



THE STATE OF THE DEALERSHIP

BROUGHT TO YOU BY





Where we left off last year... The Road Ahead...

- “Point of Sale” into “Point of Contact”
- Closer Relationships & Analytics
- Linking Physical & Digital Touchpoints
- Electric Vehicles
- The Used Vehicle Market

“POINT OF SALE” → “POINT OF CONTACT”

The auto industry is undergoing big changes evolving from primary touch points for contract signing and service towards a stronger role as trusted advisors.

Post-pandemic...

Dealers



-35%

Source: CDK Global
Friction Points Study 2023

Shoppers



80%

Source: PwC's 2022
Car Consumer & Dealer Survey

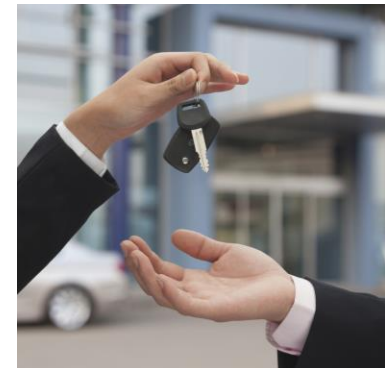
Online



49%

Source: PwC's 2022
Car Consumer & Dealer Survey

Experience



5X

Source: CDK Global
Friction Points Study 2023



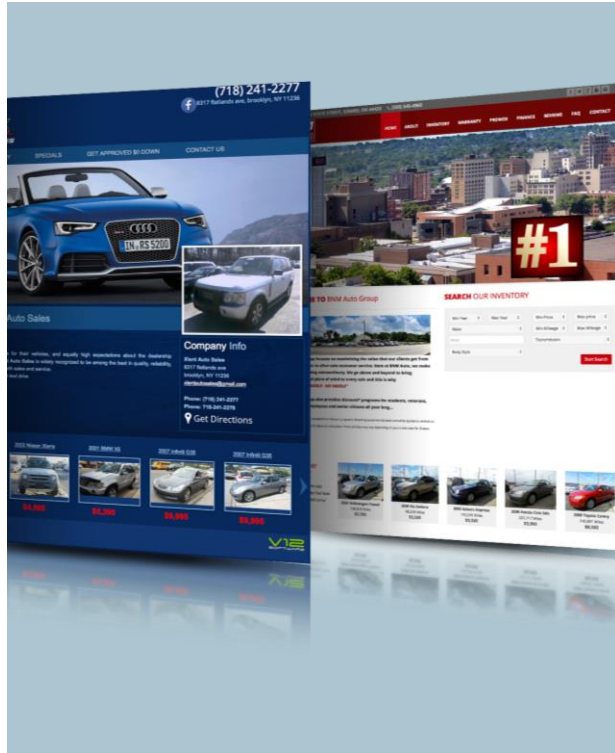
CLOSER RELATIONSHIPS & ANALYTICS

CUSTOMER EXPERIENCE

- Inventory
- Selection
- Pricing
- Buyers Dealership Time
- Financing

(CRM) CUSTOMER RELATIONSHIP MANAGEMENT

- Advanced Metrics



LINKING PHYSICAL & DIGITAL TOUCHPOINTS

ELECTRIC VEHICLES

- 2022 best year for BEVs (battery electric vehicles)
- Reaching nearly 739k units, up 61% compared to 2021
- Franchised dealers captured 35% of the new BEV market

Source: NADA DATA 2022
Annual Financial Profile of America's Franchised New-Car Dealerships





USED-VEHICLES SALES BY NEW-VEHICLE DEALERSHIPS

- \$12.9M total used-vehicle sales by new-vehicle dealerships
- Average used-vehicle price - \$30,736
- 41% of used vehicles retailed by new-vehicle dealerships came from trade-in on a new vehicle
- Average of 137 used-vehicle retail sales per used-vehicle salesperson

Source: NADA DATA 2022
Annual Financial Profile of America's Franchised New-Car Dealerships

An aerial, high-angle photograph of a vast parking lot, densely packed with hundreds of cars. The cars are arranged in neat, diagonal rows, creating a strong sense of order and repetition. The colors of the vehicles vary, including shades of blue, red, silver, black, and yellow, though the overall palette is somewhat muted due to the high angle and lighting. The perspective is from directly above, looking down at the sea of vehicles.

NEW MEXICO NEW VEHICLE SALES UPDATE

NM New Vehicle Sales, by Dealer State CYTD

Dealer State	CYTD 2023 New Registrations	CYTD 2023 %
NM	19,718	79.0%
OUTSIDE OF NM	4,536	18.1%
UNKNOWN	721	2.9%
Total	24,975	100.0%

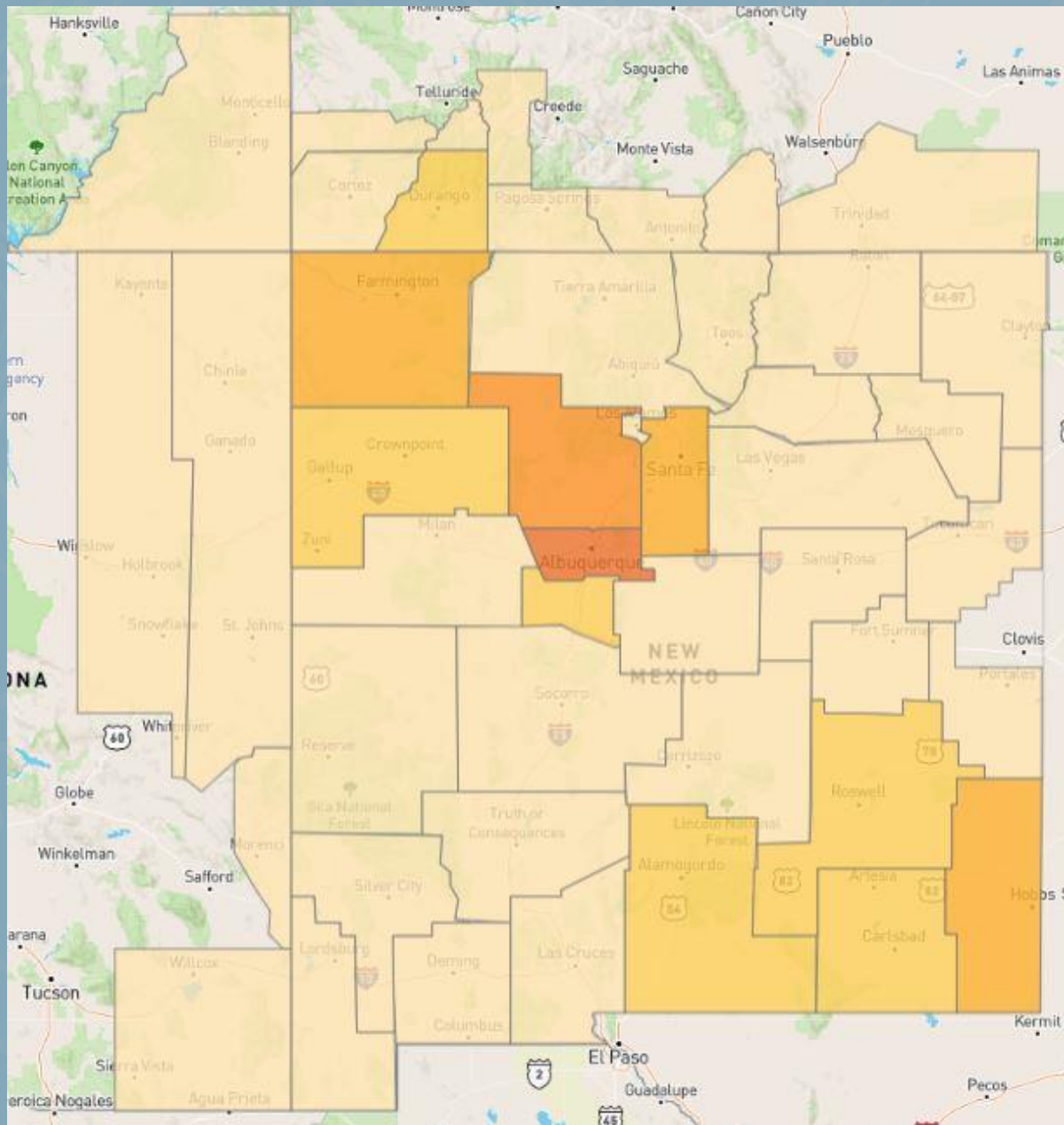
UNKNOWN INCLUDES NON-PARTICIPATING MAKES

Aston Martin, BMW, Bugatti, Ferrari, Genesis, Lotus, Maserati,
Mercedes-Benz, Mini, Rolls Royce, Saab, Smart

**18% of new vehicle
customers purchased
their vehicle
thru a dealer outside
of the State!**

Source: Nielsen Rhiza; Polk-New Registrations, Albuquerque-Santa Fe DMA Jan'23-May'23

NM NEW VEHICLE SALES, BY COUNTY CYTD



Source: Nielsen Rhiza; Polk-New Registrations, Albuquerque-Santa Fe DMA Jan'23-May'23

NM New Mexico Sales, by Make CYTD

Make	CYTD 2023 New Registrations
TOYOTA	3,700
FORD	3,605
CHEVROLET	2,667
NISSAN	1,692
HONDA	1,663
KIA	1,462
GMC	1,327
JEEP	1,300
SUBARU	1,251
HYUNDAI	1,055
RAM	916
TESLA	420
MAZDA	412
DODGE	397
BMW	378

Make	CYTD 2023 New Registrations
LEXUS	364
VOLKSWAGEN	324
MERCEDES-BENZ	288
BUICK	284
ACURA	202
CADILLAC	160
VOLVO	156
AUDI	155
CHRYSLER	127
LINCOLN	124
MITSUBISHI	115
PORSCHE	92
LAND ROVER	89
INFINITI	69
MINI	63

Make	CYTD 2023 New Registrations
GENESIS	50
RIVIAN	18
LUCID	12
JAGUAR	8
ALFA ROMEO	7
LAMBORGHINI	3
ASTON MARTIN	3
MASERATI	2
MCLAREN	2
BENTLEY	1
ROLLS ROYCE	1
FERRARI	1

Source: Nielsen Rhiza; Polk-New Registrations, Albuquerque-Santa Fe DMA Jan'23-May'23

NM New Vehicle Sales, by Dealer CYTD

Dealer Name	CYTD 2023 New Registrations
LARRY H MILLER TOYOTA ALBUQUERQUE	941
LARRY H MILLER AMERICAN TOYOTA ALBUQUERQ	829
MELLOYNISSAN	686
RICH FORD SALES INC	656
GARCIA HONDA	585
CHALMERS FORD	516
RELIABLE NISSAN	486
PITRE KIA	477
POWER FORD	471
TOYOTA OF SANTA FE	438
PERFECTION HONDA	426
RELIABLE CHEVROLET NM LLC	400
GARCIA SUBARU NORTH	393
LARRY H MILLER CHRYSLER JEEP DODGE ALBUQ	387
SUBARU OF SANTA FE	378
LARRY H MILLER HYUNDAI ALBUQUERQUE	363
FIESTA SUBARU	347
DURANGO FORD	327
UNIVERSITY VOLKSWAGEN	312
LARRY H MILLER CASA CHEVROLET	308
FIESTA KIA	293
LARRY H MILLER CASA CHRYLSEER JEEP	284
MELLOYDODGE RAM FIAT	283
SANDIA BMW MINI	269
AUDI ALBUQUERQUE	268

Dealer Name	CYTD 2023 New Registrations
ZIEMS FORD CORNERS INC	262
HI COUNTRY KIA	258
GALLES CHEVROLET COMPANY	241
PERMIAN CHEVROLET BUICK GMC CADILLAC	231
CHEVROLET CADILLAC OF SANTA FE	231
PITRE BUICK GMC	227
QUALITY BUICK GMC INC	225
CAPITOL FORD	220
HIG COUNTRY BUICK GMC	206
LARRY H MILLER SW HYUNDAI ALBUQUERQUE	201
AMIGO CHRYSLER DODGE JEEP RAM	190
TATE BRANCH DODGE CHRYSLER JEEP	187
LEXUS OF ALBUQUERQUE	186
MONTANO ACURA	184
AMIGO TOYOTA	183
SANTA FE KIA	183
CORLEYS ALBUQUERQUE LINCOLN	177
MELLOYHONDA	170
RICHLAND CHEVROLET	165
LITHIA CHRYSLER JEEP DODGE OF SANTA FE	161
ROSWELL TOYOTA	160
MELLOYCHRYSLER JEEP DODGE RAM	160
WEBB CHEVROLET TOYOTA	152
HORACE HYUNDAI	146
ADVANTAGE DODGE CHRY JEEP	143

Source: Nielsen Rhiza; Polk-New Registrations, Albuquerque-Santa Fe DMA Jan'23-May'23

An aerial, high-angle photograph of a vast parking lot, densely packed with hundreds of cars of various colors and models. The cars are arranged in neat, diagonal rows, creating a strong sense of order and scale. The perspective is from directly above, looking down at the vehicles.

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