

DEALER FIRM NAME : SIGNER  
 CITY, STATE : FREMONT CA

DATE : 1/19/93

**GENERAL MOTORS  
 DEALER NETWORK PLANNING SUMMARY**

(1) RETAIL INDUSTRY REGISTRATIONS	1987	1988	1989	1990	1991	(2) TREND (87-91)		
						AGSSA	MDA	STATE
BUICK (PASS CAR)	8796	9327	8801	8417	6891	-20.1%	-25.9%	-29.3%
CADILLAC (HIGH GROUP)	1171	1114	916	1162	655	-32.8%	-30.8%	-27.7%

Note added in 2009: Registrations represent Signer market area total vehicle registrations of all makes in Buick and Cadillac market segments.


DIVISION REGISTRATIONS REQUIRED TO EQUAL STATE AVERAGE	1987	1988	1989	1990	1991
BUICK (PASS CAR)	247	266	245	230	188
CADILLAC (HIGH GROUP)	254	290	228	223	114

Note added in 2009: Following are Signer actual retail sales versus expectations based on state average:

Year	1987	1988	1989	1990	1991	Total
Buick registrations to equal state avg.	247	266	245	230	188	1176
Signer actual retail sales	365	357	246	270	279	1517
Signer vs. state avg.	148%	134%	100%	117%	148%	129%

Signer began selling Cadillac in mid-1990.

(1) DEMOGRAPHIC DATA	POP CHG (80-91)		HH CHG (80-91)		91 AVG HH INCOME (\$)	MEDIAN AGE	
	UNITS	PCT	UNITS	PCT		1980	1991
BUICK	68905	33.9%	25560	39.0%	52914	27.6	31.2
CADILLAC	87102	26.0%	31525	27.6%	46697	28.8	31.8

PLAN :  
 RELOCATE NEAR NEW PARK MALL 

OTHER CIRCUMSTANCES :

(1) BASED ON EACH DIVISIONS OWN AGSSA CONFIGURATION  
 (2) TREND BASED ON 5 YEAR REGRESSION (LEAST SQUARES)  
 (3) DIVISION DID NOT PRODUCE MODELS PRIOR TO 1989  
 SOURCE: USAI USING R.L. POLK & CO, AND NPDC DATA.

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