SUBARU®




**For 2018 Subaru will sell approximately
650,000 vehicles in the US!**

Luxury Battle




2016

	340,237
	331,174
	313,174

2017




	372,240
	305,685
	302,229

2018

	354,144
	311,014
	298,302

Luxury Battle

2018

	354,144	This is a huge decrease! -4.9%
	311,014	The only of the Big 3 luxury brands to increase
	298,302	4 Years in a row declining sales



REBATES!

DEALER CASH!

INTEREST RATES DEALS!

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

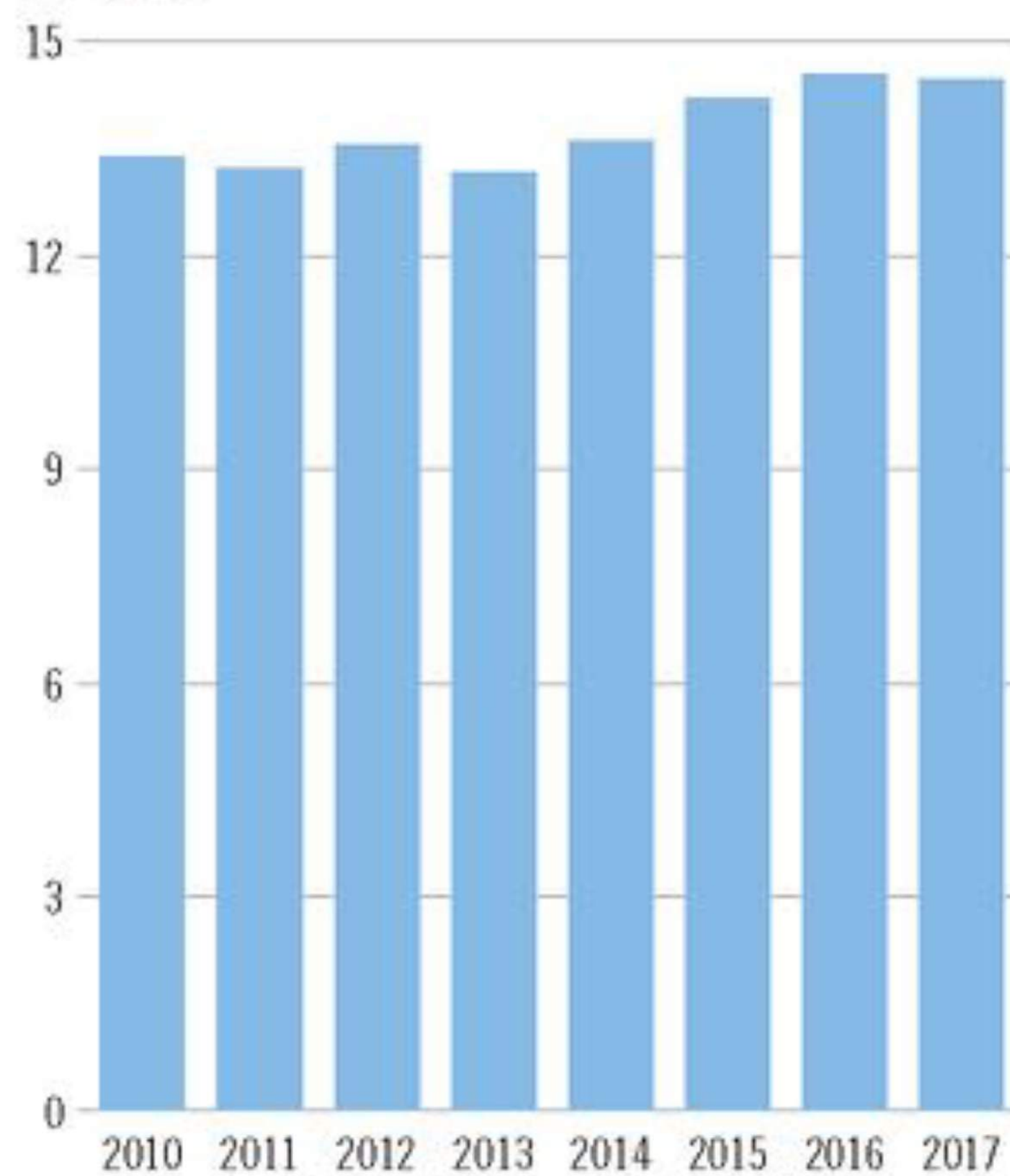


Yearly used vehicles sales for the near future will remain between 45 million and 50 million.

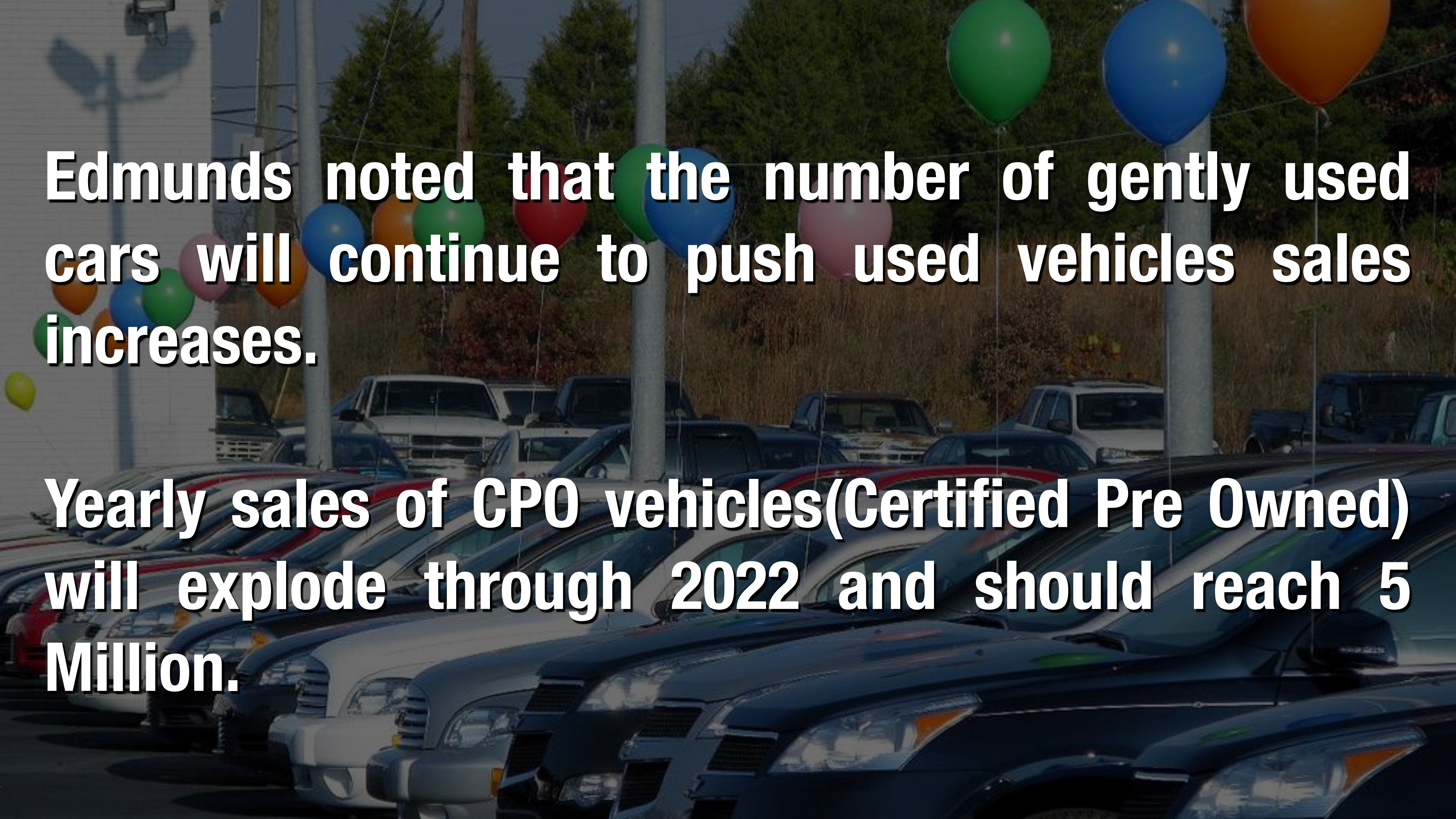
According to Edmunds, “Used vehicles will likely grow in popularity through 2022 because a large number of near-new used vehicles are going to be available in the market.”

Used-Vehicle Sales by New-Vehicle Dealerships, by Year

In millions



Source: NADA



Edmunds noted that the number of gently used cars will continue to push used vehicles sales increases.

Yearly sales of CPO vehicles (Certified Pre Owned) will explode through 2022 and should reach 5 Million.

The background of the slide is a dark gray color with a pattern of falling dollar bills. The bills are depicted in various orientations and positions, creating a sense of motion and abundance. The text is centered and written in a bold, white, sans-serif font.

**In 2019 total dealership advertising
expenditures will be well over
10 Billion dollars!**

25% will be spent on TV and Radio

“Other Budget” **Exposed**

- ▶ **Yellow Pages**
- ▶ **Outdoor**
- ▶ **Banners at the stadium, gym or other...**
- ▶ **Buses and Bus Benches**
- ▶ **Celebrity Endorsements**
- ▶ **Cash Register Tapes**
- ▶ **Movie Theater Advertising**
- ▶ **Church Bulletins**
- ▶ **POP Materials**
- ▶ **And Many More...**



C.P.V.R.

Cost Per Vehicle Retail

DLR A

\$50,000 Total Adv. Exp.

100 units Sold

\$500 Per Vehicle Retail

DLR B

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail

C.P.V.R.

Cost Per Vehicle Retail

DLR A

June

\$50,000 Total Adv. Exp.

100 units

\$500 per vehicle retail

DLR A

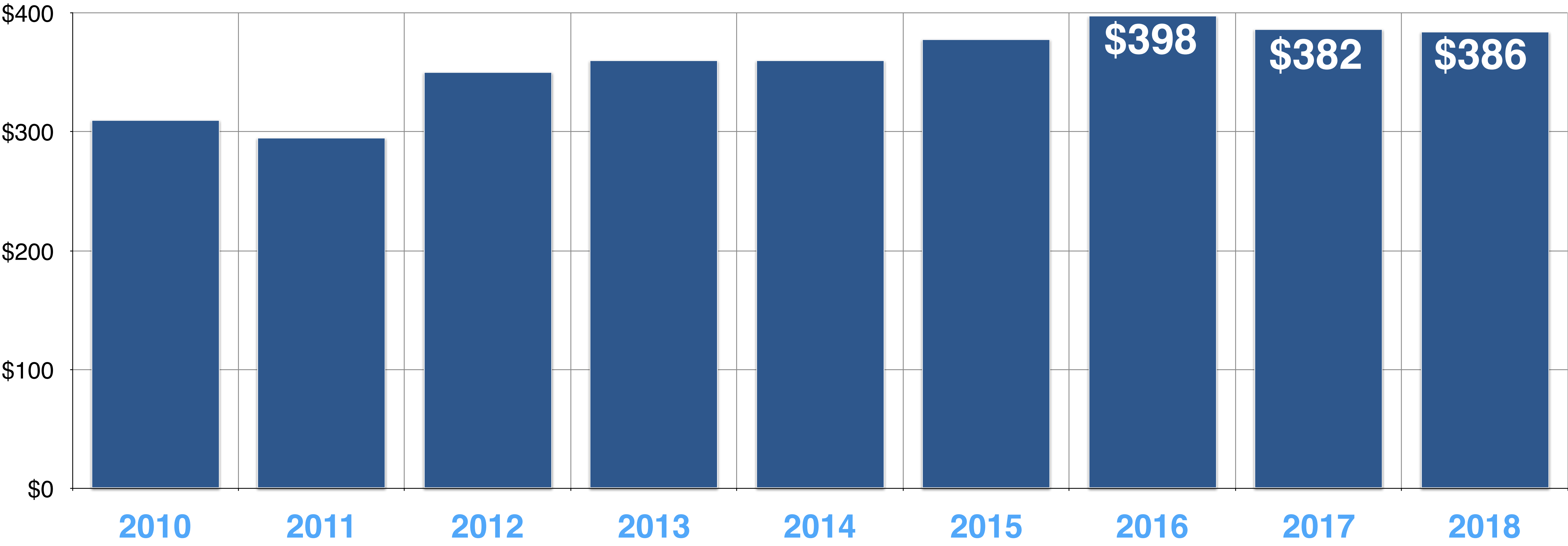
July

\$50,000 Total Adv. Exp.

125 units Sold

\$400 Per Vehicle Retail

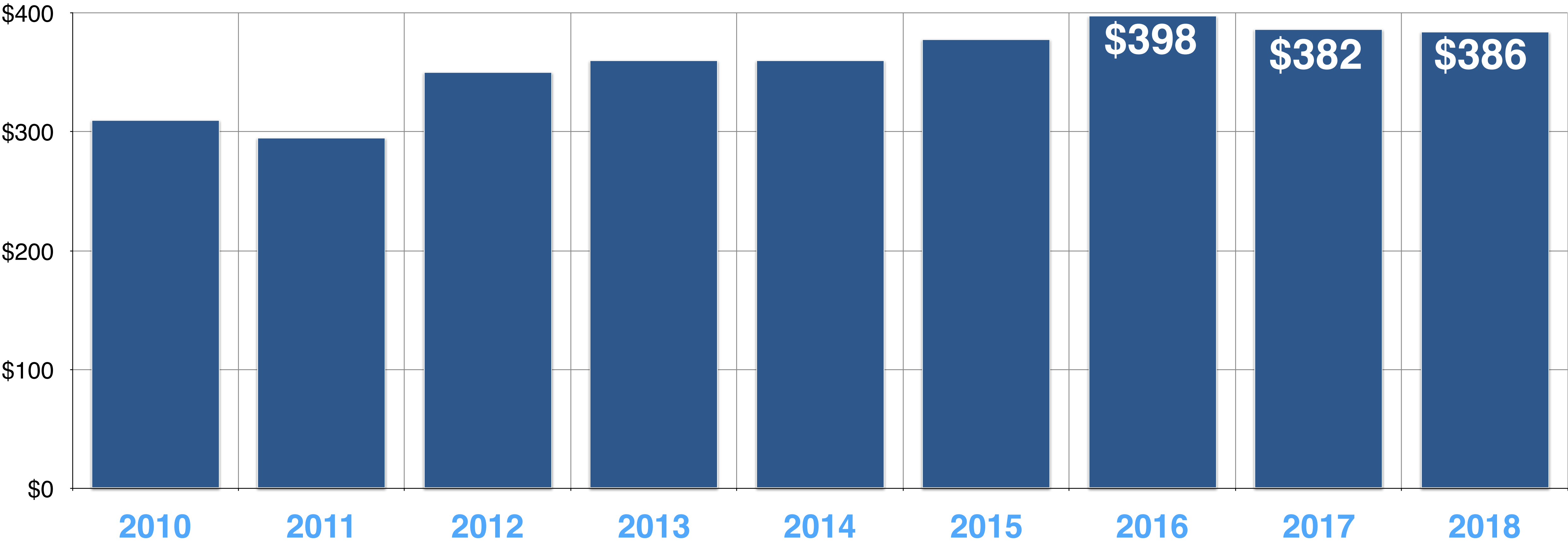
Advertising & Marketing CPVR



If the internet is so effective, why has advertising costs per vehicle continued to go up?



Advertising & Marketing CPVR



The Elements of Compelling Automotive Creative

A brown Volvo XC60 SUV is shown from a rear three-quarter view, driving on a multi-lane highway. The car is positioned on the right side of the frame. In the background, a city skyline is visible under a warm, orange-hued sky, suggesting a sunset or sunrise. The sun is low on the horizon, creating a lens flare effect. The overall scene is dynamic and suggests a sense of motion and urban lifestyle.

1. Price

2. Selection

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

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

✓ **EXPAND YOUR MARKETING FOOT PRINT**

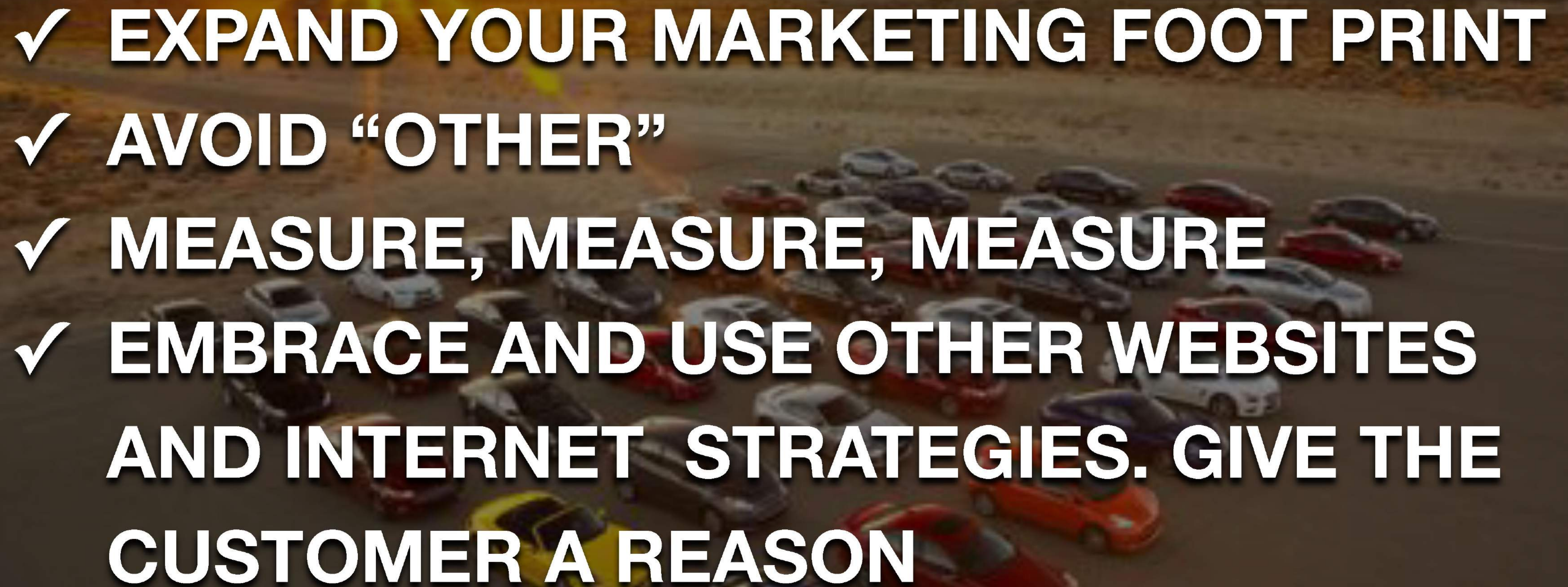


✓ **EXPAND YOUR MARKETING FOOT PRINT**

✓ **AVOID “OTHER”**



- 
- An aerial photograph of a vast parking lot filled with hundreds of cars of various colors, including white, red, black, and yellow. The cars are arranged in a somewhat grid-like pattern. The background shows a desert landscape with rolling hills under a bright, low sun, creating a warm, golden glow. The sky is a mix of orange and yellow, suggesting either sunrise or sunset. The overall scene is a metaphor for a large-scale marketing or business operation.
- ✓ **EXPAND YOUR MARKETING FOOT PRINT**
 - ✓ **AVOID “OTHER”**
 - ✓ **MEASURE, MEASURE, MEASURE**

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

**YOU MUST GIVE THE CUSTOMER
A REASON TO VISIT THE DEALER'S
WEBSITE.**





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.

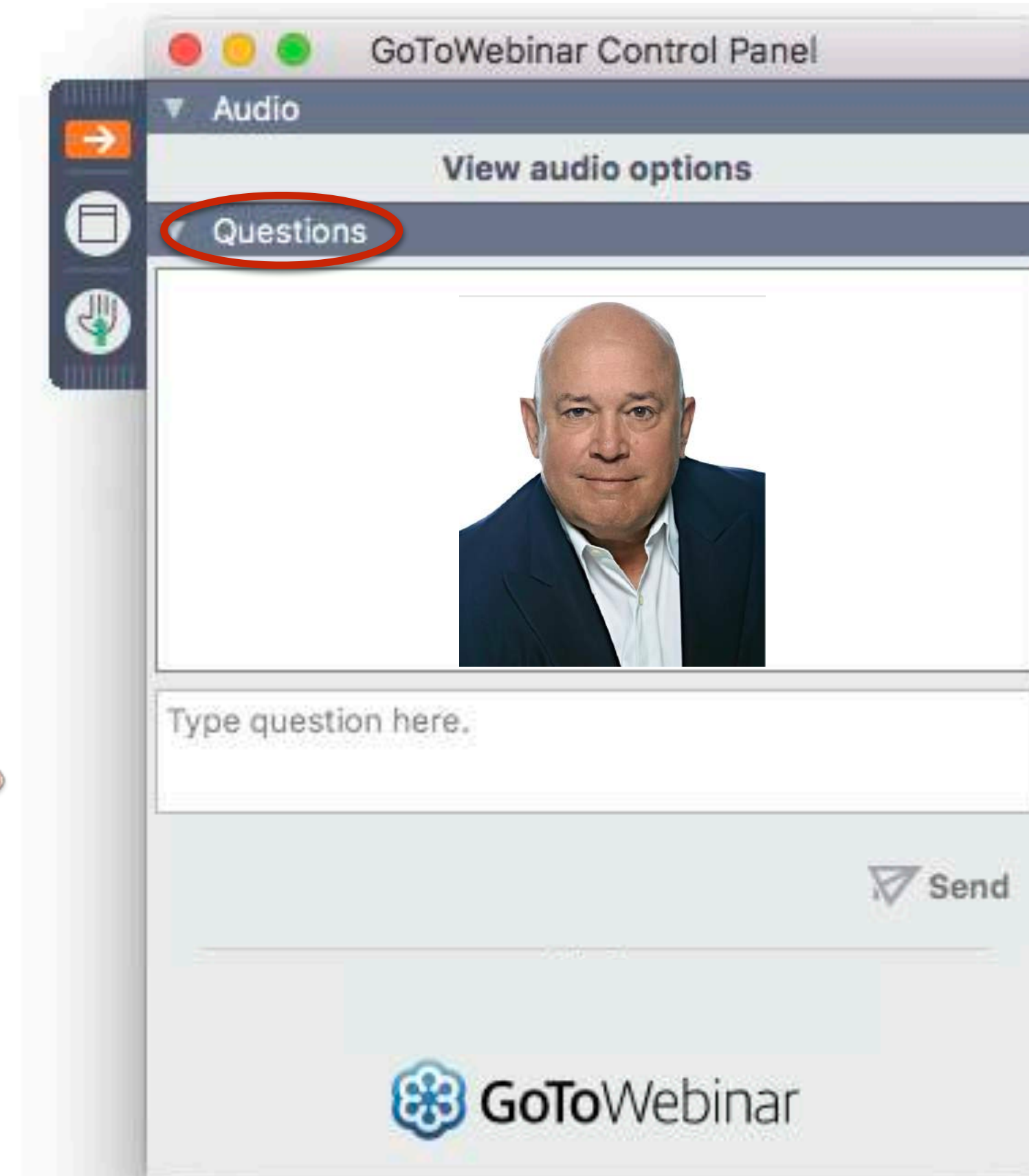
The Golden Rule



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.

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