

RECREATION VEHICLES INDUSTRY TRENDS

COMPANY ANALYSIS (Net % of AI)*

Description	Average of All Dealers		20% Most Profitable Dealers Averaged*		20% Least Profitable Dealers Averaged*		Your Dealership	
CURRENT UNIT INVENTORY								
Total New Unit Inventory	\$3,073,028		\$2,965,014		\$3,664,252		\$ _____	
Total Used Unit Inventory	\$409,822		\$453,748		\$485,484		\$ _____	
Total Inventory	\$3,475,493		\$3,376,685		\$4,144,883		\$ _____	
YTD TURNOVER RETURN ON AVG INV								
	T.O.	ROAI	T.O.	ROAI	T.O.	ROAI	T.O.	ROAI
New Unit Inventory	0.2	1.7%	0.3	2.4%	0.1	0.3%	_____	_____%
Used Unit Inventory	0.4	10.0%	0.8	17.2%	0.2	4.4%	_____	_____%
Total Inventory	0.2	2.4%	0.3	3.6%	0.1	0.7%	_____	_____%
UNIT SALES		GM %		GM %		GM %		GM %
Total New Unit Sales	\$610,392	8.6%	\$928,425	8.1%	\$333,088	4.8%	\$ _____	_____%
Total Used Unit Sales	\$194,426	17.6%	\$360,812	12.9%	\$97,942	19.8%	\$ _____	_____%
Total Other Sales Dept Sales	\$68,431	11.4%	\$187,405	10.5%	\$20,988	20.6%	\$ _____	_____%
Total Unit Sales	\$805,574	10.7%	\$1,382,939	9.5%	\$385,022	7.9%	\$ _____	_____%
Company GM% Driven by Units		21.7%		20.2%		20.6%		_____%
DEALERSHIP SALES BY DEPARTMENT		% SALES		% SALES		% SALES		% SALES
Total Unit Sales Department	\$805,574	74.5%	\$1,382,939	76.5%	\$385,022	71.7%	\$ _____	_____%
Total Finance & Insurance Department	\$74,343	6.9%	\$133,732	7.4%	\$33,961	6.3%	\$ _____	_____%
Total Service Department	\$112,637	10.4%	\$146,713	8.1%	\$69,314	12.9%	\$ _____	_____%
Total Parts & Accessories Department	\$75,328	7.0%	\$91,498	5.1%	\$48,293	9.0%	\$ _____	_____%
Total Rental Department	\$83,150	7.0%	\$201,037	13.5%			\$ _____	_____%
Total Other Departments	\$5,137	0.4%	\$14,519	0.7%	\$6,083	1.0%	\$ _____	_____%
Total Operating Sales	\$1,080,715	100.0%	\$1,806,956	100.0%	\$537,351	100.0%	\$ _____	_____%
AVAILABLE INCOME		GM %		GM %		GM %		GM %
Total Unit Sales Department	\$86,223	10.7%	\$131,161	9.5%	\$30,401	7.9%	\$ _____	_____%
Total Finance & Insurance Department	\$54,784	73.7%	\$101,146	75.6%	\$26,584	78.3%	\$ _____	_____%
F&I AI % of Major+Consign Units AI		64.7%		77.5%		93.3%	\$ _____	_____%
Total Service Department	\$103,353	91.8%	\$137,212	93.5%	\$61,580	88.8%	\$ _____	_____%
Total Parts & Accessories Department	\$27,729	36.8%	\$34,717	37.9%	\$19,121	39.6%	\$ _____	_____%
Total Rental Department	\$44,518	53.5%	\$106,914	53.2%			\$ _____	_____%
Total Other Departments	\$2,501	49.8%	\$14,519	100.0%			\$ _____	_____%
Total Operating Available Income	\$278,793	25.8%	\$432,771	24.0%	\$137,619	25.6%	\$ _____	_____%
Avg Operating AI per Employee	\$17,175		\$23,964		\$9,939		\$ _____	_____%
EXPENSES		% AI		% AI		% AI		% AI
Total Personnel Expenses	\$179,133	64.3%	\$195,393	45.1%	\$160,669	116.7%	\$ _____	_____%
Total Advertising Expenses	\$31,106	11.2%	\$19,001	4.4%	\$31,403	22.8%	\$ _____	_____%
Total Floorplan Interest Expenses	\$31,791	11.4%	\$31,119	7.2%	\$31,477	22.9%	\$ _____	_____%
Total Other Variable Expenses	\$50,642	18.2%	\$51,232	11.8%	\$48,396	35.2%	\$ _____	_____%
Total Fixed Expenses	\$60,763	21.8%	\$52,987	12.2%	\$72,117	52.4%	\$ _____	_____%
Total Expenses	\$353,435	126.8%	\$349,731	80.8%	\$344,062	250.0%	\$ _____	_____%
NET OPERATING PROFIT/LOSS	-\$74,642	-26.8%	\$83,039	19.2%	-\$206,443	-150.0%	\$ _____	_____%
Non-Operating Income & Expense	\$3,104	1.1%	\$6,160	1.4%	\$4,746	3.5%	\$ _____	_____%
NET PROFIT AFTER NON-OPERATING	-\$71,797	-25.8%	\$89,199	20.6%	-\$202,884	-147.4%	\$ _____	_____%
NET OPERATING PROFIT % OF SALES	-6.9%		4.6%		-38.4%		_____%	
NET PROFIT AFTER NON-OP % OF SALES	-6.6%		4.9%		-37.8%		_____%	

RECREATION VEHICLES INDUSTRY TRENDS

GROSS MARGIN ANALYSIS (Net % of AI)*

Description	Average of All Dealers		20% Most Profitable Dealers Averaged*		20% Least Profitable Dealers Averaged*		Your Dealership	
	\$ Sales	GM %	\$ Sales	GM %	\$ Sales	GM %	\$ Sales	GM %
New Travel Trailers	\$375,790	8.8%	\$512,963	7.6%	\$185,101	5.4%	\$ _____	____%
New 5th Wheels	\$215,277	5.8%	\$319,623	6.9%	\$134,073	4.3%	\$ _____	____%
Used Travel Trailers	\$120,281	20.8%	\$239,187	15.9%	\$53,119	21.1%	\$ _____	____%
Used 5th Wheels	\$65,577	19.2%	\$74,221	16.1%	\$64,046	22.4%	\$ _____	____%
Total Parts & Accessories Department	\$75,328	36.8%	\$91,498	37.9%	\$48,293	39.6%	\$ _____	____%
Customer Labor Rate - Current Period	\$163		\$164		\$166		\$ _____	____%

*Note: Most/Least Profitable based on Net % of AI