



DEALER PERFORMANCE EVALUATION

Maguire Toyota (31177)      Region: New York      District: J (10)      Market: THACA

September 2023

DEALER INFORMATION	
<b>Dealership:</b> Maguire Toyota <b>Address:</b> 370 Elmira Road Ithaca, NY 14850 <b>City/State/zip:</b> Ithaca, NY 14850 <b>Appt. Date:</b> 01/25/2008 <b>Market Type:</b> Single Point <b>Representation:</b> Dual AUD, KIA, VLK, VLV Combined AUD, KIA, VLK, VLV <b>Entity Combined Lines:</b> Yes Multiple Owner: Yes Public Owner: No <b>Toyota URL:</b> <a href="https://www.maguiretoyota.com">https://www.maguiretoyota.com</a>	<b>Off-site Location 1:</b> 370 Elmira Road Ithaca, NY 14850 Use: BDYSHP <b>Off-site Location 2:</b> N/A Use: N/A <b>Off-site Location 3:</b> N/A Use: N/A <b>Other Location(s):</b> N/A Cust Facing: N/A Cust Facing: N/A Cust Facing: N/A

TOYOTA DEALER AGREEMENT		OVERVIEW																										
<b>Current Agreement Term:</b> 91 Months <b>Agreement Approval Date:</b> 03/31/2023 <b>Extension Length:</b> N/A <b>Agreement Expiration Date:</b> 10/30/2030		<table border="1"> <tr> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>106.3%</td> <td>\$2,137,539</td> <td>0.01</td> <td>182.2%</td> <td>Yes</td> <td>No</td> <td></td> </tr> <tr> <td colspan="7">SALES EFFICIENCY NET PROFIT D/E RATIO NWC % OF REQ IMAGE USA II TLEO BTM 10%</td> </tr> </table>						<input checked="" type="checkbox"/>	106.3%	\$2,137,539	0.01	182.2%	Yes	No		SALES EFFICIENCY NET PROFIT D/E RATIO NWC % OF REQ IMAGE USA II TLEO BTM 10%												
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Ithaca, NY 14850

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RETAIL (W/ADJ. LEASE) SALES EFFICIENCY SUMMARY (8/2023)		AUG 2023 ROLLING 12 MONTHS				HISTORICAL RESULTS		
		2021 YE	2022 YE	2023 YE	2023 YTD			
Dealer's Expected Sales	(C)	605	644	621	382			
Dealer's Retail Sales	(D)	643	628	636	396			
Dealer's Sales Above or Below Expected	(D - C)	38	-18	15	16			
<b>DEALER'S SALES EFFICIENCY</b>	<b>(D / C)</b>	<b>106.3%</b>	<b>97.2%</b>	<b>102.4%</b>	<b>104.2%</b>			

COMPETITIVE SEGMENT	SERIES	(A) INDUSTRY REGISTRATIONS IN PMA	(B) TOYOTA'S STATE MARKET SHARE	(C) DEALER'S EXPECTED RETAIL SALES	(D) DEALER'S RETAIL SALES	(D - C) DEALER'S SALES ABOVE OR BELOW EXPECTED	DEALER SALES EFFICIENCY				
							(A X B)	(D - C)	(D / C)	AUG 2023 ROLLING 12 MONTHS	2021 YE
Compact Car	GR Corolla		0.3%	1	3	2	300.0%	n/a%	0.0%	0.0%	300.0%
	Yaris	389	0.0%	0	0	0	400.0%	0.0%	0.0%	0.0%	0.0%
Sports Coupe	Corolla		12.9%	50	24	-26	48.0%	87.5%	47.4%	50.0%	50.0%
	Supra	29	3.3%	1	0	-1	0.0%	100.0%	0.0%	0.0%	0.0%
Midsize Car	Toyota 86		8.6%	3	2	-1	66.7%	0.0%	68.7%	100.0%	100.0%
	Crown		1.0%	3	4	1	133.3%	n/a%	n/a%	133.3%	133.3%
Small Pickup	Camry		20.4%	56	56	0	100.0%	42.4%	84.2%	102.8%	102.8%
	Plus	272	4.3%	12	34	22	283.3%	214.3%	306.3%	242.9%	242.9%
1/2 Ton Large Pickup	Avalon		0.0%	0	0	0	0.0%	66.7%	66.7%	0.0%	0.0%
	Miral		0.0%	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%
Entry SUV	Tacoma	281	26.2%	74	51	-23	68.9%	112.3%	87.8%	66.7%	66.7%
	Tundra	525	8.1%	43	90	47	209.3%	303.7%	306.3%	179.3%	179.3%
Small SUV	Corolla Cross	661	5.1%	34	15	-19	44.1%	33.3%	55.2%	47.6%	47.6%
	CHR		0.2%	2	1	-1	50.0%	46.7%	66.7%	0.0%	0.0%
Mid SUV	BZ4X		0.3%	4	6	2	150.0%	n/a%	200.0%	133.3%	133.3%
	RAV4	1,439	13.0%	187	208	21	111.2%	92.3%	101.6%	107.7%	107.7%
Large SUV	Grand Highlander		0.6%	5	9	4	180.0%	n/a%	n/a%	180.0%	180.0%
	Highlander	790	8.8%	69	72	3	104.3%	79.6%	80.9%	100.0%	100.0%
Premium SUV	4Runner		2.2%	17	22	5	129.4%	90.0%	80.0%	145.5%	145.5%
	Venza		1.2%	9	9	0	100.0%	111.1%	80.9%	83.3%	83.3%
Small Van	Sequoia	74	3.7%	3	4	1	133.3%	100.0%	100.0%	150.0%	150.0%
	Land Cruiser	33	0.0%	0	0	0	0.0%	0.0%	0.0%	0.0%	0.0%
COMPETITIVE SEGMENT TOTAL	Sienna	89	35.5%	32	33	1	103.1%	34.1%	72.7%	125.0%	125.0%
		<b>4,582</b>		<b>605</b>	<b>643</b>	<b>38</b>	<b>106.3%</b>	<b>97.2%</b>	<b>102.4%</b>	<b>104.2%</b>	<b>104.2%</b>

MEMO: Total Light Vehicle Registrations with no Toyota entries: 5,190

(B) Toyota's minimum retail sales performance requirement is based on state average. To determine whether Toyota is adequately represented in a market or other area, Toyota may use other standards, such as national, regional, or local.

(C) Calculation based on (B) at 8 decimal places, with standard rounding rules.

Comments: State Market Share is based on the respective time period (R12, YTD, LTTD)

Series data includes combines all drivetrain types (Ex: Rave combines Gas, Hybrid, and Plug-In)

For new and buyback dealers, the sales efficiency calculation uses retail sales and registrations beginning with the first full month of business

Market Geography Changes: 7/2022, 2/2019

Dealer: \_\_\_\_\_

Evaluator: \_\_\_\_\_

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	2021 YE		2022 YE		SEP 2023 YTD	
	SALES	%REG/PD	SALES	%REG/PD	SALES	%REG/PD
Passenger Car	131	0.36%	128	0.38%	94	0.39%
Light Truck	495	0.45%	508	0.51%	364	0.51%
Total	626	0.42%	636	0.46%	458	0.48%
Fleet/TRAC	10	0.11%	35	0.42%	42	0.47%
- FROM THE BUSINESS MANAGEMENT SYSTEM -						
	2021 YE		2022 YE		SEP 2023 YTD	
Used	826	0.85%	716	0.90%	512	0.88%
TCUV (Memo)	0	0.00%	0	0.00%	0	0.00%
TCUV % Total Used	0.00%		0.00%		0.00%	
Other Make Sales	535		540		353	

RETAIL (W/ ADJUSTED LEASE) MARKET SHARE (8/2023)							
	2021 YE		2022 YE		AUG 2023 YTD		ROLLING 12-MONTH
	% PASSENGER CAR		% PASSENGER CAR		% PASSENGER CAR		
Dealer / PMA	19.6%	21.6%	18.8%		20.6%		
Metro / MP	0	0	0		0		
State	12.5%	14.3%	12.5%		13.0%		
Region / PD	11.9%	13.8%	11.7%		12.2%		
% LT. TRUCK							
Dealer / PMA	13.1%	15.2%	13.3%		14.8%		
Metro / MP	0	0	0		0		
State	9.7%	10.3%	9.0%		9.7%		
Region / PD	9.7%	10.0%	8.6%		9.3%		
% LT. VEHICLE							
Dealer / PMA	14.1%	16.2%	14.1%		15.6%		
Metro / MP	0	0	0		0		
State	10.2%	11.0%	9.6%		10.3%		
Region / PD	10.1%	10.9%	9.2%		9.8%		

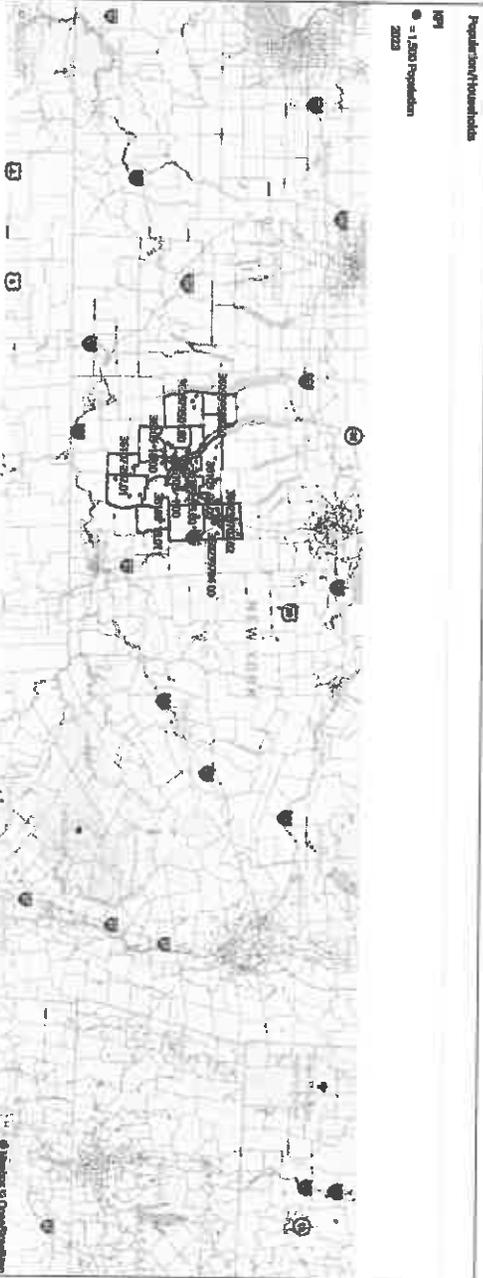
	RETAIL (WITH ADJUSTED LEASE) MARKET LEADERSHIP (8/2023)								
	2021 YE REGIS. TOYOTA +/-		2022 YE REGIS. TOYOTA +/-		AUG 2023 YTD REGIS. TOYOTA +/-				
Passenger Car	TOY	190	0	TOY	170	0	TOY	98	0
	HON	146	44	SUB	114	56	HON	97	1
	NIS	130	60	NIS	98	72	SUB	86	12
	HYU	102	88	HON	84	86	NIS	55	43
	SUB	100	90	HYU	70	100	HYU	41	57
Lt Truck	TOY	665	0	TOY	661	0	CHE	403	-7
	SUB	608	57	SUB	622	39	TOY	396	0
	FOR	524	141	CHE	483	168	SUB	393	3
	CHE	513	152	FOR	481	180	FOR	326	70
	HON	467	198	HON	294	367	HON	263	133
Lt Vehicle	TOY	855	0	TOY	831	0	TOY	494	0
	SUB	708	147	SUB	736	95	SUB	479	15
	HON	613	242	CHE	535	296	CHE	428	66
	CHE	566	289	FOR	489	342	HON	360	68
	NIS	553	302	HON	378	453	FOR	329	165

Dealer: \_\_\_\_\_

Evaluator: \_\_\_\_\_



Demographics



Year	Population				Households				Median Household Income			
	2023 ↓	2022	Δ	% Δ	2023	2022	Δ	% Δ	2023	2022	Δ	% Δ
<b>Total</b>	<b>1,368,648</b>	<b>1,367,293</b>	<b>3,705</b>	<b>0.3 %</b>	<b>522,829</b>	<b>523,255</b>	<b>-10,626</b>	<b>-2.0 %</b>	<b>\$79,016</b>	<b>\$90,420</b>	<b>-\$11,604</b>	<b>-14.7 %</b>
36061	12,074	12,493	-179	-1.4 %	4,410	4,415	-5	-0.1 %	\$64,596	\$73,529	-\$9,043	-13.8 %
36061	9,180	10,280	-1,100	-12.0 %	5,134	5,293	-499	-9.9 %	\$149,824	\$166,420	-\$16,596	-12.4 %
36047	9,188	10,169	-1,011	-11.0 %	4,709	5,169	-460	-9.3 %	\$187,284	\$216,182	-\$28,618	-15.8 %
556100	7,286	8,727	-851	-10.8 %	3,931	4,313	-322	-7.1 %	\$210,528	\$242,793	-\$32,265	-15.5 %
36047	7,070	8,171	-901	-9.8 %	2,654	2,772	-119	-4.5 %	\$80,356	\$93,500	-\$13,144	-16.2 %
36061	7,513	7,295	218	2.8 %	2,487	2,491	-4	-0.2 %	\$67,290	\$75,683	-\$8,393	-12.8 %
36061	7,244	7,129	115	1.6 %	3,022	3,009	7	0.2 %	\$76,115	\$89,287	-\$13,222	-16.2 %
36061	7,075	6,962	113	1.6 %	2,468	2,465	0	0.0 %	\$73,144	\$68,899	\$4,245	7.4 %
36061	7,008	6,895	113	1.6 %	2,139	2,131	8	0.4 %	\$99,123	\$87,888	\$11,235	14.5 %
36047	6,927	6,740	187	2.7 %	2,247	2,220	27	1.2 %	\$92,541	\$81,387	\$11,154	14.8 %
56100	1,368,648	1,367,293	3,705	0.3 %	522,829	523,255	-10,626	-2.0 %	\$79,016	\$90,420	-\$11,604	-14.7 %