

ATD DATA

2023

ANNUAL FINANCIAL PROFILE
OF AMERICA'S FRANCHISED
NEW-TRUCK DEALERSHIPS



AMERICAN
TRUCK DEALERS
A DIVISION OF NADA



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IMPORTANT UPDATE: *There were significant changes to ATD membership at the start of 2023. All Chevrolet and Ram medium-duty truck dealerships became eligible to enroll their dealerships in ATD. As a result, the number of commercial truck dealerships that are ATD members has increased significantly compared with the 2022 report. Additionally, the methodology and magnitude of our national estimates have changed, so the total dealership estimates in previous reports will no longer be directly comparable with the ones in this report. Note that the data on performance in the average commercial truck dealership will still be comparable.*

ATD Data—our annual financial profile of new-truck dealerships—presents an overview of franchised new medium- and heavy-duty truck dealerships in 2023. Some highlights:

- Franchised truck dealers sold 507,277 medium- and heavy-duty trucks in 2023.
- Total new-truck dealership sales topped \$224 billion.
- Truck dealerships employed more than 239,000 people.
- Truck dealerships wrote more than 18 million repair orders, and saw over \$78 billion in service and parts sales.

Commercial truck sales topped half a million units in 2023 for the first time since 2019. The overall commercial truck market saw sales grow by 7.6% compared with 2022. Sales of medium-duty trucks reached 240,525 in 2023, up 10.8% year over year. And heavy-duty truck sales totaled 266,752 in 2023, an increase of 5% from 2022. Revenue in the average commercial truck dealership grew as well in 2023. The average truck dealership saw \$58.9 million in total revenue, up 12% from 2022.

A key issue for the industry throughout 2023 was rising interest rates, which pushed up borrowing costs for new-truck buyers. We expect financing rates to remain high in first-half 2024 before falling slightly by year-end.

We expect commercial truck sales will be down slightly compared with 2023 and that 2024 should be another great year for America's franchised truck dealers.

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Average Truck Dealership Profile

	2021	2022	2023
Total sales	\$45,989,520	\$52,541,933	\$58,870,394
Total gross ¹	\$8,696,319	\$10,644,440	\$11,619,548
As % of total sales	18.9%	20.3%	19.7%
Total expense	\$6,656,300	\$7,543,009	\$8,733,031
As % of total sales	14.5%	14.4%	14.8%
As % of total gross	76.5%	70.9%	75.2%
Total operating profit	\$2,040,019	\$3,101,432	\$2,886,517
As % of total sales	4.4%	5.9%	4.9%
As % of total gross	23.5%	29.1%	24.8%
Net profit before tax	\$2,376,985	\$3,107,370	\$3,087,321
As % of total sales	5.2%	5.9%	5.2%
As % of total gross	27.3%	29.2%	26.6%
New-truck department²			
New-truck department total sales	\$24,299,617	\$27,965,925	\$33,673,936
New-truck department sales as % of total sales	53.6%	53.9%	57.9%
New-truck department gross as % of total gross	15.8%	19.9%	22.5%
New Class 8 truck selling price (retail)	\$140,826	\$143,475	\$158,993
Gross as % of selling price	5.5%	7.5%	7.5%
Retail gross profit per new Class 8 truck retailed	\$7,752	\$10,787	\$11,987
Retail net profit per new Class 8 truck retailed	\$3,116	\$5,740	\$5,860
F&I income as % of new-truck sales	0.8%	0.7%	0.6%
F&I penetration (new)	11.3%	8.3%	10.9%

¹ Gross profit includes cost of goods sold, but not SG&A or advertising.

² Excludes F&I sales unless otherwise noted.

³ Advertising expense includes advertising and sales promotion less advertising rebates. Some advertising data are reported in one account that includes sales promotion and is already less advertising rebates.
Source: NADA

Truck Dealerships *(continued)*

Average Truck Dealership Profile *(continued)*

	2021	2022	2023
Used-truck department²			
Used-truck department sales	\$4,574,131	\$4,737,444	\$3,565,500
Used-truck department sales as % of total sales	10.1%	9.1%	6.1%
Used-truck department gross as % of total gross	5.9%	4.2%	2.2%
Used Class 8 truck selling price (retail)	\$67,330	\$84,369	\$74,111
Gross as % of selling price	12.7%	11.2%	7.9%
Retail gross profit per used Class 8 truck retailed	\$8,575	\$9,488	\$5,878
Retail net profit per used Class 8 truck retailed	\$3,106	\$1,274	(\$3,288)
F&I income as % of used-truck sales	1.0%	1.0%	1.1%
F&I penetration (used)	2.4%	2.3%	6.7%
Used- to new-unit truck ratio (retail only)	43.5%	29.2%	26.0%
Service, parts and body shop department			
Service, parts and body shop sales	\$16,424,240	\$19,168,539	\$20,962,106
Service, parts and body shop sales as % of total sales	36.3%	37.0%	36.0%
Service, parts and body shop gross as % of total gross	76.6%	74.3%	73.9%
Warranty (% of total service, parts and body shop sales)	8.7%	8.1%	9.5%
Advertising expense³			
As % of total sales	0.2%	0.2%	0.1%
Per new truck retailed	\$524	\$515	\$512
Rent and equivalent			
As % of total sales	1.6%	1.4%	1.5%
Per new truck retailed	\$5,298	\$4,550	\$5,248
Floor plan interest			
As % of total sales	0.1%	0.2%	0.4%
Per new vehicle retailed	\$278	\$531	\$1,517

¹ Gross profit includes cost of goods sold, but not SG&A or advertising.

² Excludes F&I sales unless otherwise noted.

³ Advertising expense includes advertising and sales promotion less advertising rebates. Some advertising data are reported in one account that includes sales promotion and is already less advertising rebates.

Source: NADA

New-Truck Dealerships by State, 2023

Alabama	53	Nebraska	42
Alaska	16	Nevada	22
Arizona	43	New Hampshire	28
Arkansas	51	New Jersey	83
California	261	New Mexico	26
Colorado	59	New York	167
Connecticut	50	North Carolina	123
Delaware	14	North Dakota	27
Florida	181	Ohio	165
Georgia	100	Oklahoma	63
Hawaii	11	Oregon	51
Idaho	40	Pennsylvania	187
Illinois	141	Rhode Island	12
Indiana	103	South Carolina	52
Iowa	92	South Dakota	23
Kansas	51	Tennessee	79
Kentucky	53	Texas	332
Louisiana	69	Utah	38
Maine	31	Vermont	22
Maryland	76	Virginia	83
Massachusetts	81	Washington	77
Michigan	110	West Virginia	23
Minnesota	76	Wisconsin	133
Mississippi	47	Wyoming	21
Missouri	102		
Montana	26		
		Total U.S.	3,816

Source: NADA



Truck Dealerships *(continued)*

Share of Owners by Number of Dealerships Operated, by Year

Number of dealerships	2015	2016	2017	2018	2019	2020	2021	2022	2023
1-5	95.5%	95.3%	95.3%	94.7%	94.6%	94.2%	93.5%	92.8%	94.8%
6-10	3.3%	3.3%	3.3%	3.8%	4.0%	4.2%	4.2%	4.5%	3.4%
11-15	0.8%	0.9%	0.8%	0.8%	0.7%	0.7%	1.1%	1.2%	1.4%
16-25	0.3%	0.3%	0.3%	0.5%	0.6%	0.7%	0.9%	1.2%	0.6%
26-50	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Greater than 50	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%

Source: NADA

Dealership Financial Trends

Total Sales by State, 2023

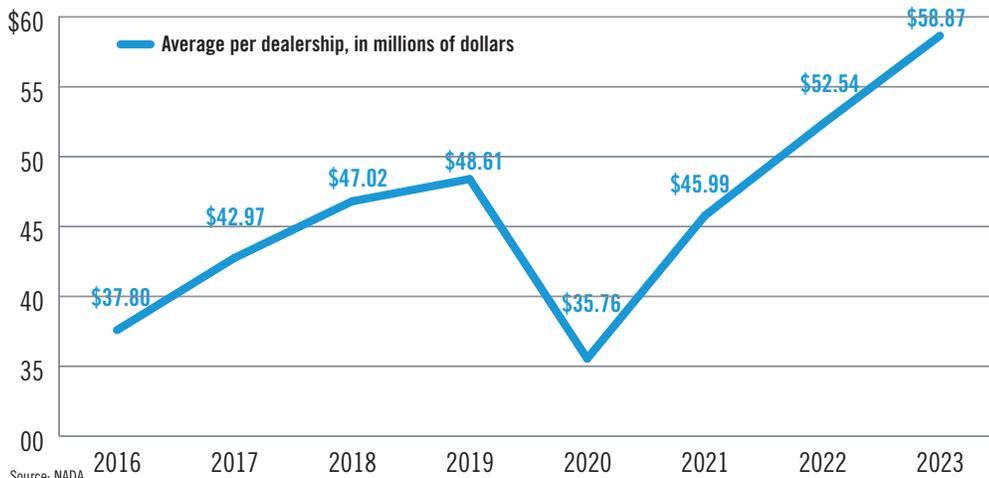
State	All dealerships (\$ millions)
Alabama	\$3,120
Alaska	\$942
Arizona	\$2,531
Arkansas	\$3,002
California	\$15,365
Colorado	\$3,473
Connecticut	\$2,944
Delaware	\$824
Florida	\$10,656
Georgia	\$5,887
Hawaii	\$648
Idaho	\$2,355
Illinois	\$8,301
Indiana	\$6,064
Iowa	\$5,416
Kansas	\$3,002
Kentucky	\$3,120
Louisiana	\$4,062
Maine	\$1,825
Maryland	\$4,474
Massachusetts	\$4,769
Michigan	\$6,476
Minnesota	\$4,474
Mississippi	\$2,767
Missouri	\$6,005
Montana	\$1,531

State	All dealerships (\$ millions)
Nebraska	\$2,473
Nevada	\$1,295
New Hampshire	\$1,648
New Jersey	\$4,886
New Mexico	\$1,531
New York	\$9,831
North Carolina	\$7,241
North Dakota	\$1,590
Ohio	\$9,714
Oklahoma	\$3,709
Oregon	\$3,002
Pennsylvania	\$11,009
Rhode Island	\$706
South Carolina	\$3,061
South Dakota	\$1,354
Tennessee	\$4,651
Texas	\$19,545
Utah	\$2,237
Vermont	\$1,295
Virginia	\$4,886
Washington	\$4,533
West Virginia	\$1,354
Wisconsin	\$7,830
Wyoming	\$1,236
Total U.S.	\$224.65

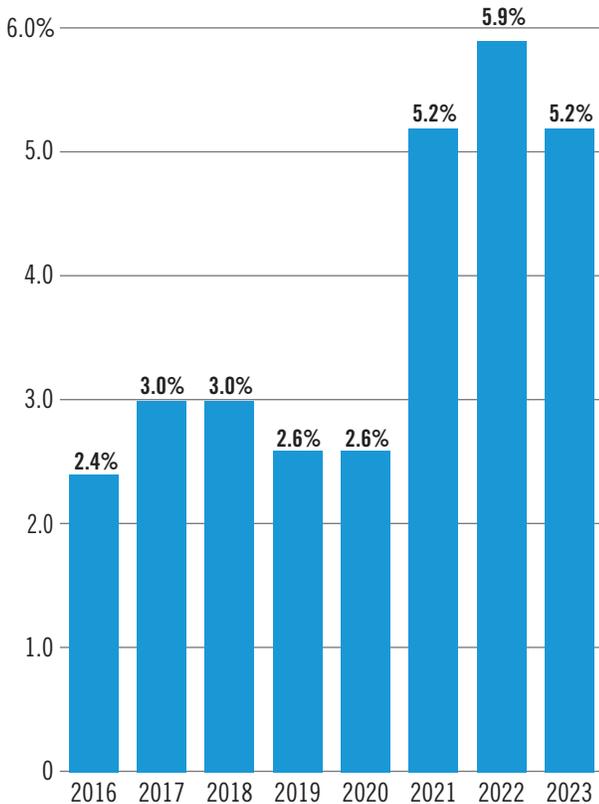
Source: NADA

Dealership Financial Trends *(continued)*

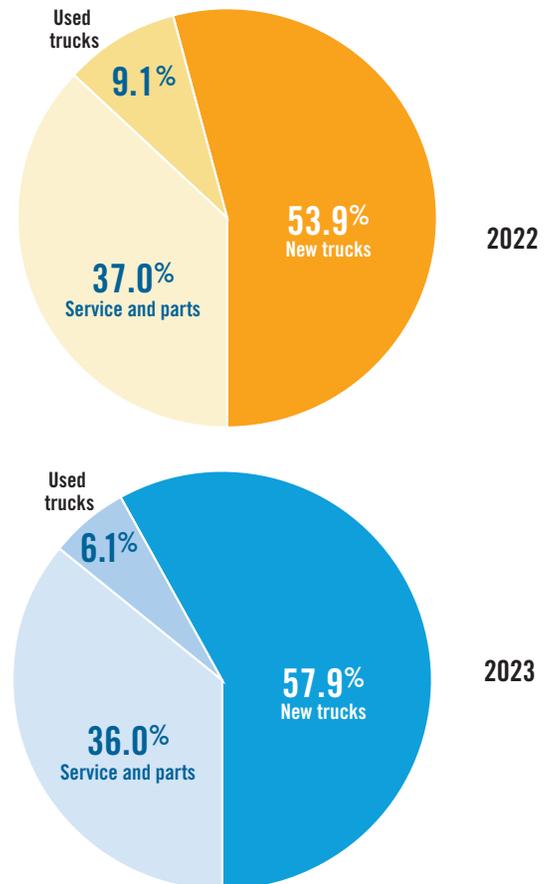
Average Dealership Sales of New-Truck Dealerships, by Year



Pre-tax Net Profit Share of Sales



Share of Total Dealership Sales Dollars, 2022 vs. 2023



Average Number of Class 8 Units Sold and Selling Price, by Year

Year	New trucks sold	Average retail selling price
2016	145	\$119,574
2017	164	\$118,287
2018	193	\$117,426
2019	194	\$122,548
2020	115	\$130,595
2021	137	\$140,826
2022	163	\$143,475
2023	168	\$158,993

Source: NADA

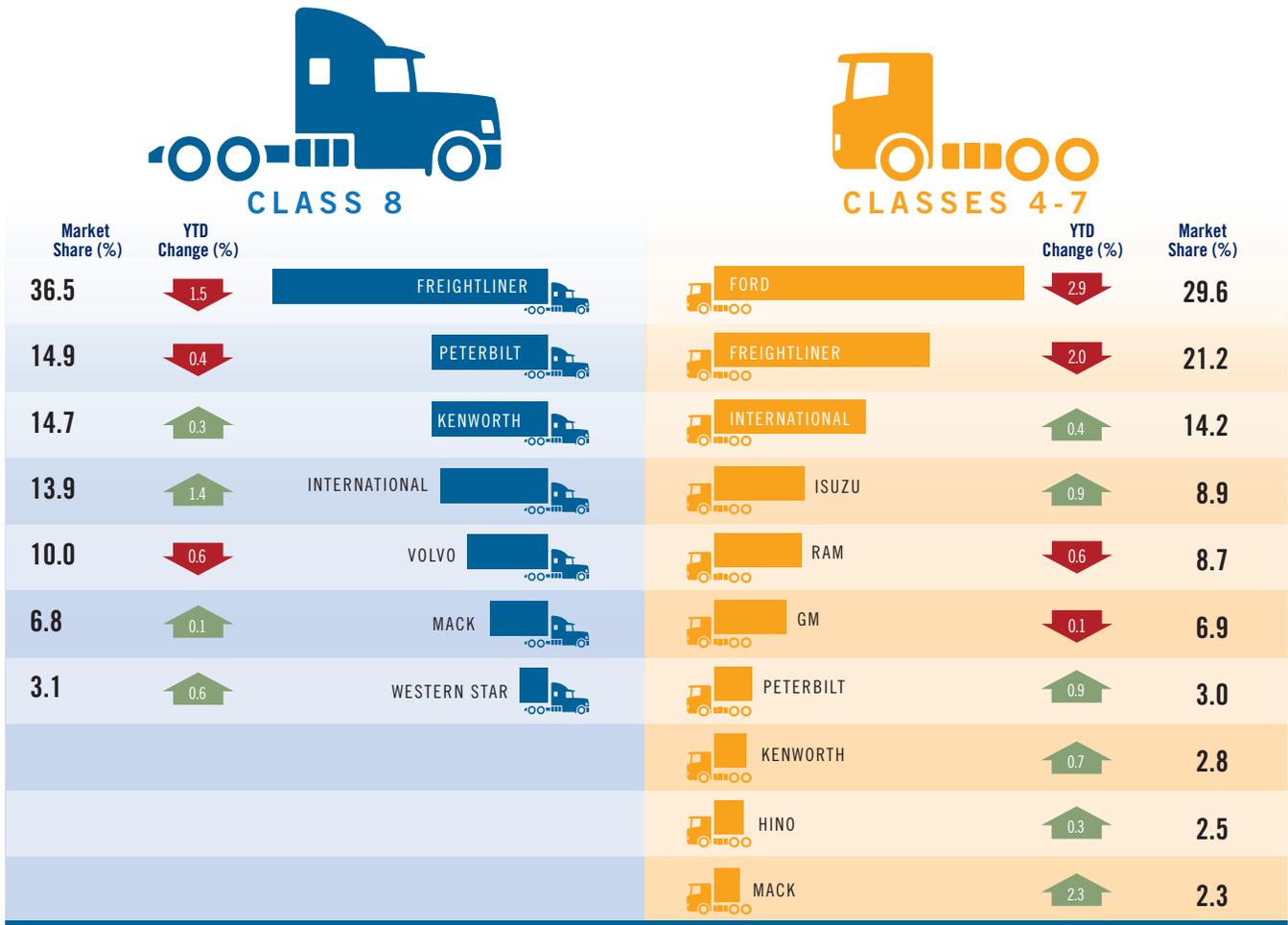


Total New-Truck Sales, by Year

Year	Class 4	Class 5	Class 6	Class 7	Class 8	Total
2016	14,238	72,252	61,287	59,917	192,664	400,358
2017	18,690	79,025	63,454	61,621	192,252	415,042
2018	20,502	81,347	71,626	63,828	250,545	487,848
2019	21,892	84,754	77,629	66,469	276,348	527,092
2020	21,783	93,081	52,213	50,676	191,900	409,653
2021	28,428	101,770	61,487	48,018	221,889	461,592
2022	24,003	79,960	71,998	45,873	254,206	476,040
2023	26,001	83,374	77,994	53,156	266,752	507,277

Source: Wards Intelligence

Market Share by Manufacturer, 2023

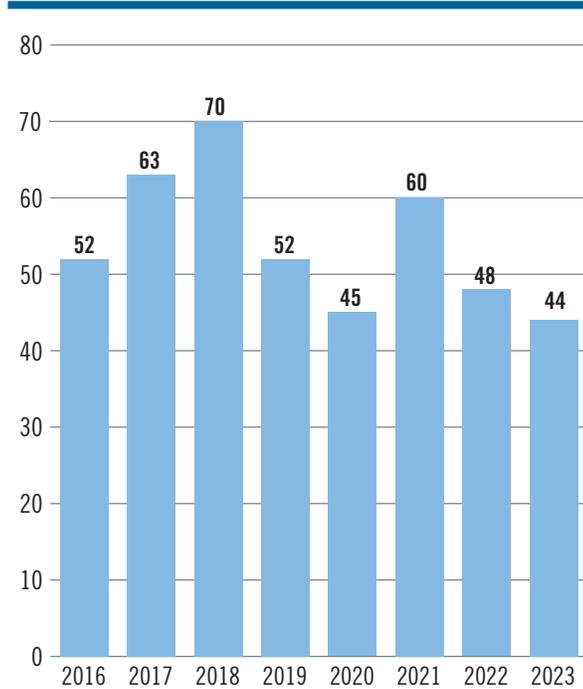


Source: Wards Intelligence

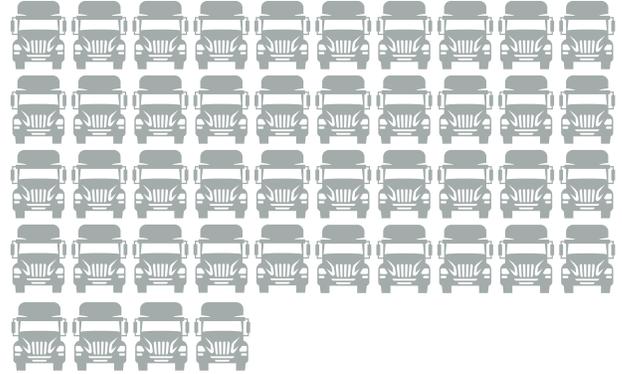
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Used-Truck Department

Average Class 8 Used Units Sold per Dealership, by Year



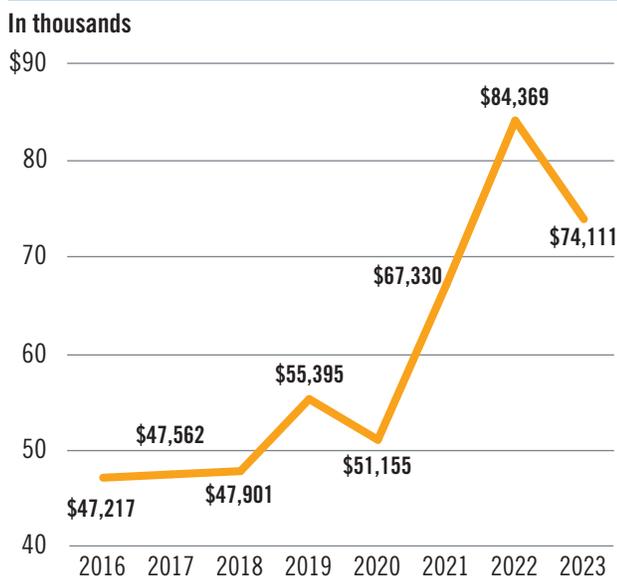
Source: NADA



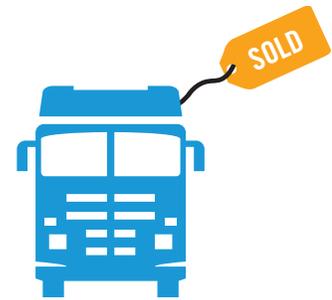
AVERAGE NUMBER OF
USED CLASS 8 TRUCKS
SOLD IN 2023
(per new-truck dealership)

44

Average Retail Selling Price of Class 8 Used Trucks Sold by New-Truck Dealerships, by Year



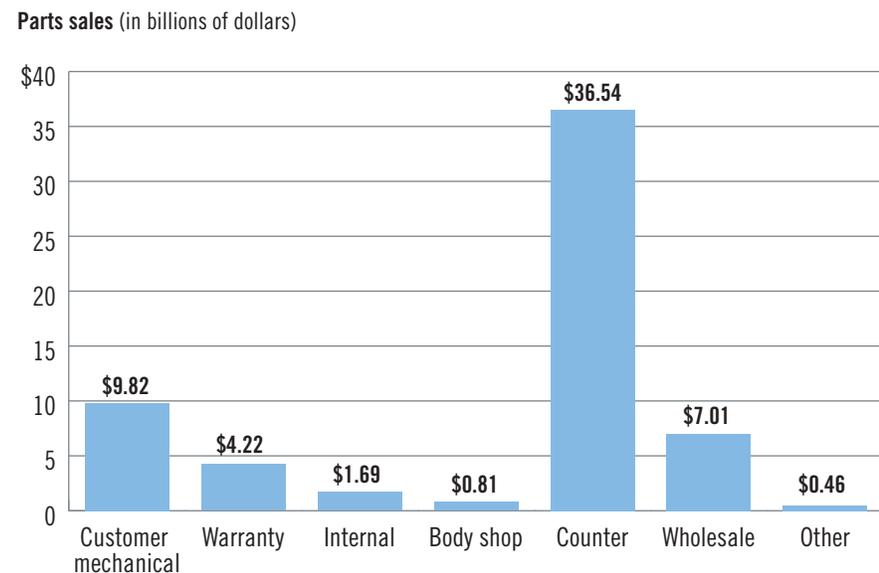
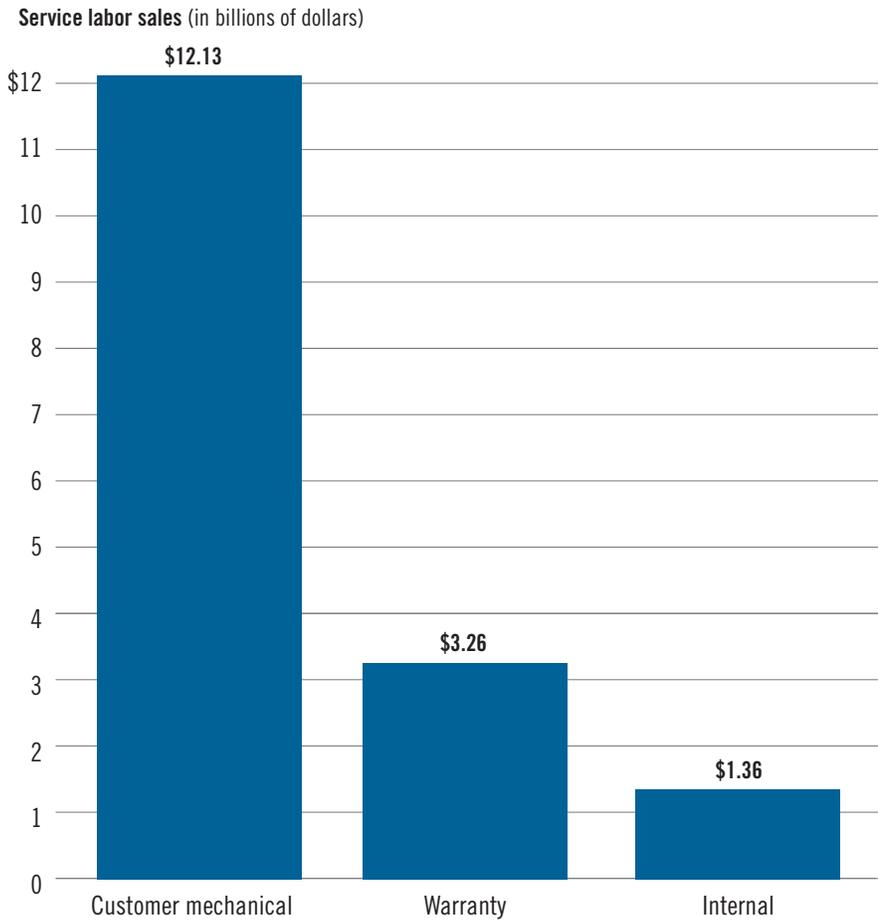
Source: NADA



\$74,111

AVERAGE RETAIL SELLING PRICE
OF CLASS 8 USED TRUCKS SOLD
(by new-truck dealerships)

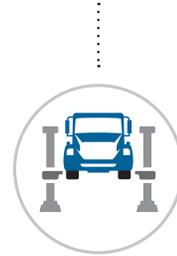
Dealerships' Total Service and Parts Sales, 2023



Source: NADA

\$78.26 billion

SERVICE AND PARTS SALES
(for all truck dealerships)



Dealerships' Total Service and Parts Sales, 2023 (in billions of dollars)

Service labor sales

Customer mechanical	\$12.13
Warranty	\$3.26
Internal	\$1.36

Total service labor **\$16.77**

Parts sales

Customer mechanical	\$9.82
Warranty	\$4.22
Internal	\$1.69
Body shop	\$0.81
Counter	\$36.54
Wholesale	\$7.01
Other	\$0.46

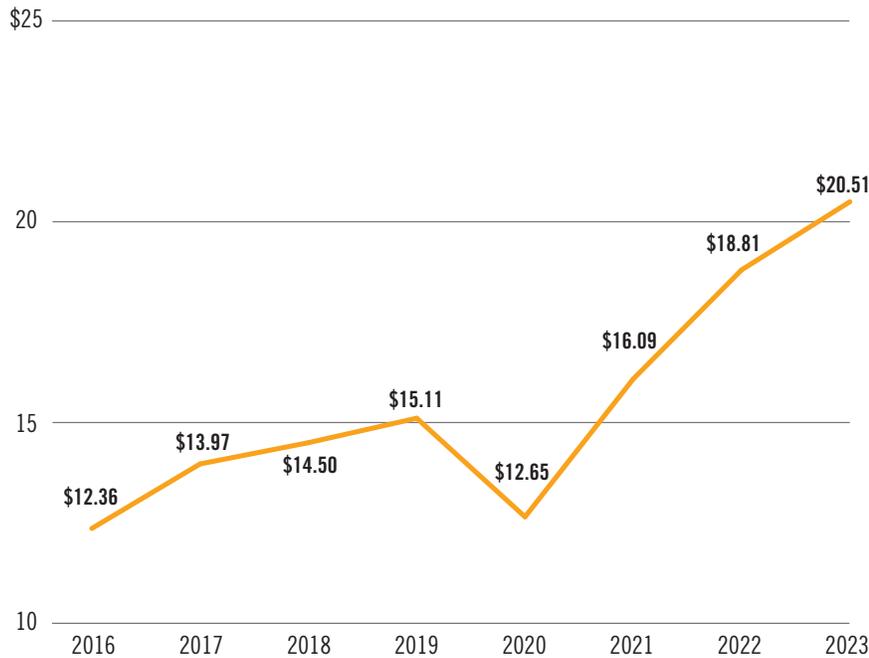
Total parts **\$60.55**

Source: NADA

Service and Parts Department *(continued)*

Average Dealerships' Service and Parts Sales, by Year

In millions of dollars



Source: NADA



\$20.51 million

SERVICE AND PARTS SALES
(per truck dealership)



81,193

TECHNICIANS
(including body shop)



18.2+ million

REPAIR ORDERS
WRITTEN

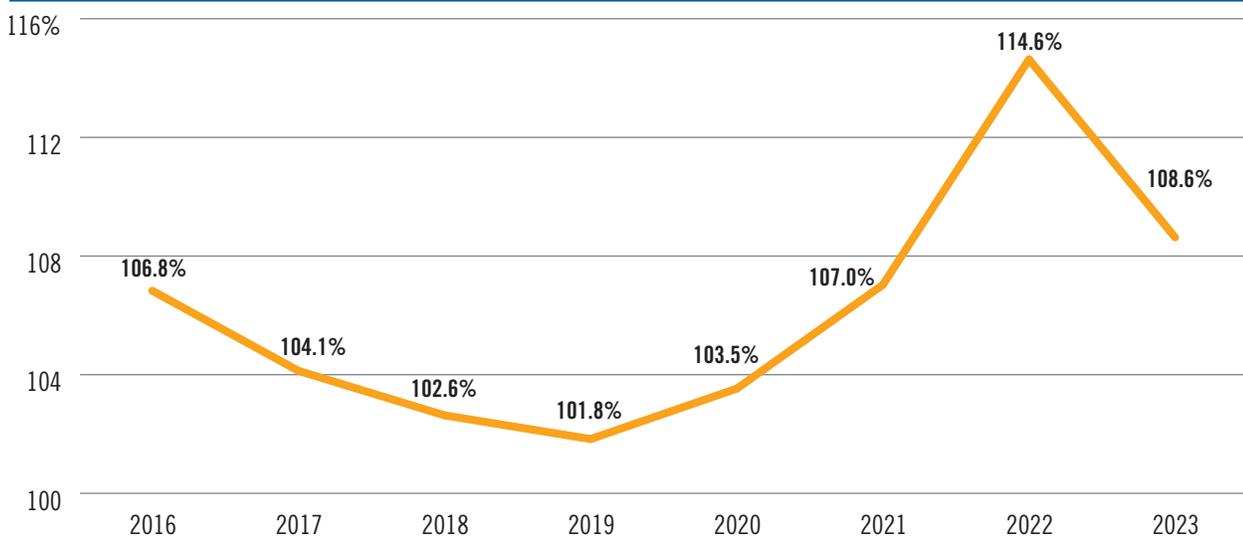
Service and Parts Department *(continued)*

Profile of Dealerships' Service and Parts Operations, 2023

	Average dealership	All dealers
Total service and parts sales	\$20,507,814	\$78,257,816,520
Service and parts gross profit as % of service and parts sales	38.2%	
Total number of repair orders written	4,788	18,271,644
Service and parts sales per customer repair order	\$6,667	
Service and parts sales per warranty repair order	\$17,875	
Parts sales per service labor sale	\$3.61	
Number of technicians (including body shop)	21	81,193
Number of technicians (excluding body shop)	18	69,998
Total parts inventory	\$604,247	\$2,305,807,039
Customer mechanical labor rate	\$161	

Source: NADA

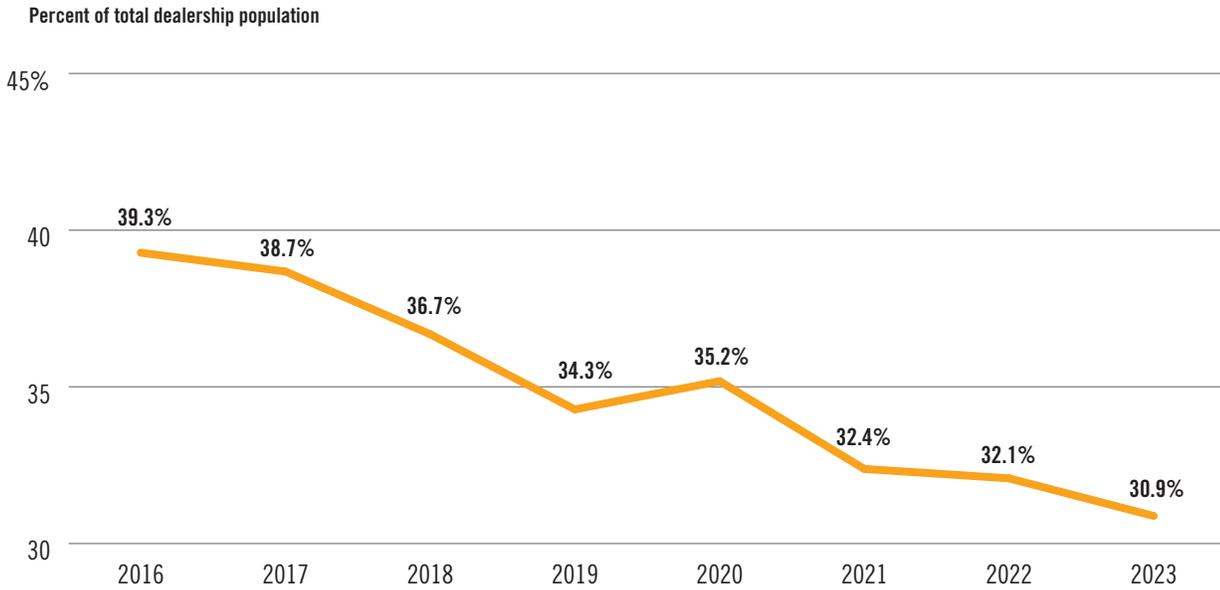
Fixed Absorption by Year



Source: NADA

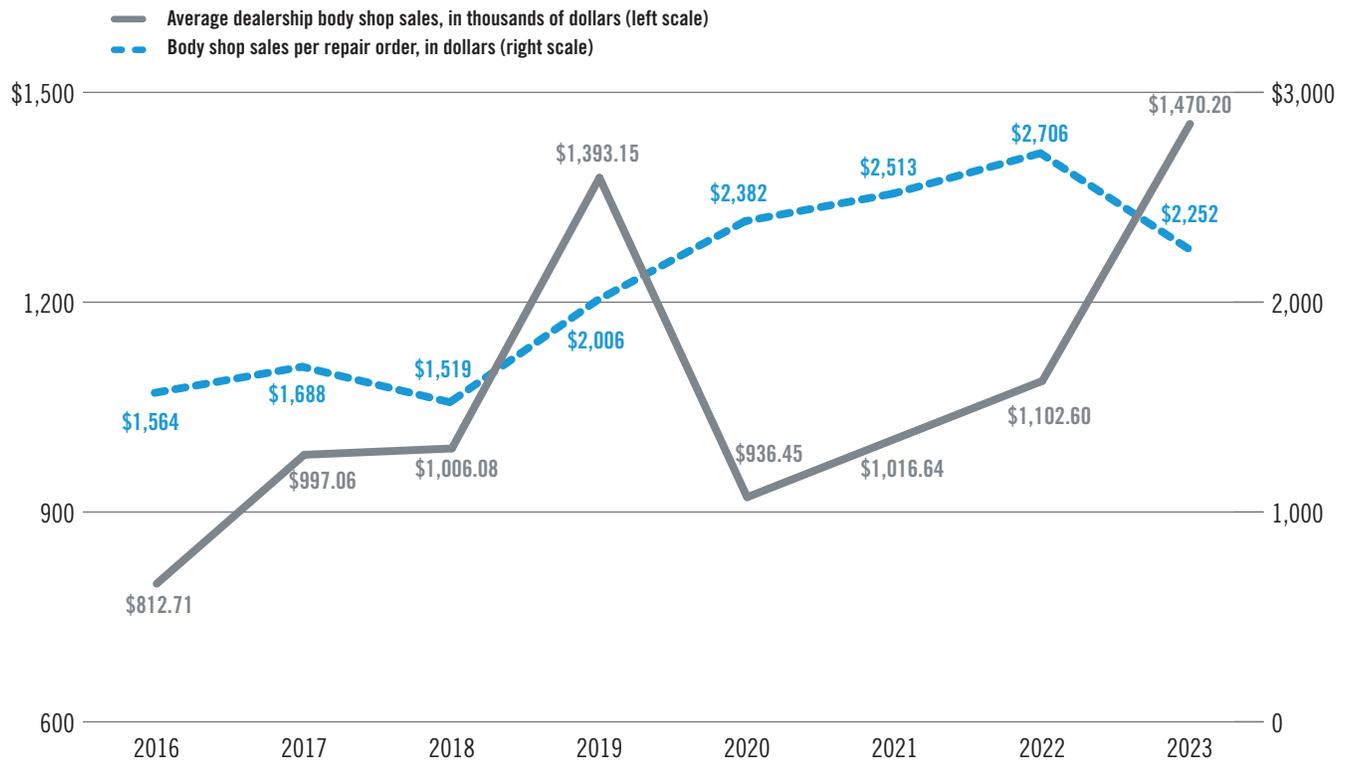
Body Shop Department

Dealerships Operating On-Site Body Shops, by Year



Source: NADA

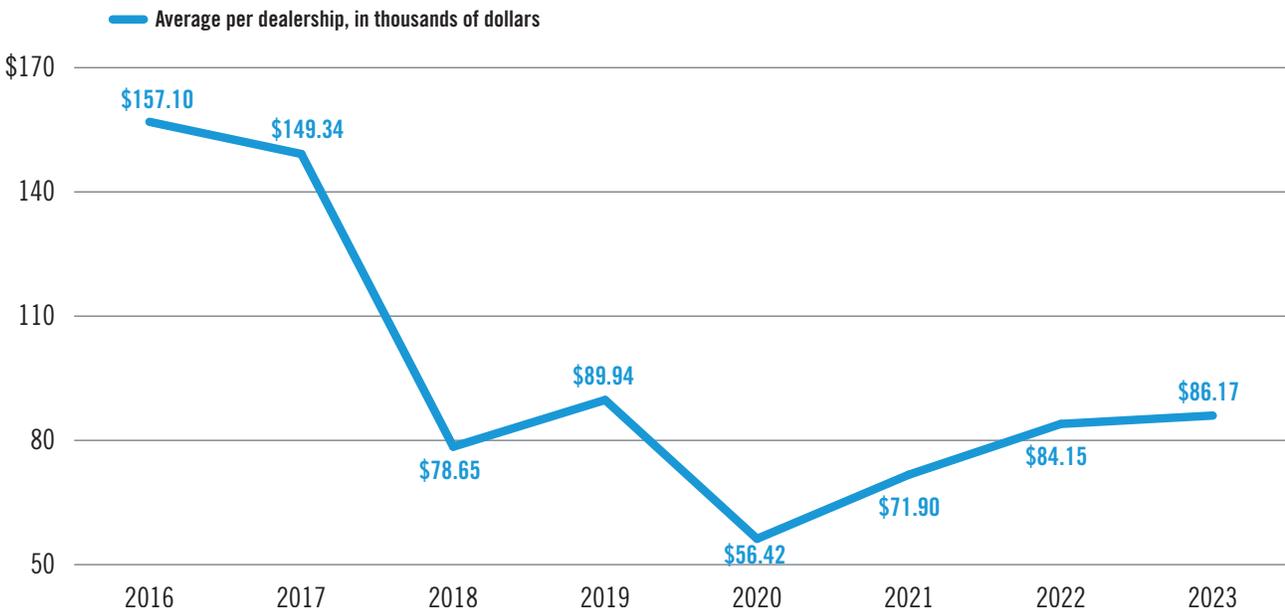
Average Dealership Body Shop Sales, by Year



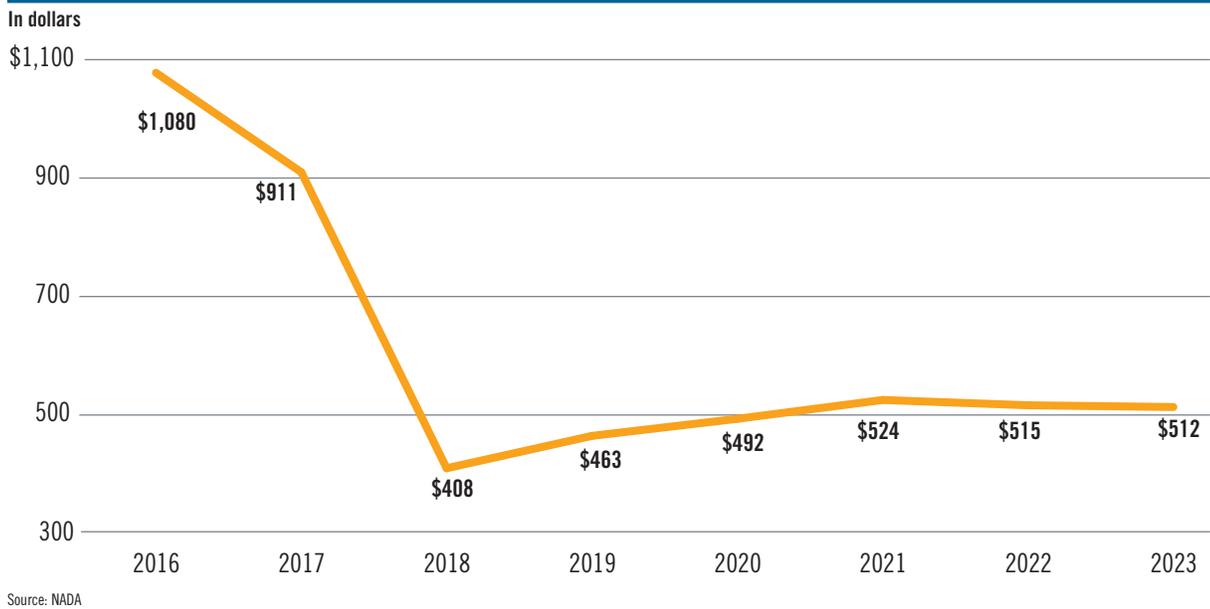
Source: NADA

Dealership Advertising

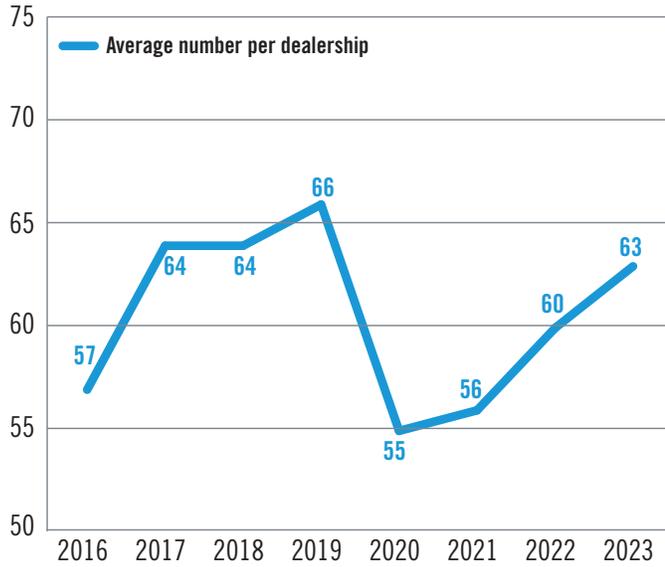
Average Dealership Advertising Expenditure, by Year



Average Dealership Advertising per Class 8 New Unit Sold, by Year

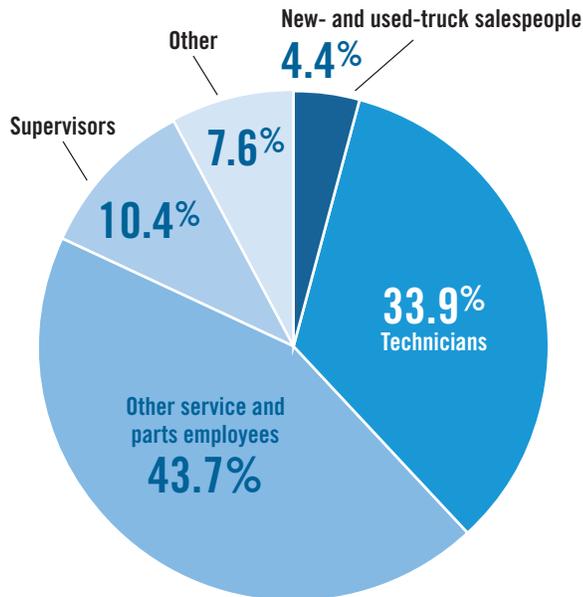


Average Employment at Franchised New-Truck Dealerships, by Year



Source: NADA

Dealership Employment by Position, 2023



Source: NADA

Estimated Dealership Employment by State, 2023

Alabama	3,324	Nebraska	2,634
Alaska	1,004	Nevada	1,380
Arizona	2,697	New Hampshire	1,756
Arkansas	3,199	New Jersey	5,206
California	16,370	New Mexico	1,631
Colorado	3,701	New York	10,474
Connecticut	3,136	North Carolina	7,715
Delaware	878	North Dakota	1,693
Florida	11,353	Ohio	10,349
Georgia	6,272	Oklahoma	3,951
Hawaii	690	Oregon	3,199
Idaho	2,509	Pennsylvania	11,729
Illinois	8,844	Rhode Island	753
Indiana	6,460	South Carolina	3,262
Iowa	5,770	South Dakota	1,443
Kansas	3,199	Tennessee	4,955
Kentucky	3,324	Texas	20,824
Louisiana	4,328	Utah	2,383
Maine	1,944	Vermont	1,380
Maryland	4,767	Virginia	5,206
Massachusetts	5,080	Washington	4,830
Michigan	6,899	West Virginia	1,443
Minnesota	4,767	Wisconsin	8,342
Mississippi	2,948	Wyoming	1,317
Missouri	6,398		
Montana	1,631		
		Total U.S.	239,345

Source: NADA

Employment *(continued)*

Estimated Payroll by State, 2023 (in millions of dollars)

Alabama	\$230.60	Nebraska	\$182.74
Alaska	\$69.61	Nevada	\$95.72
Arizona	\$187.09	New Hampshire	\$121.82
Arkansas	\$221.89	New Jersey	\$361.12
California	\$1,135.58	New Mexico	\$113.12
Colorado	\$256.70	New York	\$726.59
Connecticut	\$217.54	North Carolina	\$535.16
Delaware	\$60.91	North Dakota	\$117.47
Florida	\$787.51	Ohio	\$717.89
Georgia	\$435.09	Oklahoma	\$274.10
Hawaii	\$47.86	Oregon	\$221.89
Idaho	\$174.03	Pennsylvania	\$813.61
Illinois	\$613.47	Rhode Island	\$52.21
Indiana	\$448.14	South Carolina	\$226.25
Iowa	\$400.28	South Dakota	\$100.07
Kansas	\$221.89	Tennessee	\$343.72
Kentucky	\$230.60	Texas	\$1,444.49
Louisiana	\$300.21	Utah	\$165.33
Maine	\$134.88	Vermont	\$95.72
Maryland	\$330.67	Virginia	\$361.12
Massachusetts	\$352.42	Washington	\$335.02
Michigan	\$478.60	West Virginia	\$100.07
Minnesota	\$330.67	Wisconsin	\$578.67
Mississippi	\$204.49	Wyoming	\$91.37
Missouri	\$443.79		
Montana	\$113.12		
		Total U.S.	\$16,602.91

Source: NADA