



GENERAL INFORMATION

- This all-inclusive annual report debuts yearly at NIADA'S National Policy Conference in Washington D.C. at the end of September and is mailed the first week of October to all 16,000+ NIADA members. Additional distribution at several industry events, conventions & trade shows throughout the year. This report will also be available for purchase online to all non-members throughout the year at www.niada.com/publications.php
- Includes dealer and auto auction industry demographics, charts and trends, as well as studies and research conducted and collected from various industry and allied industry experts.

Half and full page four-color display ads are now available in the 2020 NIADA Used Car Industry Report. Distribution is 22,000+ annually to the entire NIADA and NAAA membership, by online subscription and special requests, at the NIADA Annual Convention, and at national industry trade shows throughout the year.

AD PLACEMENTS

- Cover positions are on a first-come first-served basis, with first right of refusal from current cover position advertisers.
 - Placement of ads in your industry's area of expertise within the industry report are available on a first-come first-served basis.
- The Used Car Industry Report is also sold online inclusive of advertisements at niada.com/publications.php

NIADA USED CAR INDUSTRY REPORT AD DISPLAY RATES

BACK COVER
\$4,200

INSIDE FRONT COVER
\$3,950

INSIDE BACK COVER
\$3,850

FULL PAGE
\$3,650
(Within the publication)

1/2 PAGE
\$2,800
(Within the publication)



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LETTER FROM THE CEO

INDUSTRY CONFIDENCE REMAINS STRONG: CONTINUED GROWTH IN RETAIL SALES AND LOW UNEMPLOYMENT ARE KEY INDICATORS

DEALERS REMAIN CAUTIOUSLY OPTIMISTIC AS THEY MANAGE INDUSTRY DISRUPTION AND THE UPCOMING PRESIDENTIAL ELECTION.



by Steve Jordan, NIADA CEO
The 2019 *Used Car Industry Report* perfectly describes this narrative as the industry rebounds from the fluctuations in automotive lending and underwriting over the past couple of years.

Prime and near-prime lenders are normalizing their marketplace positions and competing for customers with stronger incomes, and by extension are placing tighter restrictions on auto finance contracts for non-prime and subprime customers. Auto lenders lending in their normal channels is good for the industry, especially Buy Here-Pay Here dealers and operators.

Our 2019 report begins with detailed statistics and demographics from NIADA's members, and is a valuable tool for our dealer members to compare their dealership numbers and operations to other dealer members nationwide.

Special thanks to those who take the time to complete our membership surveys. Your time and effort is extremely important, ensuring statistical relevance and creating a benchmark for NIADA membership.

The NIADA Business Confidence Survey (Section 2) continues to add a unique, real-time dealer perspective on the state of the industry and its confidence regarding key business indicators.

The quarterly results, compiled with the assistance of industry partner Equifax, are a great educational tool to pass on to legislators, regulators, media and others who seek better insight into the industry on a timely, consistent basis.

As NIADA continues to educate national, state and local officials about the used auto industry, our strong alliances with industry associations like NADA, NAAA and NABD, as well as our many industry vendor partners

who assist with data efforts throughout this report are vital to our advocacy efforts.

In Section 3, NABD provides in-depth analysis of the Buy Here-Pay Here segment for the year past, along with forecasts for what BHPH dealers can expect for the rest of 2019 and beyond.

As mentioned, the *Used Car Industry Report* is also filled with invaluable data from several of NIADA's industry vendor partners and leading nationally recognized automotive brands. These companies spend millions of dollars on research of the used vehicle industry, including dealer and consumer studies and white papers, contributing to the overall perspective and confidence we all have in the automotive industry.

In Section 4, J.D. Power/NIADA Used Car Guide provides a breakdown of used car sales by channel by month for the year 2018, followed in Sections 5 and 6 by 2019 in-depth market insights and outlooks from Cox Automotive and Edmunds. CPO data and trends are also noted within Section 6 on page 33. And speaking of CPO, our NIADA Certified Pre-Owned program continues to evolve with a brand new NIADA CPO inventory tool. Visit www.niada.com/certified for more information and to sign up to become an NIADA CPO dealer today.

Moving on, our longtime industry partner CARFAX kicks off a series of consumer studies in Sections 7 through 10. Dealers need to carefully review the research graciously provided by CARFAX, Cox Automotive, TrueCar, and CarGurus, as these sections detail merchandising in the digital world and provide updated information on car buyers' journeys from beginning of search all the way to post sale. New TrueCar data provides a study on trade-in process trust issues, and CarGurus is back for a second year in our report with consumer

data detailing vehicle body style preferences. New data from Autosoft in section 11 focuses on dealer ROI. Dominion Cross-Sell in Section 12 provides a unique perspective on the Carvana business model and provides tips on how to compete with it.

Financial data from Equifax on subprime credit and lending trends is noted in Section 13. Industry partner Black Book once again provides very important narrative and charts on retention values in Section 14. Continuing with financial themes, Section 15, offered by Home Loan Investment Bank, offers tips to assist your customers in getting credit application approvals.

GoldStar by Spireon in Section 16 provides a fresh perspective and data on impound fee relief and how it affects dealers' bottom lines. More consumer data is presented by RouteOne in Section 17, summarizing the latest in digital consumer experiences in the automotive finance industry.

Dealer marketing is highlighted in Section 18, as OfferUp details the rise of mobile marketing and lead generation data through this growing marketing medium.

Our report ends this year with a series of Auction Industry Perspectives from several auction industry partners and independent auction groups. The auction industry is a vital part of our industry, and NIADA continues to work closely with the National Auto Auction Association (NAAA) on many initiatives and programs to help dealers and auctions informed, educated and on the same page.

I'd like to thank all of our industry partners who help us make NIADA's annual *Used Car Industry Report* a must-have in understanding our industry.

And I want to thank you, our dealer members and our allied industry partners for your ongoing feedback and support of our shared goals.

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