

DEALER INTELLIGENCE REPORT

Freehold Chrysler

November 2021

SALES DATA INTELLIGENCE



96%

Lease deflection rate over the last 12 months



889

Lost lease customers in the last 12 months



736

Leases coming due in the next 12 months



7,578

Serviced customers that never bought



956

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



1,385

Sold but never serviced



9,850

No service in the last 12 months



N/A

Serviced customers within PMA over the last 24 months