



# 2nd

TUESDAY

## LBS WEBINAR SERIES

**FINISHING 2019 - THE RETAIL AUTO BUSINESS IS BOOMING.  
THERE ARE PLENTY OF OPPORTUNITIES LEFT THIS YEAR.**



**Local**  
Broadcast Sales

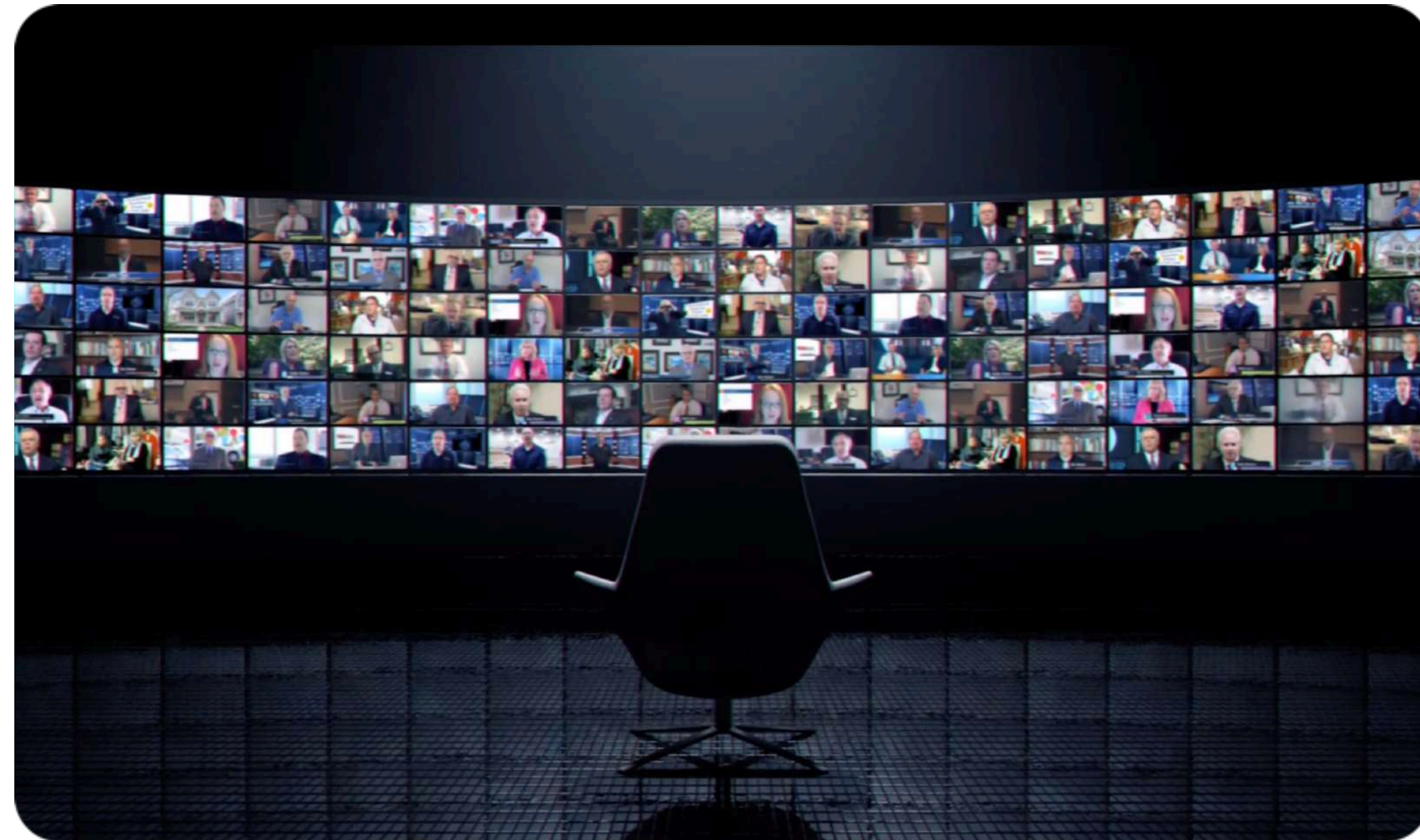
On-Demand Broadcast Training  
And Revenue Development That Works!





**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!



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!



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





**Local**  
Broadcast Sales

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!



**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!



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





**Local**  
Broadcast Sales

On-Demand Broadcast Training  
And Revenue Development That Works!



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





**Local**  
Broadcast Sales

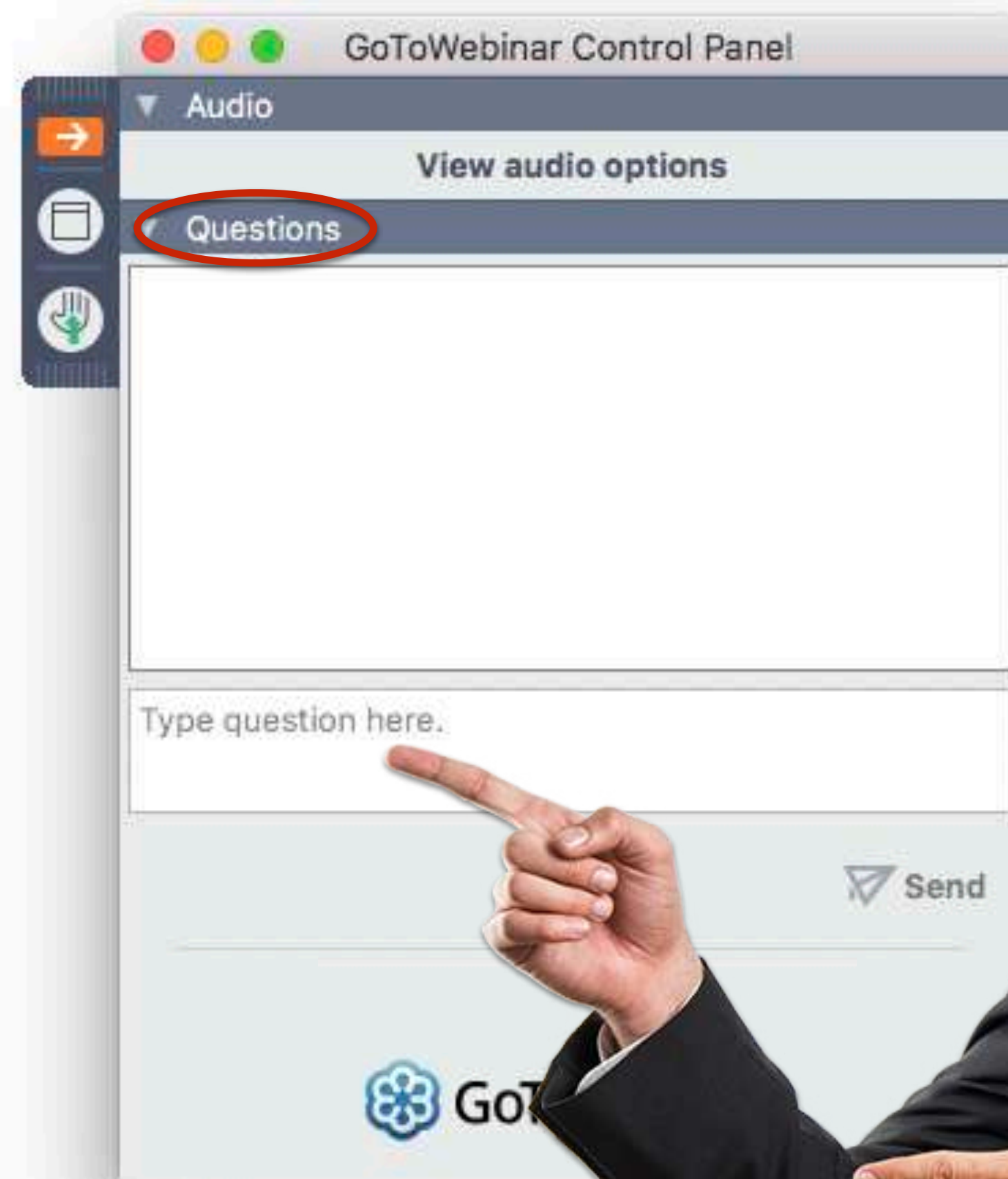
On-Demand Broadcast Training  
And Revenue Development That Works!



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



# HAVE ANY QUESTIONS?







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**The total number of new car and truck models offered for 2019 is at an all time high**

**286**



A blue car is the central focus, adorned with a string of colorful streamers (yellow, pink, green) hanging from the top. The windshield features a sign with handwritten text, including 'SALE' and 'UNITS'. In the background, an orange car is visible, slightly out of focus. The overall scene suggests a car dealership or a vehicle sale event.

**The used vehicle market is poised for record sales in 2019 according to a new report from Edmunds**



**As new car prices hit record highs, analysts say certified pre-owned vehicles sales will rise as shoppers seek affordable alternatives**

**CERTIFIED**  
**PRE-OWNED**



# **Total Used Sales**

**2018 - 40.2 million**

**2019 - 41.0 million est\***



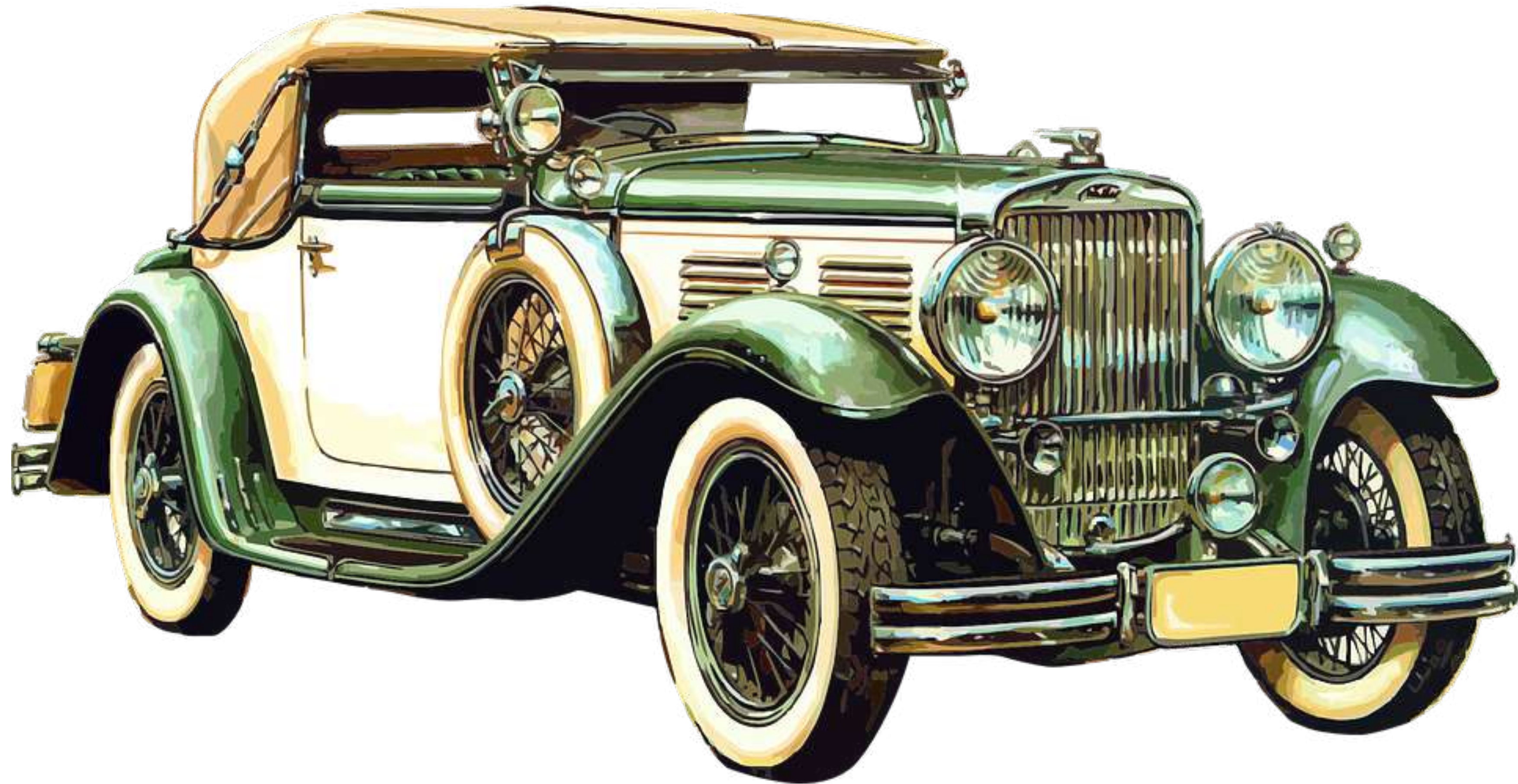
**There are now approximately**

**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!**



# NADA DATA

## New Light-Vehicle Department *(continued)*

### New Light-Duty Vehicle Sales by Year

Year	New cars	Light-duty trucks	Total light-duty vehicles	Light-duty trucks as % of total
2007	7,618,400	8,470,900	16,089,300	52.6%
2008	6,813,550	6,381,050	13,194,600	48.4%
2009	5,456,300	4,945,400	10,401,700	47.5%
2010	5,635,400	5,919,100	11,554,500	51.2%
2011	6,089,300	6,644,900	12,734,200	52.2%
2012	7,242,800	7,199,000	14,441,800	49.8%
2013	7,582,500	7,942,300	15,524,800	51.2%
2014	7,688,900	8,748,100	16,437,000	53.2%
2015	7,525,023	9,861,024	17,386,047	56.7%
2016	6,873,158	10,591,862	17,465,020	60.6%
2017	6,079,584	11,055,149	17,134,733	64.5%
2018	5,304,347	11,910,816	17,215,163	69.2%



**Total new vehicles sales estimate for 2019**

**17,165,000**





# TRUCK SALES



## 2016

## 2017

## 2018



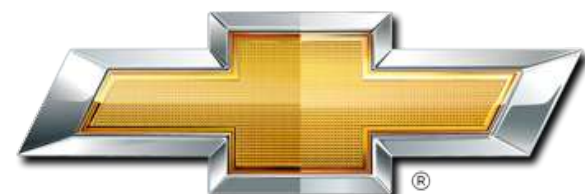
820,799



896,764



909,330



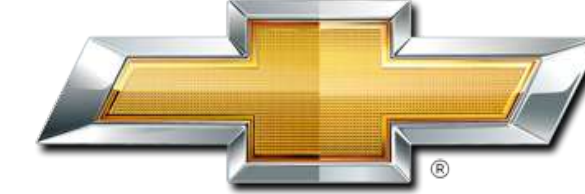
CHEVROLET

574,876



CHEVROLET

585,864



CHEVROLET

585,582



RAM

489,418



RAM

500,723



RAM

536,980








# TRUCK SALES

## 2018



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





# TRUCK SALES

## 2019



	896,796
 <b>RAM</b>	598,960
 <b>CHEVROLET</b>	513,552

**For the first time in history Ram is on pace to out sell Chevy Silverado**





**SUBARU**<sup>®</sup>  
**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**<sup>®</sup>




**Subaru sales pace for 2019**

**691,921**






# Luxury Battle




2016

	<b>340,237</b>
	<b>331,174</b>
	<b>313,174</b>

2017

	<b>372,240</b>
	<b>305,685</b>
	<b>302,229</b>




2018

	<b>354,144</b>
	<b>311,014</b>
	<b>298,302</b>



# Luxury Battle




## 2018

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



# Luxury sales estimate

## 2019

	<b>319,920</b>
	<b>307,635</b>
	<b>275,588</b>





**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





**Average Selling price of new vehicles for the first half of 2019 - \$35,608**

**Average selling price for used vehicles for the first half of 2019 - \$ 20,586**



# **Total used vehicles sold by new vehicle dealers**

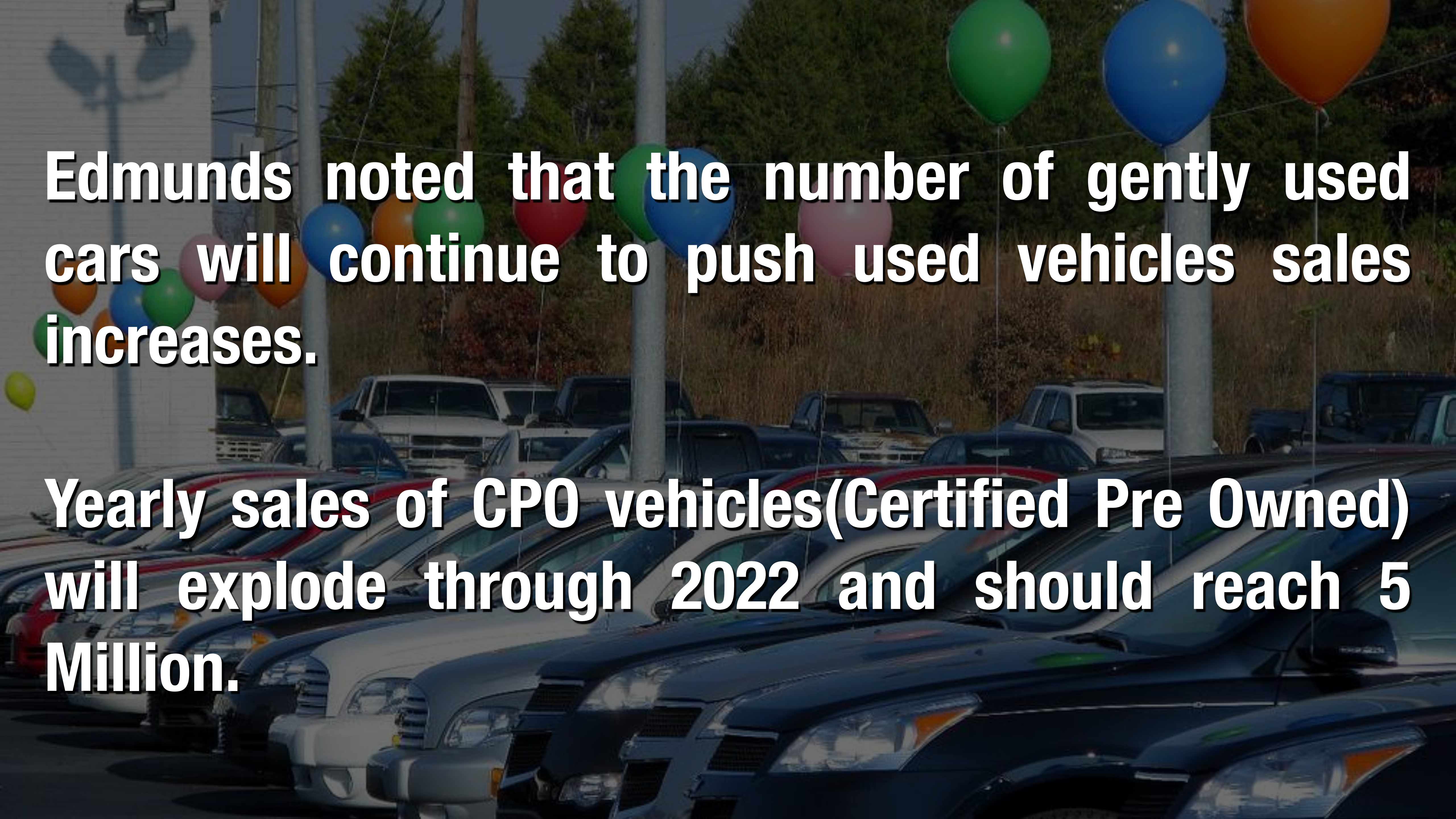
**2016 - 14,465,120**

**2017 - 14,490,845**

**2018 - 14,674,292**

**2019 - 15,100,000 est.**





**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 image is a dark gray color with numerous dollar bills falling from the top, creating a sense of motion and abundance. The bills are rendered in a lighter gray tone, showing some detail like the number '100' and the portrait of a person, though they are somewhat blurred and semi-transparent.

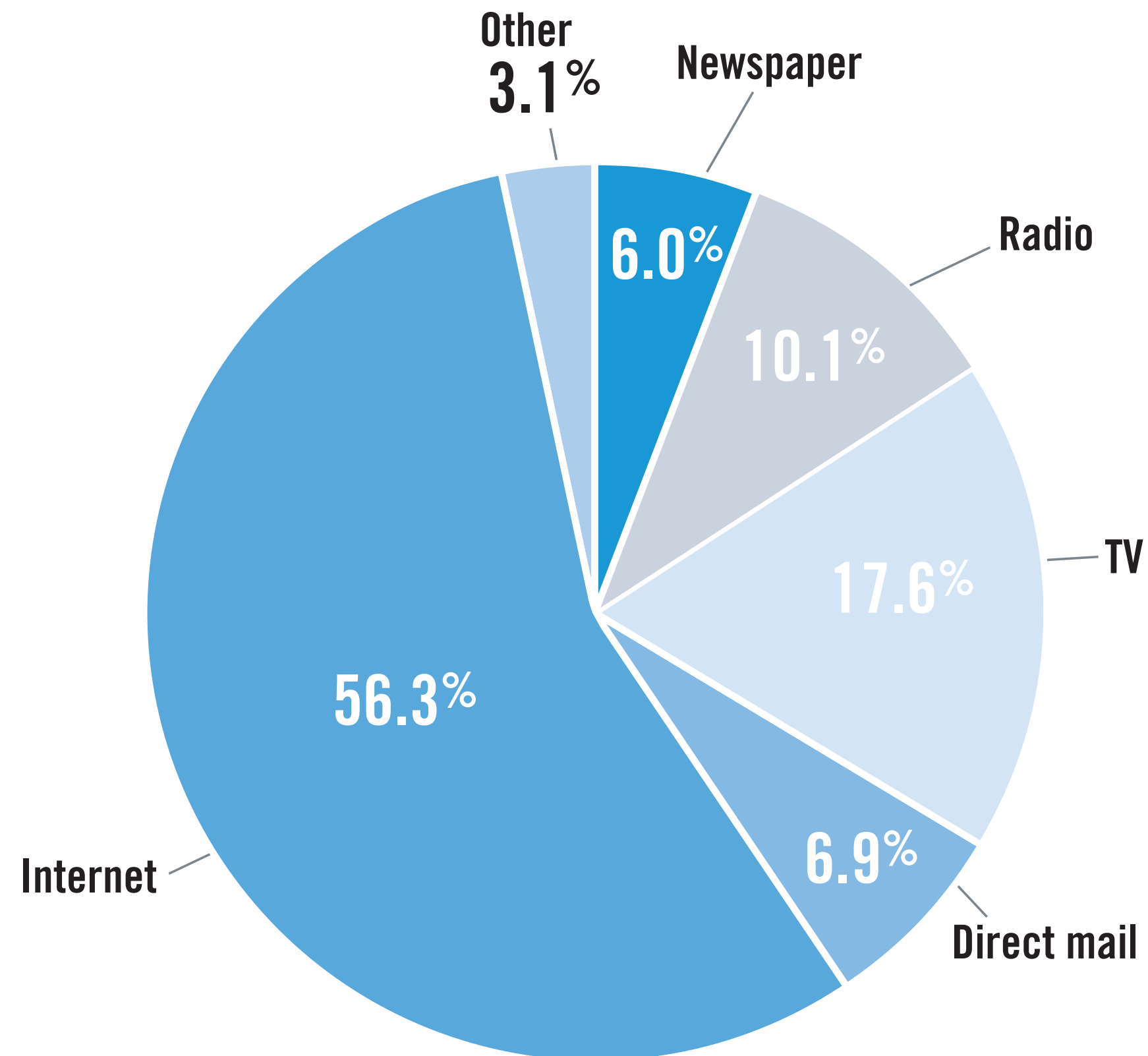
**Total dealership advising for 2019  
will be approximately  
9.7 Billion dollars!**



# NADA DATA

## Dealership Advertising *(continued)*

**Advertising Expenditures by Medium, 2018**





# **“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

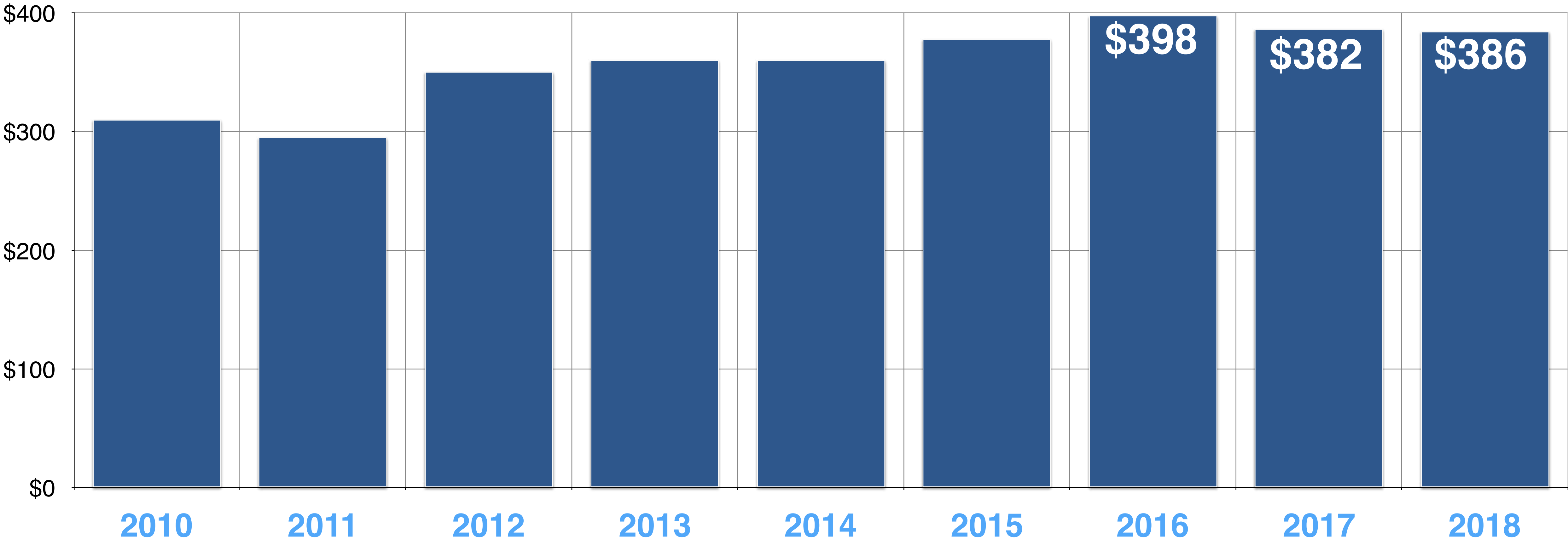
**\$50,000 Total Adv. Exp.**

**125 units Sold**

**\$400 Per Vehicle Retail**



# Advertising & Marketing CPVR



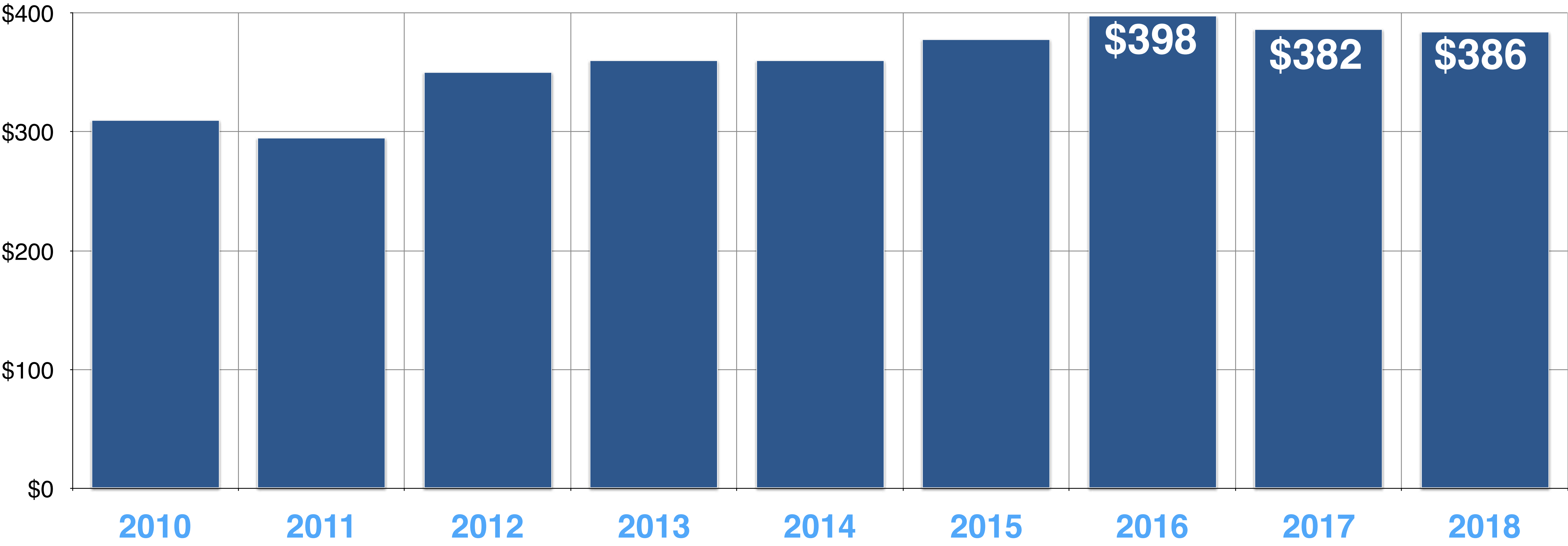


**If the internet is so effective, why has advertising costs per vehicle continued to go up?**





# 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. The background features a city skyline at sunset, with the sun low on the horizon, casting a warm orange glow over the scene. The sky is a mix of orange and blue. The car's taillights and rear wheel are visible. The overall mood is dynamic and modern.

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**

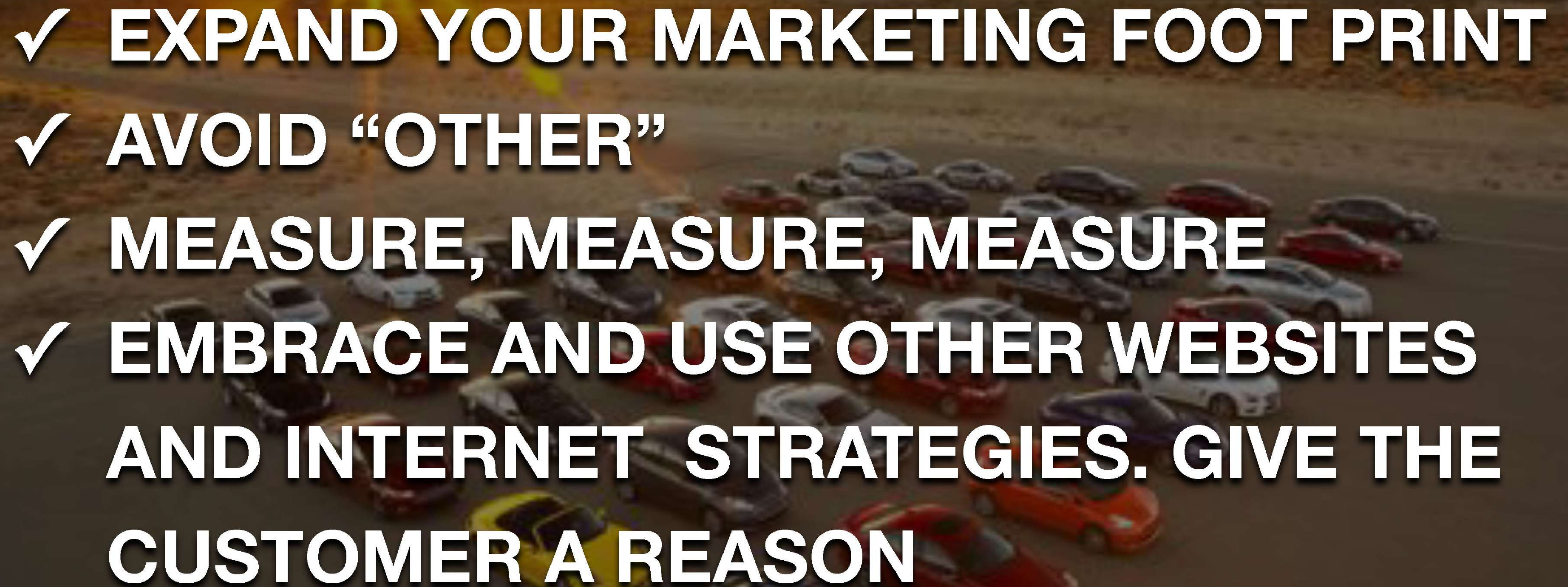
✓ **AVOID “OTHER”**





- 
- ✓ **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.**





WEATHER

LOCATION SEARCH

Dallas, TX

83°

Times of sun and clouds

Hurricane Tracker

Radars

Live Weather Channel

MyOwnRadar

Weather Tools

WeatherMinds



LOCAL FORECAST

OVERNIGHT: Increasing clouds...warm. Winds: SE 5-10. Low: 80.

August 4, 2015 07:21AM



CURRENTLY IN: DALLAS, TX



83°

Feels like 86°

Broken Clouds

Wind 6mph SSW  
Humidity 60%  
Pressure 29.95"  
Visibility 10mi

TODAY

102°

Sun and clouds mixed.

Wind: 11mph S  
Chance of Precip: 0%

DETAILS +

TONIGHT

80°

Clear skies.

Wind: 11mph S  
Chance of Precip: 0%



Sure, Don Davis Auto Group has lots of cars.



Which lot did you have in mind?



LINCOLN

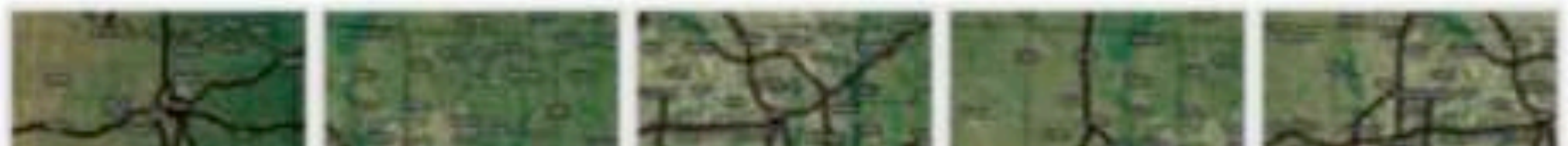


RAM



> Click here to find a location or to search vehicles.

WEATHER IN THE AREA



RIGHT NOW WEATHER

Dallas, TX







WEATHER IN THE AREA



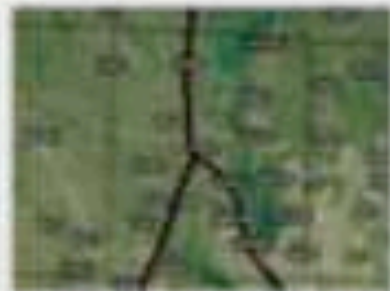
Regional



Collin County



Dallas County



Denton County



Tarrant County

RIGHT NOW WEATHER

Dallas, TX 

11 AM



92°

5 PM



98°

11 PM



87°

5 AM



79°

[More Weather](#)

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CRIME

**KIA'S FOR \$159/MONTH**   
[Click For More Details](#)

# Man with gun killed by Fort Worth police

[Read Story](#)

WFAA



WHO: Tests show new Ebola vaccine is 'highly...



Man with gun killed by Fort Worth police



Texas refuses to issue same-sex couples death...



Free nannies for sick, stay-at-home moms



Pastor's ties to McKinney tech company under...



Methodist Dallas takes on 3 liver transplants in...

FOLLOW WFAA:



Construction Begins Summer 2015

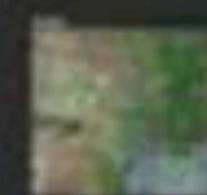
**4th Lane. Forthcoming.**

Dallas North Tollway & Bush Turnpike



[Learn More >>](#)

RIGHT NOW



Weather | 2 hours ago

[Local Forecast](#)







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*

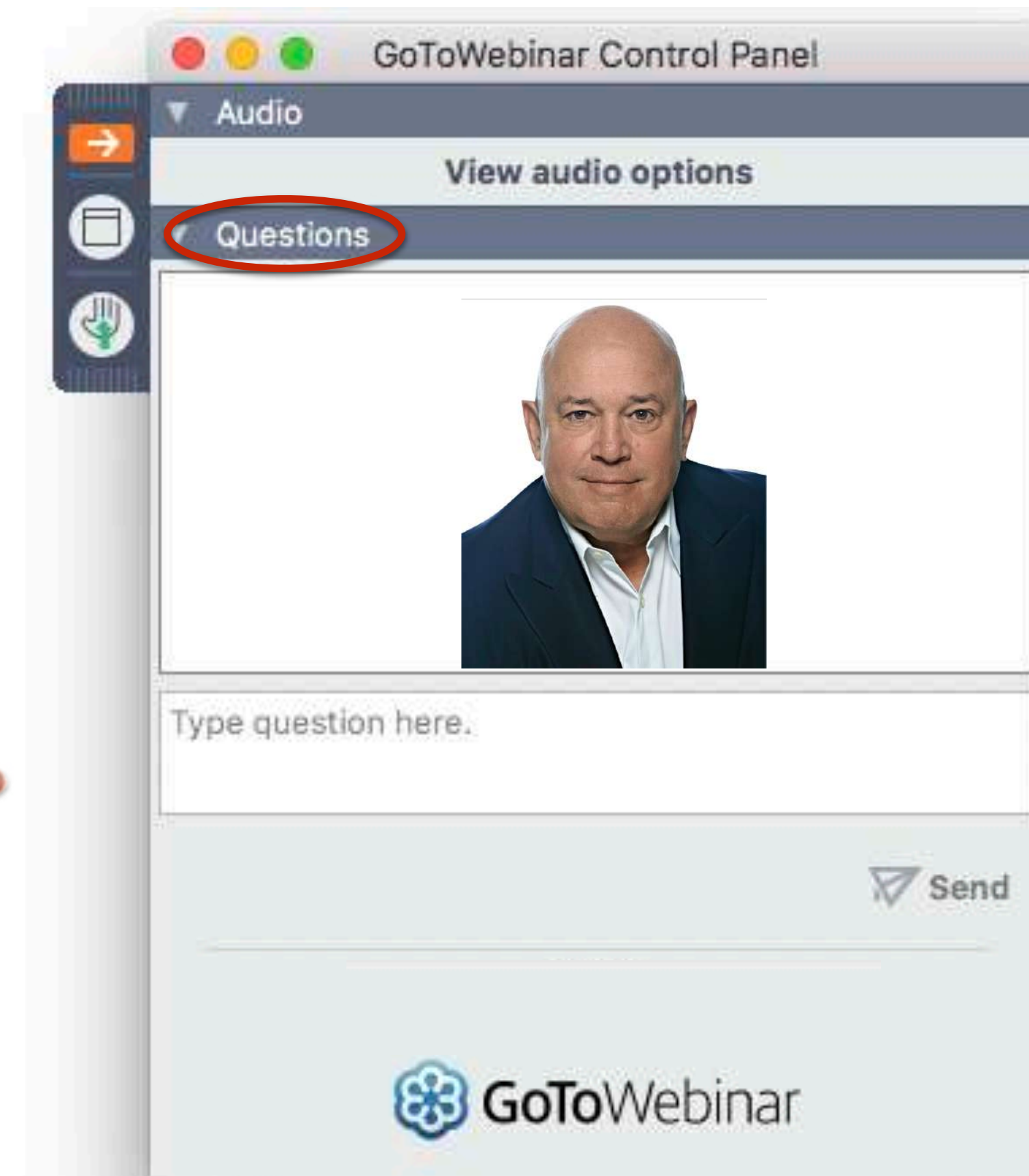


**If it is not driving customers to the dealers website or showroom with the intention of inquiring about a vehicle**

**JUST DON'T DO IT.**



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