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# JDPA Auction Performance Report Brasher's Cascade Auto Auction

Q1 2009



**JDPA Auction Performance Report  
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# JDPA Auction Performance Report Q1 2009

## I. Introduction

### ***Background:***

J D Power and Associates' Auction Performance Report provides participating auctions with important information on their competitiveness in their respective regional wholesale market. This report examines the product characteristics and price performance of Brasher's Cascade Auto Auction in its competitive environment, defined as the major wholesale automobile auctions operating in NADA's Pacific Northwest region. This region includes auctions reporting to NADA in the following states: Alaska, Idaho, Oregon, Utah and Washington.

### ***Methodology:***

J D Power and Associates' Auction Performance Report is generated on a quarterly basis. In the consideration of price we use a common set of vehicles. Auction prices for competing regional auctions are estimates for the same set of vehicles actually auctioned by Brasher's Cascade Auto Auction, as if they had been auctioned in competing regional auctions. By using this common set, we can focus on the auction-specific difference in price rather than the difference in price due to differences in vehicle attributes (trim, mileage etc.).

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### ***Caveat***

To the extent that an auction's product mix is similar to its regional competition's mix, it must seek competitive advantage in other areas, such as shorter cycle times, lower fees, or higher quality service. Product differentiation is a competitive strength with the potential to attract new buyers and sellers to the auction. The wholesale market is, however, dynamic and arbitrage opportunities are frequently short-lived. As this report examines data from only one quarter, we cannot determine with confidence whether the observed product and price differences represent a long-term opportunity to be leveraged or a short-term fluctuation in a dynamic marketplace.

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### II. Summary

**Table 2.1 Overall Quarterly Price Premium at Brasher Cascade**

	Q1 2008		Q3 2008		Q4 2008		Q1 2009	
	Premium	Volume	Premium	Volume	Premium	Volume	Premium	Volume
Total	-\$76	3,758	\$8	3,872	\$11	3,561	\$163	4,170

**Table 2.2 Quarterly Price Premium at Brasher Cascade AA by Vehicle's Age**

Age	Q1 2008		Q3 2008		Q4 2008		Q1 2009	
	Premium	Volume	Premium	Volume	Premium	Volume	Premium	Volume
0-2	\$157	487	\$18	535	\$107	720	\$222	643
3-5	-\$296	1,122	\$21	1,271	\$32	1,166	\$237	1,473
6-8	-\$13	877	\$13	891	-\$30	852	\$150	904
> 8	-\$16	1,272	-\$12	1,175	-\$58	823	\$45	1,150
Total		3,758		3,872		3,561		4,170

**Table 2.3 Quarterly Price Premium at Brasher Cascade AA by Vehicle's Segment**

Segment	Q1 2008		Q3 2008		Q4 2008		Q1 2009	
	Premium	Volume	Premium	Volume	Premium	Volume	Premium	Volume
Compact	-\$18	538	\$111	511	\$49	471	\$152	613
Fullsize	\$201	8	\$242	5	-\$799	8	-\$18	3
Luxury	-\$217	268	\$139	215	\$146	244	\$314	336
Midsize	-\$43	1,041	\$68	900	-\$25	891	\$67	1,056
Pickup	-\$278	497	-\$161	581	-\$80	556	\$292	600
Sporty	\$43	90	\$29	80	\$158	77	\$91	94
SUV	-\$72	972	-\$48	1,246	\$32	1,031	\$178	1,110
Van	\$84	344	\$103	334	\$33	283	\$75	358
Total		3,758		3,872		3,561		4,170

**Table 2.4 Quarterly Price Premium at Brasher Cascade AA for Top Brand Name**

Brands	Q1 2008		Q3 2008		Q4 2008		Q1 2009	
	Premium	Volume	Premium	Volume	Premium	Volume	Premium	Volume
FORD	-\$48	677	-\$113	743	-\$62	670	\$145	809
CHEVROLET	-\$221	553	-\$126	561	-\$23	511	\$129	558
DODGE	-\$153	358	-\$51	361	-\$105	305	\$112	402
VOLKSWAGEN	\$184	370	\$390	315	\$279	323	\$298	384
HONDA	-\$53	339	\$143	433	\$55	344	\$224	382
CHRYSLER	-\$142	160	-\$228	133	-\$51	144	\$152	153
AUDI	-\$312	116	\$812	78	\$748	100	\$556	142
NISSAN	-\$10	106	-\$14	117	-\$25	124	\$123	132
TOYOTA	-\$8	128	-\$2	170	-\$157	109	\$53	122
JEEP	-\$125	124	-\$64	126	-\$124	130	\$57	121
TOP 10 Total		2,931		3,037		2,760		3,205
% of Total Volume		78%		78%		78%		77%

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## III. Vehicle Age Profile<sup>1</sup>

Figure 3.1 Vehicle Volume Mix by Age Band at Brasher Cascade Auto Auction

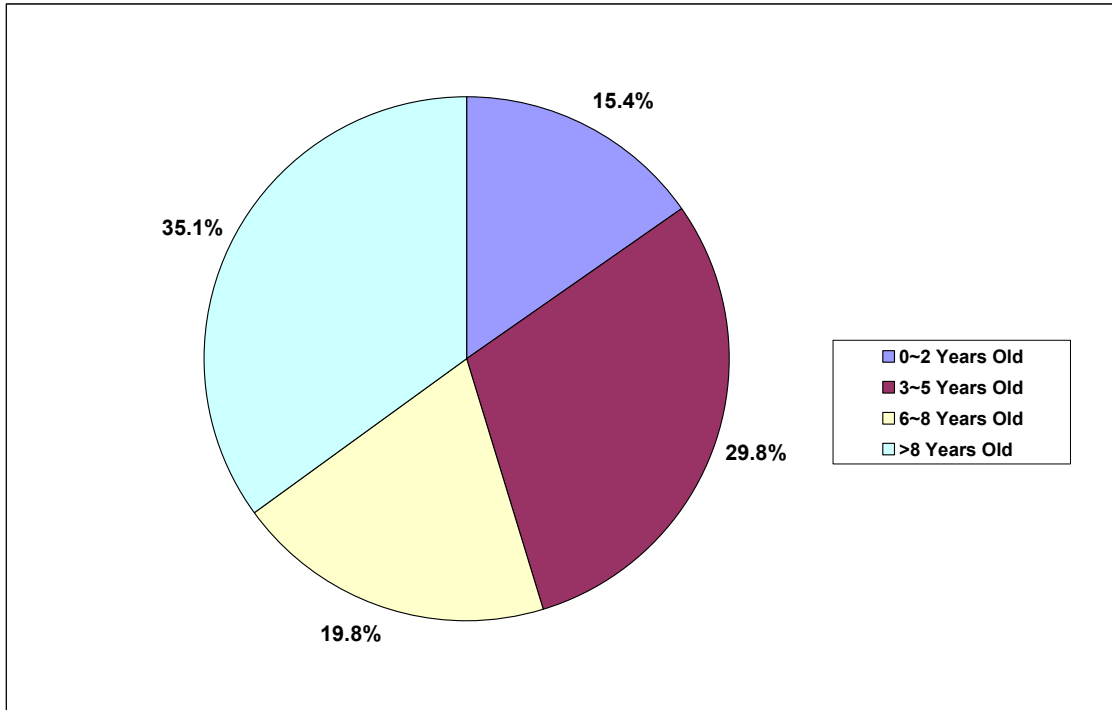
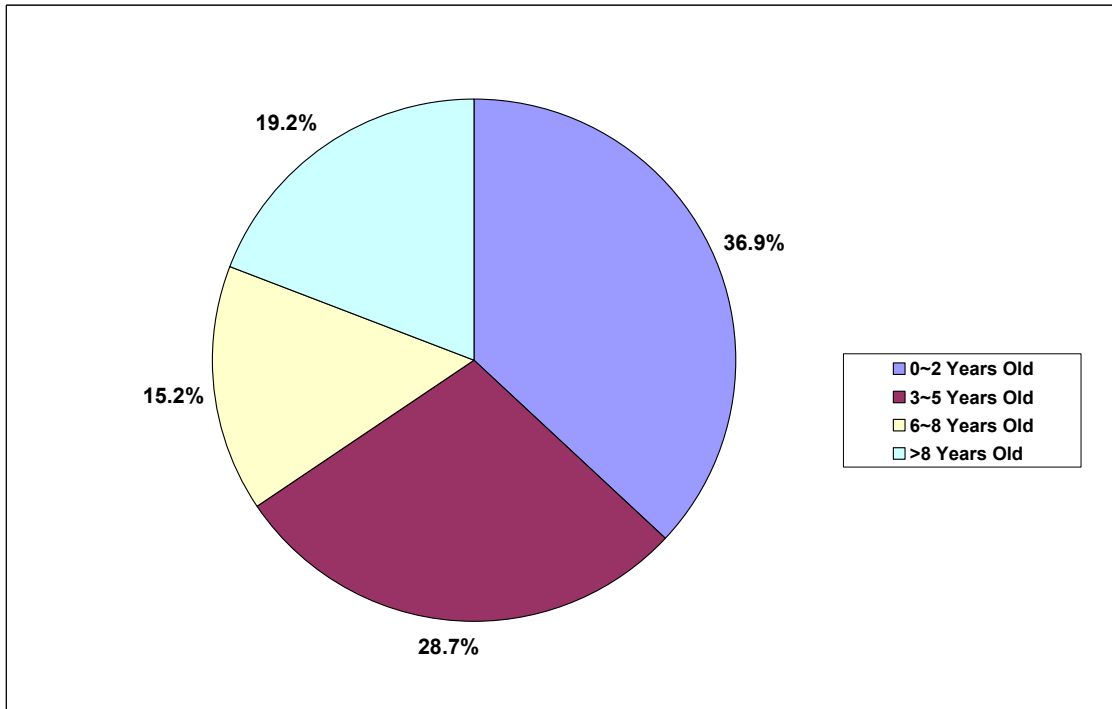


Figure 3.2 Vehicle Volume Mix by Age Band in Pacific Northwest Region



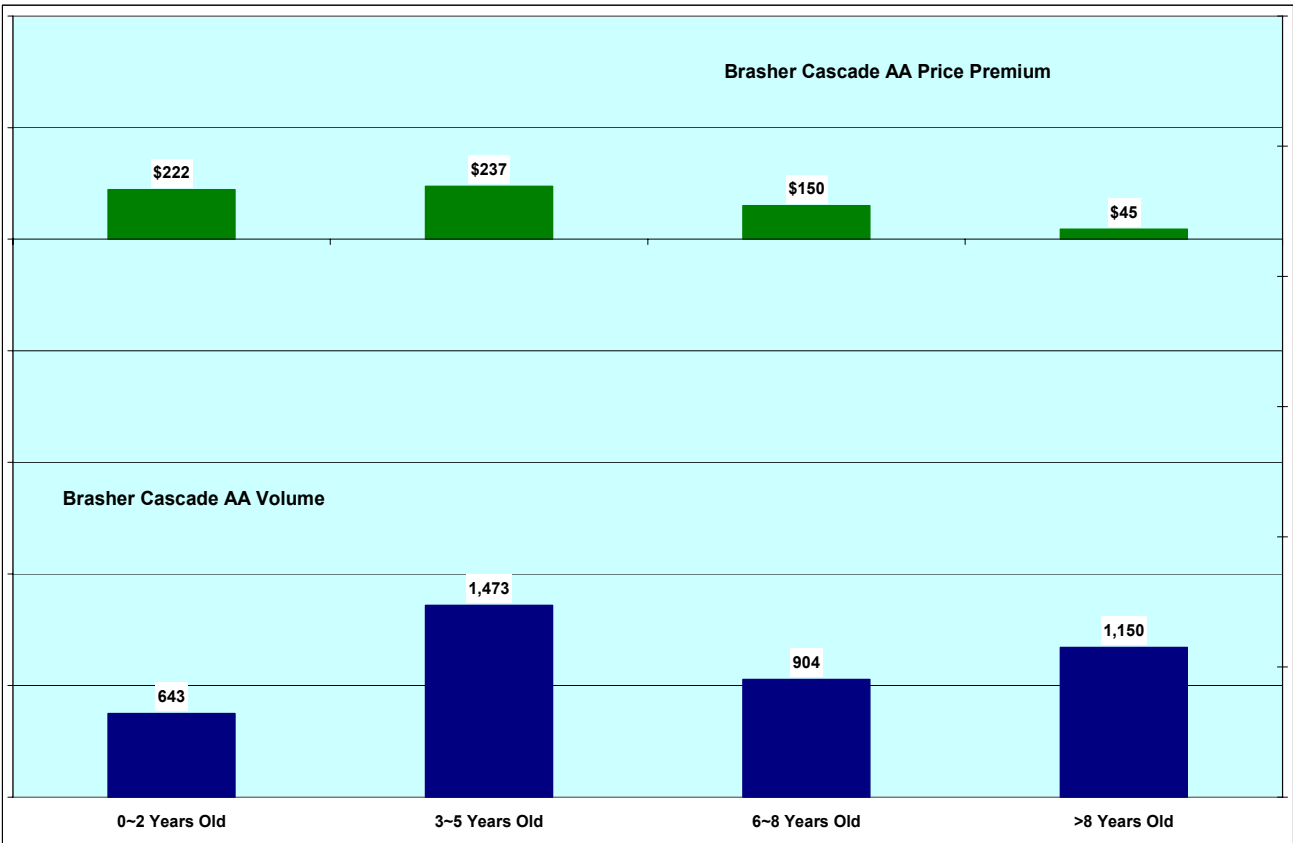
<sup>1</sup> Vehicle age is defined as the difference between the year of auction date and the vehicle model year. For 2009 reports, 2009 model year has age = 0. 2010 model year has age = -1 and is excluded from the analysis.

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**Table 2.1 Quarterly Vehicle Volume Mix Trend by Age at Brasher’s Cascade and Pacific Northwest Region**

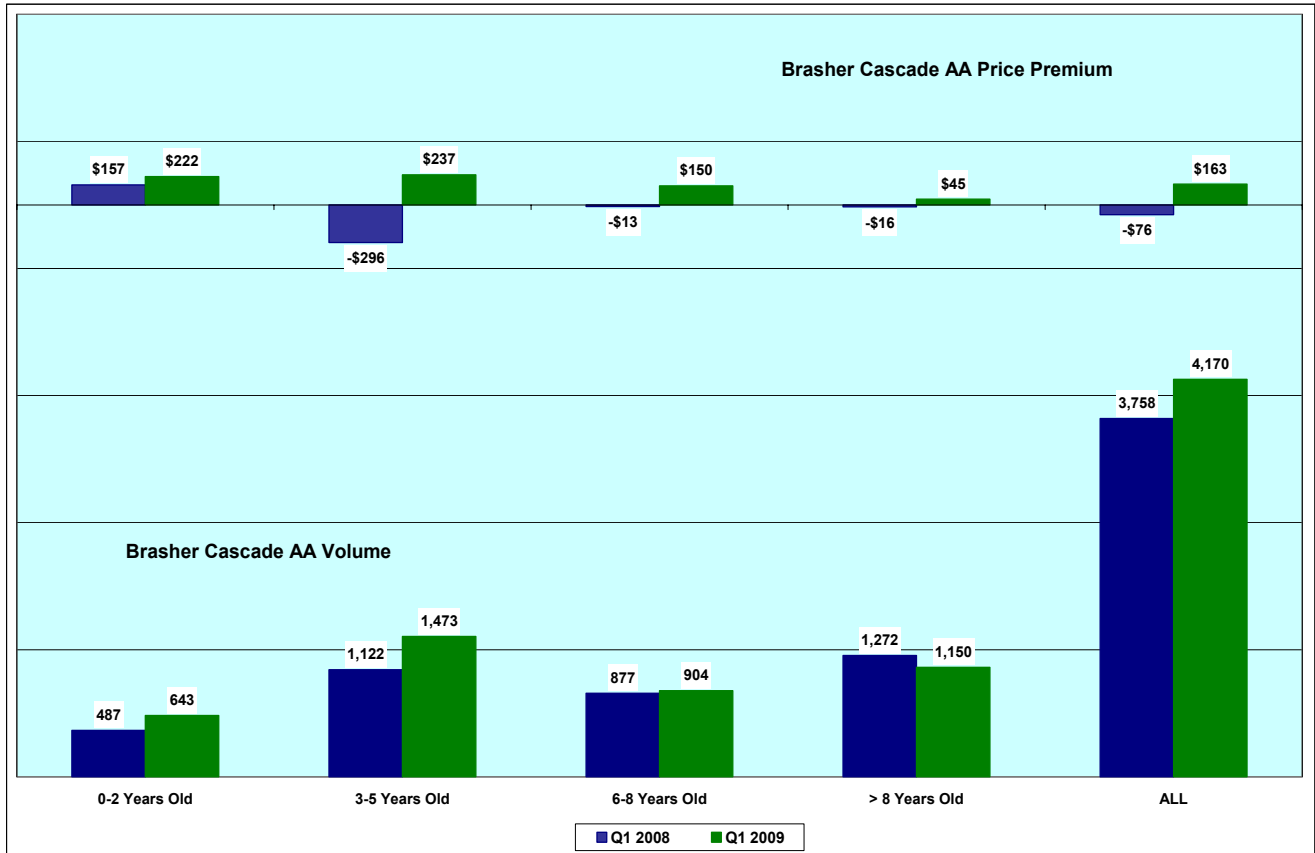
Age	Q1 2008		Q3 2008		Q4 2008		Q1 2009	
	CAA %	Region %	CAA %	Region %	CAA %	Region %	CAA %	Region %
0-2	5.0	25.8	12.6	33.8	19.4	37.6	15.4	36.9
3-5	25.7	28.5	28.2	27.6	28.6	27.5	29.8	28.7
6-8	19.3	17.5	21.4	17.9	22.5	17.3	19.8	15.2
> 8	50.0	28.2	37.7	20.7	29.5	17.5	35.1	19.2
Total	100	100	100	100	100	100	100	100

**Figure 3.3 Price Difference between Brasher Cascade AA and Pacific Northwest Region (By Vehicle Age Band)**



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## Figure 3.4 Price Premium Comparison Brasher Cascade AA Year-Over-Year by Age Group



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## IV. Vehicle Market Segment Profile

Figure 4.1 Vehicle Volume Mix by Segment at Brasher Cascade Auto Auction

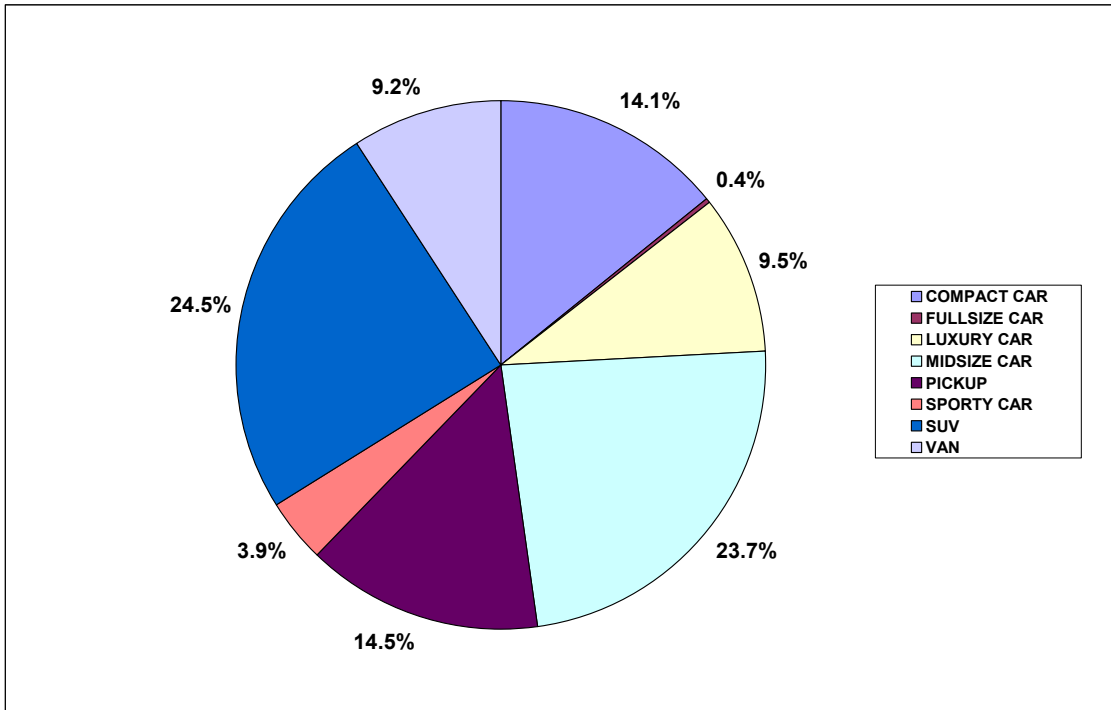
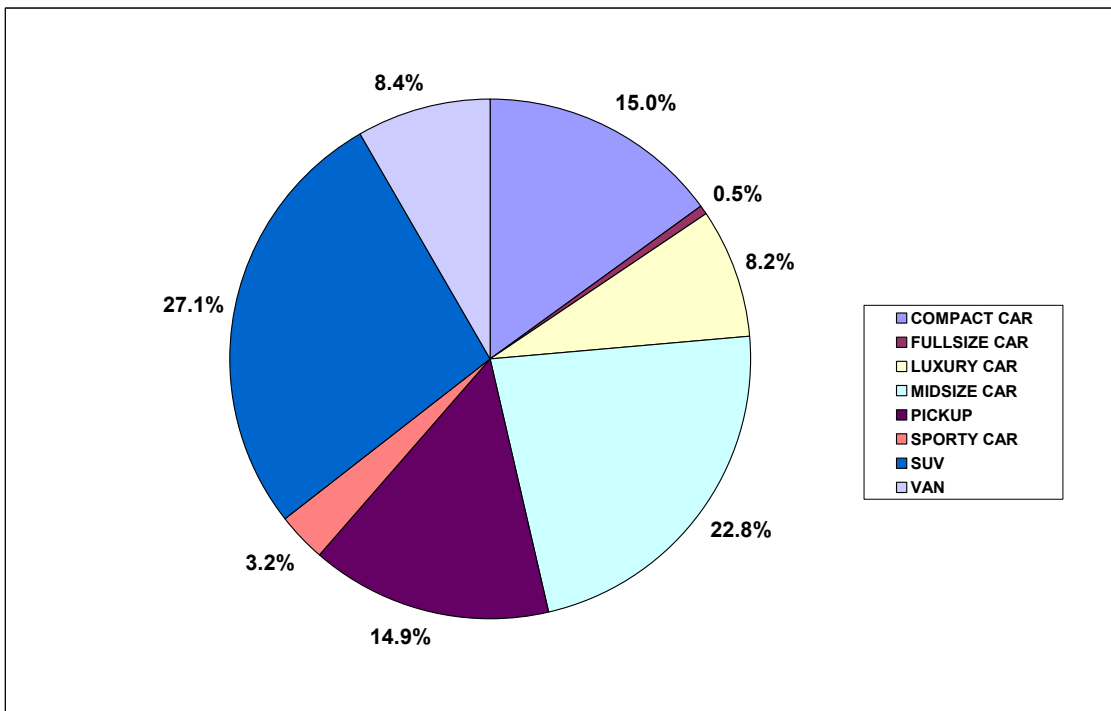


Figure 4.2 Vehicle Volume Mix by Segment in Pacific Northwest Region

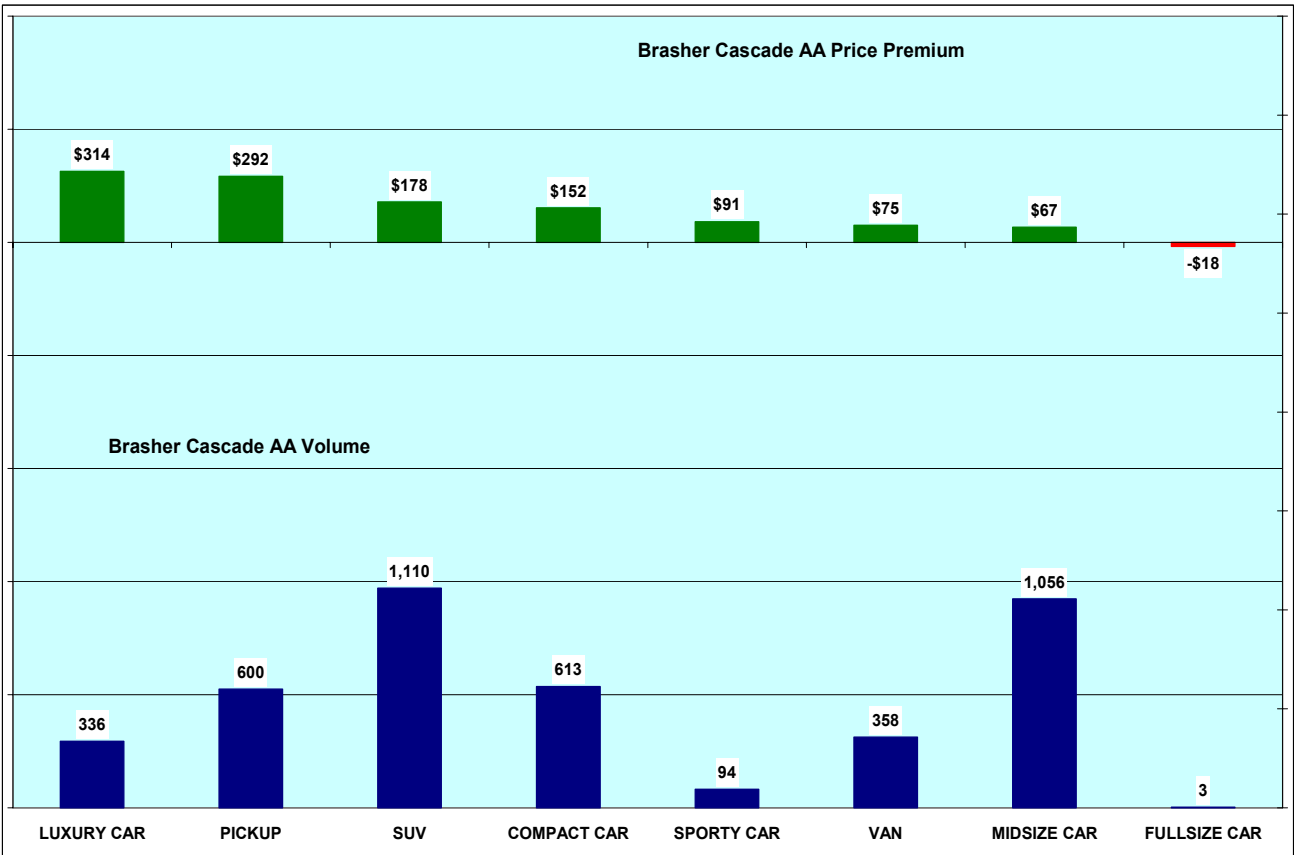


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**Table 4.1 Quarterly Vehicle Volume Mix Trend by Segment at Brasher' Cascade and Pacific Northwest Region**

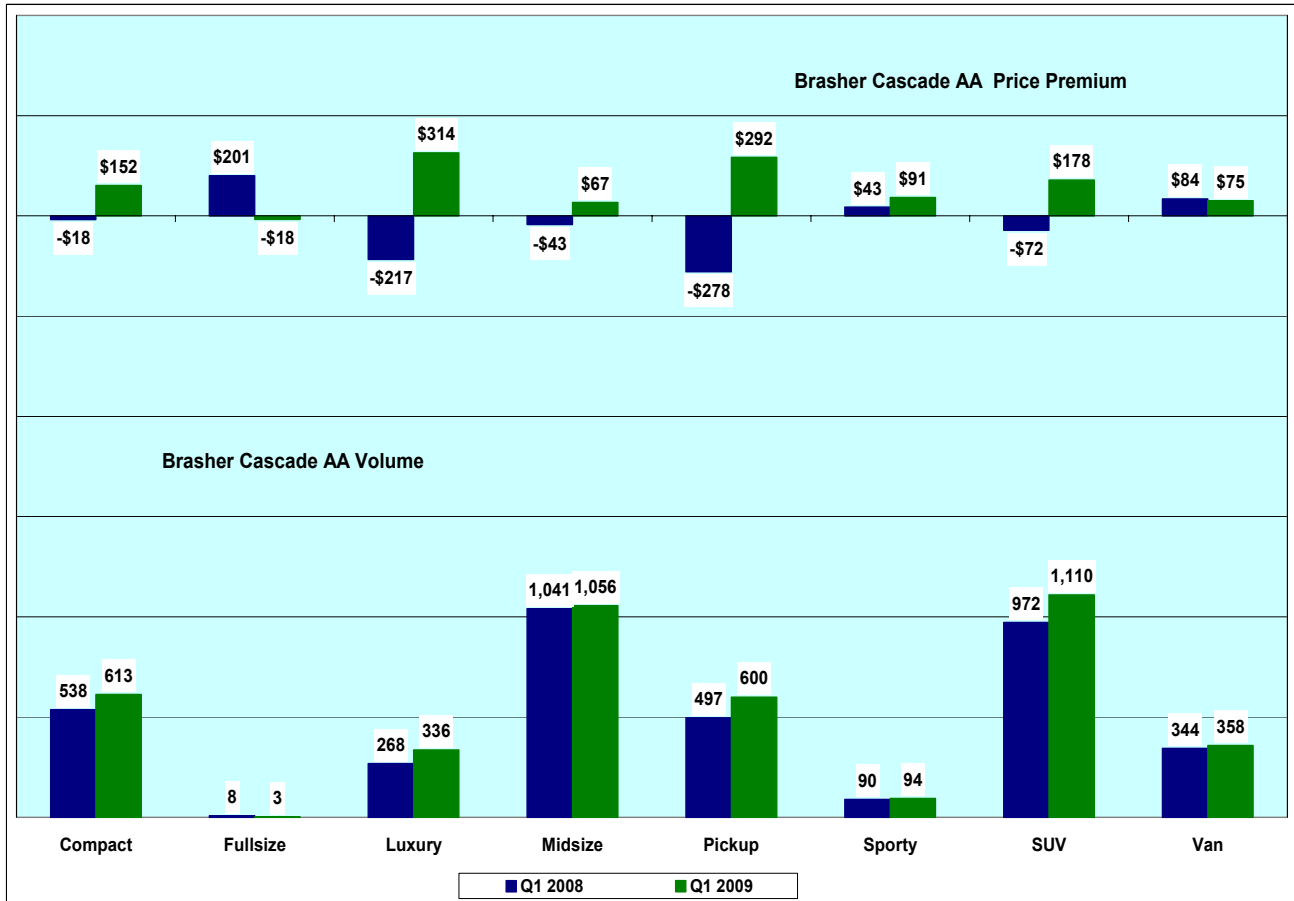
Segment	Q1 2008		Q3 2008		Q4 2008		Q1 2009	
	CAA	Region	CAA	Region	CAA	Region	CAA	Region
	%	%	%	%	%	%	%	%
Compact	14.8	13.7	13.8	13.3	13.1	12.1	14.1	15.0
Fullsize	1.0	0.8	0.8	0.8	0.9	0.9	0.4	0.5
Luxury	8.6	7.5	7.5	7.9	9.0	8.3	9.6	8.2
Midsize	27.0	23.4	23.3	21.5	23.7	20.9	23.7	22.8
Pickup	12.4	14.4	13.9	16.3	14.4	16.1	14.5	14.9
Sporty	3.4	2.9	3.3	3.3	3.8	2.7	3.9	3.2
SUV	22.8	28.6	28.2	29.5	26.3	30.2	24.5	27.1
Van	9.8	8.8	9.1	7.7	8.8	8.8	9.2	8.4
Total	100	100	100	100	100	100	100	100

**Figure 4.3 Price Premium for Brasher Cascade AA and Pacific Northwest by Segment**



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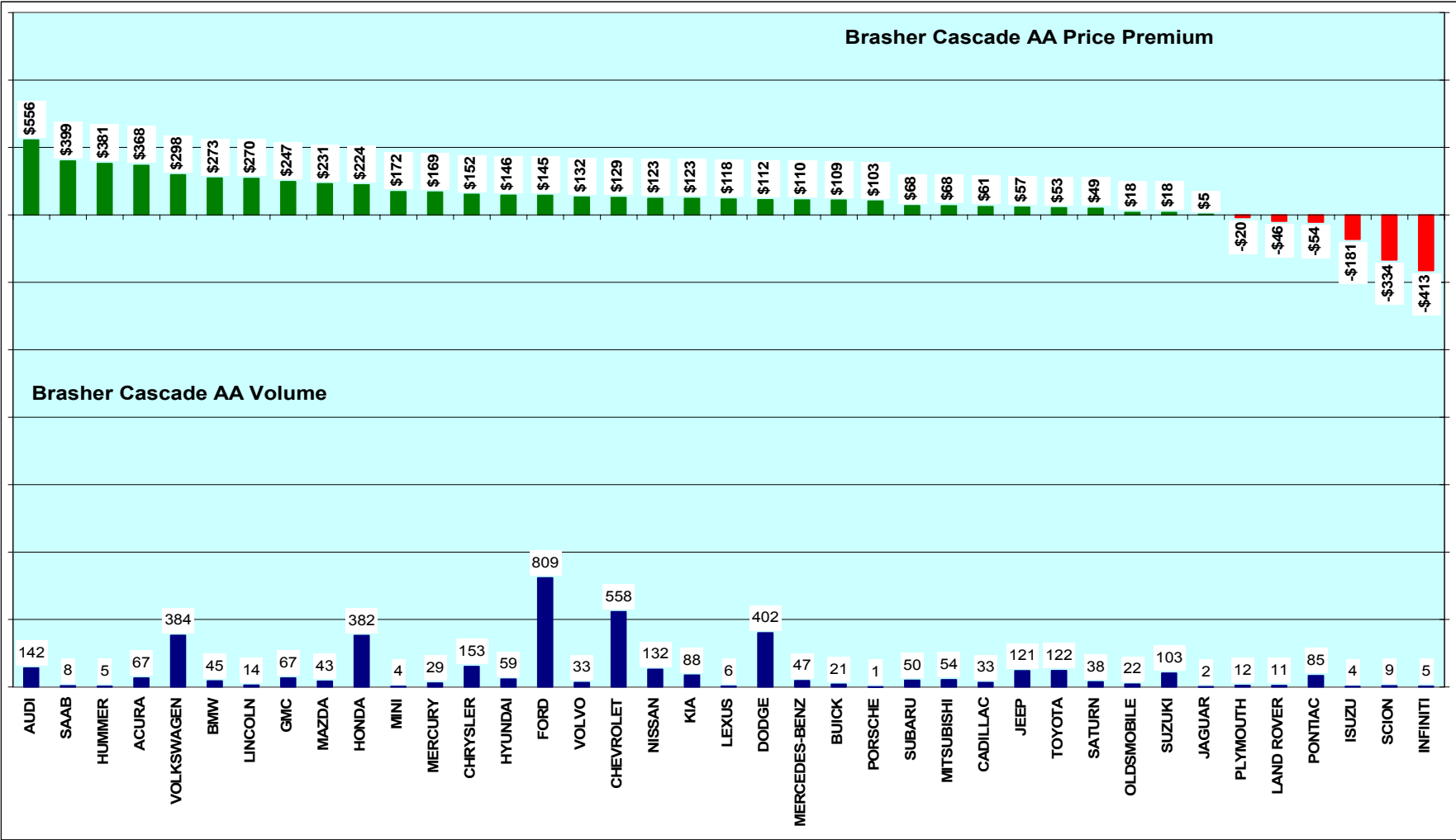
**Figure 4.4 Price Premium Comparison at Brasher Cascade AA  
Year-Over-Year by Vehicle Segment**



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## V.Nameplate and Model Profile

Figure 5.1 Price Performance at Brasher Cascade AA against Pacific Northwest by Vehicle Nameplate



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**Figure 5.2 Price Performance at Brasher Cascade AA against Pacific Northwest Top-20 Volume Make, Model and Model Year**

