

## 2001 Dealer Attitude Study

Brand	2001 score	2001 rank	2000 score	2000 rank	Change 01 vs 00
Lexus	159	1	164	1	-5
Saturn	146	2	130	3	16
Toyota	143	3	131	2	12
Acura	138	4	N/A	N/A	-
Hyundai	135	5	118	6	17
BMW	128	6	115	8	13
Honda	127	7	122	5	5
Kia	127	8	125	4	2
Mercedes-Benz	116	9	115	8	1
Volkswagen	115	10	112	10	3
Audi	113	11	112	10	1
Subaru	113	12	106	13	7
Volvo	110	13	100	19	10
Nissan	108	14	110	12	-2
Saab	102	15	N/A	N/A	-
Mitsubishi	97	16	106	13	-9
Industry Average	93		88		5

Note: Finishing below industry average, in alphabetical order, are: Buick, Cadillac, Chevrolet, Chrysler-Plymouth, Daewoo, Dodge, Ford, GMC, Isuzu, Jeep, Lincoln, Mazda, Mercury, Oldsmobile and Pontiac; Infiniti, Jaguar, Land Rover, Porsche and Suzuki not included due to insufficient sample; N/A = Change in DSI not shown due to insufficient sample size in 2000. This study examines the attitudes of new-vehicle dealers regarding the manufacturer/dealer relationship and the retail distribution system.

Source: J.D. Power and Associates 2001 Dealer Attitude Study<sup>SM</sup>

## 2001 new-vehicle gross profitability per dealership

Nameplate	Average gross per vehicle before F&I	Average number of vehicles sold per dealership
Porsche	\$6,863	117
Mercedes-Benz	3,560	715
Lexus	3,483	1,228
BMW	3,236	682
Acura	2,409	723
Audi	2,252	384
Cadillac	2,106	157
Infiniti	1,887	534
Saab	1,746	241
Lincoln	1,684	129
GMC	1,503	288
Saturn	1,430	1,204
Toyota	1,428	1,290
Volkswagen	1,420	705
Dodge	1,403	453
Volvo	1,386	537
Jeep	1,376	237
Honda	1,343	1,167
Chevrolet	1,327	710
Hyundai	1,313	738
Chrysler-Plymouth	1,308	254
Subaru	1,294	359
Buick	1,293	160
Isuzu	1,269	190
Nissan	1,262	664
Ford	1,256	867
Mitsubishi	1,248	527
Suzuki	1,234	131
Kia	1,214	393
Mercury	1,188	146
Pontiac	1,155	212
Oldsmobile	1,138	104
Mazda	1,110	342
Daewoo	1,068	109

Note: Land Rover and Jaguar excluded because of insufficient sample size. Information in this chart is collected in an annual survey of dealer principals. It is not based on financial statements but on dealer principal perspectives.

Source: J.D. Power and Associates 2001 Dealer Attitude Study<sup>SM</sup>

## 2001 top 3 vehicles in initial quality (per segment)

Cars	Defects per vehicle	Defects per vehicle	
<b>Compact car</b>		<b>Mid-luxury car</b>	
Toyota Corolla	104	Saab 9-5	92
Toyota Prius	109	BMW 5 series	94
Toyota Echo	119	Mercedes-Benz E class	95
<b>Entry mid-sized car</b>		<b>Premium luxury car</b>	
Nissan Altima	130	Lexus LS 430	58
Chevrolet Malibu	138	Jaguar XK	81
Oldsmobile Alero	148	BMW 7 series	92
<b>Premium mid-sized car</b>		<b>Sporty car</b>	
Toyota Avalon	87	Acura Integra	116
Dodge Intrepid	99	Mazda Miata	138
Honda Accord	109	Toyota Celica	140
<b>Full-sized car</b>		<b>Premium sports car</b>	
Chrysler Concorde	111	Chevrolet Corvette	115
Buick LeSabre	118	Honda S2000	119
Mercury Grand Marquis	134	Porsche Boxster	119
<b>Entry luxury car</b>			
Lexus ES 300	73		
Acura TL	76		
BMW 3 series	101		
Chrysler LHS	101		
<b>Trucks</b>	<b>Defects per vehicle</b>	<b>Defects per vehicle</b>	
<b>Compact pickup</b>		<b>Full-sized sport-utility</b>	
GMC Sonoma	146	Ford Expedition	129
Chevrolet S10	154	Chevrolet Suburban	136
Toyota Tacoma	154	Chevrolet Tahoe	139
<b>Full-sized pickup</b>		<b>Luxury sport-utility</b>	
Toyota Tundra	91	Lexus RX 300	85
Ford F series Light Duty	137	Lexus LX 470	102
Ford F-250 Super Duty	143	Infiniti QX4	140
<b>Entry sport-utility</b>		<b>Compact van</b>	
Honda CR-V	115	Toyota Sienna	101
Jeep Wrangler	144	Honda Odyssey	132
Toyota RAV4	174	Chrysler Voyager	161
<b>Mid-sized sport-utility</b>			
Nissan Pathfinder	133		
Jeep Grand Cherokee	138		
Toyota 4Runner	138		

Note: Data reflects problems per 100 vehicles; full-sized car and mid-sized luxury car segments not included. Owners and lessees are surveyed regarding problems experienced after 90 days of ownership. Performance is summarized utilizing a problems-per-100 vehicles designation. The study compares quality by manufacturer, assembly plant, vehicle model and platform.

Source: J.D. Power and Associates 2001 Initial Quality Study<sup>SM</sup>

## 2001 Customer Service Index Brand performance for cars and light trucks

Brand	Score	2001 rank
Lexus	903	1
Saturn	901	2
Cadillac	893	3
Infiniti	882	4
Acura	881	5
Buick	880	6
BMW	874	7
Lincoln	870	8
Oldsmobile	870	9
Saab	869	10
Volvo	868	11
Jaguar	867	12
Mercedes-Benz	862	13
GMC	855	14
Land Rover	855	15
Mercury	852	16
Chrysler	851	17
Honda	851	18
Toyota	842	19
Chevrolet	841	20
Industry Average	837	

Note: Finishing below industry average in alphabetical order are: Audi, Dodge, Ford, Hyundai, Isuzu, Jeep, Kia, Mazda, Mitsubishi, Nissan, Plymouth, Pontiac, Porsche, Subaru, Suzuki and Volkswagen. Daewoo consists of 1- and 2-year-old vehicles only. Data is based on a survey of consumers who have owned or leased a new vehicle for one, two or three years regarding the dealer survey experience. Customers evaluate dealer service departments, the warranty experience and repair problems. The study also examines dealership days/hours of operation, service location and the ease of scheduling an appointment. CSI comprises six process categories that define the dealer service experience.

Source: J.D. Power and Associates 2001 Customer Service Index Study<sup>SM</sup>

# Dealership census data

## U.S. car and light-truck franchises

	Jan. 1, 2002	Jan. 1, 2001
Chrysler brand.....	2,801	2,969
Dodge car-truck.....	2,934	2,934
Dodge truck (no car).....	6	11
Jeep.....	2,826	2,841
Plymouth.....	0	2,920
<b>Chrysler group.....</b>	<b>8,567</b>	<b>11,675</b>
Ford Division.....	3,911	3,919
Lincoln.....	1,419	1,540
Mercury.....	2,087	2,408
<b>Ford Motor Co. ....</b>	<b>7,417</b>	<b>7,867</b>
Buick.....	2,775	2,785
Cadillac.....	1,490	1,505
Chevrolet.....	4,215	4,250
GMC.....	2,237	2,240
Oldsmobile.....	2,350	2,800
Pontiac.....	2,820	2,830
Saturn.....	440	438
<b>General Motors.....</b>	<b>16,327</b>	<b>16,848</b>
<b>U.S.-badged.....</b>	<b>32,311</b>	<b>36,390</b>
Acura.....	258	258
Honda Division.....	1,001	997
<b>American Honda.....</b>	<b>1,259</b>	<b>1,255</b>
Isuzu.....	514	541
Mazda.....	706	736
Mitsubishi.....	589	550
Infiniti.....	157	154
Nissan Division.....	1,074	1,072
<b>Nissan Motor.....</b>	<b>1,231</b>	<b>1,226</b>
Subaru.....	584	584
Suzuki.....	433	400
Lexus.....	196	190
Toyota Division.....	1,199	1,200
<b>Toyota Motor Sales.....</b>	<b>1,395</b>	<b>1,390</b>
<b>Japan-badged.....</b>	<b>6,711</b>	<b>6,682</b>
BMW.....	340	342
Mercedes-Benz.....	310	310
Porsche.....	193	205
Audi.....	261	259
VW Division.....	605	603
<b>VW of America.....</b>	<b>866</b>	<b>862</b>
<b>Germany-badged.....</b>	<b>1,709</b>	<b>1,719</b>
Daewoo.....	525	501
Hyundai.....	576	528
Kia.....	620	605
<b>Korea-badged.....</b>	<b>1,721</b>	<b>1,634</b>
Saab.....	212	205
Volvo.....	348	346
<b>Sweden-badged.....</b>	<b>558</b>	<b>551</b>
Aston Martin*.....	12	15
Jaguar.....	150	143
Land Rover.....	140	126
Lotus*.....	34	38
Rolls-Royce/Bentley....	36	39
<b>Great Britain-badged ...</b>	<b>372</b>	<b>361</b>
Ferrari*.....	25	29
<b>Italy-badged.....</b>	<b>25</b>	<b>29</b>
<b>All import-franchised.....</b>	<b>11,096</b>	<b>10,976</b>
<b>TOTAL FRANCHISES.....</b>	<b>43,407</b>	<b>47,366</b>

Note: 2002 estimated Source: Automotive News

## U.S. new-car and light-truck dealerships

	Jan. 1, 2002	Jan. 1, 2001
Chrysler group.....	4,308	4,365
Ford Motor Co. ....	4,587	4,643
General Motors.....	7,761	7,831
<b>Total U.S.-badged.....</b>	<b>16,656</b>	<b>16,839</b>
Minus intercorporate duals.....	155	170
<b>Net U.S.-badged.....</b>	<b>16,501</b>	<b>16,669</b>
<b>Import-badged exclusives.....</b>	<b>4,704</b>	<b>4,399</b>
<b>Import-only duals.....</b>	<b>926</b>	<b>939</b>
<b>TOTAL DEALERSHIPS*</b>	<b>22,131</b>	<b>22,007</b>

\*Includes new-car and light-truck dealerships Source: Automotive News

## Exclusive outlets for Big 3 makes

Dealerships handling the designated make and no other make of its parent corporation as of Jan. 1, 2002. Some handle an import brand.

	Exclusives within corp.	Total franchises
Chrysler brand.....	251	2,801
Dodge.....	1,074	2,940
Jeep.....	433	2,826
<b>Chrysler group.....</b>	<b>1,758</b>	<b>8,567</b>
Ford Division.....	2,500	3,911
Lincoln.....	0	1,419
Mercury.....	0	2,087
<b>Ford Motor Co. ....</b>	<b>2,500</b>	<b>7,417</b>
Buick.....	250	2,775
Cadillac.....	165	1,490
Chevrolet.....	1,960	4,215
GMC.....	166	2,237
Oldsmobile.....	190	2,350
Pontiac.....	140	2,820
Saturn.....	340	440
<b>General Motors.....</b>	<b>4,311</b>	<b>16,327</b>
<b>TOTAL U.S.-BADGED..</b>	<b>7,569</b>	<b>32,311</b>

Source: Automotive News

## Exclusive outlets for import makes

Dealerships handling only the designated make of import-badged vehicles as of Jan. 1, 2002

	No. of exclusives	Total franchises
Toyota.....	756	1,199
Honda.....	749	1,001
Nissan.....	546	1,074
Mitsubishi.....	424	589
Mercedes-Benz.....	196	310
Acura.....	182	258
BMW.....	178	340
Subaru.....	165	584
Volvo.....	165	346
Volkswagen.....	162	605
Lexus.....	148	196
Kia.....	146	620
Hyundai.....	133	576
Mazda.....	116	706
Infiniti.....	113	157
Daewoo.....	110	525
Land Rover.....	100	140
Suzuki.....	83	433
Saab.....	62	212
Jaguar.....	47	150
Audi.....	45	261
Porsche.....	31	193
Isuzu.....	23	514
Ferrari*.....	14	25
Rolls-Royce/Bentley....	7	36
Lotus*.....	2	34
Aston Martin*.....	1	12
<b>TOTAL.....</b>	<b>4,704</b>	<b>11,096</b>

### Decade by decade

Jan. 1, 2000.....	4,140	10,512
Jan. 1, 1990.....	4,240	11,181
Jan. 1, 1980.....	2,863	10,814
Jan. 1, 1970.....	2,612	9,680
Jan. 1, 1960.....	1,020	13,574

\*Estimate Source: Automotive News

## U.S. car/light-truck sales per dealership 2001 vs. 2000

	Car 2001	Car 2000	Unit chg.	Truck 2001	Truck 2000	Unit chg.	Total 2001	Total 2000	Unit chg.
<b>Toyota Division</b>	<b>682</b>	<b>727</b>	<b>-45</b>	<b>582</b>	<b>452</b>	<b>130</b>	<b>1,264</b>	<b>1,179</b>	<b>85</b>
<b>Lexus</b>	<b>711</b>	<b>537</b>	<b>174</b>	<b>449</b>	<b>553</b>	<b>-104</b>	<b>1,161</b>	<b>1,090</b>	<b>71</b>
<b>Honda Division</b>	<b>771</b>	<b>752</b>	<b>19</b>	<b>267</b>	<b>268</b>	<b>-1</b>	<b>1,038</b>	<b>1,020</b>	<b>18</b>
<b>Ford Division</b>	<b>250</b>	<b>275</b>	<b>-25</b>	<b>592</b>	<b>598</b>	<b>-6</b>	<b>841</b>	<b>873</b>	<b>-32</b>
<b>Mercedes</b>	<b>517</b>	<b>493</b>	<b>24</b>	<b>149</b>	<b>170</b>	<b>-21</b>	<b>667</b>	<b>663</b>	<b>4</b>
<b>Acura</b>	<b>502</b>	<b>514</b>	<b>-12</b>	<b>159</b>	<b>39</b>	<b>120</b>	<b>661</b>	<b>553</b>	<b>108</b>
<b>Chevrolet</b>	<b>196</b>	<b>209</b>	<b>-13</b>	<b>437</b>	<b>403</b>	<b>34</b>	<b>633</b>	<b>612</b>	<b>21</b>
<b>Hyundai</b>	<b>526</b>	<b>459</b>	<b>67</b>	<b>101</b>	<b>20</b>	<b>81</b>	<b>627</b>	<b>479</b>	<b>148</b>
<b>BMW</b>	<b>506</b>	<b>473</b>	<b>33</b>	<b>119</b>	<b>78</b>	<b>41</b>	<b>625</b>	<b>551</b>	<b>74</b>
<b>Saturn</b>	<b>593</b>	<b>625</b>	<b>-32</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>594</b>	<b>625</b>	<b>-31</b>
<b>Nissan Division</b>	<b>337</b>	<b>341</b>	<b>-4</b>	<b>252</b>	<b>288</b>	<b>-36</b>	<b>589</b>	<b>629</b>	<b>-40</b>
<b>VW Division</b>	<b>580</b>	<b>584</b>	<b>-4</b>	<b>9</b>	<b>4</b>	<b>5</b>	<b>589</b>	<b>589</b>	<b>-</b>
<b>Mitsubishi</b>	<b>415</b>	<b>426</b>	<b>-11</b>	<b>151</b>	<b>165</b>	<b>-14</b>	<b>566</b>	<b>591</b>	<b>-25</b>
<b>Infiniti</b>	<b>337</b>	<b>371</b>	<b>-34</b>	<b>120</b>	<b>141</b>	<b>-21</b>	<b>457</b>	<b>512</b>	<b>-55</b>
<b>Dodge</b>	<b>112</b>	<b>125</b>	<b>-13</b>	<b>315</b>	<b>370</b>	<b>-55</b>	<b>427</b>	<b>495</b>	<b>-68</b>
<b>Mazda</b>	<b>230</b>	<b>226</b>	<b>4</b>	<b>144</b>	<b>116</b>	<b>28</b>	<b>374</b>	<b>342</b>	<b>32</b>
<b>Kia</b>	<b>255</b>	<b>167</b>	<b>88</b>	<b>110</b>	<b>106</b>	<b>4</b>	<b>365</b>	<b>273</b>	<b>92</b>
<b>Volvo</b>	<b>362</b>	<b>359</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>362</b>	<b>359</b>	<b>3</b>
<b>Audi</b>	<b>320</b>	<b>310</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>320</b>	<b>310</b>	<b>10</b>
<b>Subaru</b>	<b>318</b>	<b>293</b>	<b>25</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>318</b>	<b>293</b>	<b>25</b>
<b>Jaguar</b>	<b>303</b>	<b>312</b>	<b>-9</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>303</b>	<b>312</b>	<b>-9</b>
<b>GMC</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>240</b>	<b>226</b>	<b>14</b>	<b>240</b>	<b>226</b>	<b>14</b>
<b>Daewoo</b>	<b>215</b>	<b>191</b>	<b>24</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>215</b>	<b>191</b>	<b>24</b>
<b>Land Rover</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>205</b>	<b>221</b>	<b>-16</b>	<b>205</b>	<b>221</b>	<b>-16</b>
<b>Pontiac</b>	<b>162</b>	<b>192</b>	<b>-30</b>	<b>27</b>	<b>25</b>	<b>2</b>	<b>189</b>	<b>217</b>	<b>-28</b>
<b>Chrysler Division</b>	<b>119</b>	<b>106</b>	<b>13</b>	<b>65</b>	<b>57</b>	<b>8</b>	<b>184</b>	<b>163</b>	<b>21</b>
<b>Saab</b>	<b>180</b>	<b>191</b>	<b>-11</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>180</b>	<b>191</b>	<b>-11</b>
<b>Jeep</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>161</b>	<b>176</b>	<b>-15</b>	<b>161</b>	<b>176</b>	<b>-15</b>
<b>Isuzu</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>156</b>	<b>181</b>	<b>-25</b>	<b>156</b>	<b>181</b>	<b>-25</b>
<b>Suzuki</b>	<b>37</b>	<b>55</b>	<b>-18</b>	<b>118</b>	<b>109</b>	<b>9</b>	<b>155</b>	<b>164</b>	<b>-9</b>
<b>Buick</b>	<b>135</b>	<b>145</b>	<b>-10</b>	<b>11</b>	<b>-</b>	<b>11</b>	<b>146</b>	<b>145</b>	<b>1</b>
<b>Mercury</b>	<b>109</b>	<b>114</b>	<b>-5</b>	<b>30</b>	<b>31</b>	<b>-1</b>	<b>139</b>	<b>145</b>	<b>-6</b>
<b>Porsche</b>	<b>116</b>	<b>112</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>116</b>	<b>112</b>	<b>4</b>
<b>Cadillac</b>	<b>94</b>	<b>110</b>	<b>-16</b>	<b>21</b>	<b>16</b>	<b>5</b>	<b>115</b>	<b>126</b>	<b>-11</b>
<b>Lincoln</b>	<b>86</b>	<b>99</b>	<b>-13</b>	<b>22</b>	<b>24</b>	<b>-2</b>	<b>107</b>	<b>123</b>	<b>-16</b>
<b>Oldsmobile</b>	<b>67</b>	<b>77</b>	<b>-10</b>	<b>23</b>	<b>26</b>	<b>-3</b>	<b>91</b>	<b>103</b>	<b>-12</b>
<b>Plymouth</b>	<b>21</b>	<b>20</b>	<b>1</b>	<b>0</b>	<b>10</b>	<b>-10</b>	<b>22</b>	<b>30</b>	<b>-8</b>

Source: Automotive News Data Center

## A decade of dealerships

Date	Car dealerships*	Numerical change from previous year	Car dealerships and light-truck dealerships**	Numerical change from previous year	Year-to-year percent change car and light truck
Jan. 1, 2002	21,403	141	22,131	124	0.6
Jan. 1, 2001	21,262	62	22,007	3	0.0
Jan. 1, 2000	21,200	2	22,004	-72	-0.3
Jan. 1, 1999	21,198	-801	22,076	-246	-1.1
Jan. 1, 1998	21,999	-113	22,322	-105	-0.5
Jan. 1, 1997	22,112	-174	22,427	-170	-0.8
Jan. 1, 1996	22,286	-140	22,597	-120	-0.5
Jan. 1, 1995	22,426	-25	22,717	-46	-0.2
Jan. 1, 1994	22,451	-394	22,763	-370	-1.6
Jan. 1, 1993	22,845	-516	23,133	-517	-2.2

\*Does not include light-truck-only outlets Source: Automotive News

\*\*Includes light-truck-only outlets

# Automotive ad spending in the U.S.

## Auto manufacturer measured U.S. ad spending

	2001	2001 share	2000	2000 share	Percent change 2001 vs 2000
<b>BMW</b> .....	<b>\$63,116,700</b>	<b>0.8</b>	<b>\$77,564,000</b>	<b>0.9</b>	<b>-18.6</b>
<b>Daewoo</b> .....	<b>7,504,900</b>	<b>0.1</b>	<b>39,546,800</b>	<b>0.5</b>	<b>-81.0</b>
Chrysler Division .....	396,213,000	5.2	459,638,700	5.5	-13.8
Dodge .....	499,132,400	6.5	660,212,800	7.9	-24.4
Jeep .....	247,406,400	3.2	314,461,800	3.8	-21.3
Mercedes-Benz .....	134,591,100	1.8	149,759,200	1.8	-10.1
Corporate .....	82,957,500	1.1	54,779,100	0.7	51.4
<b>DaimlerChrysler</b> .....	<b>1,360,300,400</b>	<b>17.7</b>	<b>1,638,851,600</b>	<b>19.6</b>	<b>-17.0</b>
Ford Division .....	565,309,200	7.4	511,296,600	6.1	10.6
Jaguar .....	72,100,600	0.9	58,640,400	0.7	23.0
Land Rover .....	47,831,000	0.6	45,198,300	0.5	5.8
Lincoln Mercury .....	257,249,000	3.3	244,375,700	2.9	5.3
Volvo .....	94,304,400	1.2	97,188,200	1.2	-3.0
Corporate .....	51,548,500	0.7	53,900,400	0.6	-4.4
<b>Ford Motor Co.</b> .....	<b>1,088,342,700</b>	<b>14.2</b>	<b>1,010,661,200</b>	<b>12.1</b>	<b>7.7</b>
Buick .....	160,010,600	2.1	251,438,500	3.0	-36.4
Cadillac .....	129,684,400	1.7	208,226,300	2.5	-37.7
Chevrolet .....	780,100,600	10.2	817,124,000	9.8	-4.5
Hummer .....	4,675,600	0.1	445,500	0.0	949.5
Oldsmobile .....	116,796,700	1.5	250,123,100	3.0	-53.3
Pontiac-GMC .....	414,400,600	5.4	467,015,500	5.6	-11.3
Saab .....	28,395,900	0.4	41,913,100	0.5	-32.3
Saturn .....	146,821,200	1.9	309,569,800	3.7	-52.6
Corporate .....	57,588,900	0.7	115,526,200	1.4	-50.2
<b>General Motors</b> .....	<b>1,838,474,500</b>	<b>23.9</b>	<b>2,461,382,000</b>	<b>29.5</b>	<b>-25.3</b>
Acura .....	205,430,600	2.7	170,529,700	2.0	20.5
Honda Division .....	369,157,600	4.8	395,776,100	4.7	-6.7
Corporate .....	16,618,000	0.2	14,615,600	0.2	13.7
<b>American Honda Motor Co.</b> .....	<b>591,206,200</b>	<b>7.7</b>	<b>580,921,400</b>	<b>7.0</b>	<b>1.8</b>
<b>Hyundai</b> .....	<b>169,671,100</b>	<b>2.2</b>	<b>120,454,300</b>	<b>1.4</b>	<b>40.9</b>
<b>Isuzu</b> .....	<b>59,867,500</b>	<b>0.8</b>	<b>37,464,800</b>	<b>0.4</b>	<b>59.8</b>
<b>Kia</b> .....	<b>204,529,000</b>	<b>2.7</b>	<b>90,446,300</b>	<b>1.1</b>	<b>126.1</b>
<b>Mazda</b> .....	<b>177,628,900</b>	<b>2.3</b>	<b>135,881,200</b>	<b>1.6</b>	<b>30.7</b>
<b>Mitsubishi</b> .....	<b>226,687,700</b>	<b>3.0</b>	<b>250,976,700</b>	<b>3.0</b>	<b>-9.7</b>
Infiniti .....	108,917,400	1.4	124,483,900	1.5	-12.5
Nissan Division .....	426,398,700	5.5	486,522,500	5.8	-12.4
Corporate .....	1,067,400	0.0	610,700	0.0	74.8
<b>Nissan North America</b> .....	<b>536,383,500</b>	<b>7.0</b>	<b>611,617,100</b>	<b>7.3</b>	<b>-12.3</b>
<b>Porsche</b> .....	<b>15,329,700</b>	<b>0.2</b>	<b>11,649,900</b>	<b>0.1</b>	<b>31.6</b>
<b>Subaru</b> .....	<b>126,518,200</b>	<b>1.6</b>	<b>104,833,800</b>	<b>1.3</b>	<b>20.7</b>
<b>Suzuki</b> .....	<b>38,636,300</b>	<b>0.5</b>	<b>23,599,700</b>	<b>0.3</b>	<b>63.7</b>
Lexus .....	176,543,200	2.3	183,746,000	2.2	-3.9
Toyota Division .....	547,878,000	7.1	552,464,100	6.6	-0.8
Corporate .....	10,267,100	0.1	4,347,400	0.1	136.2
<b>Toyota Motor Sales U.S.A.</b> .....	<b>734,688,300</b>	<b>9.6</b>	<b>740,557,500</b>	<b>8.9</b>	<b>-0.8</b>
Audi .....	84,076,500	1.1	73,884,600	0.9	13.8
Rolls/Bentley .....	216,400	0.0	989,300	0.0	-78.1
Volkswagen Division .....	359,803,700	4.7	346,546,800	4.1	3.8
<b>Volkswagen of America</b> .....	<b>444,819,500</b>	<b>5.8</b>	<b>421,420,700</b>	<b>5.0</b>	<b>5.6</b>
<b>TOTAL</b> .....	<b>7,683,705,100</b>	<b>100.0</b>	<b>8,357,829,000</b>	<b>100.0</b>	<b>-8.1</b>

Source: Competitive Media Reporting

## Measured U.S. ad spending per vehicle

	2001	2000	Percent change
<b>BMW</b>	<b>\$296</b>	<b>\$410</b>	<b>-27.7</b>
<b>Daewoo</b>	<b>155</b>	<b>579</b>	<b>-73.1</b>
Chrysler Division	747	942	-20.7
Dodge	398	454	-12.4
Jeep	543	635	-14.4
Mercedes-Benz	651	728	-10.6
<b>DaimlerChrysler</b>	<b>549</b>	<b>601</b>	<b>-8.7</b>
Ford Division	172	148	16.1
Jaguar	1,619	1,341	20.7
Land Rover	2,076	2,017	2.9
Lincoln Mercury	547	619	-11.7
Volvo	750	789	-4.9
<b>Ford</b>	<b>275</b>	<b>240</b>	<b>14.3</b>
Buick	394	621	-36.5
Cadillac	754	1,101	-31.5
Chevrolet	291	314	-7.3
Hummer	6,088	509	-
Oldsmobile	500	865	-42.2
Pontiac-GMC	387	419	-7.5
Saab	756	1,062	-28.8
Saturn	563	1,139	-50.6
<b>GM</b>	<b>378</b>	<b>501</b>	<b>-24.5</b>
Acura	1,205	1,195	0.8
Honda Division	356	390	-8.6
<b>Honda Motor Co.</b>	<b>490</b>	<b>501</b>	<b>-2.3</b>
<b>Hyundai</b>	<b>490</b>	<b>493</b>	<b>-0.6</b>
<b>Isuzu</b>	<b>727</b>	<b>382</b>	<b>90.2</b>
<b>Kia</b>	<b>914</b>	<b>563</b>	<b>62.3</b>
<b>Mazda</b>	<b>659</b>	<b>532</b>	<b>23.9</b>
<b>Mitsubishi</b>	<b>703</b>	<b>798</b>	<b>-11.9</b>
Infiniti	1,526	1,589	-3.9
Nissan Division	675	722	-6.6
<b>Nissan North America</b>	<b>763</b>	<b>813</b>	<b>-6.2</b>
<b>Porsche</b>	<b>665</b>	<b>520</b>	<b>28.0</b>
<b>Subaru</b>	<b>680</b>	<b>609</b>	<b>11.8</b>
<b>Suzuki</b>	<b>597</b>	<b>388</b>	<b>54.0</b>
Lexus	788	892	-11.6
Toyota Division	361	391	-7.6
<b>Toyota Motor Sales</b>	<b>422</b>	<b>457</b>	<b>-7.7</b>
Audi	1,010	919	9.8
Rolls/Bentley	288	1,227	-76.6
Volkswagen Division	1,012	975	3.8
<b>Volkswagen AG</b>	<b>1,012</b>	<b>965</b>	<b>4.8</b>

Source: Competitive Media Reporting

**Measured ad spending** per vehicle is calculated by dividing total U.S. measured ad spending by total units sold in the United States. Both are based on calendar year totals. Competitive Media Reporting's measured media includes: magazines, Sunday magazines, newspapers, national newspapers, outdoor, network TV, spot TV, syndicated TV, cable TV networks, network radio and national spot radio.

# Automotive Internet ad spending

## Major manufacturers annual internet ad spending 2001 vs. 2000; top sites ranked by 2001 dollars

	2001	2000	Percent change		2001	2000	Percent change		2001	2000	Percent change
<b>BMW</b>	<b>\$566,998</b>	<b>\$1,637,058</b>	<b>-65.4</b>	<b>DaimlerChrysler</b>	<b>\$8,732,270</b>	<b>\$4,931,633</b>	<b>77.1</b>	<b>Ford Motor Co.</b>	<b>\$13,965,423</b>	<b>\$16,098,458</b>	<b>-13.2</b>
Excite Network	115,777			ESPN Internet Group	1,035,754			Yahoo!	4,205,362		
Weather.com	115,178			Microsoft Network	812,669			Microsoft Network	1,501,088		
USA Today	58,167			Lycos Network	421,534			NationalGeographic.com	562,386		
CNN Interactive	44,249			Time Inc.	412,239			Lycos Network	539,366		
Lagardere	40,585			CNN Interactive	351,672			Time Inc.	503,774		
REALNETWORKS	29,016			Yahoo!	311,549			Weather.com	437,633		
New York Times	24,554			iVillage	310,946			ESPN Internet Group	429,808		
Yahoo!	24,266			AOL.com	273,585			iVillage	388,337		
Hollywood.com	22,958			CBS Internet Group	269,181			Bolt.com	383,126		
E! online	21,796			ABC Internet Group	253,238			Excite Network	281,102		

	2001	2000	Percent change		2001	2000	Percent change		2001	2000	Percent change
<b>General Motors</b>	<b>\$44,327,058</b>	<b>\$47,990,938</b>	<b>-7.6</b>	<b>American Honda</b>	<b>\$10,110,671</b>	<b>\$10,800,011</b>	<b>-6.4</b>	<b>Hyundai</b>	<b>\$2,463,809</b>	<b>\$1,359,642</b>	<b>81.2</b>
Excite Network	\$6,856,285			Excite Network	2,337,428			Yahoo!	656,414		
AOL.com	5,721,773			Yahoo!	1,552,216			SportsLine.com	342,833		
Lycos Network	5,552,550			SportsLine.com	1,132,734			Go.com	287,037		
Microsoft Network	2,947,890			Microsoft Network	1,054,815			ABC Internet Group	196,226		
AltaVista	2,413,981			ESPN Internet Group	835,639			Microsoft Network	194,779		
ESPN Internet Group	2,382,967			Weather.com	591,950			CNN Interactive	82,899		
Yahoo!	1,909,025			AOL.com	424,287			Women.com Netowrks	78,887		
LookSmart	1,253,384			Go.com	221,732			Atlantic Online	74,624		
ABC Internet Group	1,199,639			SmartMoney.com	206,939			MTVI GROUP	73,338		
CNN Interactive	985,144			Disney Online	201,008			Discovery.com	71,455		

	2001	2000	Percent change		2001	2000	Percent change		2001	2000	Percent change
<b>Isuzu</b>	<b>\$359,578</b>	<b>\$956,212</b>	<b>-62.4</b>	<b>Mazda</b>	<b>\$1,543,810</b>	<b>\$1,213,454</b>	<b>27.2</b>	<b>Mitsubishi</b>	<b>\$1,795,365</b>	<b>\$2,197,510</b>	<b>-18.3</b>
Microsoft Network	166,299			ESPN Internet Group	1,054,926			Microsoft Network	717,835		
Yahoo!	130,523			Yahoo!	222,151			Yahoo!	673,904		
AOL.com	35,334			Microsoft Network	56,309			ABC Internet Group	117,748		
Women.com Networks	16,764			Motor Trend Online	41,389			AOL.com	92,678		
Excite Network	5,758			Lagardere	32,661			Autoweb.com	70,192		
iVillage	2,902			Excite Network	14,964			Motor Trend Online	36,190		
Mercury News	1,998			Car and Driver	14,235			E! online	25,999		
				Autoweb.com	12,845			Excite Network	25,586		
				RollingStone.com	10,618			AltaVista	21,466		
				Discovery.com	9,714			autobytel.com	7,133		

	2001	2000	Percent change		2001	2000	Percent change		2001	2000	Percent change
<b>Nissan North America</b>	<b>\$8,876,799</b>	<b>\$4,518,979</b>	<b>96.4</b>	<b>Toyota Motor Sales</b>	<b>\$13,879,921</b>	<b>\$10,125,456</b>	<b>37.1</b>	<b>Volkswagen AG</b>	<b>\$3,244,454</b>	<b>\$2,465,469</b>	<b>31.6</b>
Excite Network	5,836,243			Excite Network	2,640,057			Yahoo!	649,421		
Microsoft Network	377,769			Microsoft Network	2,454,411			Microsoft Network	307,415		
AETN Interactive	290,525			CNN Interactive	857,807			Weather.com	306,413		
Yahoo!	264,844			Ask Jeeves	802,239			ESPN Internet Group	231,561		
Warner Bros. Online	199,533			SportsLine.com	713,557			CBS Internet Group	210,186		
Quicken.com	153,442			Yahoo!	599,136			USA Today	182,813		
ESPN Internet Group	153,158			ESPN Internet Group	597,360			MTVI Group	112,603		
Time Inc.	120,884			Salon.com	322,743			Disney Online	112,075		
Hoovers Online	112,083			MTVI Group	312,810			SmartMoney.com	106,160		
Ask Jeeves	109,473			Hoovers Online	287,195			Motor Trend Online	94,908		

Source: Competitive Media Reporting

# Financial data

## Average amount financed

	New-car loans	Used-car loans
2001	\$22,822	\$14,416
2000	20,923	14,058
1999	19,880	13,642
1998	19,083	12,691
1997	18,077	12,281
1996	16,987	12,170
1995	16,211	11,590
1994	15,375	10,709
1993	14,332	9,875
1992	13,584	9,119

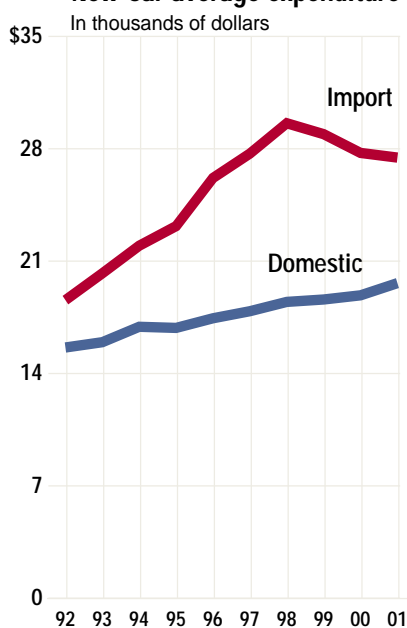
Source: Board of Governors of the Federal Reserve System

## Average annual finance rates on loans

	New cars	Used cars
2001	5.7	12.2
2000	6.6	13.6
1999	6.7	12.6
1998	6.3	12.6
1997	7.1	13.3
1996	9.8	13.5
1995	11.2	14.5
1994	9.8	13.5
1993	9.5	12.8
1992	9.9	13.8

Source: Board of Governors of the Federal Reserve System

## New-car average expenditure



Note: 1997-98 revised  
Source: U.S. Department of Commerce

## Average car loan maturity (in months)

	New cars	Used cars
2001	55.1	57.5
2000	54.9	57.0
1999	52.7	55.9
1998	52.1	53.5
1997	54.1	51.0
1996	51.6	51.4
1995	54.1	52.2
1994	54.0	50.2
1993	54.5	48.8
1992	54.0	47.9

Source: Board of Governors of the Federal Reserve System

## New-car average expenditure

	Domestic	Imported	Combined
2001	\$19,654	\$27,477	\$21,605
2000	18,897	27,767	20,427
1999	18,639	28,974	20,672
1998	18,485	29,615	20,370
1997	17,907	27,722	19,531
1996	17,468	26,205	18,777
1995	16,864	23,202	17,959
1994	16,930	21,989	17,903
1993	15,976	20,261	16,871
1992	15,644	18,593	16,336

Note: 1998-2000 revised Source: U.S. Department of Commerce

Note: Data for the "Average amount financed", "Average car loan maturity" and "Average annual finance rates on loans" tables are compiled from the subsidiaries of the Big 3 and are volume weighted averages covering all loans of each type purchased during the month. Information is not seasonally adjusted. Data in the "New-car average expenditure" are BEA estimates incorporating average base price and adjustments for options, transportation charges, taxes, discounts and rebates for each model, weighted by that model's share of sales; not at an annual rate. Data is seasonally adjusted. Data is not available for light-trucks.

## NADA average dealership profile

	2001	2000	1999	1998	1997
<b>Total dealership sales</b>	\$31,670,046	\$29,360,978	\$27,260,123	\$24,457,492	\$22,407,329
<b>Total dealership gross</b>	\$4,154,469	\$3,734,466	\$3,443,159	\$3,146,367	\$2,840,315
As percent of total sales	13.1	12.7	12.6	12.9	12.7
<b>Total dealership expense</b>	\$3,535,496	\$3,278,542	\$2,944,441	\$2,730,818	\$2,533,232
As percent of total sales	11.2	11.2	10.8	11.2	11.3
<b>Net profit before taxes</b>	\$618,974	\$455,924	\$498,719	\$415,549	\$307,083
As percent of total sales	2.0	1.6	1.8	1.7	1.4
<b>New-vehicle department sales</b>	\$18,808,644	\$17,638,914	\$16,339,787	\$14,437,283	\$13,065,407
As percent of total sales	59.4	60.1	59.9	59.0	58.3
<b>Used-vehicle department sales</b>	\$9,187,234	\$8,388,678	\$7,879,371	\$7,182,718	\$6,667,164
As percent of total sales	29.0	28.6	28.9	29.4	29.8
<b>Service and parts sales</b>	\$3,674,168	\$3,333,386	\$3,040,965	\$2,837,492	\$2,674,758
As percent of total sales	11.6	11.4	11.2	11.6	11.9
<b>Advertising expense</b>	\$303,575	\$288,242	\$254,373	\$241,913	\$226,502
As percent of total sales	1.0	1.0	0.9	1.0	1.0
Per new vehicle retailed	460	448	412	428	440
<b>Rent and equivalent</b>	\$303,733	\$276,002	\$247,531	\$231,228	\$213,253
As percent of total sales	1.0	0.9	0.9	0.9	1.0
Per new vehicle retailed	460	429	401	409	415
<b>New-vehicle average retail selling price</b>	\$25,797	\$24,923	\$24,445	\$23,633	\$22,565
Gross as percent of selling price	6.0	6.1	6.4	6.5	6.4
Retail gross profit	1,542	1,528	1,555	1,541	1,441
<b>Used-vehicle average retail selling price</b>	\$13,930	\$13,648	\$13,236	\$12,501	\$12,123
Gross as percent of selling price	10.9	10.9	10.7	10.8	10.8
Retail gross profit	\$1,525	\$1,488	\$1,420	\$1,356	\$1,306
<b>Average net worth</b>	\$2,016,200	\$1,876,231	\$1,702,112	\$1,539,070	\$1,389,052
Net profit as percent of net worth	30.7	24.3	29.3	27.0	22.1

Note: Data is compiled from a weighted average of the financial information from approximately 2,300 franchised dealers across the U.S. and dealer retail sales information from the U.S. Census Bureau. The data is weighted to reflect a representative mix of dealership size and make distribution of total dealerships in the U.S. The data is not adjusted for seasonal trends.  
Source: NADA Industry Analysis Division