

# Australia Private Sale Review

## January - June 2016

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# Australia Private Sale Summary 2016

## January - June 2016

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**83**

Private Sales

**3205**

Appointments Booked

**224**

# Sales Reps

**1197**

Appointments Showed

**118**

# Salesperson Hat Tricks

**48%**

Closing ratio

**739**

Vehicles Sold

# Australia Private Sale Summary

## June 2016

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**18**

Private Sales

**641**

Appointments Booked

**45**

# Sales Reps

**238**

Appointments Showed

**19**

# Salesperson Hat Tricks

**42%**

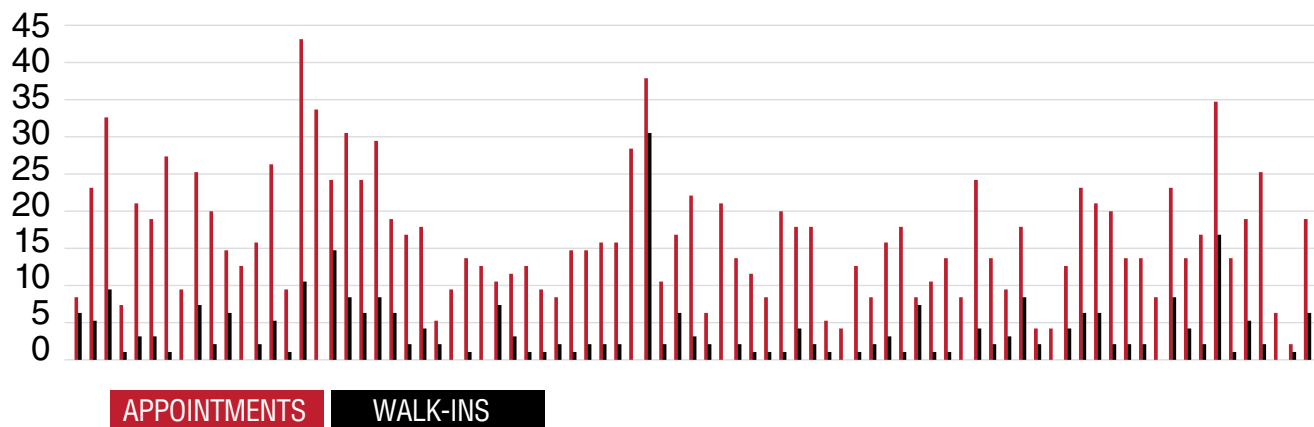
Closing ratio

**131**

Vehicles Sold

# Showroom Traffic

FCA Australia (Jan - June 2016)

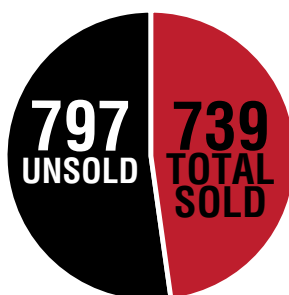


**TOTAL SHOWROOM TRAFFIC: 1,470**



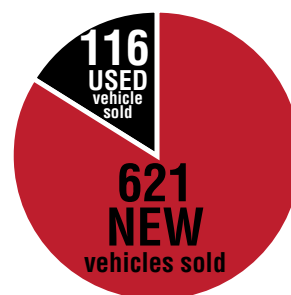
**77%**

FROM APPOINTMENTS



**48%**

CLOSING RATIO



**84%**

NEW VEHICLES SOLD

**TOTAL PRIVATE  
SALES RUN:**

**83**

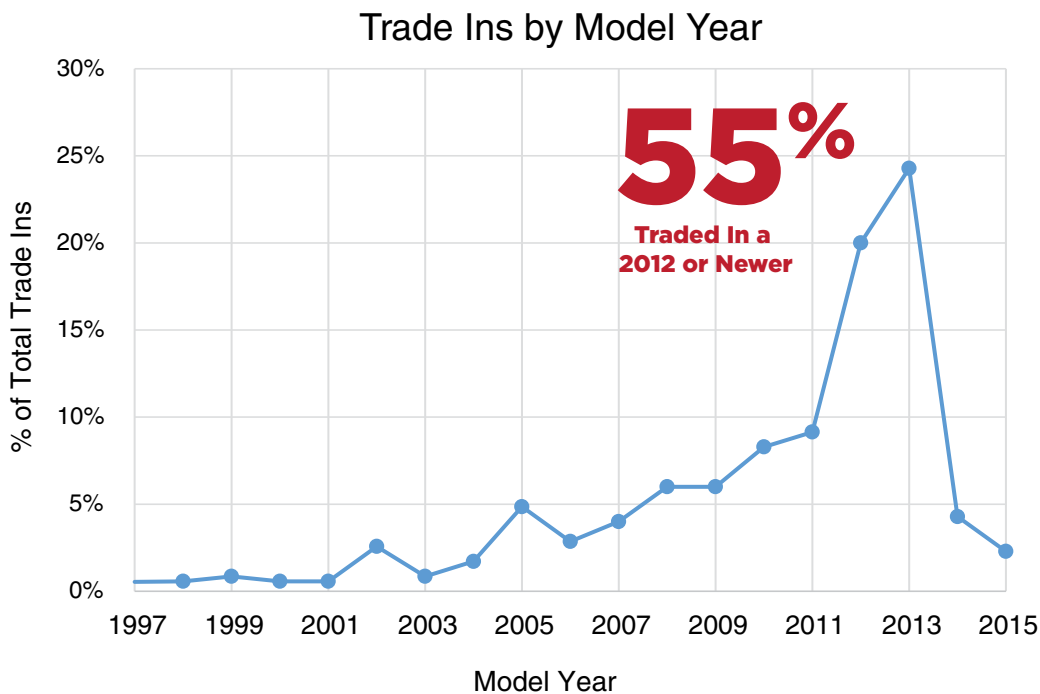
**TOTAL VEHICLES SOLD  
FROM PRIVATE SALES:**

**739**

# Australia Private Sale Trade-Up Sweet Spot

## January - June 2016

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## 2016 Private Sale Conquest Activity

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**40%** of all customers sold were new to the Brand

Previous Vehicle FCA: **205**

Previous Vehicle Non-FCA: **144**



\*Stats based on 349 recorded trade-ins at Private Sales Events

# Australian Private Sale “Sale Insights”

January - June 2016

Migrated from  
another segment

21%

Trade Sweet Spot  
2 to 5 Years Old

60%

Model Loyalty

45%

Traded In Non  
FCA Brand

34%

#1 Sold  
240 Units



JEEP GRAND CHEROKEE

Migrated from  
another segment

37%

Trade Sweet Spot  
2 to 5 Years Old

62%

Model Loyalty

3%

Traded In Non  
FCA Brand

55%

#2 Sold  
59 Units



JEEP CHEROKEE

Migrated from  
another segment

53%

Trade Sweet Spot  
2 to 5 Years Old

80%

Model Loyalty

New  
Product

Traded In Non  
FCA Brand

30%

#3 Sold  
22 Units



JEEP RENEGADE



# Australian Private Sale

## Top 25 Events - Jan - June 2016

### SOLD

54	Westpoint Jeep - Moorooka
30	Suttons City Rosebery
23	Berwick Chrysler Jeep Dodge
23	Valley Chrysler Jeep Dodge
21	Caroline Springs Chrysler Jeep Dodge
20	Cricks Mt. Gravatt
19	Westpoint Jeep - Moorooka
18	Northern Chrysler Jeep Dodge
17	Werribee Chrysler Jeep Dodge
16	Bayside Chrysler Dodge - Frankston
16	Cricks Mt. Gravatt
15	Nunawading Chrysler Jeep Dodge
15	Suttons Northern Beaches

15	Tynan Motors - Kirrawee
13	Heartland Chrysler Fiat - Castle Hill
13	Five Dock Chrysler Dodge Jeep
13	Adelaide City Chrysler Jeep Dodge
13	Osborne Park Chrysler Jeep Dodge
13	Suttons City Rosebery
12	Peter Warren Chrysler Jeep Dodge
12	Barbagallo Alfa Romeo & Fiat
11	Northern Chrysler Jeep Dodge
11	Adrian Brien Chrysler Fiat
11	City Chrysler Jeep Dodge
10	Bayside Chrysler Dodge - Frankston

Average Sold by All Dealers: **8.9**

Average Sold by Top 25 Dealers: **24**

# Australian Private Sale

## Top 20 Salespeople - Jan - June 2016

### SOLD

11	Phillip Stephenson : Valley Chrysler Jeep Dodge
9	Marco Attalla (CJD) : Suttons City Rosebery
8	Mo Fares CJD : Suttons City Rosebery
7	Eddie Tiong : Nunawading Chrysler Jeep Dodge
7	Michael (MICKO Knight : Northern Chrysler Jeep Dodge
7	Lisa Feeley : Osborne Park Chrysler Jeep Dodge
7	Mark Nelson : Tynan Motors - Kirrawee
7	Cristian Castillo : Caroline Springs Chrysler Jeep Dodge
7	Tom Hirst : Rolfe Motors - Phillip
7	Peter Christopherson : Bayside Chrysler Dodge - Frankston

7	Jade Yuen : Westpoint Jeep - Moorooka
6	Anthony Mercuri : Northern Chrysler Jeep Dodge
6	Richard Henfield : Cricks Mt. Gravatt
6	Kathreen Monk : Valley Chrysler Jeep Dodge
6	Patrick Starr : Berwick Chrysler Jeep Dodge
6	Anastasia Muller : Westpoint Jeep - Moorooka
6	Alan Havilah : Westpoint Jeep - Moorooka
6	Craig Fullick : Heartland Chrysler Fiat - Castle Hill
6	Han Xiao : Westpoint Jeep - Moorooka
6	Andrew Benson : Westpoint Jeep - Moorooka

Average Sold by All Salespeople: **3.3**

Average Sold by Top 25 Salespeople: **6.9**