

TOP 25 COMPETITORS

Alabama DMA ▶

Birmingham DMA ▶

Luxury ▶

Huntsville DMA ▶

Chevrolet ▶

Montgomery DMA ▶

Ford ▶

Mobile DMA ▶

Honda ▶

Gulfport DMA ▶

Nissan ▶

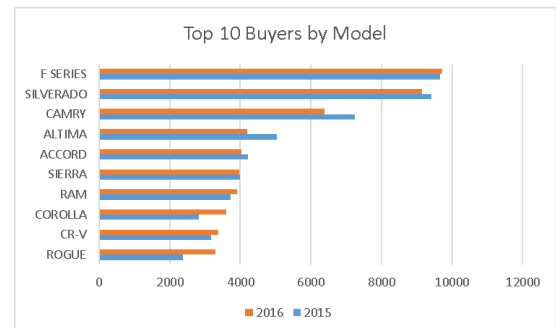
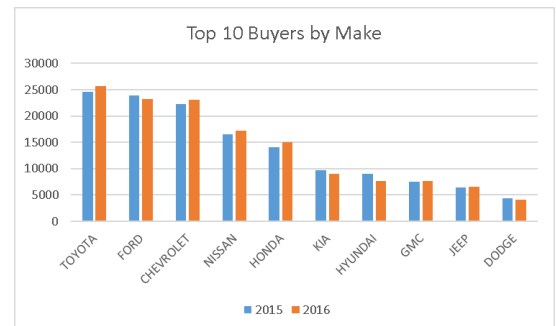
Millennials ▶

Toyota ▶

Alabama DMA

TOP 25 COMPETITORS

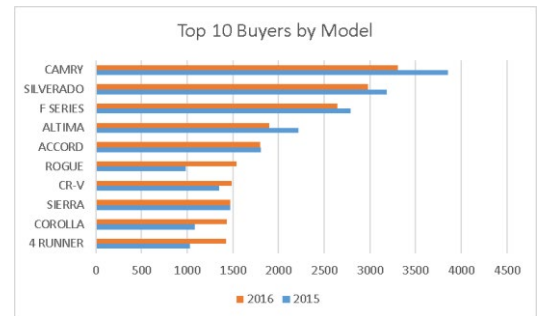
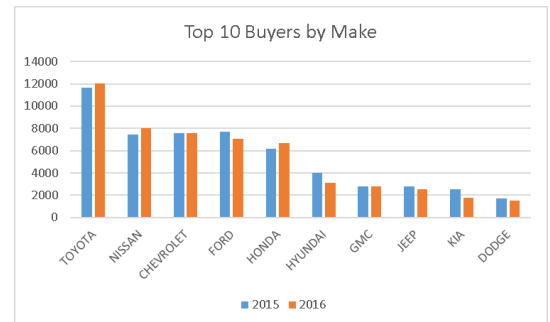
Rank	DEALER_NAME	2015	2016
1	SERRA TOYOTA	2376	2475
2	LONG LEWIS FORD	2421	2471
3	HOOVER TOYOTA	2414	2447
4	LANDERS MCLARTY NISSAN	2115	2199
5	BILL PENNEY TOYOTA	2089	2160
6	LYNN LAYTON CHEV INC	2034	2037
7	REINHARDT MOTORS	2020	2023
8	EASTERN SHORE TOYOTA	1839	1994
9	TAMERON HONDA	1956	1968
10	LANDERS MCLARTY CHRYSLER DODGE JEEP RAM	1869	1956
11	TUSCALOOSA TOYOTA	1775	1896
12	LONG LEWIS F	2009	1834
13	STIVERS FORD LINCOLN MERCURY	1607	1815
14	JACK INGRAM	1615	1809
15	JERRY DAMSON HONDA	1664	1701
16	BENTON NISSAN OF HOOVER	1553	1625
17	WOODY ANDERSON FORD	1727	1573
18	SPRINGHILL TOYOTA	1583	1568
19	LIMBAUGH TOYOTA	1410	1496
20	PALMERS AIRPORT TOYOTA	1465	1434
21	UNIVERSITY KIA F	1278	1361
22	MULLINAX FORD LINCOLN	1275	1263
23	TOYOTA OF DECATUR	1177	1250
24	JIM BURKE NISSAN	776	1224



Birmingham DMA

TOP 25 COMPETITORS

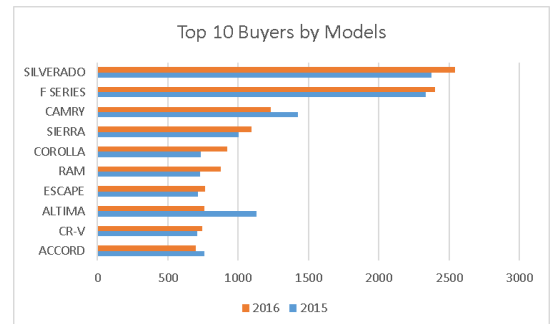
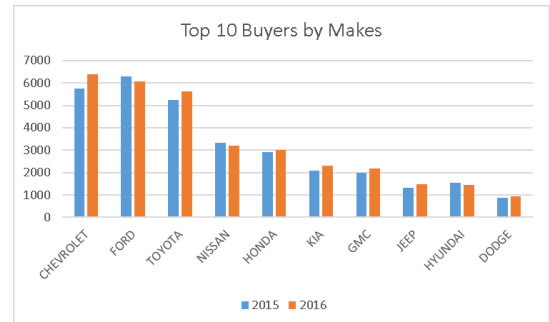
Rank	DEALER_NAME	2015	2016
1	SERRA TOYOTA	2376	2475
2	HOOVER TOYOTA	2414	2447
3	TAMERON HONDA	1956	1968
4	TUSCALOOSA TOYOTA	1775	1896
5	LONG LEWIS F	2009	1834
6	BENTON NISSAN OF HOOVER	1553	1625
7	LIMBAUGH TOYOTA	1410	1496
8	JIM BURKE NISSAN	776	1224
9	MERCEDES BENZ OF BIRMINGHAM	938	1125
10	TOWN & COUNTRY FORD	1256	1121
11	SUNNY KING TOYOTA	1026	1107
12	HENDRICK CHRYSLER DODGE JEEP RAM	1125	1087
13	HENDRICK CHEV	1004	1081
14	ROYAL VOLVO	1135	1077
15	BENTON NISSAN	1055	1000
16	SERRA NISSAN	821	978
17	LEXUS OF BIRMINGHAM	1028	963
18	BRANNON HONDA	809	930
19	BENCHMARK CHRYSLER JEEP DODGE	1024	919
20	MITCH SMITH CHEVROLET INC	923	864
21	JIM BURKE AUTOMOTIVE	873	862
22	JIM BURKE BUICK-PONTIAC-GMC	840	852
23	STOKES CHEV INC	810	840
24	HONDA OF JASPER	746	826
25	CARLOCK MAZDA OF TUSCALOOSA	1363	824



Huntsville DMA

TOP 25 COMPETITORS

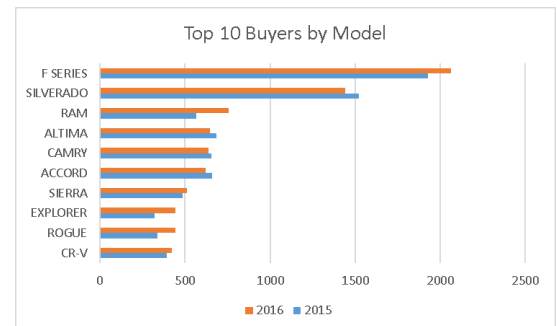
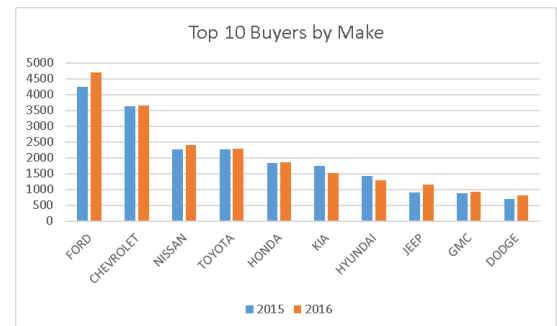
Rank	DEALER_NAME	2015	2016
1	LONG LEWIS FORD	2421	2471
2	LANDERS MCLARTY NISSAN	2115	2199
3	BILL PENNEY TOYOTA	2089	2160
4	LYNN LAYTON CHEV INC	2034	2037
5	LANDERS MCLARTY CHRYSLER DODGE JEEP RAM	1869	1956
6	JERRY DAMSON HONDA	1664	1701
7	WOODY ANDERSON FORD	1727	1573
8	UNIVERSITY KIA F	1278	1361
9	TOYOTA OF DECATUR	1177	1250
10	LANDERS MCLARTY SUBARU	973	1120
11	UNIVERSITY TOYOTA	689	1116
12	HOWARD BENTLEY BUICK GMC INC	772	974
13	LANDERS MCLARTY SUBARU	687	873
14	DONOHOO CHEVROLET	462	788
15	HONDA OF DECATUR	628	766
16	BENTLEY BUICK GMC CADILLAC	788	764
17	SAND MOUNTAIN TOYOTA	736	742
18	UNIVERSITY CHRYSLER DODGE JEEP RAM FIAT	645	727
19	LONG LEWIS MITSUBISHI	634	718
20	UNIVERSITY CHEV BUICK GMC	627	709
21	AUDI HUNTSVILLE	654	660
22	HIGH COUNTRY TOYOTA	546	609
23	LYNN LAYTON CAD NISSAN	681	597
24	BENTLEY PONTIAC CADILLAC INC	716	582
25	UNIVERSITY HYUNDAI OF DECATUR	568	580



Montgomery DMA

TOP 25 COMPETITORS

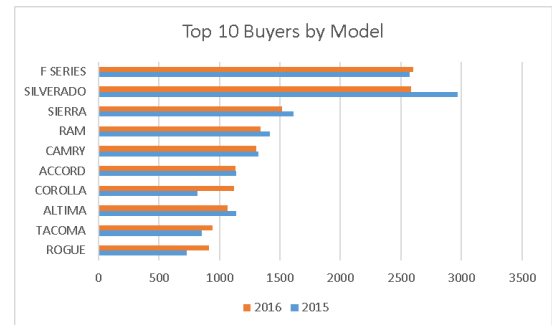
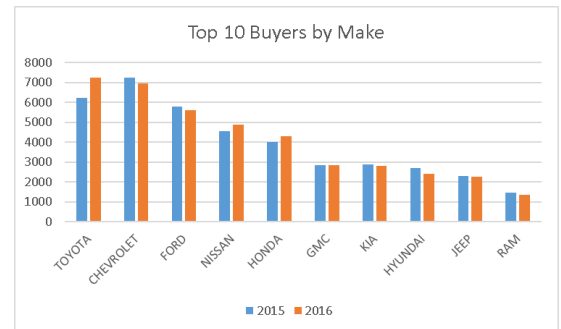
Rank	DEALER NAME	2015	2016
1	REINHARDT MOTORS	2020	2023
2	STIVERS FORD LINCOLN MERCURY	1607	1815
3	JACK INGRAM	1615	1809
4	MCCONNELL HONDA	1232	1222
5	OPELIKA CHRYSLER DODGE JEEP RAM	1135	1187
6	BREWBAKER DODGE CHRYSLER JEEP RAM FIAT	1003	922
7	BREWBAKER INFINITI	952	917
8	GLYNN SMITH CHEV BUICK GMC	627	800
9	CAPITOL CHEV	921	788
10	LONG LEWIS OF THE RIVER REGION	775	786
11	KIA OF AUBURN	943	749
12	CAPITOL HYUNDAI	864	725
13	TALLASSEE FORD	391	697
14	LYNCH TOYOTA	630	649
15	CLASSIC CADILLAC BUICK	660	596
16	HYUNDAI OF AUBURN	559	572
17	JACK INGRAM MOTORS	417	546
18	LARRY PUCKETT CHEV INC	505	521
19	AUTONATION FORD LINCOLN AUBURN	576	490
20	KING HONDA CAR WORLD	430	458
21	LYNCH NISSAN / AUBURN INC	418	430
22	MONTGOMERY SUBARU	318	406
23	KING CHRYSLER DODGE JEEP RAM	259	351
24	BICE MOTORS INC	293	339
25	RIVERSIDE CHEV INC	371	330



Mobile DMA

TOP 25 COMPETITORS

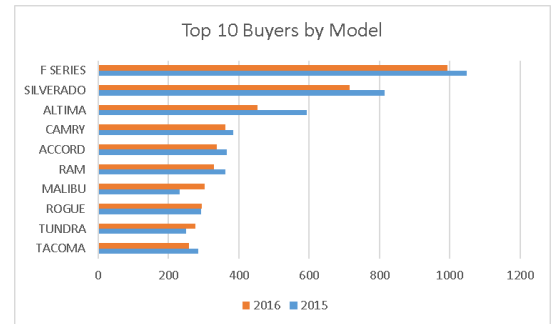
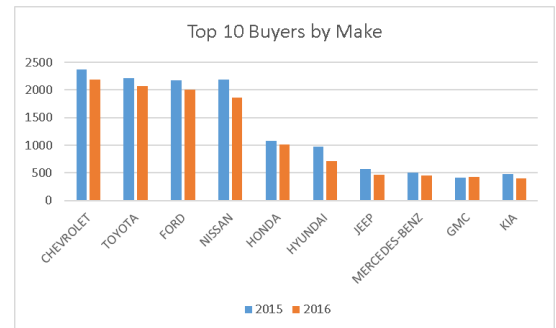
Rank	DEALER_NAME	2015	2016
1	EASTERN SHORE TOYOTA	1839	1994
2	SANDY SANSING NISSAN INC	1985	1851
3	SPRINGHILL TOYOTA	1583	1568
4	BOB TYLER TOYOTA	971	1528
5	TOYOTA OF FORT WALTON BEACH	1240	1525
6	HILL KELLY DODGE INC	1413	1443
7	PALMERS AIRPORT TOYOTA	1465	1434
8	WORLD FORD PENSACOLA	1310	1270
9	MULLINAX FORD LINCOLN	1275	1263
10	PENSACOLA HONDA	1280	1263
11	DEAN MCCRARY KIA	1428	1223
12	NISSAN OF MOBILE	957	1216
13	TAMERON HONDA EASTERN SHORE	949	1126
14	LEE NISSAN	834	1057
15	CHRIS MYERS BUICK-GMC	1186	1051
16	AUTONATION HONDA AT BEL AIR MALL	1024	1042
17	AUTONATION CHRYSLER DODGE JEEP RAM MOBIL	1479	998
18	KIA AUTOSPORT OF PENSACOLA	936	916
19	SANDY SANSING CHEV INC	906	915
20	ALLEN TURNER AUTOMOTIVE HYUNDA	1057	892
21	GARY SMITH HONDA	769	891
22	TERRY THOMPSON CHEV INC	777	885
23	VINCE WHIBBS PONTIAC BUICK GMC CADILLAC	892	877
24	U J CHEV CO INC	779	828
25	PETE MOORE CHEV INC	957	827



Gulfport DMA

TOP 25 COMPETITORS

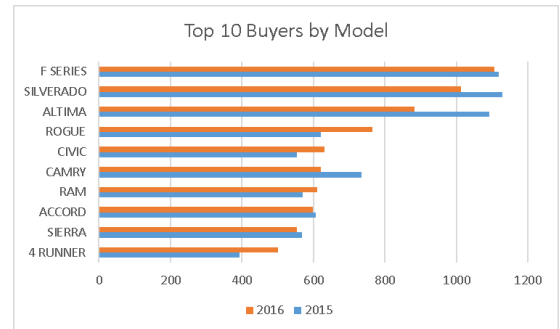
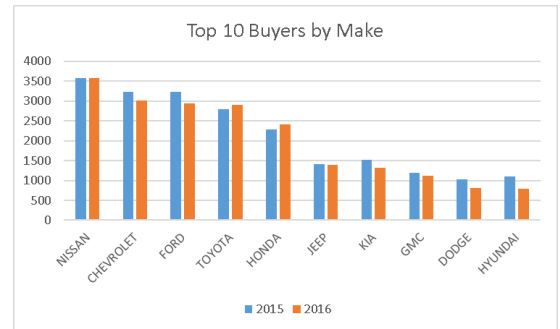
Rank	DEALER_NAME	2015	2016
1	ALLEN TOYOTA	1470	1422
2	TURAN-FOLEY MOTORS INC	1187	1128
3	ESTABROOK MOTOR CO INC	1248	1064
4	PAT PECK HONDA	1074	1009
5	BUTCH OUSTALET INC	1022	989
6	ESTABROOK TOY-LINC-MERC	974	862
7	PAT PECK NISSAN INC	1003	829
8	MOSSY OF PICAYUNE	605	583
9	PRESTON HOOD CHEVROLET	645	555
10	NISSAN MOTOR ACCEPTANCE	612	543
11	BUTCH OUSTALET CHEV CADILLAC LLC	475	457
12	MERCEDES BENZ OF SOUTH MISSISSIPPI	493	455
13	PAT PECK KIA	481	402
14	JASON PILGER HYUNDAI	602	381
15	LAKESHORE CHRYSLER DODGE JEEP RAM OF	381	328
16	ASTRO FORD	365	322
17	MANDAL PONTIAC-BUICK-GMC INC	330	317
18	CHAMPION CHRYSLER DODGE	339	309
19	CROWN DODGE CHRYSLER INC	329	275
20	BAYSIDE CHRYSLER DODGE JEEP	329	262
21	HERRING FORD INC	195	200
22	BUTCH OUSTALET MAZDA	258	199
23	VOLKSWAGEN OF SOUTH MISSISSIPPI	234	181
24	CHARLIE HENDERSON FORD INC	176	159



Millennials

TOP 25 COMPETITORS

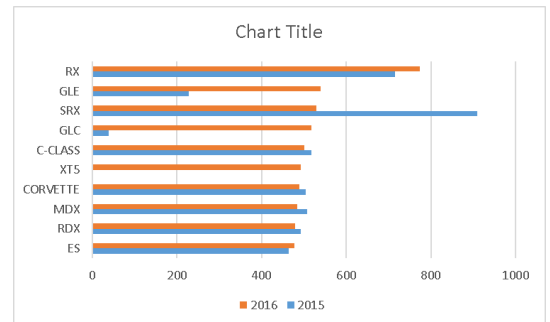
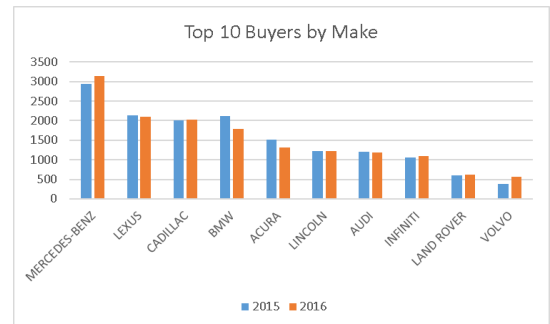
Rank	DEALER_NAME	2015	2016
1	SERRA TOYOTA	262	298
2	HOOVER TOYOTA	254	243
3	LONG LEWIS FORD	232	243
4	TAMERON HONDA	223	237
5	LANDERS MCLARTY NISSAN	207	224
6	LANDERS MCLARTY CHRYSLER DODGE JEEP RAM	174	210
7	BILL PENNEY TOYOTA	201	199
8	TOYOTA OF FORT WALTON BEACH	164	191
9	SANDY SANSING NISSAN INC	201	186
10	HILL KELLY DODGE INC	188	175
11	TUSCALOOSA TOYOTA	170	171
12	JERRY DAMSON HONDA	158	165
13	EASTERN SHORE TOYOTA	137	162
14	BENTON NISSAN OF HOOVER	143	160
15	JACK INGRAM	167	158
16	REINHARDT MOTORS	169	157
17	BOB TYLER TOYOTA	99	156
18	PENSACOLA HONDA	150	154
19	PANAMA CITY TOYOTA	134	146
20	STIVERS FORD LINCOLN MERCURY	150	140
21	JIM BURKE NISSAN	90	133
22	WORLD FORD PENSACOLA	142	131
23	HENDRICK CHRYSLER DODGE JEEP RAM	157	129
24	DEAN MCCRARY KIA	152	119
25	LONG LEWIS F	158	119



Luxury

TOP 25 COMPETITORS

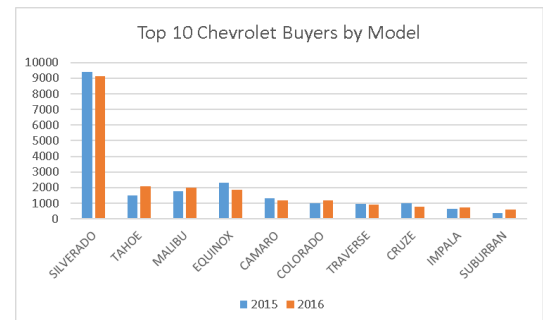
Rank	DEALER_NAME	2015	2016
1	MERCEDES BENZ OF BIRMINGHAM	868	1023
2	LEXUS OF BIRMINGHAM	1028	963
3	BMW OF BIRMINGHAM	734	596
4	INFINITI OF BIRMINGHAM	488	519
5	KING ACURA	560	484
6	CENTURY BMW	330	454
7	MERCEDES BENZ OF SOUTH MISSISSIPPI	493	454
8	LEXUS OF HUNTSVILLE	406	438
9	AUDI BIRMINGHAM		430
10	LANDERS MCLARTY NISSAN	423	429
11	BMW OF FORT WALTON BEACH	436	426
12	REINHARDT MOTORS	379	385
13	AUDI HUNTSVILLE	351	370
14	LONG LEWIS FORD	255	350
15	MERCEDES-BENZ OF MOBILE	307	341
16	JERRY DAMSON ACURA	346	319
17	JACK INGRAM MOTORS	247	310
18	SPRINGHILL TOYOTA	304	297
19	CREST CADILLAC OF BIRMINGHAM INC	305	285
20	LAND ROVER BIRMINGHAM	269	264
21	BMW OF MONTGOMERY	313	261
22	CENTURY BMW	316	259
23	CENTENNIAL IMPORTS INC	233	242
24	SANDY SANSING BMW	253	227
25	VINCE WHIBBS PONTIAC BUICK GMC CADILLAC	203	227



Chevrolet

TOP 25 COMPETITORS

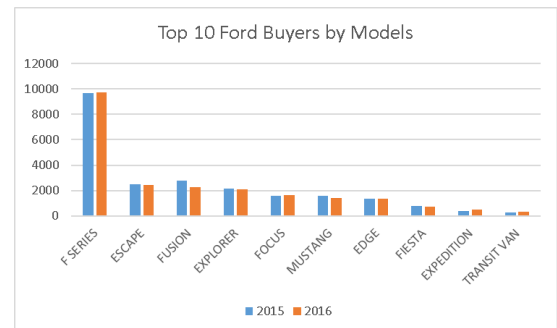
Rank	DEALER NAME	2015	2016
1	LYNN LAYTON CHEV INC	2034	2037
2	LANDERS MCLARTY SUBARU	973	1120
3	HENDRICK CHEV	1004	1081
4	TERRY THOMPSON CHEV INC	777	884
5	MITCH SMITH CHEVROLET INC	923	864
6	PLATINUM IMPORTS LLC	774	857
7	U J CHEV CO INC	779	828
8	TUSCALOOSA CHEV RENTALS	814	821
9	CAPITOL CHEV	921	787
10	DONOHOO CHEVROLET	456	746
11	PREMIERE CHEV INC	649	671
12	UNIVERSITY CHEV BUICK GMC	513	631
13	EDWARDS CHEV CO INC	531	566
14	LARRY PUCKETT CHEV INC	505	520
15	GLYNN SMITH CHEV BUICK GMC	419	518
16	COOPER CHEV INC	514	509
17	SOUTHERN CHEV INC	487	502
18	BENTLEY CHEVROLET CADILLAC	562	490
19	CHAMPION CHEV	378	450
20	JOE V CLAYTON CHEVROLET INC	441	420
21	BUSTER MILES CHEV INC	354	403
22	SOLOMON MOTOR CO INC	409	392
23	CARL CANNON CHEV CADILLAC BUICK GMC	351	375
24	TEAM ONE CHEV OF GADSDEN	404	366
25	BAY CHEV INC	365	351



Ford

TOP 25 COMPETITORS

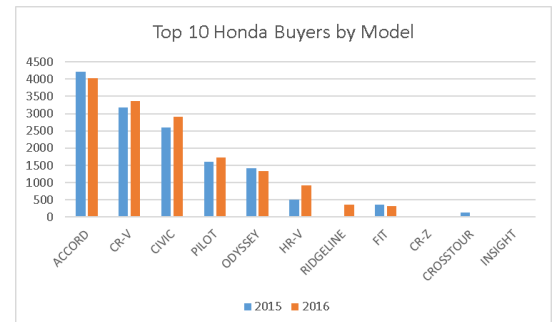
Rank	DEALER_NAME	2015	2016
1	LONG LEWIS FORD	2160	2121
2	STIVERS FORD LINCOLN MERCURY	1413	1733
3	LONG LEWIS F	1858	1622
4	WOODY ANDERSON FORD	1727	1573
5	MULLINAX FORD LINCOLN	1218	1220
6	TOWN & COUNTRY FORD	1256	1121
7	LONG LEWIS OF THE RIVER REGION	775	786
8	AUTONATION FORD MOBILE	834	782
9	TOWNSEND FORD	883	681
10	RONNIE WATKINS FORD	769	665
11	BONDYS FORD INC	690	659
12	ERNEST MCCARTY FORD INC	342	573
13	LYNN LAYTON FORD INC	627	551
14	ADAMSON FORD	613	542
15	IRON CITY FORD	523	512
16	OPELIKA CHRYSLER DODGE JEEP RAM	489	505
17	AUTONATION FORD LINCOLN AUBURN	533	469
18	SUNNY KING FORD	379	468
19	ECKENROD FORD LINCOLN OF CULLM	408	442
20	HARBIN MOTOR CO INC	374	412
21	AUTONATION FORD FORT PAYNE	470	407
22	TOWN & COUNTRY FORD PELL CITY	423	407
23	SANDY SANSING FORD LINCOLN LL	368	332
24	MCCLARY FORD	258	313
25	GILBERT & BAUGH FORD INC	249	288



Honda

TOP 25 COMPETITORS

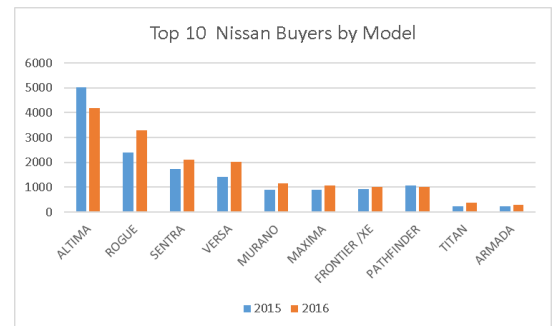
Rank	DEALER NAME	2015	2016
1	TAMERON HONDA	1956	1968
2	JERRY DAMSON HONDA	1663	1701
3	MCCONNELL HONDA	1232	1222
4	TAMERON HONDA EASTERN SHORE	948	1124
5	AUTONATION HONDA AT BEL AIR MALL	1024	1042
6	BRANNON HONDA	809	930
7	HONDA OF JASPER	746	826
8	SAM BOSWELL HONDA	692	807
9	HONDA OF DECATUR	628	766
10	SUNNY KING HONDA	683	728
11	TOWNSEND HONDA	580	663
12	TAMERON HONDA GADSDEN	539	645
13	FREEWAY HONDA	605	579
14	UNIVERSITY HONDA OF FLORENCE	637	542
15	JIM SKINNER HONDA	466	458
16	KING HONDA CAR WORLD	430	458
17	SERRA CHEVROLET-OLDSMOBILE	245	346
18	MOORE STEWART HONDA	130	184



Nissan

TOP 25 COMPETITORS

Rank	DEALER_NAME	2015	2016
1	LANDERS MCLARTY NISSAN	1694	1770
2	JACK INGRAM	1476	1656
3	BENTON NISSAN OF HOOVER	1553	1625
4	JIM BURKE NISSAN	776	1224
5	NISSAN OF MOBILE	957	1216
6	BENTON NISSAN	1052	999
7	SERRA NISSAN	820	976
8	BONDYS NISSAN INC	910	819
9	MITCHELL NISSAN	778	764
10	CHRIS MYERS NISSAN	793	763
11	TWONSEND NISSAN/BMW INC	819	759
12	TONY SERRA NISSAN	562	692
13	NISSAN INFINITI LT	516	648
14	LYNN LAYTON CAD NISSAN	595	507
15	NISSAN MOTOR ACCEPTANCE	521	503
16	MCKINNON NISSAN LLC	508	467
17	LYNCH NISSAN / AUBURN INC	418	430
18	UNIVERSITY NIS / FLORENCE	526	405
19	MOORE NISSAN	402	372
20	SERRA NISSAN OF SYLACAUGA	425	257
21	MASSEY AUTOMOTIVE INC	171	165
22	TROY NISSAN INC	190	160



Toyota

TOP 25 COMPETITORS

Rank	DEALER_NAME	2015	2016
1	SERRA TOYOTA	2376	2475
2	HOOVER TOYOTA	2414	2447
3	BILL PENNEY TOYOTA	2089	2160
4	TUSCALOOSA TOYOTA	1775	1896
5	REINHARDT MOTORS	1641	1638
6	LIMBAUGH TOYOTA	1410	1495
7	EASTERN SHORE TOYOTA	1232	1485
8	PALMERS AIRPORT TOYOTA	1461	1427
9	SPRINGHILL TOYOTA	1279	1271
10	TOYOTA OF DECATUR	1177	1250
11	SUNNY KING TOYOTA	1026	1107
12	UNIVERSITY TOYOTA	688	858
13	TOYOTA DOTHAN	798	823
14	TEAM ONE TOYOTA OF GADSDEN	670	797
15	SAND MOUNTAIN TOYOTA	736	742
16	BONDYS ENTERPRISE TOYOTA SCION	650	722
17	MCKINNON TOYOTA	867	722
18	SCOTT CRUMP TOYOTA	579	652
19	LYNCH TOYOTA	629	649
20	HIGH COUNTRY TOYOTA	546	609
21	GLYNN SMITH AUTOMOTIVE LLC	479	209
22	VADEN TOYOTA OF SYLACAUGA		206

