PIN: The Power Information Network

The Information to Drive Your Business—Put It to Work for You

J.D. POWER NADA

STRATEGIC ALLIANCE

NADA and PIN work together to ensure data collection protects and promotes dealer interests.

What is PIN?

In 1993, J.D. Power developed the *Power Information Network® [PIN]* to provide point-of-sale transaction data to dealers. Today, PIN is providing automotive solutions and services to more than 12,000 franchise dealerships throughout the United States and Canada.

PIN's unique electronic tracking system gathers daily point-of-sale transaction data for both new and used light vehicles from dealership Finance and Insurance [F&I] systems. This transaction-level data is much like the information gathered from a supermarket bar code system, a technology that revolutionized the consumer packaged goods industry.

Participation in PIN is Free

Participating dealers receive a No-Cost Package, which includes a full suite of new and used-vehicle tools and comparative reports, as well as a subscription to J.D. Power's Powergram newsletter.

Enrollment is simple, and PIN's data collection process is fully compatible with most dealer management systems. Once activated, the program operates automatically, requiring no additional effort by dealership personnel. Reports are available 24/7 via a secure Web interface.

PowerDealer

This program provides at no charge a series of reports for new and used vehicles on a Web-based application, PowerDealer. These reports allow dealerships the ability to compare their operation to the market region in the following areas:

- New-/used-vehicle volume and gross per unit
- Which vehicles are selling
- Inventory or retail turn rate
- Finance buy rates for new and used vehicles

Also includes ...

- NEW! Up to 2 years of historical data with trending capability and goal-setting features
- NEW! Google Maps and ZIP code lists for your sales (drillable down to county level)
- NEW! Booking tool for used vehicles

These dealer-specific and market-specific reports are updated daily with current F&I sales data and contain up to 2 years of historical data that can be custom filtered within that time period.

In addition, PowerDealer now includes trend reporting, enhanced analytics, goal-setting capability, and read at-a-glance dashboards. AND, for the first time ever, options are available for FIXED OPERATIONS tracking.

Dealer-Specific Reports:

New/Used Customer Sales Google Map: Using a map-and-pins style graphic, shows where the dealership's customers are coming from and what they purchased.

New/Used Sales by ZIP Code and Compare Sales by ZIP: These two separate reports, with versions for both new sales and used sales, allow the dealership to assess how marketing and sales efforts impact performance. Sales, updated daily, can be tracked by ZIP code, county, city or state; as well as by comparison of two time periods to view vehicle sales data.

New/Used Average Deal Recap Report: Compares the components of deal structure between the dealership's sales and those of competitors. This report also helps the dealership spot performance gaps and identify areas where adjustments may improve volume and profitability. Know your risk factors on every vehicle on your lot.

New-Vehicle ROI Report: Shows analysis by model line for each franchise the dealership sells, compared to other PIN dealers in the market area that carry the same franchise. The report identifies whether competitors are turning the dealership's same-franchise best-selling model line faster, which aids in determining whether gross should be considered rather than turn rate.

Market-Specific Reports:

New/Used Finance/Leasing Report: Allows dealers to see which lenders are offering the best finance and leasing options, and provides multiple options other than the captive lender. Allows a dealership to determine how to increase profitability by identifying lenders that offer lower buy rates.

Used-Vehicle Booking Tool: Makes it easy to manage used-vehicle inventory. By entering a VIN or make model and year, the tool ranks the vehicle by ROI against all models in the market, as well as recent sales and recent trade-in ACVs (Actual Cash Values).

Used-Vehicle Guidebook (Pricing Report): Provides dealers with information on which vehicles are moving in the dealership's market area. Allows dealers to improve inventory mix by evaluating trade-in value and auction and wholesale purchases. The report lists vehicles by make, year, model and trim level and includes the vehicle cost (including recon) at the time of sale, as well as sale price, gross, retail turn rate, ROI, and volume.

New-Vehicle Franchise Performance: This report, unique to PIN, shows the entire PIN market at a glance, which allows the dealership to monitor franchise performance in their market area. The report also shows key components of deal structure for each new nameplate sold in the dealer's market area, as well as select back-end sales, finance reserve, warranty penetration, price and income. The report allows the dealership to compare with most competitor makes to identify areas in which to improve dealership competitive edge, such as monthly payments and APR terms.
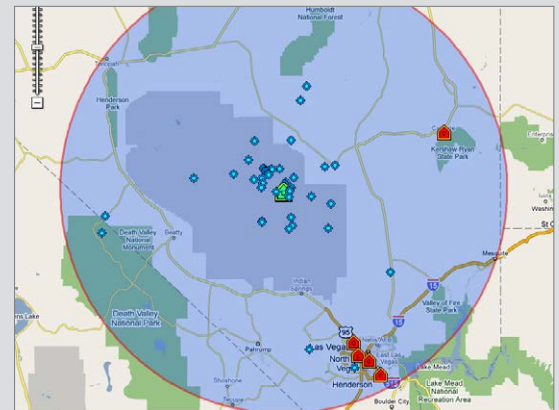
The PowerDealer demo site can be accessed at:
https://pinpowerdealer.com and by entering:

Login: pindemo
Password: pindemo
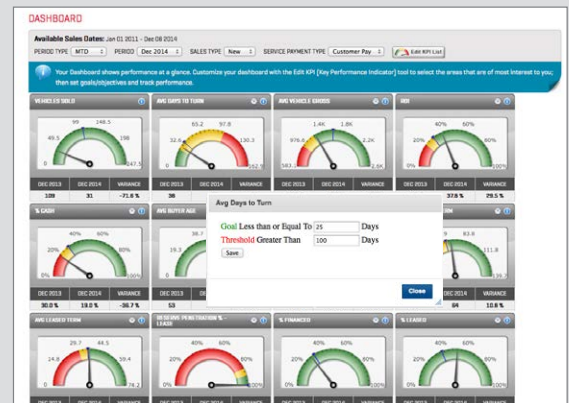
Dashboard: Provides visual comparison of Key Performance Indicators (KPI) and allows for customized goal setting.

Customer Sales Google Map: Illustrates where customers are coming from.

Used-Vehicle Guidebook: Improve inventory mix by evaluating trade-in value and auction and wholesale

For more information, call the PIN Customer Care Team for a personal demonstration at 800-947-6988, pincustomercare@jdpa.com, or visit mypowerdealer.com.

J.D. POWER | Power Information Network