



STATE OF OHIO 8TH LARGEST AUTOMOTIVE MARKET IN THE UNITED STATES



**FINISHING 2019 - THE RETAIL AUTO BUSINESS IS BOOMING.
THERE ARE PLENTY OF OPPORTUNITIES LEFT THIS YEAR.**



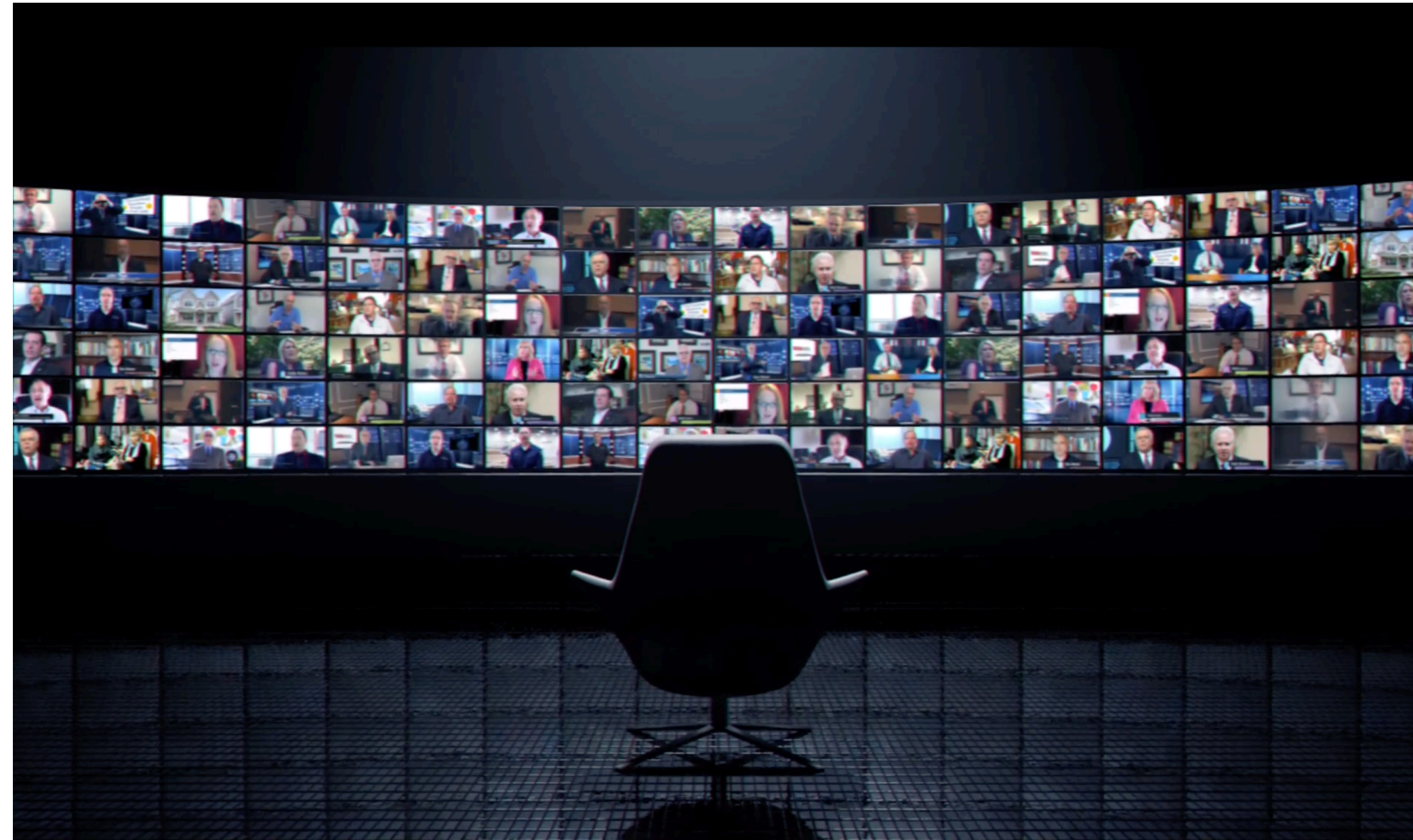
Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 1,000 training videos featuring over 60 trainers –
making us the industry's leading training service!



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Broadcast Sales

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And Revenue Development That Works!



Weekly sales ideas since every seller in your state can
always use fresh, creative ideas for their clients!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Over 3,000 relevant marketing support materials and research items updated every day and arranged by advertiser category!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The broadcast industry's most comprehensive and well thought out sales development library!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



Ask LBS - Live access to top industry minds when
unique and real sales challenges arise!



Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The broadcast industry's favorite webinars that focus on and provide street-ready skills!



The total number of new car and truck models offered for 2019 is at an all time high

286

A photograph of a car lot. In the foreground, the front of a blue car is visible, decorated with several colorful streamers (yellow, pink, green) attached to a wooden stick. To the left, the front of an orange SUV is partially visible. The background shows other vehicles in the lot, slightly out of focus. The text is overlaid in the center of the image.

The used vehicle market is poised for record sales in 2019 according to a new report from Edmunds

As new car prices hit record highs, analysts say certified pre-owned vehicles sales will rise as shoppers seek affordable alternatives

CERTIFIED
PRE-OWNED

Total Used Sales

2018 - 40.2 million

2019 - 41.0 million est*

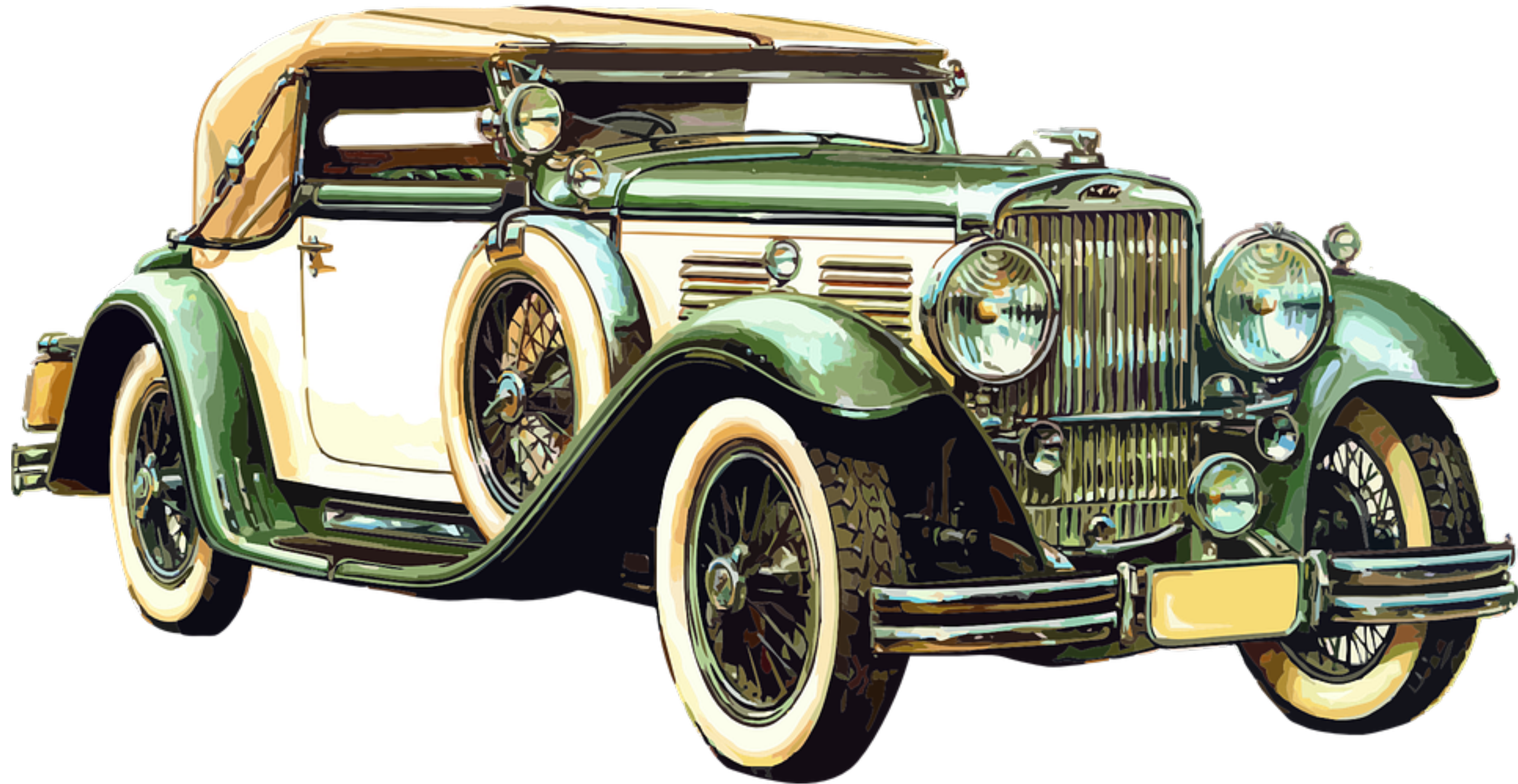


There are now approximately

268,000,000

vehicles in the United States

**THE AVERAGE AGE OF A VEHICLE IS
NOW OVER 12 YEARS!**





**There is plenty of
pent up demand!**

NADA DATA

New Light-Vehicle Department *(continued)*

New Light-Duty Vehicle Sales by Year

Year	New cars	Light-duty trucks	Total light-duty vehicles	Light-duty trucks as % of total
2007	7,618,400	8,470,900	16,089,300	52.6%
2008	6,813,550	6,381,050	13,194,600	48.4%
2009	5,456,300	4,945,400	10,401,700	47.5%
2010	5,635,400	5,919,100	11,554,500	51.2%
2011	6,089,300	6,644,900	12,734,200	52.2%
2012	7,242,800	7,199,000	14,441,800	49.8%
2013	7,582,500	7,942,300	15,524,800	51.2%
2014	7,688,900	8,748,100	16,437,000	53.2%
2015	7,525,023	9,861,024	17,386,047	56.7%
2016	6,873,158	10,591,862	17,465,020	60.6%
2017	6,079,584	11,055,149	17,134,733	64.5%
2018	5,304,347	11,910,816	17,215,163	69.2%

Total new vehicles sales estimate for 2019

17,165,000



TRUCK SALES



2016

2017

2018



820,799



896,764



909,330



CHEVROLET

574,876



CHEVROLET

585,864



CHEVROLET

585,582



RAM

489,418



RAM

500,723



RAM




536,980



TRUCK SALES

2018



	909,330	Continues dominance - No one is close
 CHEVROLET	585,582	Flat Sales - Chevy is nervous
 RAM	536,980	The fastest growing truck line and chasing Chevy



TRUCK SALES

2019



	896,796
 RAM	598,960
 CHEVROLET	513,552

For the first time in history Ram is on pace to out sell Chevy Silverado



SUBARU[®]
Sales Climb

**Subaru is the only
manufacturer to have
11 straight years of
sales increases!**

2008	187,699
2009	216,652
2010	263,820
2011	266,989
2012	336,441
2013	424,683
2014	513,693
2015	582,675
2016	615,132
2017	647,956
2018	680,135






SUBARU[®]

Subaru sales pace for 2019




691,921

Luxury Battle




2016

	340,237
	331,174
	313,174

2017




	372,240
	305,685
	302,229

2018

	354,144
	311,014
	298,302




Luxury Battle

2018

	354,144	This is a huge decrease! -4.9%
	311,014	The only of the Big 3 luxury brands to increase
	298,302	4 Years in a row declining sales

Luxury sales estimate

2019

	319,920
	307,635
	275,588



REBATES!

DEALER CASH!

INTEREST RATES DEALS!

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS


USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS



Average Selling price of new vehicles for the first half of 2019 - \$35,608

Average selling price for used vehicles for the first half of 2019 - \$ 20,586

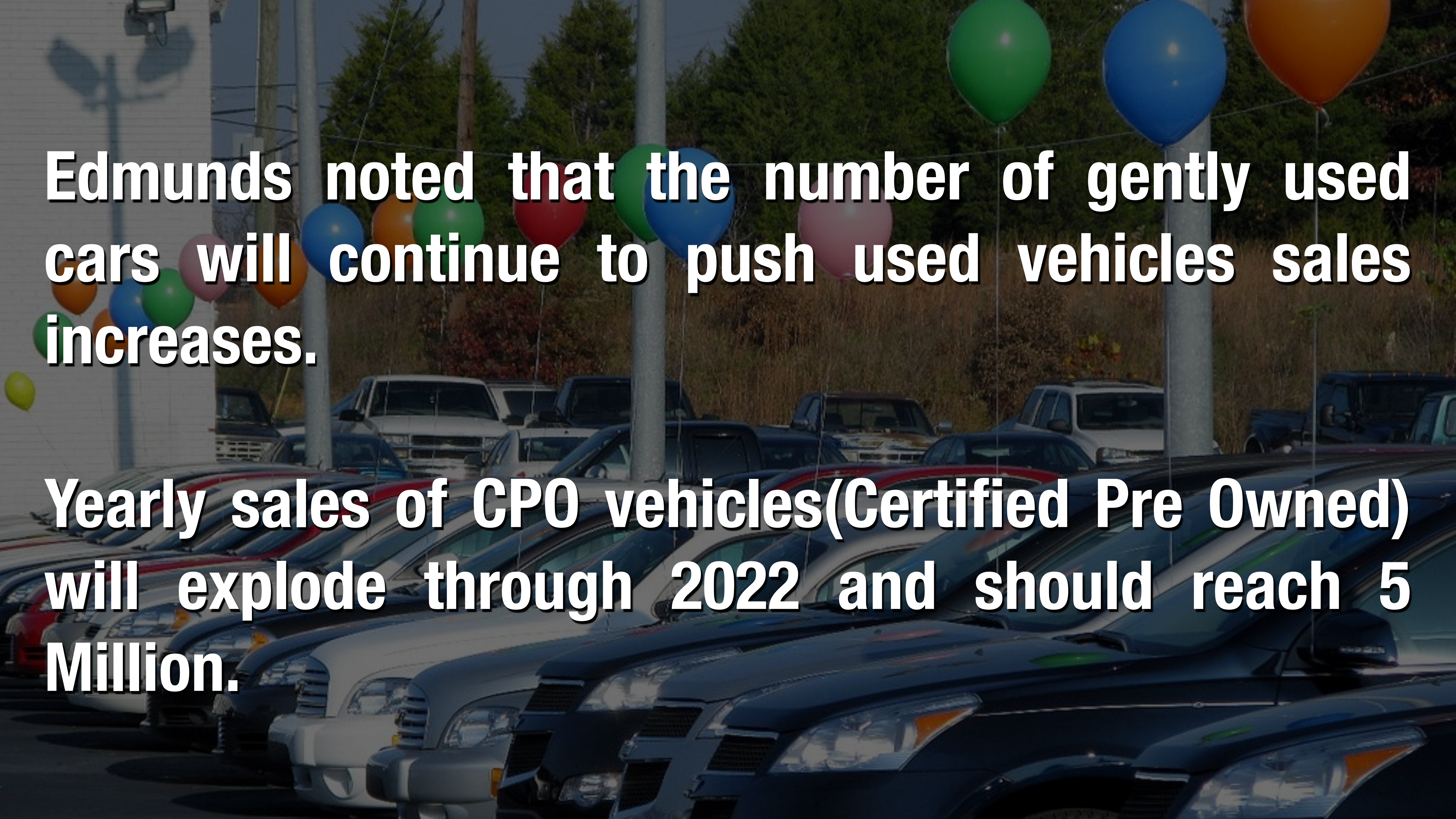
Total used vehicles sold by new vehicle dealers

2016 - 14,465,120

2017 - 14,490,845

2018 - 14,674,292

2019 - 15,100,000 est.



Edmunds noted that the number of gently used cars will continue to push used vehicles sales increases.

Yearly sales of CPO vehicles (Certified Pre Owned) will explode through 2022 and should reach 5 Million.

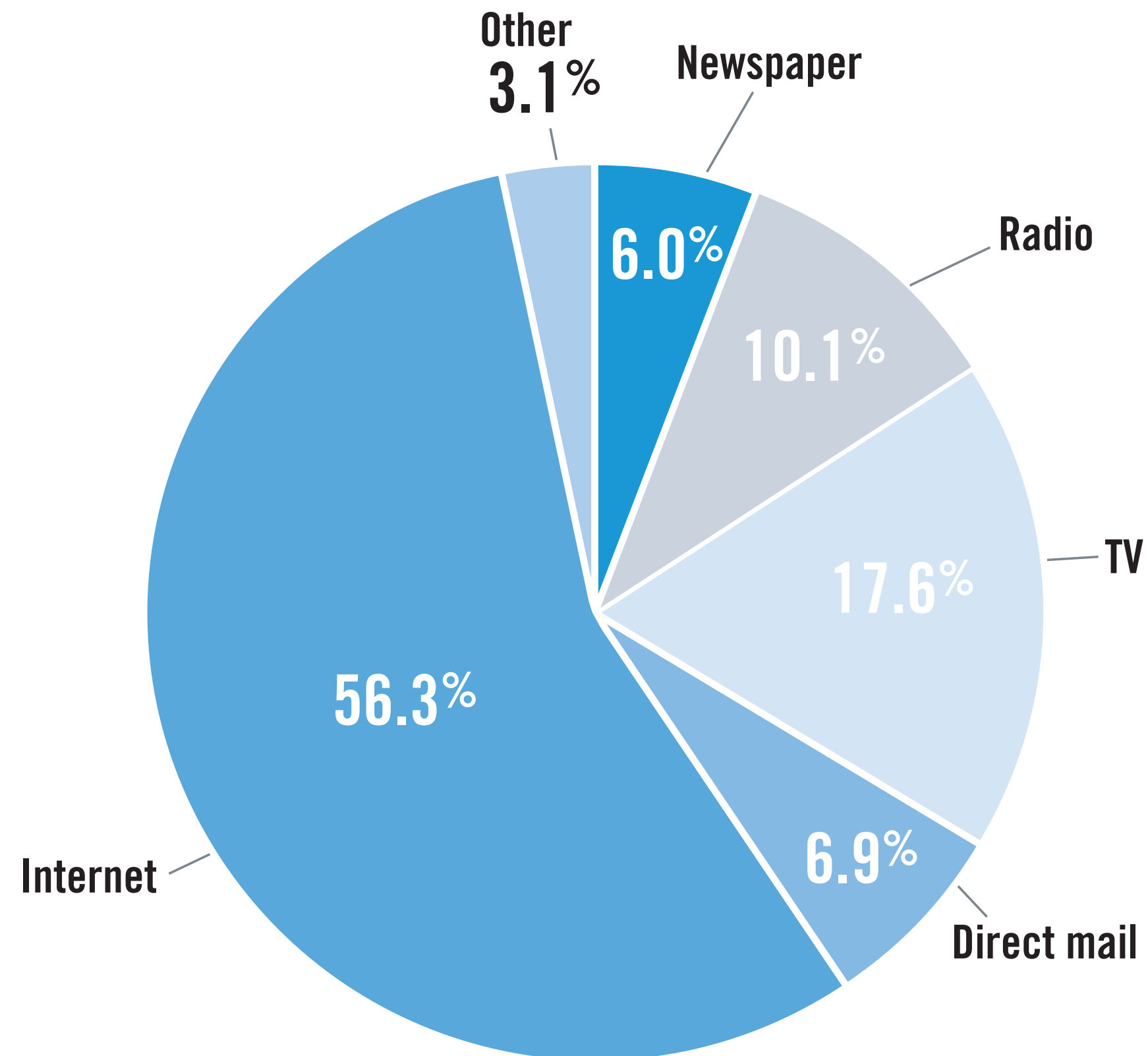
The background of the slide is a dark gray color with a pattern of falling dollar bills. The bills are shown in various orientations, some appearing to be in motion as if falling from the top of the frame. The bills are rendered in a lighter gray tone, creating a sense of depth and movement.

**Total dealership advising for 2019
will be approximately
9.7 Billion dollars!**

NADA DATA

Dealership Advertising *(continued)*

Advertising Expenditures by Medium, 2018



“Other Budget” **Exposed**

- ▶ **Yellow Pages**
- ▶ **Outdoor**
- ▶ **Banners at the stadium, gym or other...**
- ▶ **Buses and Bus Benches**
- ▶ **Celebrity Endorsements**
- ▶ **Cash Register Tapes**
- ▶ **Movie Theater Advertising**
- ▶ **Church Bulletins**
- ▶ **POP Materials**
- ▶ **And Many More...**



C.P.V.R.

Cost Per Vehicle Retail

DLR A

\$50,000 Total Adv. Exp.

100 units Sold

\$500 Per Vehicle Retail

DLR B

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail

C.P.V.R.

Cost Per Vehicle Retail

DLR A

June

\$50,000 Total Adv. Exp.

100 units

\$500 per vehicle retail

DLR A

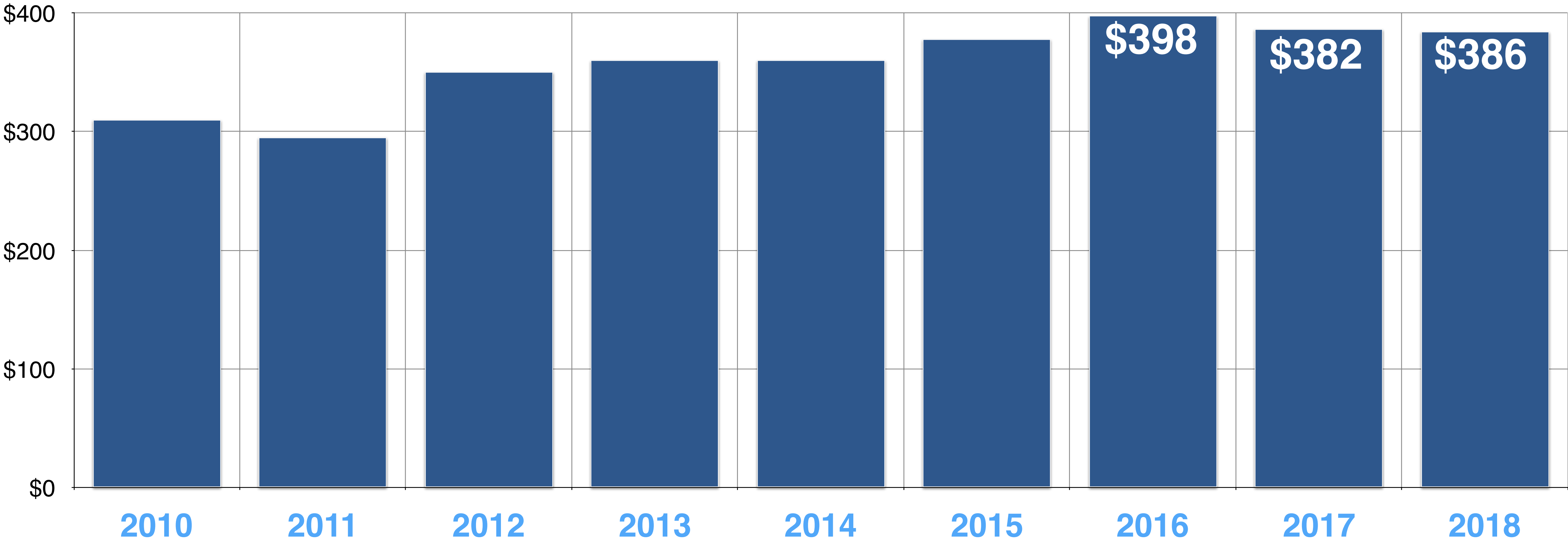
July

\$50,000 Total Adv. Exp.

125 units Sold

\$400 Per Vehicle Retail

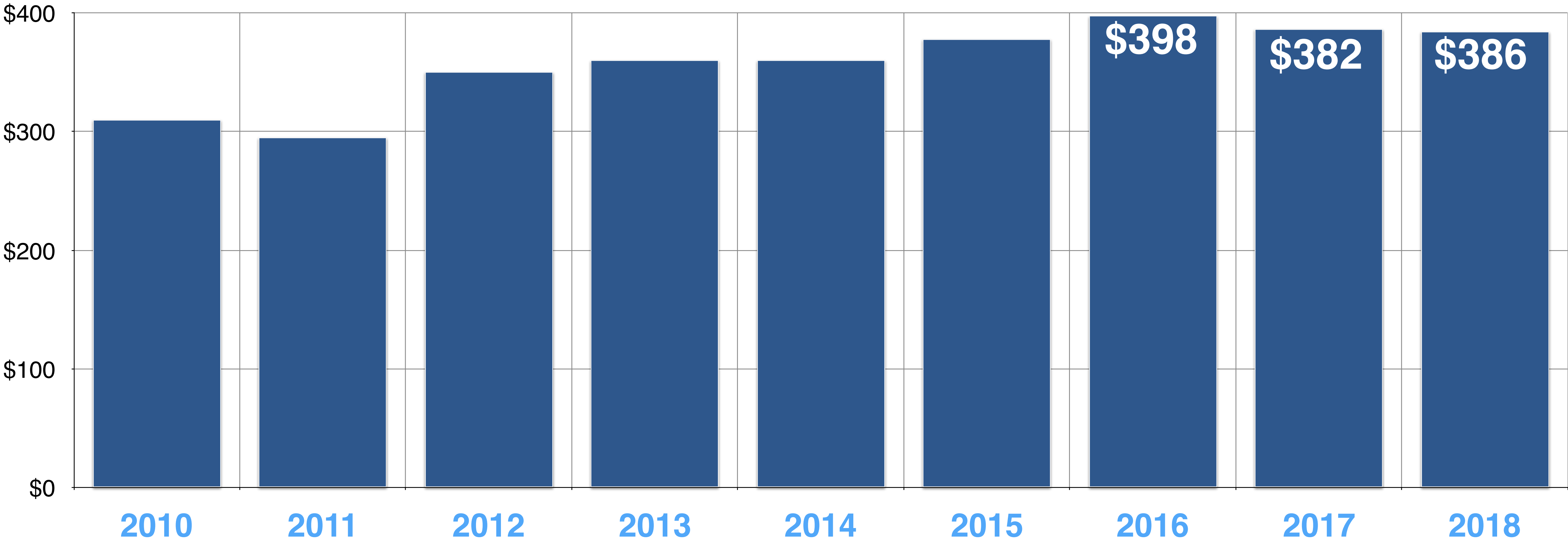
Advertising & Marketing CPVR



If the internet is so effective, why has advertising costs per vehicle continued to go up?



Advertising & Marketing CPVR



The Elements of Compelling Automotive Creative

A brown Volvo XC60 SUV is shown from a rear three-quarter view, driving on a multi-lane highway. The car is positioned on the right side of the frame. In the background, a city skyline is visible under a warm, golden sunset sky. The sun is low on the horizon, creating a lens flare effect. The city buildings are illuminated, and the overall scene conveys a sense of motion and urban lifestyle.

1. Price

2. Selection

3. U.S.P (Unique Selling Proposition)

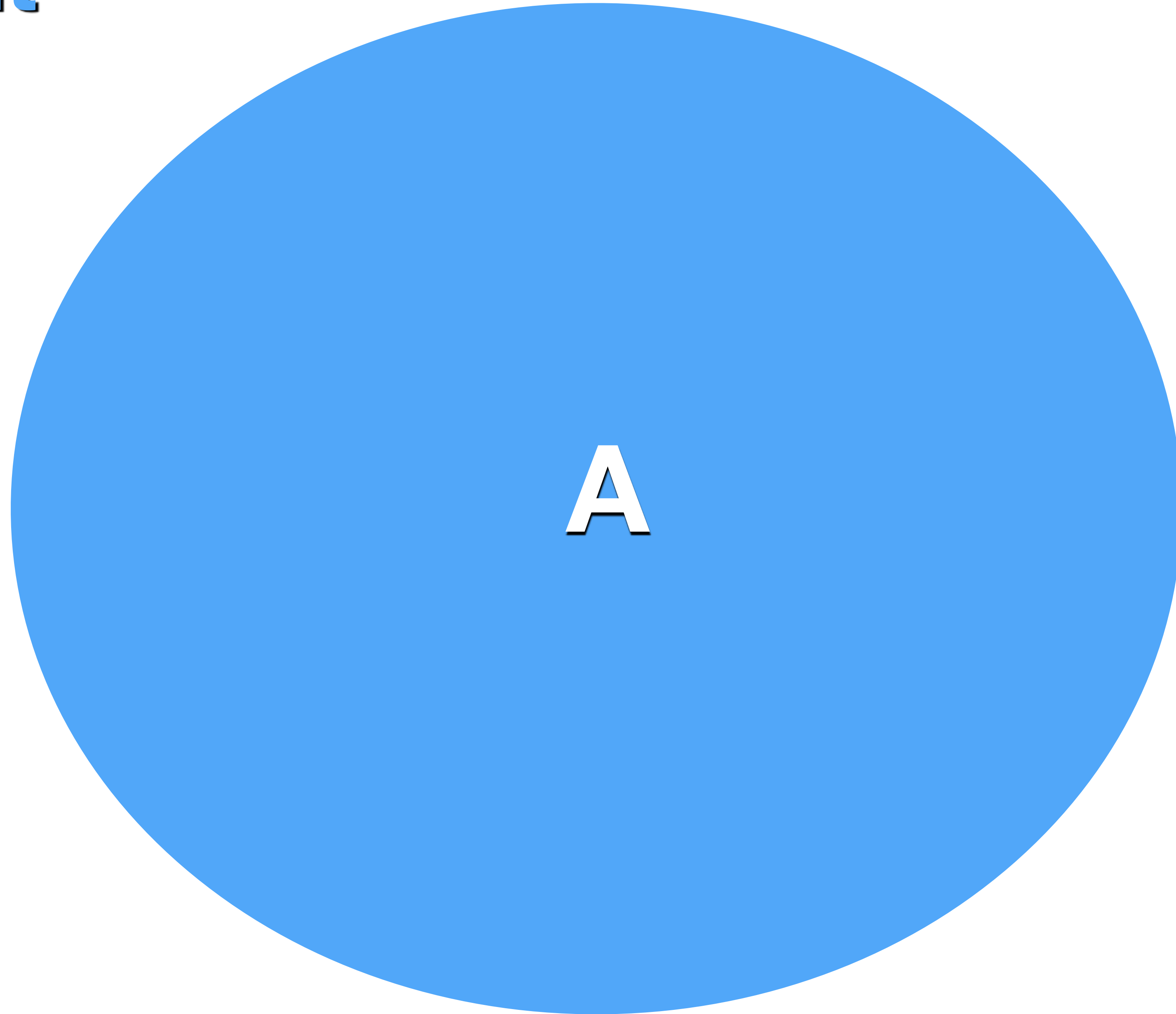
4. Prominent & Easy Internet Locator (U.R.L.)

✓ **EXPAND YOUR MARKETING FOOT PRINT**



Pump out

B



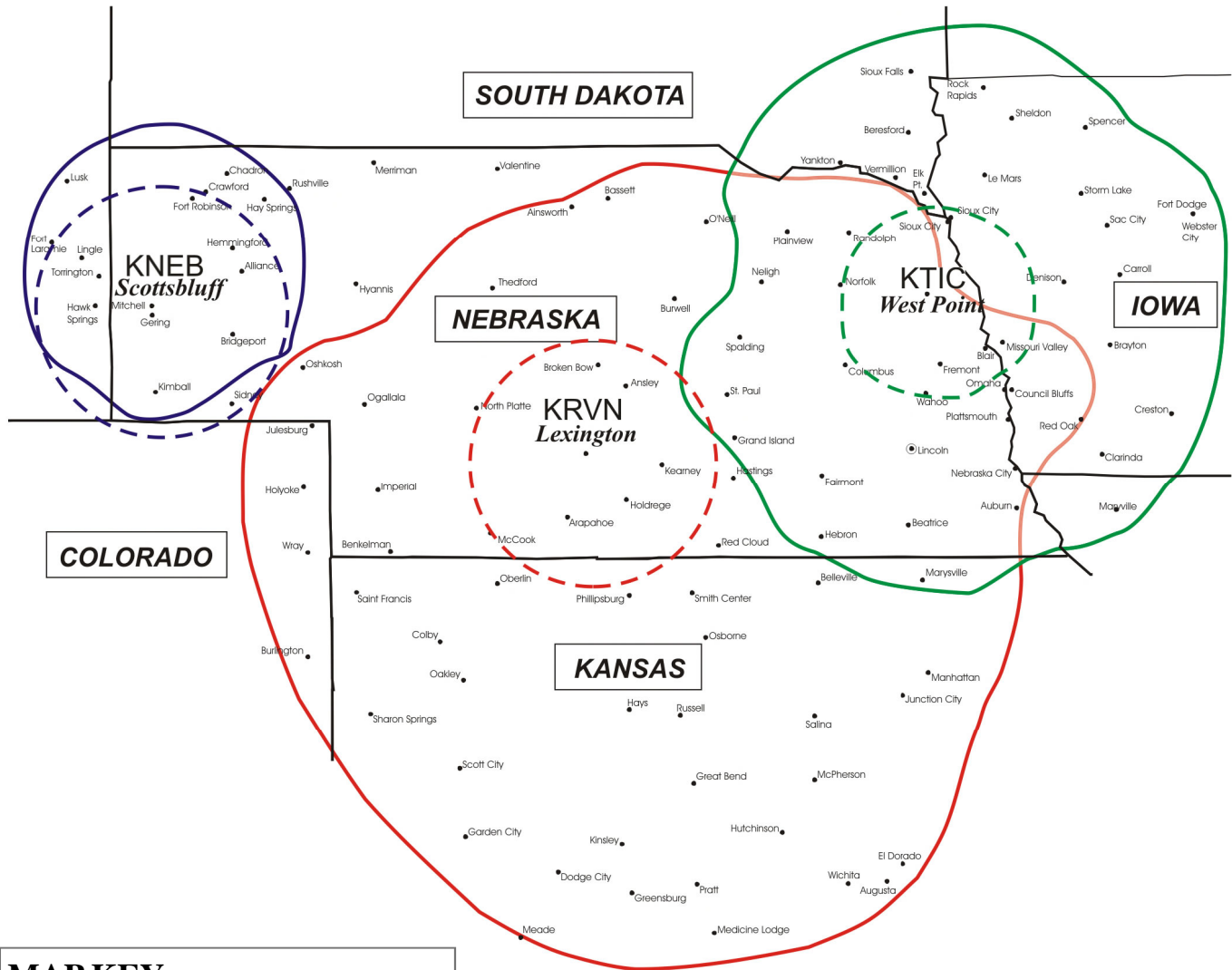
Pump in

C

D



Rural Radio Network



MAP KEY

KRVN 880 AM ——— (Red solid line)
KNEB 960 AM ——— (Blue solid line)
KTIC 840 AM ——— (Green solid line)
 Daytime predicted coverage 0.5 mV/m contour

KRVN 93.1 FM - - - (Red dashed line)
KNEB 94.1 FM - - - (Blue dashed line)
KTIC 107.9 FM - - - (Green dashed line)
 Predicted coverage 50 dBu contour

Home Office:
 KRVN Radio
 1007 Plum Creek Parkway
 P.O. Box 880
 Lexington, NE 68850-0880

Phone: 308-324-2371
 Fax: 308-324-5786
 E-mail: sales@krvn.com

Ward's Auto Dealer 500

Dealer	City	State	New Units	Used Units
1. Dave Smith Motors	Kellogg	ID	10,284	3,436
2. Fletcher Jones	Newport Bch	CA	5,659	3,446
3. Braman Motors	Palm Beach	FL	3,688	2,199
4. Al Serra Auto	Grand blanc	MI	8,089	5,269
5. Rusnak Auto	Pasadena	CA	4,488	1,703

Top Ohio Dealers

35. Park auto	Akron	3,984	3,089
263. Sweeney Auto	Youngstown	1,717	824
288. Jack Maxton	Worthington	1,546	1,826
316. Voss Chevy	Centerville	1,211	1,500
317. Sweeney Chevy	Youngstown	2,333	743
354. Penske	Beechwood	436	572
412. Penske	Bedford	1,588	1,202
423. Penske	Mentor	1,612	1,412
493. Voss Honda	Tipp City	1,292	1,055

Kellogg, Idaho

Kellogg is a city in the Silver Valley of Shoshone County, Idaho, United States, in the Idaho Panhandle region. The city lies near the Coeur d'Alene National Forest and about 36 miles east-southeast of Coeur d'Alene along Interstate 90. [Wikipedia](#)

Elevation: 2,303'

Weather: 66°F (19°C), Wind W at 2 mph (3 km/h), 47% Humidity

Hotels: 3-star averaging \$138. [View hotels](#)

Zip code: 83837

Population: 2,081 (2017)

✓ **EXPAND YOUR MARKETING FOOT PRINT**

✓ **AVOID “OTHER”**



“Other Budget” Exposed

- ▶ **Yellow Pages**
- ▶ **Outdoor**
- ▶ **Banners at the stadium, gym or other...**
- ▶ **Buses and Bus Benches**
- ▶ **Celebrity Endorsements**
- ▶ **Cash Register Tapes**
- ▶ **Movie Theater Advertising**
- ▶ **Church Bulletins**
- ▶ **POP Materials**
- ▶ **And Many More...**





✓ **EXPAND YOUR MARKETING FOOT PRINT**

✓ **AVOID “OTHER”**

✓ **MEASURE, MEASURE, MEASURE**

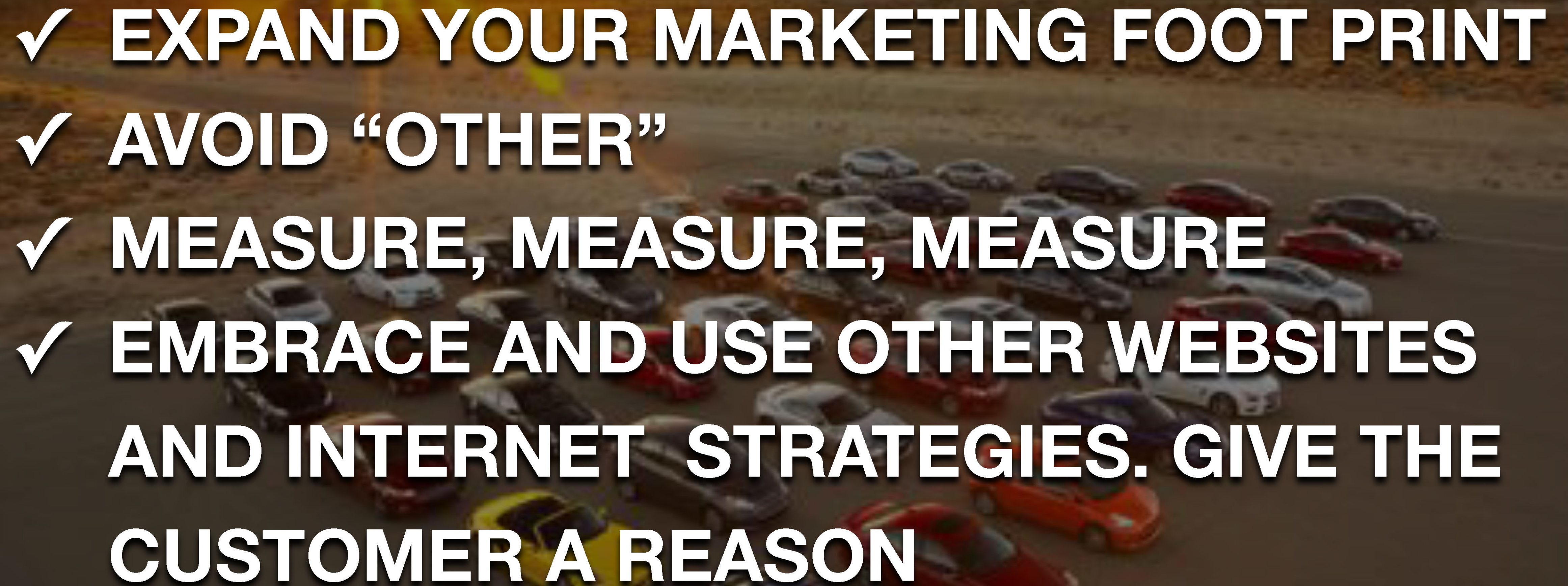


Measurement is key

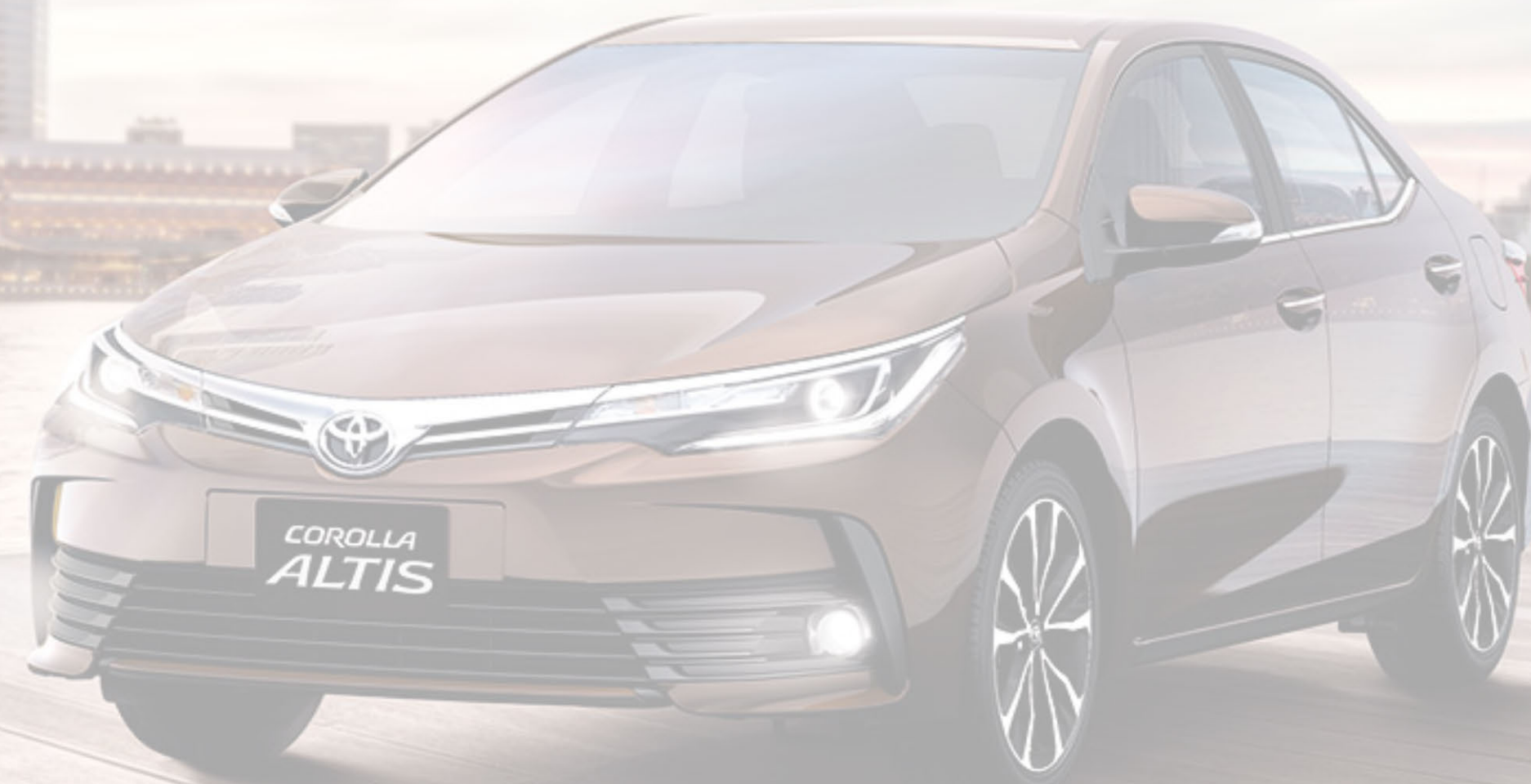
How many unique visitors do you have coming to your station's website?



Inquiry = Someone who inquired about a vehicle and gave you a path back to them (either phone or email).

- 
- A large parking lot filled with cars, viewed from an elevated perspective, with a sunset in the background. The text is overlaid on the image.
- ✓ **EXPAND YOUR MARKETING FOOT PRINT**
 - ✓ **AVOID “OTHER”**
 - ✓ **MEASURE, MEASURE, MEASURE**
 - ✓ **EMBRACE AND USE OTHER WEBSITES AND INTERNET STRATEGIES. GIVE THE CUSTOMER A REASON**

**YOU MUST GIVE THE CUSTOMER
A REASON TO VISIT THE DEALER'S
WEBSITE.**



WEATHER

LOCATION SEARCH

Dallas, TX

83°

Times of sun and clouds

Hurricane Tracker

Radars

Live Weather Channel

MyOwnRadar

Weather Tools

WeatherMinds



LOCAL FORECAST

OVERNIGHT: Increasing clouds...warm. Winds: SE 5-10. Low: 80.

August 4, 2015 07:21AM



CURRENTLY IN: DALLAS, TX



83°

Feels like 86°

Broken Clouds

Wind 6mph SSW
Humidity 60%
Pressure 29.95"
Visibility 10mi

TODAY

102°
Sun and clouds mixed.
Wind: 11mph S
Chance of Precip: 0%
DETAILS

TONIGHT

80°
Clear skies.
Wind: 11mph S
Chance of Precip: 0%

Sure, Don Davis Auto Group has lots of cars.



Which lot did you have in mind?



LINCOLN

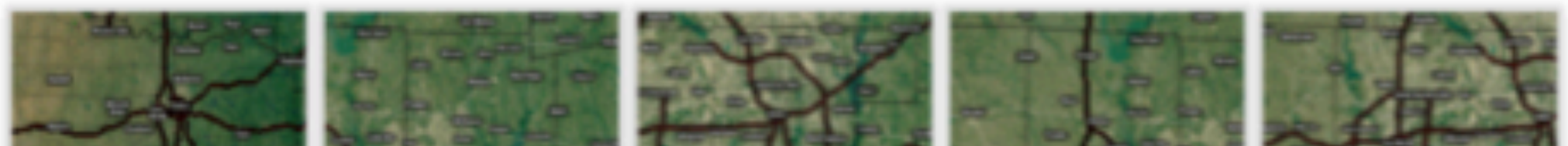


RAM



> Click here to find a location or to search vehicles.

WEATHER IN THE AREA



RIGHT NOW WEATHER

Dallas, TX





The key to delivering inquires is a compelling message that will practically force the customer to click through.





WEATHER IN THE AREA



Regional Collin County Dallas County Denton County Tarrant County

RIGHT NOW WEATHER

Dallas, TX 


11 AM	5 PM	11 PM	5 AM
			
92°	98°	87°	79°

[More Weather](#)

QUICK LINKS

- Slideshows
- News Links
- Radars
- Share Your Photos
- Coupons
- Lottery Results
- TV Schedule
- GMT
- National Politics

CRIME

KIA'S FOR \$159/MONTH 
[Click For More Details](#)

Man with gun killed by Fort Worth police

[Read Story](#) | WFAA



WHO: Tests show new Ebola vaccine is 'highly...



Man with gun killed by Fort Worth police



Texas refuses to issue same-sex couples death...



Free nannies for sick, stay-at-home moms



Pastor's ties to McKinney tech company under...



Methodist Dallas takes on 3 liver transplants in...

Construction Begins Summer 2015

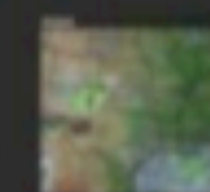
4th Lane. Forthcoming.

Dallas North Tollway & Bush Turnpike



[Learn More >>](#)

RIGHT NOW



Weather | 2 hours ago
[Local Forecast](#)





It is **CRITICAL** that the dealer's website be prominent in every second of the TV creative and at least mentioned 3 times in the radio spot.

The Golden Rule



If it is not driving customers to the dealers website or showroom with the intention of inquiring about a vehicle

JUST DON'T DO IT.



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