

Instructions for the ATD Use

Your file should contain the last 100 used retail a

Do not include equipment

If you don't have 100 sales use the la

Every cell should be complete, le

Please use the drop down boxes for se

Upload to the Drop Box p

							DEALER ACADEMY USED TRUCK SPECIAL STUDY					
aler Academy	Class -ID No.	ATD 040-24										
	Name	Michael McGrath										
	Phone Number	303-947-3840										
B	C	D	E	F	G	H	I	J	K	L	M	N
								Reconditioning: In-House (\$)	Reconditioning: Sublet (\$)	Days In Stock	Transaction Type Retail = 1 Wholesale = 2	
Model Year	Market	Manufacturer:	Type of Veh Sold:	Odometer	Selling Price (\$)	Gross Profit (\$)	F & I Income (\$)					Trade with
(4 digits)	Segment			Reading								purchase
												1= yes
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2007	Medium Duty	Other	Other	147761	\$ 15,900	\$ 7,400	0.00	\$ 2,500	0.00	54	1	2
2012	Medium Duty	Other	Other	63790	\$ 75,100	\$ 19,600.00	0.00	\$ 5,500	0.00	279	1	1
2000	Medium Duty	Other	Other	200000	\$ 1,500	\$ 259.00	0.00	\$ 492	0.00	37	2	2
2001	Medium Duty	Other	Other	176,184	\$ 5,500	\$ 1,876.00	0.00	\$ 624	0.00	55	1	2
2001	Medium Duty	Other	Other	143,824	\$ 5,500	\$ 1,876.00	0.00	\$ 624	0.00	53	1	2
1997	Medium Duty	Other	Other	200,000	\$ 3,000	\$ 1,037.00	0.00	\$ 463	0.00	7	2	2
1998	Medium Duty	Other	Other	211,687	\$ 5,500	\$ 1,759.00	0.00	\$ 741	0.00	48	2	2
2002	Medium Duty	Other	Other	63,145	\$ 8,065	\$ 3,771.00	0.00	\$ 544	0.00	53	1	2
2006	Medium Duty	Other	Other	120,075	\$ 11,025	\$ 2,494.00	0.00	\$ 531	0.00	133	1	2
2000	Medium Duty	Other	Other	133,011	\$ 5,069	\$ 1,306.00	0.00	\$ 513	0.00	2	1	2
1998	Medium Duty	Other	Other	210,960	\$ 5,750	\$ 2,521.00	0.00	\$ 229	0.00	40	2	2
1997	Medium Duty	Other	Other	248,332	\$ 5,750	\$ 1,984.00	0.00	\$ 766	0.00	40	2	2
2005	Medium Duty	Other	Other	59125	\$ 16,025	\$ 3,464.00	0.00	\$ 4,561	0.00	51	1	2
1997	Medium Duty	Other	Other	221041	\$ 5,000	\$ 1,351.00	0.00	\$ 649	0.00	25	2	2
2000	Medium Duty	Other	Other	184062	\$ 10,290	\$ 2,844.00	0.00	\$ 1,196	0.00	20	1	2
2000	Medium Duty	Other	Other	183687	\$ 10,290	\$ 3,164.00	0.00	\$ 876	0.00	20	1	2
1999	Medium Duty	Other	Other	175369	\$ 6,000	\$ 2,101.00	0.00	\$ 649	0.00	19	2	2
2003	Medium Duty	Other	Other	156489	\$ 5,750	\$ 2,014.00	0.00	\$ 736	0.00	126	1	2

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Model Year	Market	Manufacturer:	Type of Veh Sold:	Odometer	Selling Price (\$)	Gross Profit (\$)	F & I Income (\$)					Trade with
(4 digits)	Segment			Reading								purchase
												1= yes
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2009	Medium Duty	Other	Other	53515	\$ 10,500	\$ 1,879.00	0.00	\$ 2,621	0.00	181	2	2
2009	Medium Duty	Other	Other	75965	\$ 13,275	\$ 6,075.00	0.00	\$ 1,200	0.00	179	1	2
2004	Medium Duty	Other	Other	210200	\$ 5,000	\$ 1,411.00	0.00	\$ 89	0.00	119	2	2
2005	Medium Duty	Other	Other	202160	\$ 8,900	\$ 1,585.00	0.00	\$ 3,315	0.00	161	1	2
1989	Medium Duty	Other	Other	200358	\$ 2,200	\$ 267.00	0.00	\$ 683	0.00	51	2	2
2004	Medium Duty	Other	Other	140589	\$ 5,500	\$ 1,911.00	0.00	\$ 89	0.00	92	2	2
1999	Medium Duty	Other	Other	217535	\$ 5,700	\$ 1,807.00	0.00	\$ 1,143	0.00	45	2	2
2009	Medium Duty	Other	Other	135083	\$ 10,968	\$ 3,951.00	0.00	\$ 517	0.00	231	2	2
2003	Medium Duty	Other	Other	117924	\$ 5,500	\$ 2,711.00	0.00	\$ 289	0.00	6	1	2
2003	Medium Duty	Other	Other	173268	\$ 6,900	\$ (1,089.00)	0.00	\$ 4,239	0.00	7	1	2
2007	Medium Duty	Other	Other	173036	\$ 9,300	\$ (25.00)	0.00	\$ 75	0.00	7	2	2
2004	Medium Duty	Other	Other	250650	\$ 10,965	\$ 1,871.00	0.00	\$ 5,594	0.00	92	1	2
2004	Medium Duty	Other	Other	164379	\$ 10,965	\$ 2,750.00	0.00	\$ 4,715	0.00	92	1	2
2004	Medium Duty	Other	Other	217434	\$ 7,500	\$ 4,136.00	0.00	\$ 114	0.00	9	1	2
2004	Medium Duty	Other	Other	75290	\$ 8,030	\$ 3,641.00	0.00	\$ 89	0.00	419	1	2
2004	Medium Duty	Other	Other	136747	\$ 12,000	\$ 3,911.00	0.00	\$ 89	0.00	98	1	2
2007	Medium Duty	Other	Other	56239	\$ 1,000	\$ 1,000.00	0.00	\$ -	0.00	5	2	2
2005	Medium Duty	Other	Other	131146	\$ 1,000	\$ 1,000.00	0.00	\$ -	0.00	5	2	2
2006	Medium Duty	Other	Other	161457	\$ 6,000	\$ 1,991.00	0.00	\$ 2,009	0.00	49	2	2
2003	Medium Duty	Other	Other	161391	\$ 5,500	\$ 1,429.00	0.00	\$ 1,071	0.00	71	2	2
2003	Medium Duty	Other	Other	161197	\$ 5,000	\$ 1,911.00	0.00	\$ 89	0.00	71	2	2
2001	Medium Duty	Other	Other	195671	\$ 5,500	\$ 1,911.00	0.00	\$ 89	0.00	102	2	2
2007	Medium Duty	Other	Other	139916	\$ 36,900	\$ 11,802.00	0.00	\$ 9,098	0.00	255	1	2
2001	Medium Duty	Other	Other	27934	\$ 5,975	\$ 2,336.00	0.00	\$ 1,139	0.00	60	1	2
2001	Medium Duty	Other	Other	218279	\$ 6,375	\$ 1,749.00	0.00	\$ 2,126	0.00	42	1	2
2003	Medium Duty	Other	Other	215823	\$ 6,975	\$ 2,703.00	0.00	\$ 1,272	0.00	42	1	2
2002	Medium Duty	Other	Other	54270	\$ 8,000	\$ 3,477.00	0.00	\$ 273	0.00	72	1	2

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Model Year	Market	Manufacturer:	Type of Veh Sold:	Odometer	Selling Price (\$)	Gross Profit (\$)	F & I Income (\$)					Trade with
(4 digits)	Segment			Reading								purchase
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2000	Medium Duty	Other	Other	147986	\$ 4,200	\$ 1,934.00	0.00	\$ 516	0.00	97	2	2
2008	Medium Duty	Other	Other	182225	\$ 2,425	\$ 1,106.00	0.00	\$ 319	0.00	8	2	2
2008	Medium Duty	Other	Other	163547	\$ 1,325	\$ 6.00	0.00	\$ 319	0.00	8	2	2
2010	Medium Duty	Other	Other	57967	\$ 15,000	\$ 7,411.00	0.00	\$ 89	0.00	98	2	2
2008	Medium Duty	Other	Other	179210	\$ 17,000	\$ 4,839.00	0.00	\$ 161	0.00	1	1	2
1997	Medium Duty	Other	Other	162887	\$ 5,000	\$ 2,411.00	0.00	\$ 89	0.00	55	1	2
2004	Medium Duty	Other	Other	72809	\$ 6,500	\$ 2,384.00	0.00	\$ 2,616	0.00	176	2	2
2001	Medium Duty	Other	Other	261982	\$ 4,500	\$ 2,411.00	0.00	\$ 89	0.00	55	1	2
2010	Medium Duty	Other	Other	123103	\$ 10,100	\$ 6,206.00	0.00	\$ 1,894	0.00	42	1	2
1991	Medium Duty	Other	Other	99705	\$ 2,289	\$ 386.00	0.00	\$ 653	0.00	56	1	2
2001	Medium Duty	Other	Other	208548	\$ 3,846	\$ 1,257.00	0.00	\$ 89	0.00	15	1	2
1998	Medium Duty	Other	Other	191385	\$ 5,900	\$ 2,311.00	0.00	\$ 89	0.00	30	1	2
1998	Medium Duty	Other	Other	422675	\$ 2,350	\$ 11.00	0.00	\$ 89	0.00	145	2	2
1995	Medium Duty	Other	Other	264603	\$ 5,000	\$ 1,911.00	0.00	\$ 89	0.00	77	1	2
1995	Medium Duty	Other	Other	243062	\$ 5,000	\$ 2,411.00	0.00	\$ 89	0.00	77	1	2
1998	Medium Duty	Other	Other	261636	\$ 6,198	\$ 1,790.00	0.00	\$ 1,908	0.00	63	1	2
1998	Medium Duty	Other	Other	51816	\$ 5,000	\$ 2,425.00	0.00	\$ 75	0.00	1	1	2
2004	Medium Duty	Other	Other	129958	\$ 5,991	\$ 1,350.00	0.00	\$ 1,041	0.00	269	1	2
2011	Medium Duty	Other	Other	75455	\$ 36,566	\$ 257.00	0.00	\$ 6,308	0.00	684	1	2
1994	Medium Duty	Other	Other	229955	\$ 4,500	\$ 411.00	0.00	\$ 89	0.00	258	2	2
2007	Medium Duty	Other	Other	121505	\$ 44,844	\$ (3,193.00)	0.00	\$ 31,037	0.00	237	1	2
2007	Medium Duty	Other	Other	105147	\$ 15,900	\$ 8,194.00	0.00	\$ 1,206	0.00	30	1	2
1991	Medium Duty	Other	Other	110373	\$ 5,500	\$ 2,156.00	0.00	\$ 844	0.00	83	1	2
2000	Medium Duty	Other	Other	219220	\$ 4,153	\$ 1,680.00	0.00	\$ 474	0.00	27	1	2
2004	Medium Duty	Other	Other	118153	\$ 20,975	\$ 4,087.00	0.00	\$ 8,388	0.00	117	1	1
2006	Medium Duty	Other	Other	200640	\$ 9,000	\$ 3,986.00	0.00	\$ 14	0.00	24	1	2

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Model Year	Market	Manufacturer:	Type of Veh Sold:	Odometer	Selling Price (\$)	Gross Profit (\$)	F & I Income (\$)					Trade with
(4 digits)	Segment			Reading								purchase
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2008	Medium Duty	Other	Other	165463	\$ 12,000	\$ 5,411.00	0.00	\$ 89	0.00	24	1	2
2012	Medium Duty	Other	Other	61294	\$ 78,532	\$ 20,556.00	0.00	\$ 7,975	0.00	109	1	1
2004	Medium Duty	Other	Other	200000	\$ 11,000	\$ 4,661.00	0.00	\$ 89	0.00	42	1	2
1991	Medium Duty	Other	Other	324776	\$ 2,500	\$ 736.00	0.00	\$ 14	0.00	310	2	2
1995	Medium Duty	Other	Other	205948	\$ 5,000	\$ 1,911.00	0.00	\$ 89	0.00	103	2	2
1996	Medium Duty	Other	Other	303521	\$ 5,000	\$ 1,911.00	0.00	\$ 89	0.00	78	2	2
2007	Medium Duty	Other	Other	125779	\$ 10,000	\$ 1,925.00	0.00	\$ 75	0.00	1	2	2
2004	Medium Duty	Other	Other	64755	\$ 12,775	\$ 8,462.00	0.00	\$ 642	0.00	349	1	2
1996	Medium Duty	Other	Other	267295	\$ 3,500	\$ 1,661.00	0.00	\$ 89	0.00	80	2	2
1997	Medium Duty	Other	Other	292856	\$ 3,500	\$ 2,411.00	0.00	\$ 89	0.00	80	2	2
2011	Medium Duty	Other	Other	73055	\$ 73,185	\$ 18,561.00	0.00	\$ 12,124	0.00	61	1	2
1998	Medium Duty	Other	Other	177846	\$ 5,000	\$ 2,661.00	0.00	\$ 89	0.00	49	2	2
2011	Medium Duty	Other	Other	70372	\$ 73,185	\$ 22,733.00	0.00	\$ 7,952	0.00	65	1	2
2011	Medium Duty	Other	Other	74200	\$ 73,185	\$ 21,707.00	0.00	\$ 8,978	0.00	45	1	2
1992	Medium Duty	Other	Other	169708	\$ 7,260	\$ 1,171.00	0.00	\$ 89	0.00	44	1	2
1988	Medium Duty	Other	Other	52235	\$ 3,000	\$ 986.00	0.00	\$ 14	0.00	231	2	2
2007	Medium Duty	Other	Other	205089	\$ 1,750	\$ 750.00	0.00	\$ -	0.00	5	2	2
2004	Medium Duty	Other	Other	82626	\$ 7,200	\$ 3,425.00	0.00	\$ 2,275	0.00	120	2	2
1988	Medium Duty	Other	Other	82819	\$ 3,000	\$ 986.00	0.00	\$ 14	0.00	224	2	2
2011	Medium Duty	Other	Other	72427	\$ 73,185	\$ 19,909.00	0.00	\$ 10,776	0.00	89	1	2
2011	Medium Duty	Other	Other	77859	\$ 73,185	\$ 21,313.00	0.00	\$ 9,372	0.00	91	1	2
2011	Medium Duty	Other	Other	60238	\$ 73,185	\$ 23,537.00	0.00	\$ 29,648	0.00	124	1	2
1998	Medium Duty	Other	Other	200000	\$ 3,015	\$ 1.00	0.00	\$ 14	0.00	4	2	2
2007	Medium Duty	Other	Other	94037	\$ 5,725	\$ 2,568.00	0.00	\$ 657	0.00	14	1	2
1996	Medium Duty	Other	Other	234545	\$ 5,500	\$ 2,354.00	0.00	\$ 646	0.00	23	2	2
2003	Medium Duty	Other	Other	99433	\$ 7,500	\$ 2,074.00	0.00	\$ 1,426	0.00	194	1	2

O	P
Source of Veh Sold:	Franchise
1=Trade frm New Veh	
2=Trade frm Used Veh	In-line
3=Repossession	= 1
4=Auction	
5=Finance Co	Non-Franc
6=Off Lease	Out-of-line
7=Direct Purchase	= 2
8= Dealer Consignment	
1	2
1	1
1	1
1	1
1	1
1	1
1	2
1	2
1	1
1	1
1	1
1	1
1	1
1	1
1	1
1	1
1	2
1	2
1	1
1	1
1	1
1	1
1	1
1	2
1	2
1	1

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(4 digits)	Segment			Reading								purchase
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2006	Medium Duty	Other	Other	200000	\$ 2,000	\$ 126.00	0.00	\$ 374	0.00	18	2	2
1991	Medium Duty	Other	Other	98517	\$ 2,976	\$ 1,393.00	0.00	\$ 333	0.00	36	1	2
1999	Medium Duty	Other	Other	192694	\$ 4,750	\$ 2,646.00	0.00	\$ 104	0.00	11	1	2
2006	Medium Duty	Other	Other	108025	\$ 15,250	\$ 6,199.00	0.00	\$ 1,657	0.00	182	1	2
2011	Medium Duty	Other	Other	74247	\$ 73,185	\$ 20,753.00	0.00	\$ 9,932	0.00	34	1	2
2006	Medium Duty	Other	Other	77822	\$ 1,250	\$ 250.00	0.00	\$ -	0.00	22	2	2
2008	Medium Duty	Other	Other	200000	\$ 750	\$ 250.00	0.00	\$ -	0.00	22	2	2
2012	Medium Duty	Other	Other	70175	\$ 78,532	\$ 23,051.00	0.00	\$ 5,481	0.00	44	1	1

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2=Trade frm Used Veh	In-line
3=Repossession	= 1
4=Auction	
5=Finance Co	Non-Franc
6=Off Lease	Out-of-line
7=Direct Purchase	= 2
8= Dealer Consignment	
1	2
1	1
1	2
1	2
1	1
1	1
1	2
1	1