

# SmartInsight – F&I Analysis Last Year Monthly Breakdown

Report Stats		Report Filter	
User:	Matt Nowicki	Store:	ABC HONDA
Generated:	09/26/05 07:53:01 PDT	Deal Status:	Closed, Final, Spot Delivered
		Deal Category:	RETAIL
		Deal Date:	Between 01/01/2004 and 12/31/2004

## Deal: Count

Finance Location	Jan/04	Feb/04	Mar/04	Apr/04	May/04	Jun/04	Jul/04	Aug/04	Sep/04	Oct/04	Nov/04	Dec/04	Total
CASH	81	66	95	53	172	78	73	76	70	89	81	132	1,066
FINANCED	283	312	371	314	350	284	366	269	336	242	270	355	3,752
OUTSIDE	6	9	5	9	9	11	6	8	27	11	22	14	137
<b>Total</b>	<b>370</b>	<b>387</b>	<b>471</b>	<b>376</b>	<b>531</b>	<b>373</b>	<b>445</b>	<b>353</b>	<b>433</b>	<b>342</b>	<b>373</b>	<b>501</b>	<b>4,955</b>

## Product Profit: Count

Product Name	Jan/04	Feb/04	Mar/04	Apr/04	May/04	Jun/04	Jul/04	Aug/04	Sep/04	Oct/04	Nov/04	Dec/04	Total
A - Auto Financing	284	312	371	314	352	284	367	269	338	246	272	360	3,769
C - Extended Warranty	223	256	301	241	273	229	288	197	243	204	222	311	2,988
F - Gap	223	265	304	253	286	236	291	216	247	187	212	275	2,995
O - IT		3	140	109	85	67	72	42	46	21	14	51	650
O - Theft	130	151	192	154	161	131	181	133	153	129	152	222	1,889
<b>Total</b>	<b>1,017</b>	<b>1,159</b>	<b>1,519</b>	<b>1,238</b>	<b>1,354</b>	<b>1,112</b>	<b>1,406</b>	<b>992</b>	<b>1,207</b>	<b>929</b>	<b>1,021</b>	<b>1,444</b>	<b>14,398</b>

## Penetrations

Product Name	Jan/04	Feb/04	Mar/04	Apr/04	May/04	Jun/04	Jul/04	Aug/04	Sep/04	Oct/04	Nov/04	Dec/04	Total
A - Auto Financing	77%	81%	79%	84%	66%	76%	82%	76%	78%	72%	73%	72%	76%
C - Extended Warranty	60%	66%	64%	64%	51%	61%	65%	56%	56%	60%	60%	62%	60%
F - Gap	60%	68%	65%	67%	54%	63%	65%	61%	57%	55%	57%	55%	60%
O - IT		1%	30%	29%	16%	18%	16%	12%	11%	6%	4%	10%	13%
O - Theft	35%	39%	41%	41%	30%	35%	41%	38%	35%	38%	41%	44%	38%
<b>Total</b>	<b>275%</b>	<b>299%</b>	<b>323%</b>	<b>329%</b>	<b>255%</b>	<b>298%</b>	<b>316%</b>	<b>281%</b>	<b>279%</b>	<b>272%</b>	<b>274%</b>	<b>288%</b>	<b>291%</b>

## Product Profit: Sum

Product Name	Jan/04	Feb/04	Mar/04	Apr/04	May/04	Jun/04	Jul/04	Aug/04	Sep/04	Oct/04	Nov/04	Dec/04	Total
A - Auto Financing	142,551	171,076	189,421	162,127	154,504	158,955	221,774	151,531	159,517	149,163	143,185	219,267	2,023,071
C - Extended Warranty	246,094	296,110	333,450	288,593	314,840	270,436	320,587	218,024	232,421	209,229	223,520	338,973	3,292,277
F - Gap	39,989	50,013	55,002	46,877	52,013	44,929	56,635	41,780	46,385	36,227	39,241	52,773	561,864
O - IT		360	16,800	13,094	10,434	8,246	8,654	5,119	5,520	2,435	1,631	5,763	78,055
O - Theft	36,710	46,504	58,510	46,190	45,752	39,700	54,567	39,834	45,637	39,474	46,284	68,083	567,242
<b>Total</b>	<b>492,449</b>	<b>589,678</b>	<b>685,718</b>	<b>583,417</b>	<b>610,217</b>	<b>548,311</b>	<b>693,228</b>	<b>476,547</b>	<b>515,652</b>	<b>458,876</b>	<b>476,214</b>	<b>716,464</b>	<b>6,846,770</b>

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Product Profit: Avg													
Product Name	Jan/04	Feb/04	Mar/04	Apr/04	May/04	Jun/04	Jul/04	Aug/04	Sep/04	Oct/04	Nov/04	Dec/04	Average
A - Auto Financing	502	548	511	516	439	560	604	563	472	606	526	609	537
C - Extended Warranty	1,104	1,157	1,108	1,197	1,153	1,181	1,113	1,107	956	1,026	1,007	1,090	1,102
F - Gap	179	189	181	185	182	190	195	193	188	194	185	192	188
O - IT		120	120	120	123	123	120	122	120	116	117	113	120
O - Theft	282	308	305	300	284	303	301	300	298	306	305	307	300
<b>Average</b>	<b>484</b>	<b>509</b>	<b>451</b>	<b>471</b>	<b>451</b>	<b>493</b>	<b>493</b>	<b>480</b>	<b>427</b>	<b>494</b>	<b>466</b>	<b>496</b>	<b>476</b>

Income Per Contract													
Finance Location	Jan/04	Feb/04	Mar/04	Apr/04	May/04	Jun/04	Jul/04	Aug/04	Sep/04	Oct/04	Nov/04	Dec/04	Average
FINANCED	1,716	1,875	1,838	1,836	1,727	1,916	1,853	1,746	1,503	1,834	1,732	1,948	1,795
Total Finance Income													
FINANCED	483,881	585,051	680,174	572,807	602,846	544,216	678,361	469,706	502,125	441,899	467,675	691,543	6,720,284

Income Per Retail													
Store	Jan/04	Feb/04	Mar/04	Apr/04	May/04	Jun/04	Jul/04	Aug/04	Sep/04	Oct/04	Nov/04	Dec/04	Average
ABC HONDA	1,329	1,524	1,455	1,550	1,154	1,470	1,558	1,354	1,188	1,338	1,277	1,432	1,382
Total Back End Gross													
ABC HONDA	490,385	589,678	683,643	579,781	608,141	548,311	693,228	476,547	512,217	456,297	476,214	715,914	6,830,356