

**J.D. POWER**

# Auto Finance Summit

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**ALG**

**AUTODATA  
SOLUTIONS**

**CHROMEDATA**

**DARWIN**

**HELIX**

**PIN+**

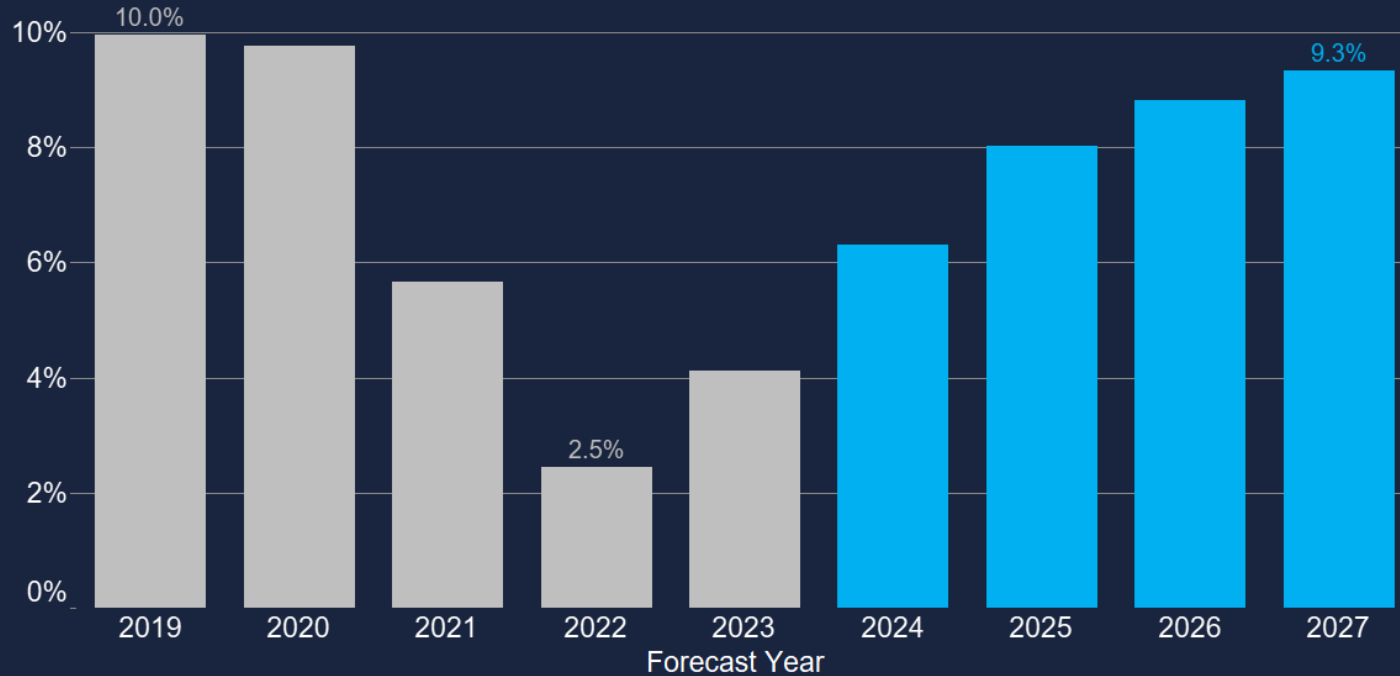
**SMARTDIGITAL**

**UNITYWORKS**

**VALUATION  
SERVICES**

**VANTAGE**

## Historical Incentive Spend and Outlook Industry



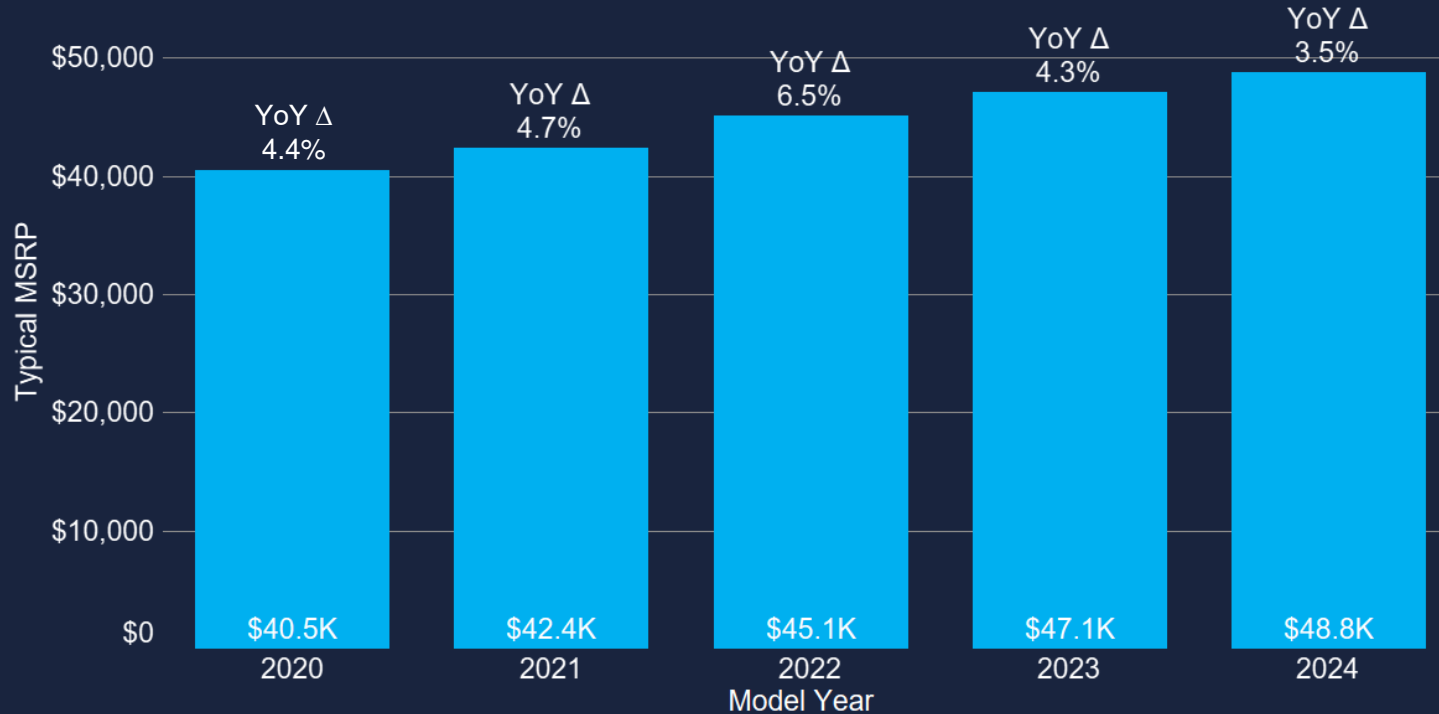
>10% WAS THE NORM IN THE LATE 2010S

2022 WAS THE PERFECT STORM FOR RECORD LOW INCENTIVE SPEND

LONG TERM INVENTORY RECOVERS AND RESETS TO HEALTHY LEVELS

# Industry MSRP inflation outpaced economic inflation

## Typical MSRP YoY Change Industry



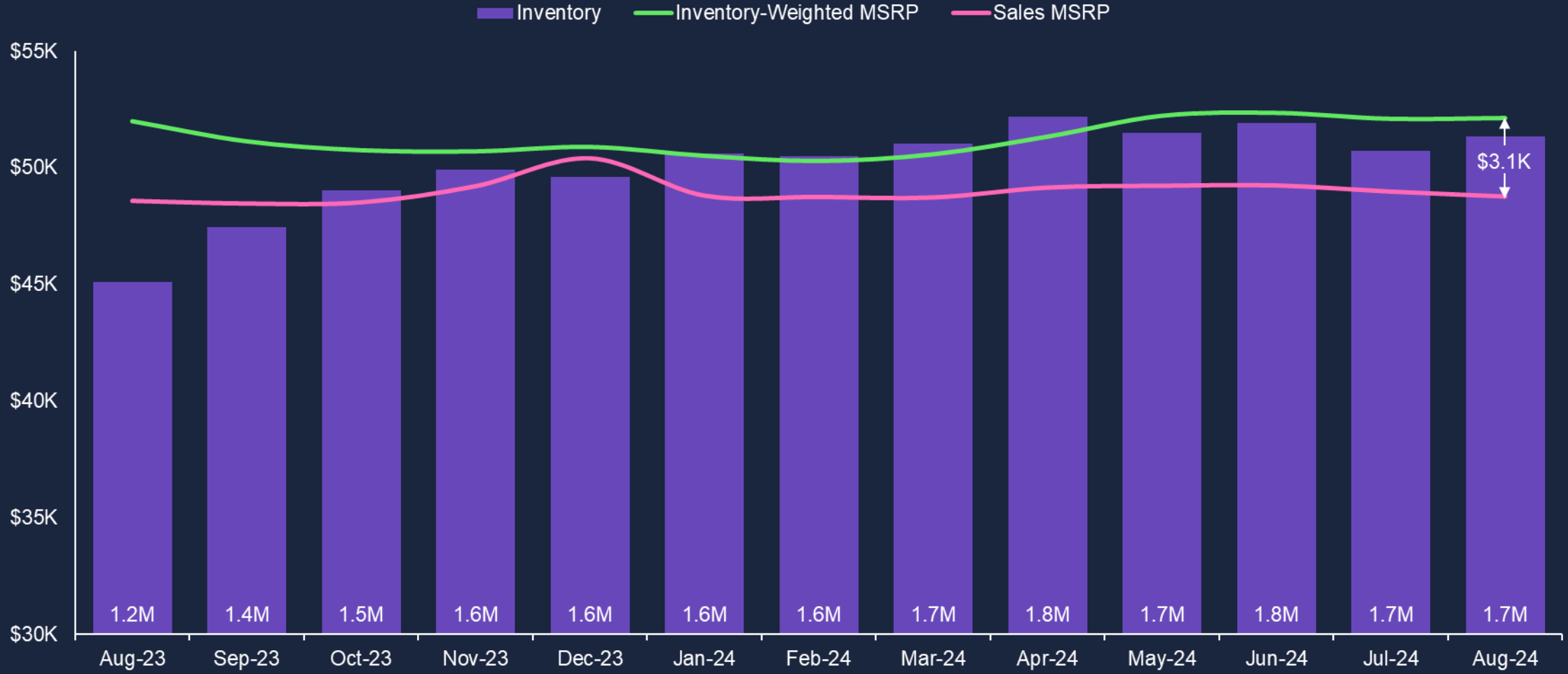
MODEL YEAR 2024 RETURNED TO A HISTORICALLY NORMAL GROWTH RATE

RETENTION VALUES DECREASE DUE TO MSRP INCREASES OUTPACING USED VALUE INFLATION

KEYS TO COUNTERACT MSRP INCREASES

- ADDITIVE CONTENT
- TRIM MIX
- REDESIGNS

# As inventory levels recovered, higher priced models are left unsold



Source: PIN+  
Notes: Franchise Brands only