

DEALER INTELLIGENCE REPORT

Apple Chevrolet Northfield

November 2021

SALES DATA INTELLIGENCE



0.41

Lease deflection rate over the last 12 months



14

Lost lease customers in the last 12 months



63

Leases coming due in the next 12 months



N/A

Serviced customers that never bought



1041

High APR customers (7%+, 24mos+ into loan)



N/A

In market customers



N/A

New cars sold within PMA over the last 24 months



N/A

Used cars sold within PMA over the last 24 months

SERVICE DATA INTELLIGENCE



1099

Sold but never serviced



4718

No service in the last 12 months



N/A

Serviced customers within PMA over the last 24 months