

Wholesale Action Plan

Goal: achieve 25% GP overall

- Evaluate all current Wholesale customers for YTD Sales & Returns
-

-

- Keep all loyal customers at their current price level who have purchased more than \$10,000 in Parts with less than 10% Returns

Loyal customer price level: GM established TRADE Price

(avg ~ 25% GP)

-

- Set all other Wholesale customers at Cost + 50% price level

(to ensure approx 33% GP)

-

- Dealers within our own Auto Group get: Cost + 15% price level
-

-

** Goal should be accomplished by June 2025 **