

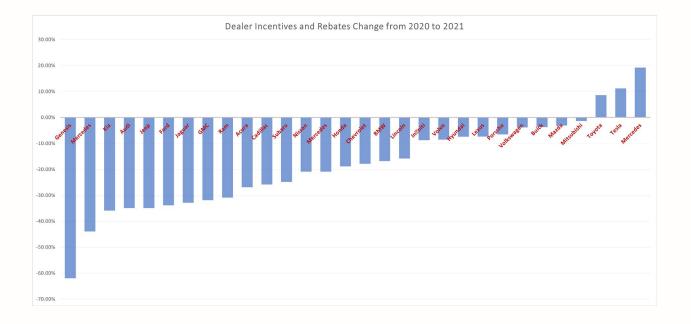
## **Dealer Incentives and Rebates 2020 Versus 2021**

Thursday, May 13, 2021

High vehicle demand and reduced inventory caused by factory shutdowns due to covid pushed dealer rebates and incentives down by an average of 25% from 2020 to 2021. In other words, sale prices as percentage of MSRP are higher in 2021 than 2020. Below Is a table breaking down the various manufacturers and their dealer-to-consumer rebates.

## Top 5 Rebate Reductions:

	Q1 2020	Q1 2021	Change
Genesis	\$6,142.11	\$2,338.67	-61.92%
Mercedes	\$6,783.93	\$3,806.60	-43.89%
Kia	\$4,015.63	\$2,575.14	-35.87%
Audi	\$7,444.62	\$4,848.68	-34.90%
Jeep	\$4,307.69	\$2,805.60	-34.87%



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