2nd TUESDAY

LBS WEBINAR SERIES

2020 WILL BE ANOTHER GREAT YEAR FOR THE AUTO BUSINESS. TOTAL ADVERTISING EXPENDITURES WILL CONTINUE TO EXPAND!

Local Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!

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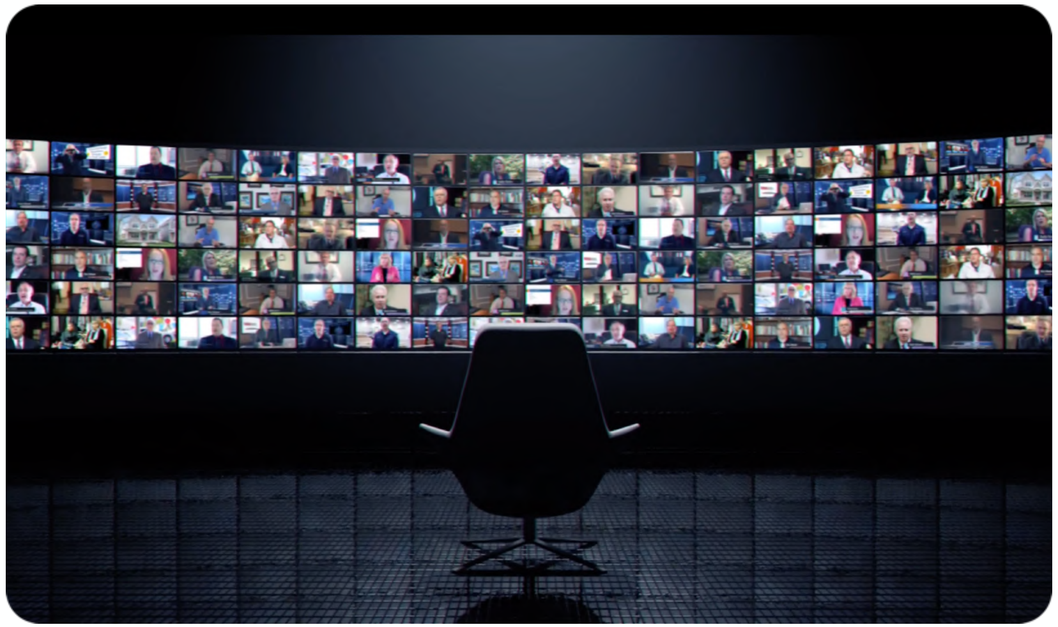

Over 1,000 training videos featuring over 60 trainers – making us the industry's leading training service!

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!

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

Local Broadcast Sales

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

HAVE ANY QUESTIONS?

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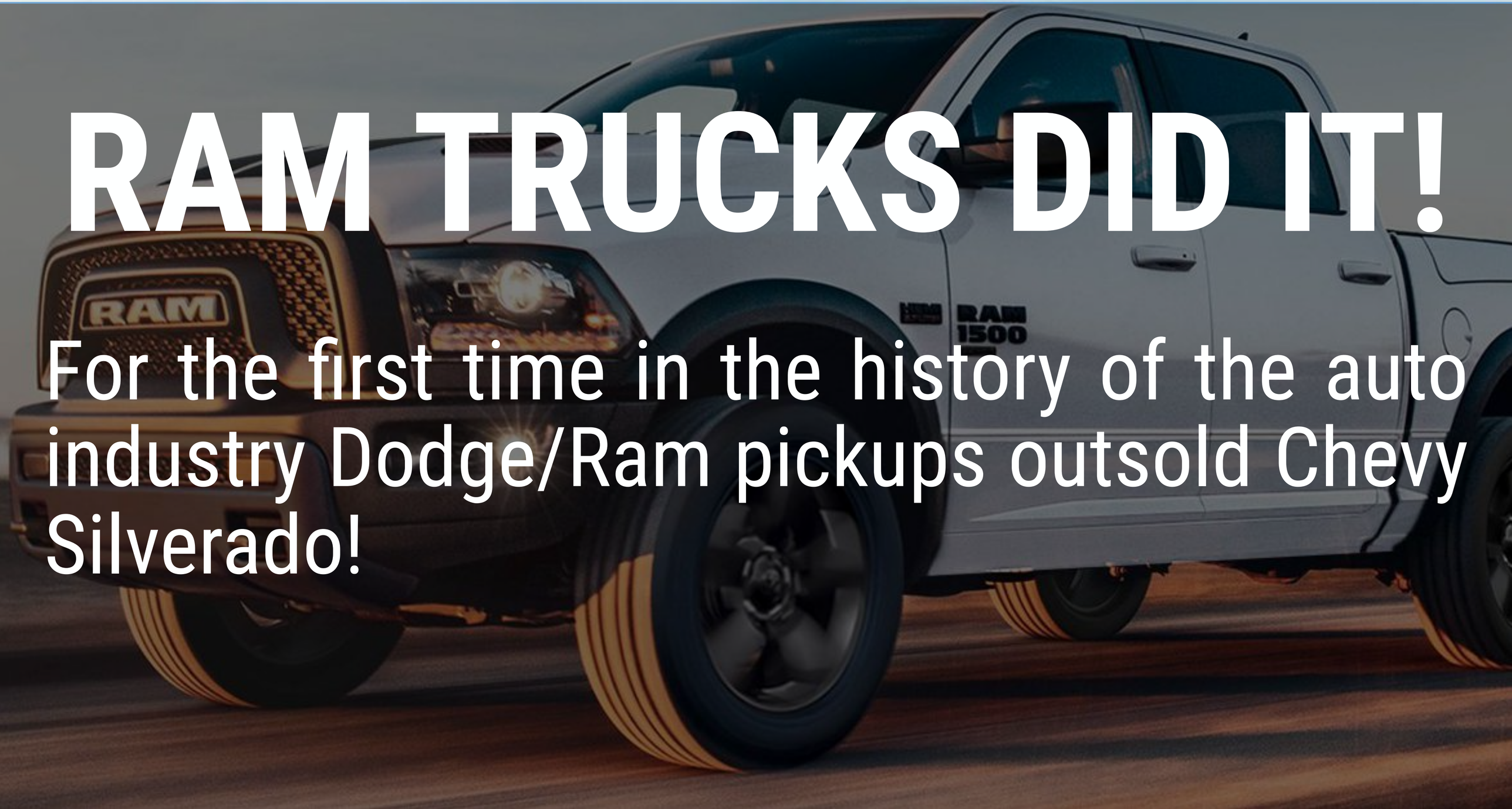


RAM TRUCKS DID IT!

For the first time in the history of the auto industry Dodge/Ram pickups outsold Chevy Silverado!

Remember that this is an election year. If you are in a battleground state political advertising may eat up a good bit of availability. Talk to the dealers in your market about locking in ad slots now for September, October, and that first week of November.

The used vehicle market is poised for record sales in 2020 according to Edmunds

CERTIFIED
PRE-OWNED

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

Total Used Sales

2018 - 40.2 million

2019 - 42.4 million

2020 - 44.0 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!

NEW VEHICLE SALES

2015 - 17,386,000
2016 - 17,465,000
2017 - 17,134,000
2018 - 17,215,000
2019 - 17,120,000
2020 - 17,100,000 est*

TRUCK SALES

2016		2017		2018	
Ford	820,799	Ford	896,764	Ford	909,330
CHEVROLET	574,876	CHEVROLET	585,864	CHEVROLET	585,582
RAM	489,418	RAM	500,723	RAM	536,980

TRUCK SALES

2018

Ford	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

TRUCK SALES 2019

Ford	896,796
RAM	598,960
CHEVROLET	513,552

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

TRUCK SALES

FINAL 2019 RESULTS

Ford	896,526
RAM	633,694
CHEVROLET	575,600

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®

Subaru 12th year of record sales and going strong

700,117

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
2019	**700,117**

Luxury Battle

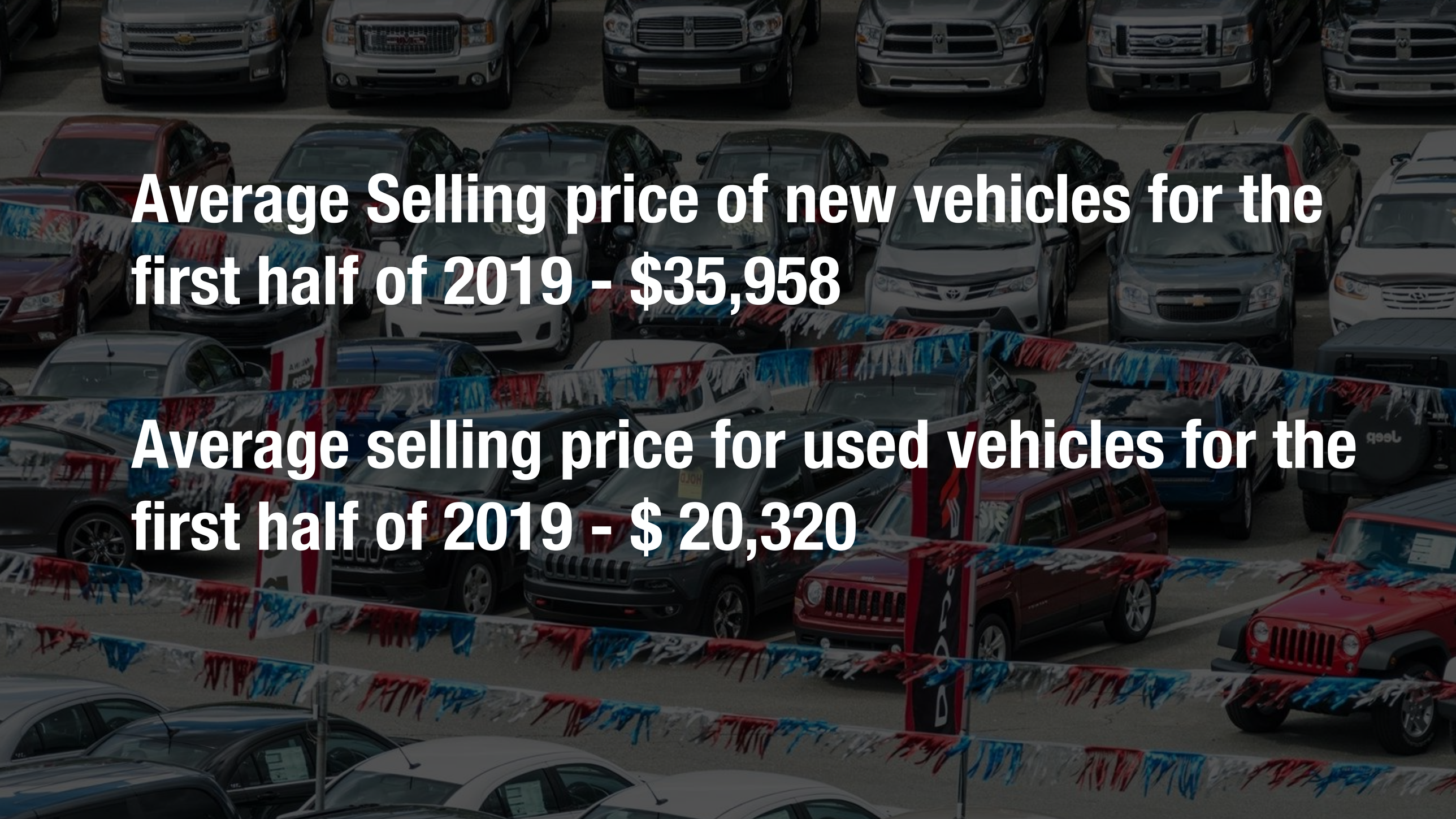
2016		2017		2018	
	340,237		372,240		354,144
	331,174		305,685		311,014
	313,174		302,229		298,302

Luxury Battle 2019 Sales

	357,729
	324,826
	298,114

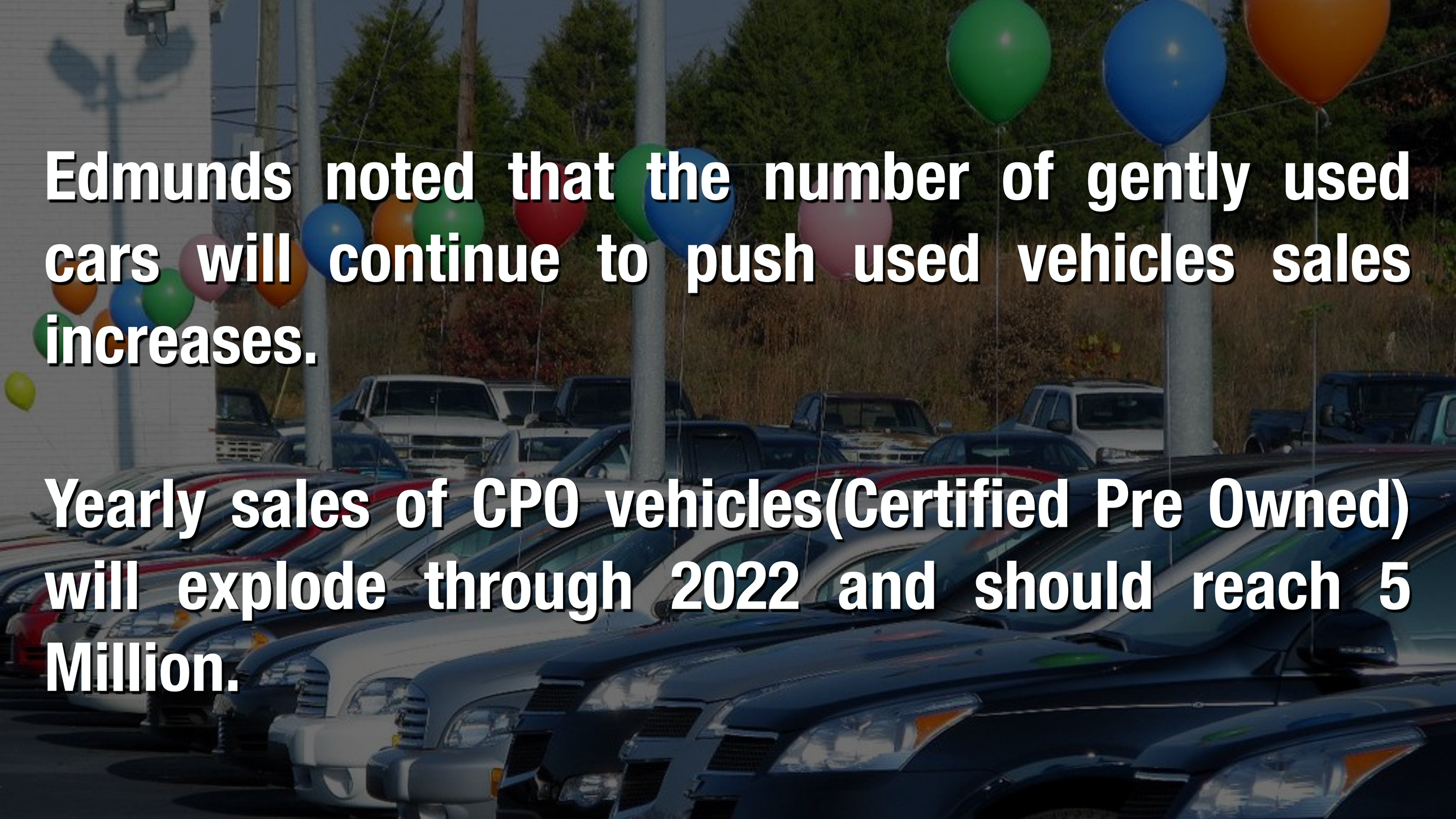
REBATES!
DEALER CASH!
INTEREST RATES DEALS!

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 - $35,958

Average selling price for used vehicles for the first half of 2019 - $ 20,320



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.

Total used sales

2018 - 40.2 million

2019 - 42.4 million

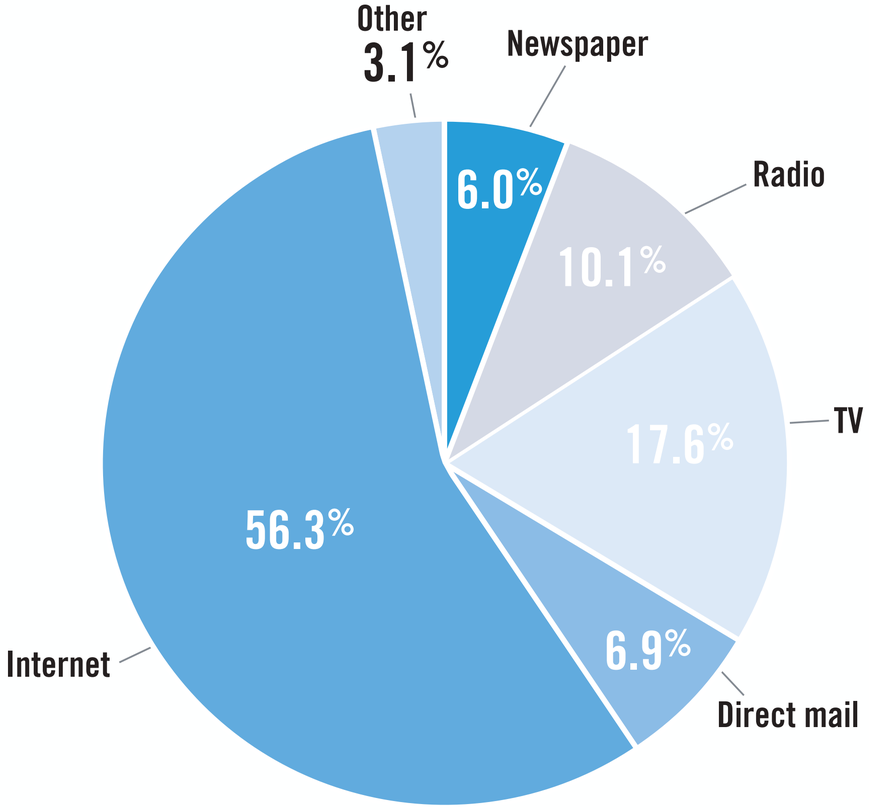
2020 - 44.0 million est

Total dealership advertising for 2019
9.86 Billion Dollars!

NADADATA

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

<u>DLR A</u>
June
$50,000 Total Adv. Exp.

100 units

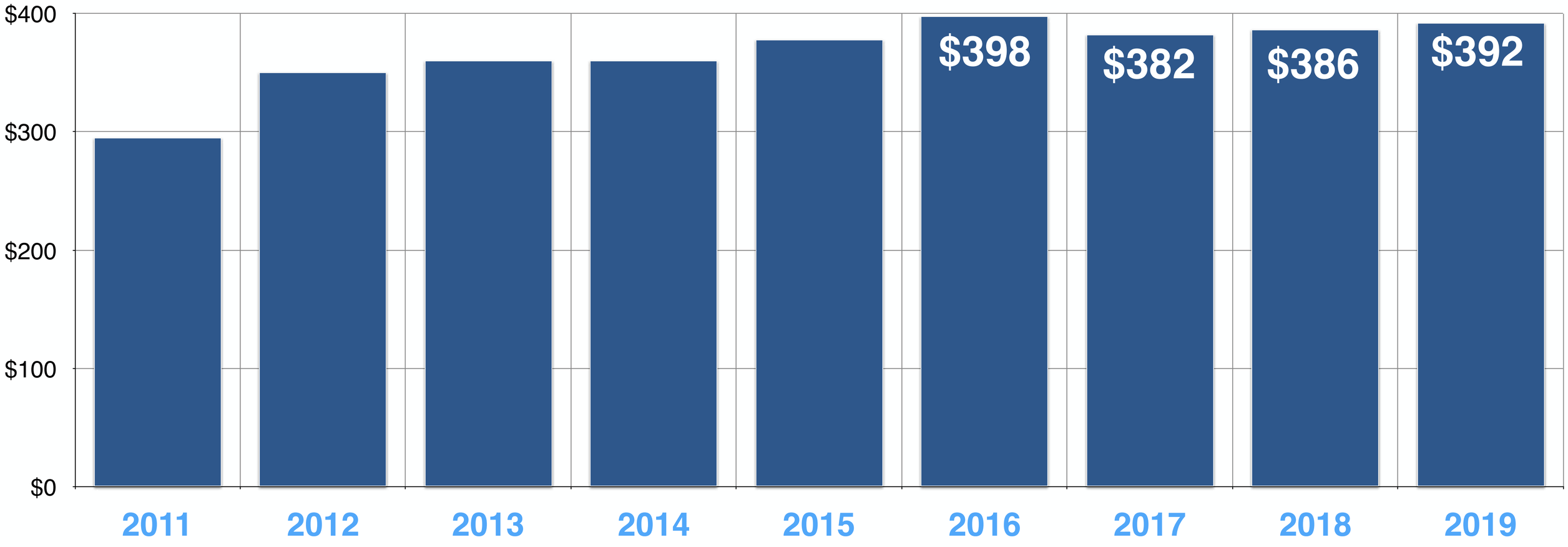
$500 per vehicle retail

<u>DLR A</u>
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?

The Elements of Compelling Automotive Creative

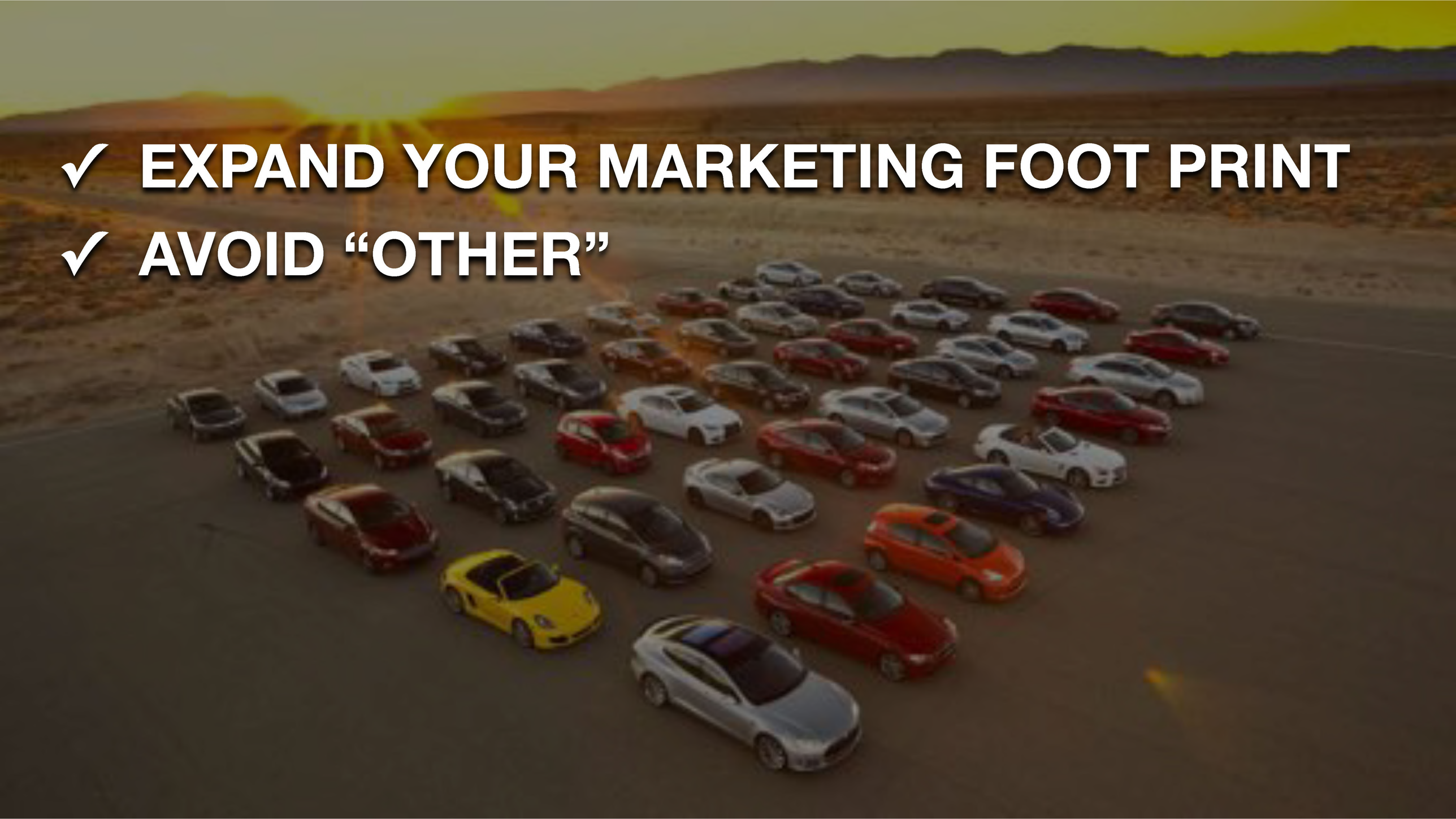
1. Price
2. Selection
3. U.S.P (Unique Selling Proposition)
4. Prominent & Easy Internet Locator (U.R.L.)

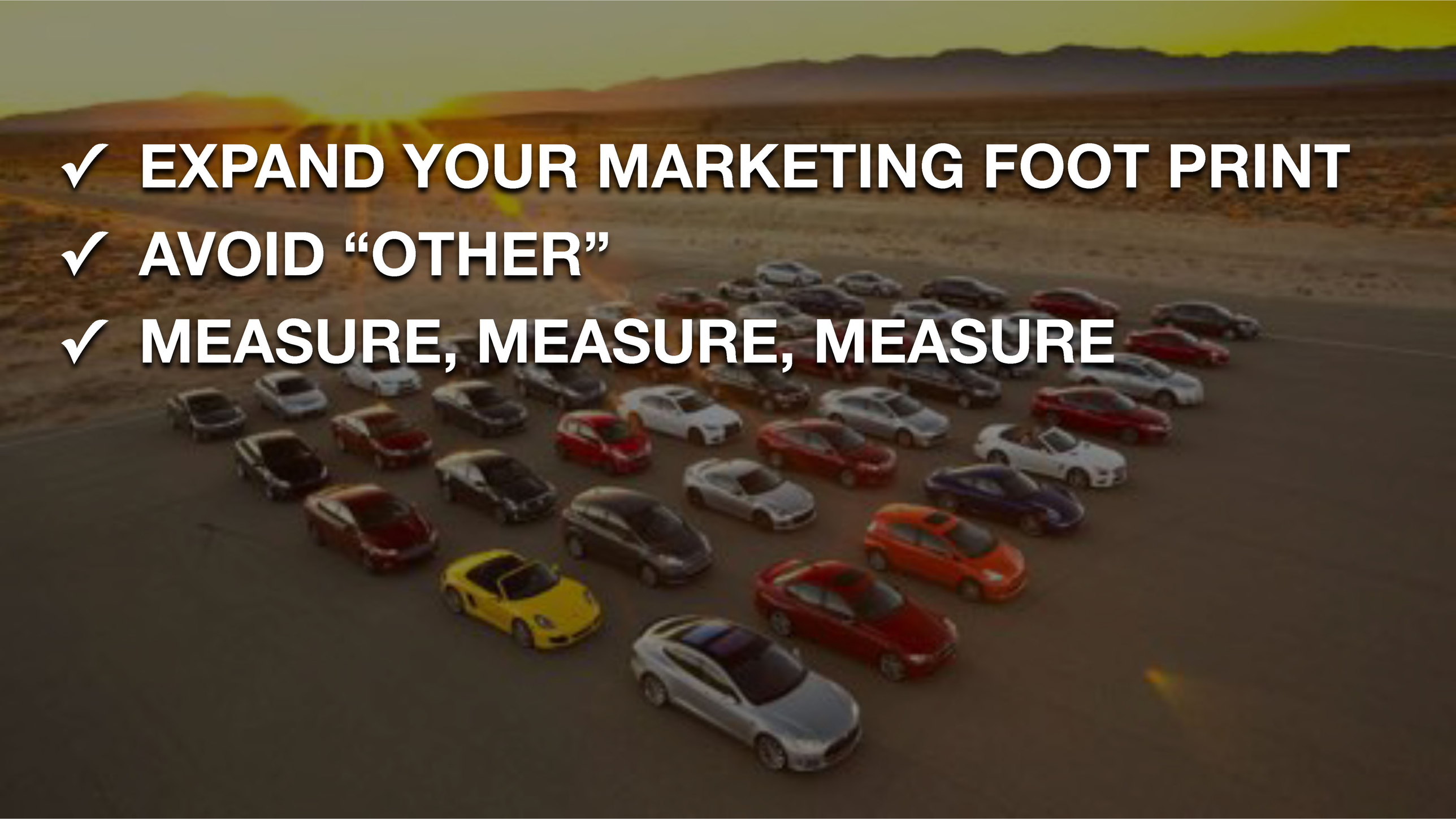
Should a dealer emphasize price or monthly payment in his advertising?

Generally, when advertising New vehicles focus on monthly payment.

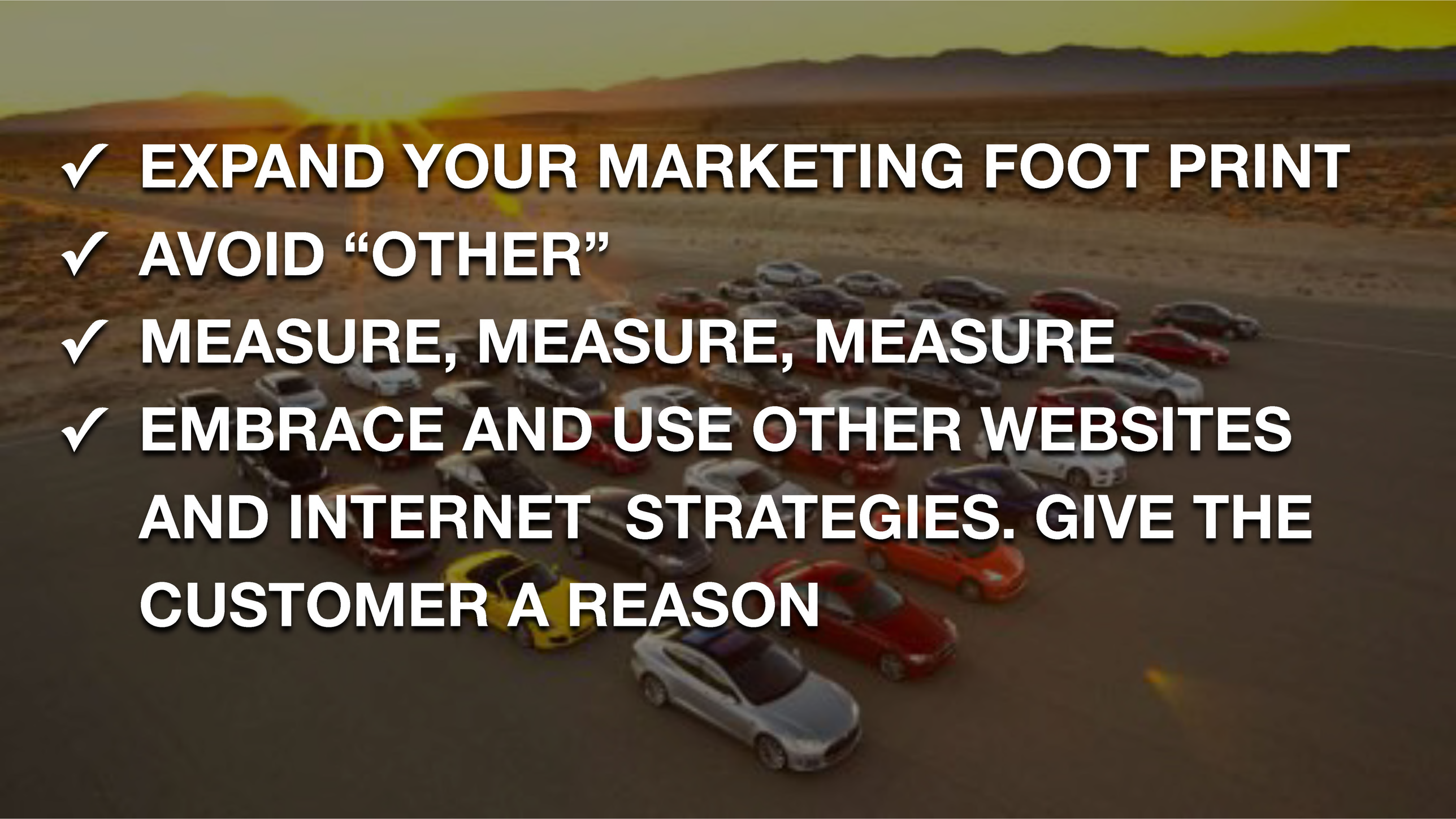
When talking about used vehicles try to focus on price.

✓ 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?

Ford
CHRYSLER
NISSAN
DON DAVIS AUTO GROUP
LINCOLN
Jeep
RAM
DODGE

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

WEATHER IN THE AREA

RIGHT NOW WEATHER

Dallas, TX

11 AM	5 PM	11 PM	5 AM

WFAA abc WFAA.com A TEGNA Company

Search

HOME | WEATHER 87° | LOCAL | NATION NOW | TRAFFIC | SPORTS | FEATURES | ABOUT | VIDEO | PHOTOS | COMMUNITY

DON DAVIS

QUICK LINKS

- Slideshows
- News Links
- Radars
- Share Your Photos
- Coupons
- Lottery Results
- TV Schedule
- GMT
- National Politics

WEATHER IN THE AREA

Regional | Collin County | Dallas County | Denton County | Tarrant County

CRIME

KIA'S FOR $159/MONTH KIA
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

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

Methodist Dallas takes on 3 liver transplants in...

FOLLOW WFAA:

RIGHT NOW WEATHER

Dallas, TX

11 AM	5 PM	11 PM	5 AM
92°	98°	87°	79°

More Weather

RIGHT NOW

Weather | 2 hours ago

Local Forecast

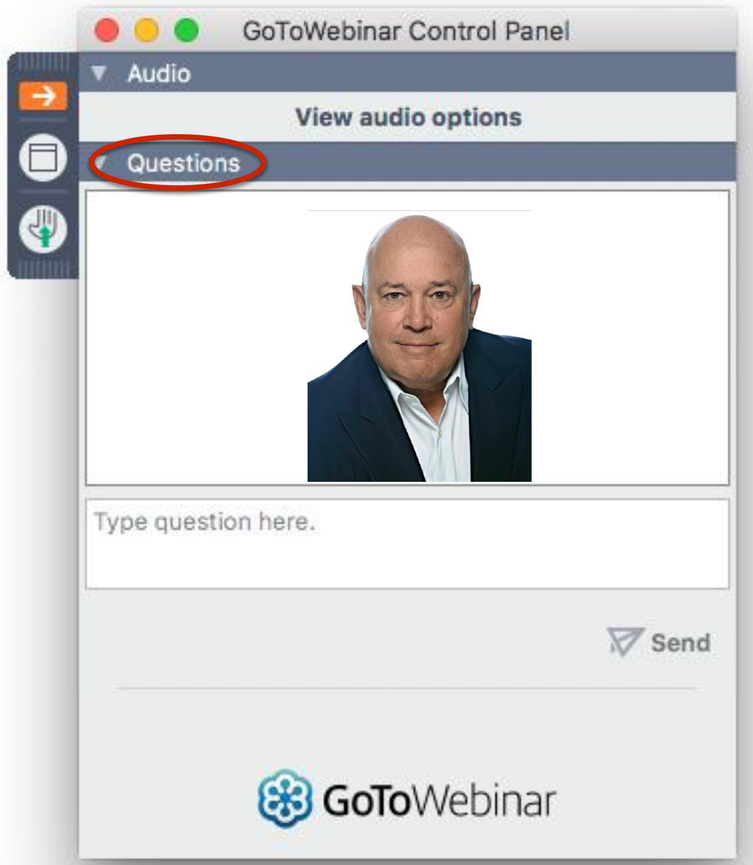
It is CRITICAL that the dealer's website be prominent in every second of the TV creative and at least mentioned 3 times in the radio spot.

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.

HAVE ANY QUESTIONS?



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