



SPADER POWERSPORTS FINANCIAL TRENDS

COMPANY ANALYSIS (NET % OF SALES)**

Description	Average of All Dealers Surveyed		20% Most Profitable Dealers Averaged		20% Least Profitable Dealers Averaged		Your Dealership	
		% INV		% INV		% INV		% INV
UNIT INVENTORY:								
Total New Unit Inventory	\$2,497,618	88.7%	\$1,897,071	89.1%	\$2,013,894	98.5%	\$	
Total Used Unit Inventory	\$230,069	8.2%	\$109,130	5.1%	\$173,204	8.5%	\$	
Total Other Unit Inventory	\$147,531	5.2%	\$134,702	6.3%	\$44,165	2.2%	\$	
Total Unit Inventory	\$2,814,422		\$2,129,678		\$2,045,325		\$	
UNIT SALES:		GM %		GM %		GM %		GM %
Total New Units	\$208,548	10.6%	\$211,473	11.2%	\$101,084	10.6%	\$	
Total Used Units	\$38,212	15.8%	\$22,140	13.7%	\$20,999	15.5%	\$	
Total Other Units	\$70,987	9.1%	\$75,314	10.4%	\$7,560	7.5%	\$	
Total Unit Sales	\$310,727	10.8%	\$302,651	11.0%	\$127,581	11.3%	\$	
DEALERSHIP SALES BY DEPARTMENT:		% SALES		% SALES		% SALES		% SALES
Total Unit Sales Department	\$311,048	64.2%	\$302,671	60.5%	\$127,596	65.6%	\$	
Total F&I Department	\$12,840	2.7%	\$9,529	1.9%	\$6,142	3.2%	\$	
Total Service Department	\$31,393	6.5%	\$35,997	7.2%	\$16,321	8.4%	\$	
Total P&A Department	\$134,227	27.7%	\$141,341	28.2%	\$59,759	30.7%	\$	
Total Other Departments	\$8,379	1.7%	\$21,677	4.3%	\$684	0.4%	\$	
Total Operating Sales	\$484,195	100.0%	\$500,376	100.0%	\$194,377	100.0%	\$	
AVAILABLE INCOME:		GM %		GM %		GM %		GM %
Total Unit Sales Department	\$34,363	11.0%	\$35,432	11.7%	\$14,385	11.3%	\$	
Total F&I Department	\$9,382	73.1%	\$7,135	74.9%	\$4,521	73.6%	\$	
Total Service Department	\$30,354	96.7%	\$35,371	98.3%	\$15,649	95.9%	\$	
Total P&A Department	\$43,782	32.6%	\$48,215	34.1%	\$18,745	31.4%	\$	
Total Other Departments	\$5,199	62.0%	\$13,143	60.6%	(\$30)	(4.3%)	\$	
Total Operating Available Income	\$118,243	24.4%	\$133,819	26.7%	\$50,531	26.0%	\$	
EXPENSES:		% A.I.		% A.I.		% A.I.		% A.I.
Total Personnel	\$75,137	63.5%	\$61,455	45.9%	\$48,896	96.8%	\$	
Total Advertising	\$5,811	4.9%	\$2,479	1.9%	\$4,205	8.3%	\$	
Total FP Interest	\$8,713	7.4%	\$6,215	4.6%	\$7,915	15.7%	\$	
Total Other Variable	\$22,195	18.8%	\$16,260	12.2%	\$12,529	24.8%	\$	
Total Internal	\$3,004	2.5%	\$0	0.0%	\$0	0.0%	\$	
Total Fixed	\$31,038	26.2%	\$17,618	13.2%	\$29,212	57.8%	\$	
Total Expenses	\$142,644	120.6%	\$103,509	77.3%	\$101,748	201.4%	\$	
NET OPERATING PROFIT / LOSS	(\$24,401)	(20.6%)	\$30,311	22.7%	(\$51,217)	(101.4%)	\$	
Non-Operating Income & Expenses	(\$26)	(0.0%)	\$1,566	1.2%	(\$529)	(1.0%)	\$	
NET PROFIT AFTER NON-OPERATING	(\$24,427)	(20.7%)	\$31,877	23.8%	(\$51,746)	(102.4%)	\$	
NET OPERATING PROFIT % OF SALES	(5.0%)		6.1%		(26.3%)			%
NET PROFIT AFTER NON-OP % OF SALES	(5.0%)		6.4%		(26.6%)			%

North American Powersports Dealers

Sales Volume Group: All Members

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

Year to Date Report

January, 2010



SPADER POWERSPORTS FINANCIAL TRENDS

GROSS MARGIN ANALYSIS (MARGINS)

Description	Average of All Dealers Surveyed		20% Highest Margins Averaged		20% Lowest Margins Averaged		Your Dealership	
	SALES	GM %	SALES	GM %	SALES	GM %	SALES	GM %
NEW UNITS								
New Motorcycles	\$56,385	11.5%	\$32,872	16.7%	\$17,886	5.4%	\$ _____	_____
New Scooters	\$4,128	11.7%	\$2,568	24.5%	\$3,340	(3.4%)	\$ _____	_____
New ATVs	\$51,169	11.5%	\$61,099	19.3%	\$37,684	2.9%	\$ _____	_____
New UTVs	\$49,128	9.4%	\$62,212	14.5%	\$29,617	1.9%	\$ _____	_____
New Snowmobiles	\$119,946	6.8%	\$108,860	12.3%	\$103,259	0.7%	\$ _____	_____
New Boats	\$99,129	14.6%	\$57,201	18.0%	\$3,908	(46.4%)	\$ _____	_____
New Sport Boats	\$32,573	1.9%	\$32,573	1.9%	\$32,573	1.9%	\$ _____	_____
New PWCs	\$35,156	10.8%	\$38,303	15.0%	\$21,298	1.4%	\$ _____	_____
New Non-Itemized Units	\$0 0/0		\$0 0/0		\$0 0/0		\$ _____	_____
USED UNITS								
Used Motorcycles	\$21,539	16.5%	\$4,164	34.5%	\$10,579	7.3%	\$ _____	_____
Used Scooters	\$3,013	32.0%	\$575	65.2%	\$4,777	20.8%	\$ _____	_____
Used ATVs	\$7,979	18.5%	\$5,657	39.3%	\$7,161	3.6%	\$ _____	_____
Used UTVs	\$8,738	10.4%	\$7,699	18.2%	\$9,776	4.4%	\$ _____	_____
Used Snowmobiles	\$17,978	13.7%	\$15,551	27.1%	\$13,073	2.9%	\$ _____	_____
Used Boats	\$56,174	14.1%	\$5,949	16.0%	\$106,399	14.0%	\$ _____	_____
Used Sport Boats	\$0 0/0		\$0 0/0		\$0 0/0		\$ _____	_____
Used PWCs	\$1,760	(13.2%)	\$650	23.1%	\$3,629	(18.7%)	\$ _____	_____
Used Non-Itemized Units	\$75,938	16.7%	\$40,427	27.1%	\$102,736	11.0%	\$ _____	_____
OTHER UNITS								
New Engines	\$4,506	11.5%	\$4,761	15.4%	\$4,251	7.0%	\$ _____	_____
New Power Equipment	\$10,328	14.7%	\$6,101	25.0%	\$16,558	8.2%	\$ _____	_____
New Trailers	\$4,180	17.3%	\$4,506	31.8%	\$4,552	5.8%	\$ _____	_____
Used Engines	\$0 0/0		\$0 0/0		\$0 0/0		\$ _____	_____
Used Power Equipment	\$6,139	(25.4%)	\$11,900	0.6%	\$377	(848.3%)	\$ _____	_____
Used Trailers	\$1,707	33.7%	\$706	64.6%	\$3,051	24.8%	\$ _____	_____
New Other Units / Equipment	\$18,884	13.7%	\$2,224	33.2%	\$37,557	8.1%	\$ _____	_____
Used Other Units / Equipment	\$9,861	20.6%	\$845	58.6%	\$5,823	16.9%	\$ _____	_____
Non-Itemized Units	\$0 0/0		\$0 0/0		\$0 0/0		\$ _____	_____
Consignment	\$21,324	9.3%	\$17,703	11.9%	\$24,945	7.4%	\$ _____	_____
Wholesale / Auction	\$105,384	7.5%	\$94,386	11.1%	\$11,064	(4.5%)	\$ _____	_____
P&A								
Parts & Accessories Sales	\$134,227	32.6%	\$121,893	37.4%	\$99,834	26.5%	\$ _____	_____

North American Powersports Dealers

Year to Date Report
January, 2010

Note: The "Non-Itemized" categories are used for dealers that do not break down their numbers when reporting.