

N & M

## BRIGHT CAR SALES PERFORMANCE ANALYSIS | Sales Performance Overview

REVENUE

7bn

UNITS SOLD

540K

AVERAGE SELLING  
PRICE

14K

NUMBER OF  
CARS SOLD

ab

al

SALE YEAR BY MONTH

2014

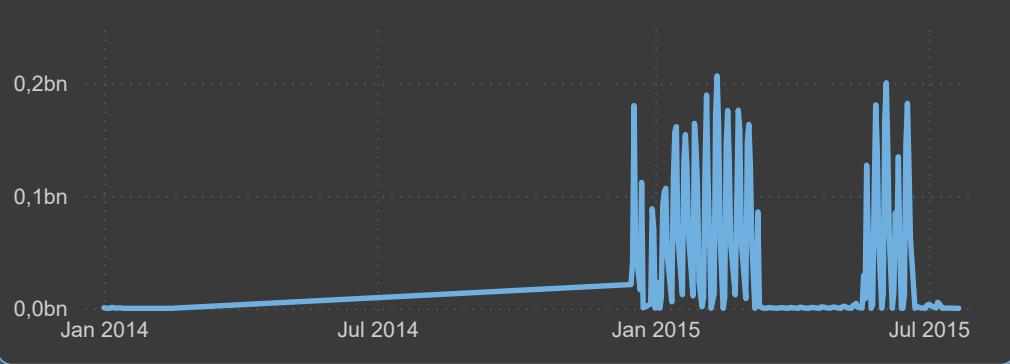
2015

PERFORMANCE  
TIER

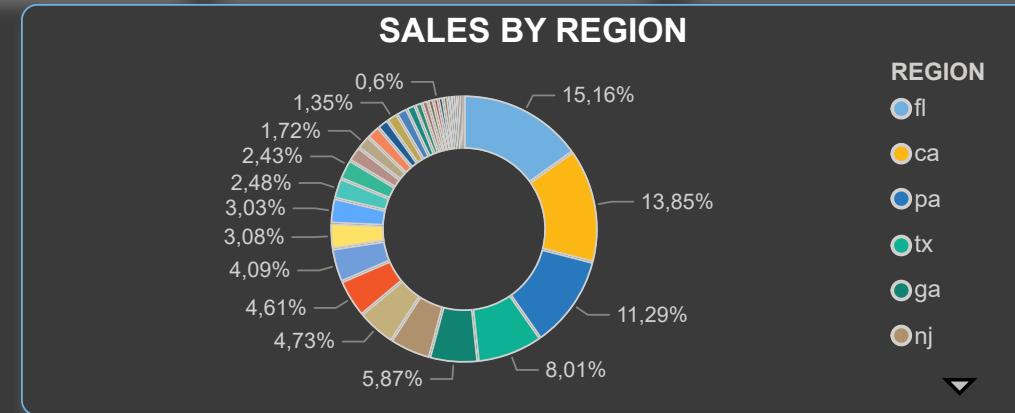
High Margin

Low Margin

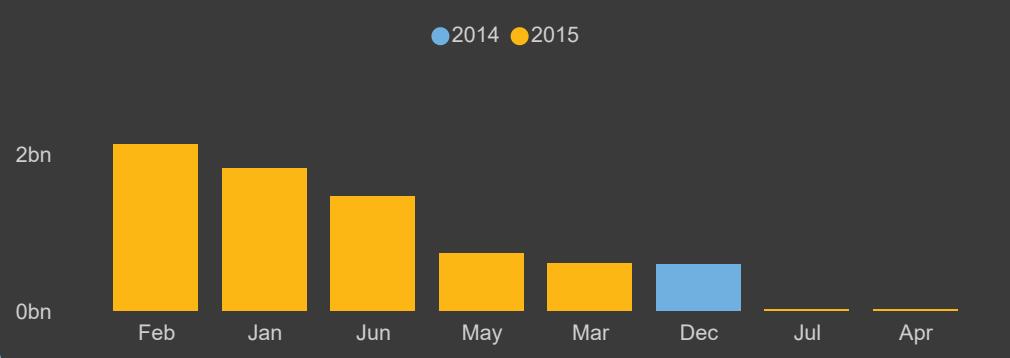
### REVENUE TRENDS OVER TIME



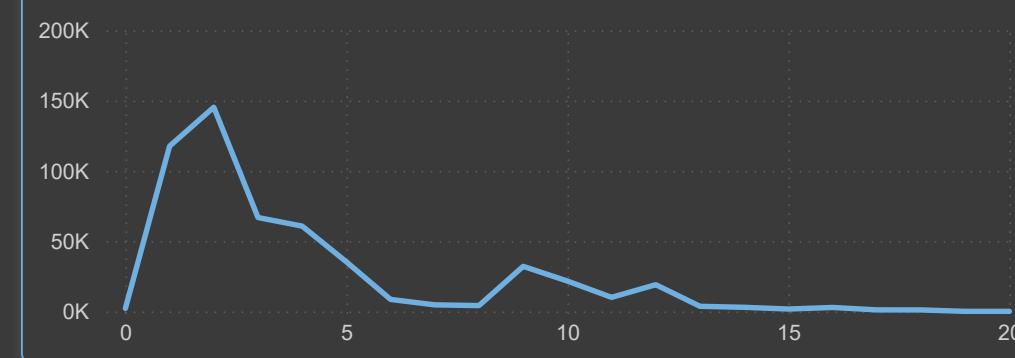
### SALES BY REGION



### MONTHLY SALES



### SALES BY HOUR OF THE DAY



## REVENUE

7bn

## UNITS SOLD

540K

## AVERAGE SELLING PRICE

14K

## NUMBER OF CARS SOLD

ab  
al

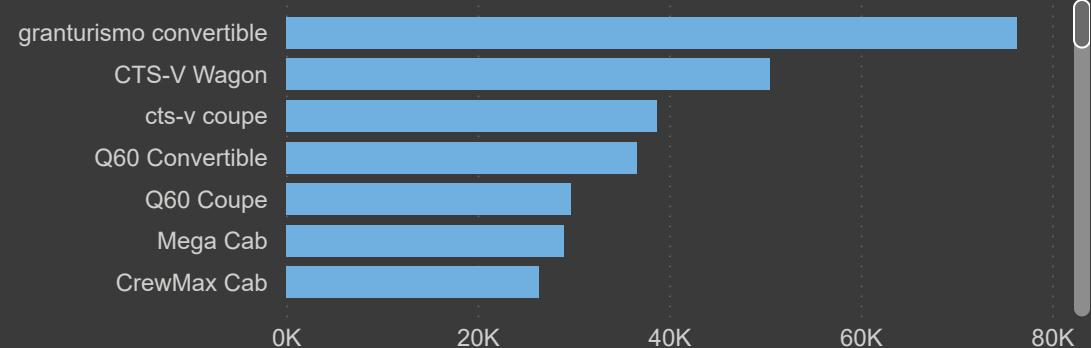
## SALE YEAR BY MONTH

2014  
2015

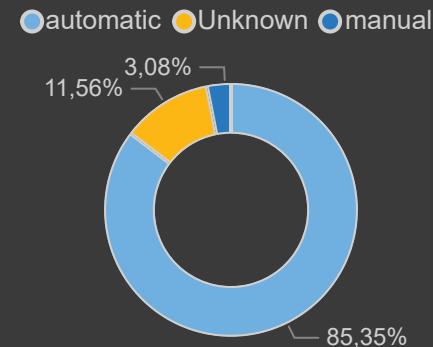
## PERFORMANCE TIER

High Margin  
Low Margin

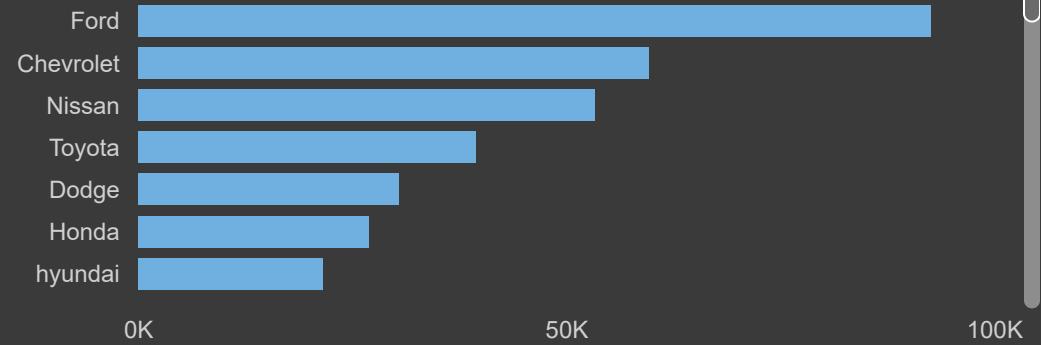
## AVERAGE SELLING PRICE BY BODY TYPE



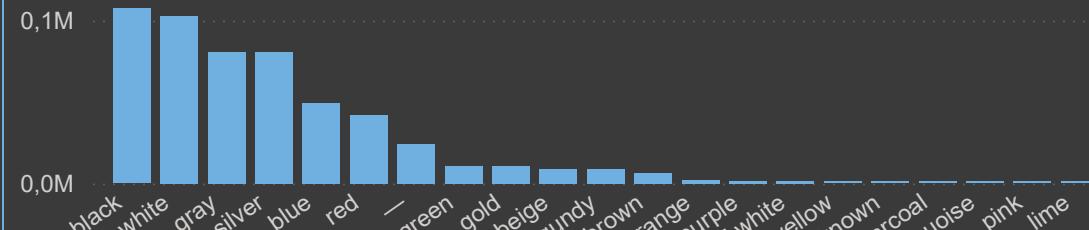
## TRANSMISSION PREFERENCES



## VEHICLE MAKE POPULARITY



## COLOUR PREFERENCES



# N & M

## BRIGHT CAR SALES PERFORMANCE ANALYSIS | Profit & Seller Performance

REVENUE

7bn

UNITS SOLD

540K

AVERAGE SELLING PRICE

14K

NUMBER OF CARS SOLD

ab  
al

SALE YEAR BY MONTH

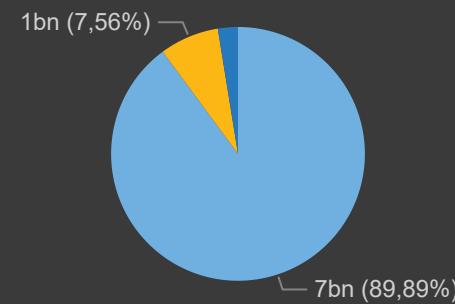
2014  
2015

PERFORMANCE TIER

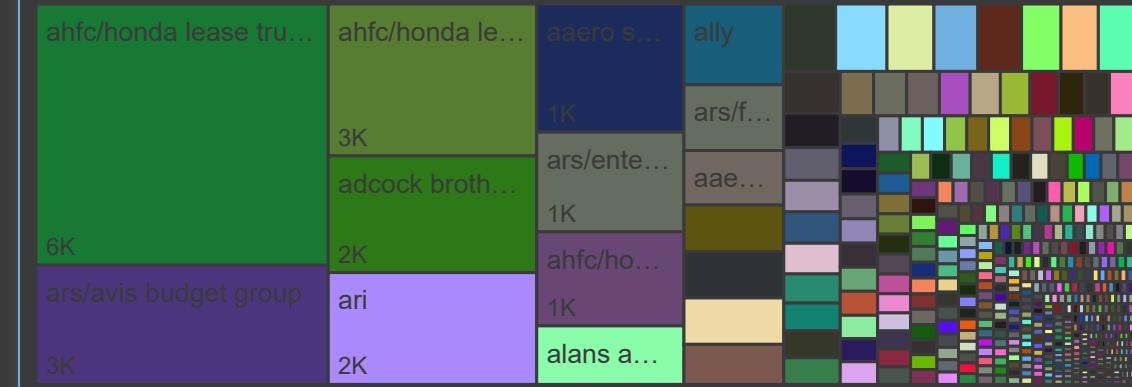
High Margin  
Low Margin

### PROFIT MARGIN DISTRIBUTION AND PERFORMANCE TIERS

● Low Margin ● Medium Margin ● High Margin



### UNITS SOLD BY SELLER



### INVENTORY INSIGHTS

| MAKE | 03-Sept | 05-Sept | 1 | 1 Series | 1500 | 190-Class | 2 Series |
|------|---------|---------|---|----------|------|-----------|----------|
|------|---------|---------|---|----------|------|-----------|----------|

Acura

airstream

Aston Martin

Audi

Total

1201425 228675 54400 7567925 72674336

2125 1231700 44