City of Scottsdale: *Automotive Dealerships Market Analysis*

A Market and Feasibility Study of New Car Dealerships in Scottsdale

April 2009

Economic Vitality Department

Scottsdale Automotive Dealerships Market Analysis

April 2009

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I. EXECUTIVE SUMMARY

- ◊ The Phoenix metro area is a very dynamic market; it is growing rapidly, possesses a highly diversified economy, and has excellent prospects for the future.

- ◊ The City of Scottsdale is one of the most desirable areas within metro Phoenix, both for businesses and residents. With its high quality of life, high service levels and competitive costs, it attracts not only affluent residents and tourists, but also businesses looking for a higher-end location.

- ◊ The resident population base of the market area for the auto corridor in North Scottsdale is rapidly growing. The estimated population within a 10 mile radius is 509,386. The projected population for 2013 is 556,751—over a 9 percent increase.

- ◊ These residents have an estimated average median household income of $87,120.

- ◊ The total number of people employed within the 10 mile radius of the North Auto Corridor area is currently 275,403. The Scottsdale Airpark is currently home to nearly 2,800 businesses that employ over 52,000 people.

- ◊ The resident population base of the market area for the Motor Mile in southern Scottsdale continues to grow; the estimated population, within a 10 mile radius, is 1,033,055. The projected population for 2013 is 1,106,358—over a 7 percent increase.

- ◊ These residents have an estimated average median household income of $60,504.

- ◊ Surface transportation improvements that were recently completed and currently underway greatly enhance accessibility to the Scottsdale auto malls. The primary improvement is the Pima Freeway, which includes interchanges north and east of the north Auto Corridor area. Additional lanes are currently being added to this freeway.

- ◊ The automotive clusters closest in proximity to the Scottsdale market are the Northeast Phoenix, North Phoenix, and East Phoenix. Auto dealers in Scottsdale have an excellent opportunity to serve the rapidly growing and affluent northeast Valley.

- ◊ The total number of people employed within the 10 mile radius of the Motor Mile is 817,409. The SkySong ASU Scottsdale Innovation Center is a new mixed-use employment and research center located at the heart of Motor Mile, providing increased traffic and visibility to the area.

II. INTRODUCTION

Automobile dealers traditionally have located near each other, creating strip commercial development along major arterial streets. By offering a wide variety of makes and models in one general area, these dealers tend to have a competitive advantage and greater sales potential; customers know that they will be able to compare different lines of cars without having to drive all over town. In addition, these areas tend to attract a variety of auto related services that support the dealer base in that area. Examples of this within the metro Phoenix area include the east Camelback corridor in Phoenix and the Motor Mile in the southern part of Scottsdale.

Significant restructuring of the automobile industry is currently taking place. The weakness of the national and global economies, changes in buyer preferences, and pressures to development new, more environmentally friendly vehicles have all taken a toll on the industry. Manufacturers have also changed their marketing and location strategies with a new emphasis on locations which have direct freeway access—at least in larger urban areas. With these changes has come relocation of dealerships to locations considered more competitive. Manufacturers have also begun enacting programs to reduce the number of dealerships nationally. This affects relocation decisions for those remaining new car dealerships.

In response to these economic and business conditions, Scottsdale and other cities in the metropolitan area have recently experienced substantial changes in the mix and number automobile dealerships through dealership closures, consolidations, and relocations.

This report includes six major sections, beginning with an overview of the metropolitan area, the City of Scottsdale and the auto mall market area. The report then examines the residential market and then looks at the employment market in the Scottsdale area. Additionally, this report lists the existing regional competition to the auto malls in the Metro Phoenix area and outlines the transportation factors that make Scottsdale an excellent location for an auto dealership. The final section of the report looks at the automobile sales statistics and registration trends in the state and Metro Phoenix area.

Metro Phoenix Overview

The Phoenix metropolitan area is one of the most dynamic and growing areas in the country. Already the hub of the Southwest, Metro Phoenix is rapidly becoming one of the nation's largest metropolitan areas. Driving this tremendous growth is a strong and diverse employment sector, with high-tech manufacturing, research, corporate headquarters, tourism, and business/ personal services forming the economic base. The following is a brief overview of some of the major developments occurring in the Phoenix area today:

◊ From 1995 to 2008 the metropolitan population grew 68.3 percent with an actual increase of approximately 1,742,966. The current population in the metro area is roughly 4.3 million.

◊ The 2008 unemployment rate for metro Phoenix was 4.9%.

◊ Tourism remains an important factor in the Metro Phoenix area with over 15.4 million overnight visitors in 2007. There are about 53,000 hotel rooms available in Metro Phoenix, and that figure continues to increase.

◊ In 2007, the Greater Phoenix Economic Council (GPEC) assisted 25 major companies relocate or expand their operations in metro Phoenix, with over 5,496 new targeted jobs to the area (Source: GPEC).

◊ Total retail sales in Metro Phoenix totaled roughly $57.5 billion in 2007 (Source: Eller College of Management).

Scottsdale Overview

Scottsdale is considered to be one of the most desirable areas within metropolitan Phoenix, from both a business and a residential viewpoint. The City of Scottsdale has one of the strongest local economies, with low taxes and excellent services. Still, Scottsdale remains strongly committed to maintaining a very high quality of life. Development standards are the strictest in the state.

Some specific characteristics that make Scottsdale a unique and desirable location include:

◊ Scottsdale's estimated population of 230,293 residents has an overall median household income among the highest in the Metro area at $74,504 (Source: SitesUSA).

◊ Retail sales fell nearly 5 percent in 2007/08 and continue to fall in 09/10/ However, over the past ten years., retail sales tax collections in Scottsdale have increased 47 percent over the past ten years (adjusted for a rate increase in 2004/05).

◊ As a tourism destination, Scottsdale hosted 8.4 million visitors in 2007 with an economic impact of $3.7 billion.

◊ Scottsdale issued 1,686 residential housing permits in FY2007/08. This figure includes all new projects and renovations requiring building permits for both single and multi-family units.

Market Area Maps

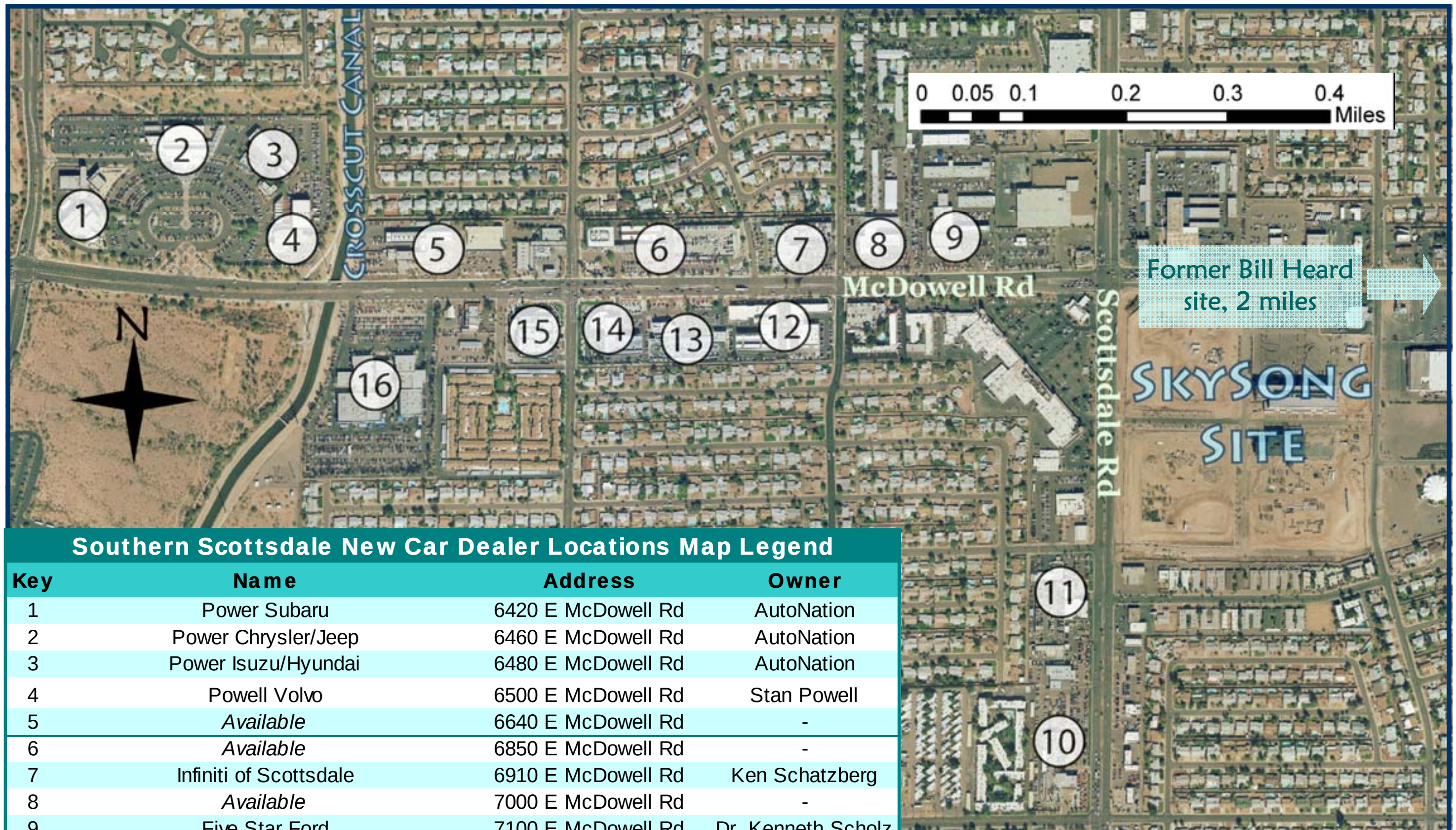
Map 1 (p. 9) delineates the estimated market area for the North Scottsdale Auto Mall. This area includes a ten-mile radius from the Greenway-Hayden Loop and Frank Lloyd Wright Boulevard intersection. *Map 2* (p. 10) outlines the estimated market area for the South Scottsdale "Motor Mile". This area also includes a ten-mile radius extending from McDowell Road and Scottsdale Road. These areas naturally overlap and share portions of other nearby market areas, including Phoenix, Tempe, and Mesa. Demographics for each market area are included in the *Appendix* (p. 34). The relative locations of both Scottsdale auto market areas as well as the location of other auto clusters throughout the Metro Phoenix area are shown on *Map 4* (p. 19).

CITY OF SCOTTSDALE ARIZONA

Map 1
North Scottsdale Market Area

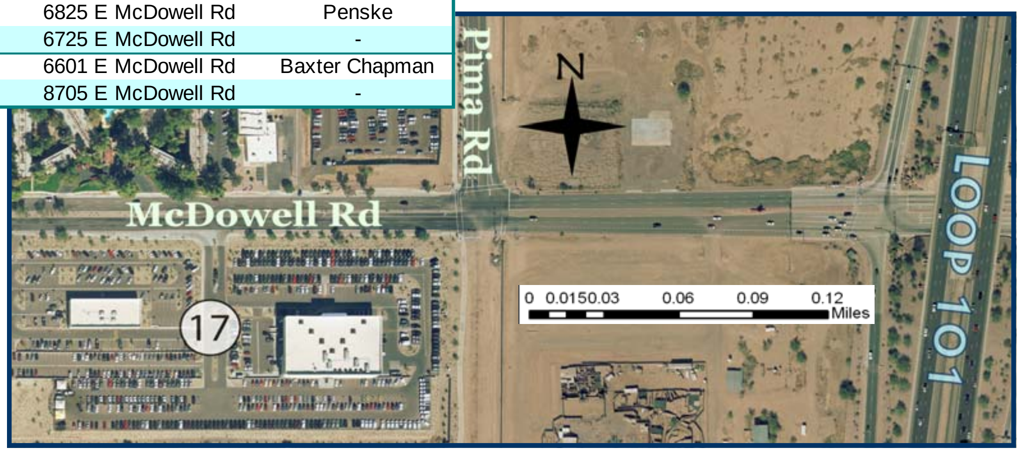
North Scottsdale New Car Dealer Locations Map Legend			
Key	**Name**	**Address**	**Owner**
1	Pinnacle Nissan/Infiniti	7601 E Frank Lloyd Wright Blvd	Larry Van Tuyl
2	Right Toyota	7701 E Frank Lloyd Wright Blvd	David Wilson
3	Airpark Dodge/Chrysler/Jeep	7801 E Frank Lloyd Wright Blvd	Larry Van Tuyl
4	Right Honda	7875 E Frank Lloyd Wright Blvd	David Wilson
5	Legends Cadillac	7901 E Frank Lloyd Wright Blvd	John Lund
6	Power Ford	8555 E Frank Lloyd Wright Blvd	AutoNation
7	Van Chevrolet	8585 E Frank Lloyd Wright Blvd	Larry Van Tuyl
8	*Available*	15656 N Hayden Rd	-
9	Saturn of Scottsdale	15350 N Hayden Rd	Dan Januska
10	*Available*	15333 N Hayden Rd	-
11	*Available*	15055 N Hayden Rd	-
12	Motorsports of Scottsdale	8053 E Raintree Dr	Javad Maghami
13	Scottsdale Lotus	7652 E Acoma Dr	Eric Edenholm

Map 2
South Scottsdale Market Area



Southern Scottsdale New Car Dealer Locations Map Legend			
Key	**Name**	**Address**	**Owner**
1	Power Subaru	6420 E McDowell Rd	AutoNation
2	Power Chrysler/Jeep	6460 E McDowell Rd	AutoNation
3	Power Isuzu/Hyundai	6480 E McDowell Rd	AutoNation
4	Powell Volvo	6500 E McDowell Rd	Stan Powell
5	*Available*	6640 E McDowell Rd	-
6	*Available*	6850 E McDowell Rd	-
7	Infiniti of Scottsdale	6910 E McDowell Rd	Ken Schatzberg
8	*Available*	7000 E McDowell Rd	-
9	Five Star Ford	7100 E McDowell Rd	Dr. Kenneth Scholz
10	Mark Mitsubishi/Kia	1000 N Scottsdale Rd	Mark Debowy
11	Kachina Cadillac/Hummer/Saab	1200 N Scottsdale Rd	John Lund
12	Scottsdale Lexus	6905 E McDowell Rd	Penske
13	Scottsdale Aston Martin	6825 E McDowell Rd	Penske
14	Ferrari/Maserati Scottsdale	6825 E McDowell Rd	Penske
15	*Available*	6725 E McDowell Rd	-
16	Chapman Dodge/Volkswagen	6601 E McDowell Rd	Baxter Chapman
17	*Available*	8705 E McDowell Rd	-

Motor Mile dealers 2 miles



III. SCOTTSDALE RESIDENT MARKET

The most important component of the overall demand for new car dealerships within a market area is the resident base within that area. This section of the study looks at the residential market in the northeast Valley, in terms of the number of residents and socioeconomic breakdowns.

Overall, the population of the Phoenix metro area grew by approximately 68 percent during from 1995 through 2008, growing from 2.6 million in 1995 to 4.9 million in 2008. During the period between 1995 and 2008, the City of Scottsdale grew nearly 37 percent. Because Scottsdale is approaching build-out, population growth has begun to temper relative to historical growth rates. However, Scottsdale's population and the Metro area's population is expected to grow by 9 percent and 15 percent, respectively, over the next five years.

Did you know?

Scottsdale's population has grown nearly 14 percent over the last 8 years

The median household income level of Scottsdale residents is among the highest in the Valley at $74,504, compared to approximately $57,228 for the Metro area in 2008. These higher income households typically have greater disposable income, and, therefore, greater disposition toward new car purchases.

Overall, the population located within metropolitan area market is rapidly growing, and the residents of Scottsdale tend to have high-income levels and excellent demographic characteristics that make them more likely to consider a new car purchase than any other population base in the Valley.

Table 1 (p. 12) shows Scottsdale's population growth from 1995 through 2008 with projections for 2013. *Table 2* (p. 12) shows the median household income of Scottsdale residents since 1995 with a 2013 projection. *Table 3* (pg. 13) illustrates the spending potential index for Scottsdale residents by postal zip code, and *Map 3* (p. 14)shows the locations of these zip codes within the City of Scottsdale.

Table 1 Population Growth *1995 - 2008 / 2013 Projection*				
	Scottsdale	Metro Area	N. Scottsdale Market Area*	S. Scottsdale Market Area**
1995	168,176	2,551,765	n/a	n/a
2000	202,705	3,251,876	448,885	981,839
2008	230,293	4,294,731	509,386	1,033,055
% Change 1995-2000	20.5%	27.4%	n/a	n/a
% Change 2000-2008	13.6%	32.1%	13.5%	5.2%
% Change 1995-2008	36.9%	68.3%	n/a	n/a
2013 Projected	*251,792*	*4,929,541*	*556,751*	*1,106,358*
Projected % Change 2008-2013	*9.3%*	*14.8%*	*9.3%*	*7.1%*

Source: U.S. Census Bureau, SitesUSA
*North Scottsdale Market Area includes portions of NE Phoenix, Fountain Hills, & Paradise Valley.
**South Scottsdale Market Area includes portions of SE Phoenix, Tempe, & Mesa.

Table 2 Median Household Income *1995 - 2008 / 2013 Projection*				
Year	Scottsdale	Metro Area	N. Scottsdale Market Area*	S. Scottsdale Market Area**
1995	$48,319	$35,623	n/a	n/a
2000	$57,969	$44,794	$66,950	$47,663
2008	$74,504	$57,228	$87,120	$60,504
% Change 1995-2000	20.0%	25.7%	n/a	n/a
% Change 2000-2008	28.5%	27.8%	30.1%	26.9%
% Change 1995-2008.	54.2%	60.6%	n/a	n/a
2013 Projected	*$84,590*	*$64,044*	*$97,998*	*$67,271*
Projected % Change 2008-2013	*13.5%*	*11.9%*	*12.5%*	*11.2%*

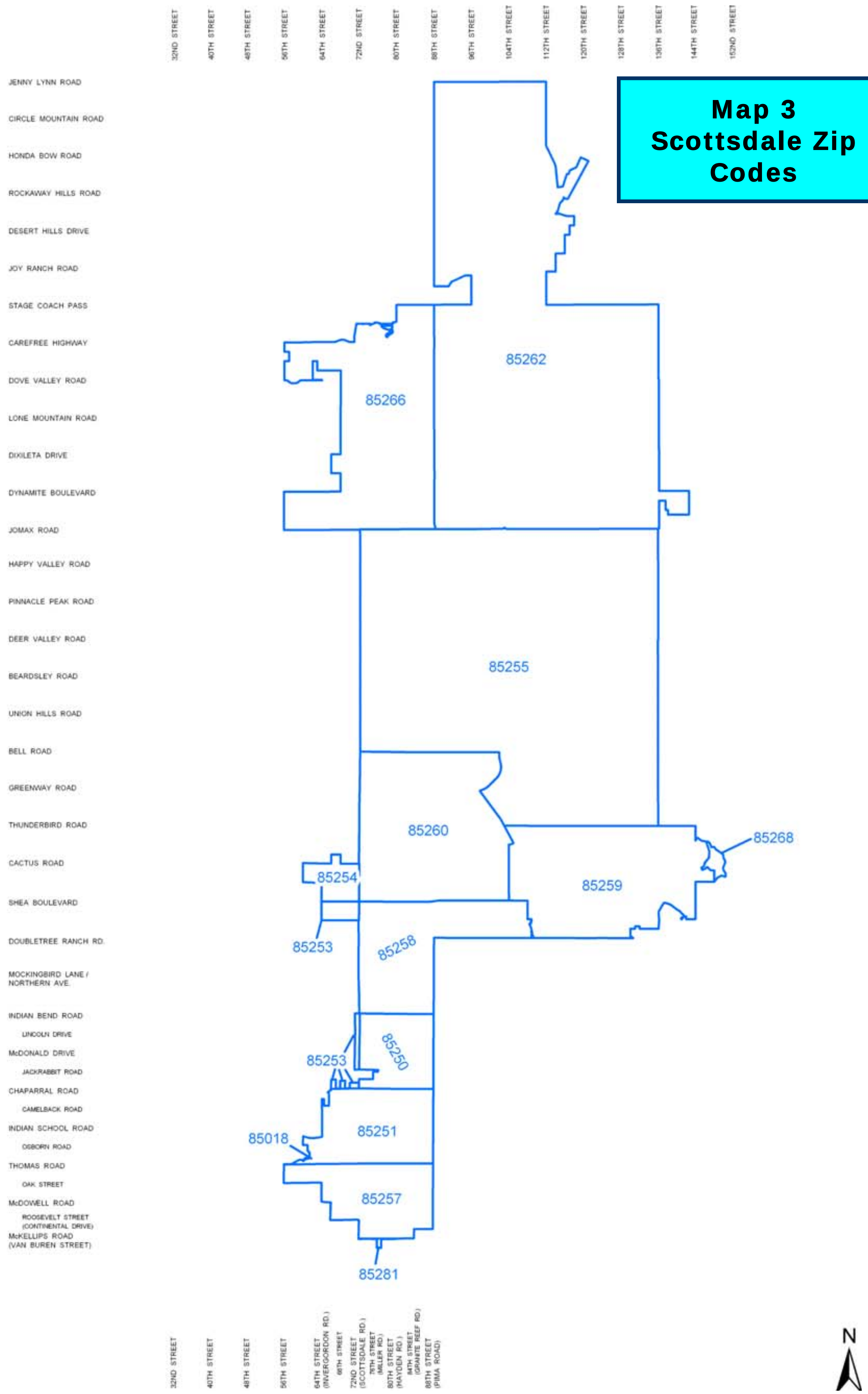
Source: U.S. Census Bureau, SitesUSA
*North Scottsdale Market Area includes portions of NE Phoenix, Fountain Hills, & Paradise Valley.
**South Scottsdale Market Area includes portions of SE Phoenix, Tempe, & Mesa.

Table 3
Spending Potential Index for Scottsdale
2008

Zip Code	Financial Services				The Home						Entertainment						Personal			
	Auto Loan	Home Loan	Investments	Retirement Plans	Home Repair	Lawn & Garden	Computers & Hardware	Major Appliances	Electronics	Furniture	Restaurants	Sporting Goods	Fees & Tickets	Toys & Games	Travel	Cable TV	Apparel & Service	Auto Repairs	Health Insurance	Pets & Supplies
85250	112	121	139	122	124	125	114	117	115	121	115	99	123	111	122	117	97	117	124	123
85251	101	95	106	98	95	99	108	97	107	106	107	90	106	103	104	107	90	105	105	103
85253	259	340	426	352	371	314	308	306	280	323	276	263	347	268	340	265	243	290	271	303
85254	163	183	202	191	180	169	171	165	162	180	163	151	183	165	176	156	141	163	152	173
85255	229	302	358	312	324	275	268	269	242	285	237	232	300	232	300	226	208	255	236	270
85256	66	62	56	59	59	60	61	62	61	63	61	56	59	64	59	61	51	62	60	66
85257	86	86	90	86	84	87	89	85	88	88	88	77	89	87	88	89	74	88	90	90
85258	173	191	222	197	207	191	186	187	178	195	175	157	196	167	200	174	149	187	185	193
85259	201	237	273	247	238	215	217	210	203	229	203	190	237	206	226	193	177	204	188	217
85260	170	193	212	201	189	173	178	171	168	190	169	157	192	173	183	160	146	168	155	178
85262	265	314	387	320	352	329	276	306	273	304	267	236	312	250	323	274	226	291	311	312
Arizona	103	100	101	99	100	99	101	100	100	104	100	88	100	101	100	99	84	101	101	105
U.S.	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Source: The Sourcebook of Zip Code Demographics, 2008

Map 3 Scottsdale Zip Codes



IV. SCOTTSDALE EMPLOYMENT MARKET

The employment market in the northeast Valley is an important component to all car dealerships in the Scottsdale auto market. Not only do area employees represent potential vehicle sales, but they also provide a base for parts and service business.

The Scottsdale Airpark is the third largest employment center in metro Phoenix, and will continue to be a major force in the overall economy of the Valley in the years to come. According to Colliers International's "Greater Scottsdale Airpark 2010 Report," there are currently over 2,800 businesses employing 52,000 people within the Scottsdale Airpark.

Table 4 provides a breakdown of total Scottsdale employment by industry for 2007, and employment projections for 2020.

Table 5 (p. 16) lists the 30 largest employers in Scottsdale in 2009. The businesses listed are technology companies, retailers, resorts, insurance companies, health care, education, and other service organizations.

Table 4
Scottsdale Employment by Industry and Year

	2007		2020	
	Employment	Percent	Employment	Percent
Agriculture, Mining, & Utilities	275	0.2%	336	0.2%
Construction	10,332	6.6%	12,612	6.5%
Manufacturing	12,797	8.1%	15,340	7.9%
Wholesale Trade	5,826	3.7%	6,984	3.6%
Retail Trade	18,674	11.9%	21,674	11.1%
Transportation & Warehousing	1,704	1.1%	2,043	1.1%
Information	3,058	1.9%	3,966	2.0%
Finance, Insurance, & Real Estate	21,678	13.8%	28,090	14.4%
Professional & Business Services	34962	22.3%	44,973	23.1%
Education & Health Services	18,880	12.0%	23,732	12.2%
Leisure & Hospitality	20,183	12.8%	24,031	12.4%
Other Services	5,621	3.6%	6,619	3.4%
Government	3,110	2.0%	4,152	2.1%
TOTAL	157,100	100.0%	194,552	100%

Source: Gruen Gruen & Associates, "Analysis & Forecast of Employment & Building Space Demand & Strategic Policy Recommendations for Greater Airpark Study Area," March 2009

Table 5 Largest Employers in Scottsdale - 2009		
Rank	**Company Name**	**Employees**
1	Scottsdale Healthcare	6,650
2	Mayo Clinic**	4,900
3	General Dynamics***	3,600
4	Scottsdale Unified School District*	3,126
5	City of Scottsdale	2,971
6	CVS - CareMark	2,048
7	Go Daddy Group	1,915
8	The Vanguard Group	1,899
9	Troon Golf LLC	1,539
10	Scottsdale Insurance Company	1,400
11	Fairmont Resort	1,000
12	Dial Corporation	700
13	Desert Mountain Properties	650
14	United Blood Services	647
15	Coventry Health Care	631
16	The Boulders Resort	620
17	USPS - Scottsdale	595
18	Hyatt Regency at Gainey Ranch	583
19	Pulte Homes	545
20	Nordstrom	500
21	JDA Software Group	451
22	Wal-Mart	450
23	McKesson	450
24	Scottsdale Medical Imaging	380
25	Taser	355
26	Sage Software	350
27	Costco	313
28	Scottsdale Conference Resort*	312
29	Hotel Valley Ho	305
30	Dillard's	290

Source: City of Scottsdale, Economic Vitality Department

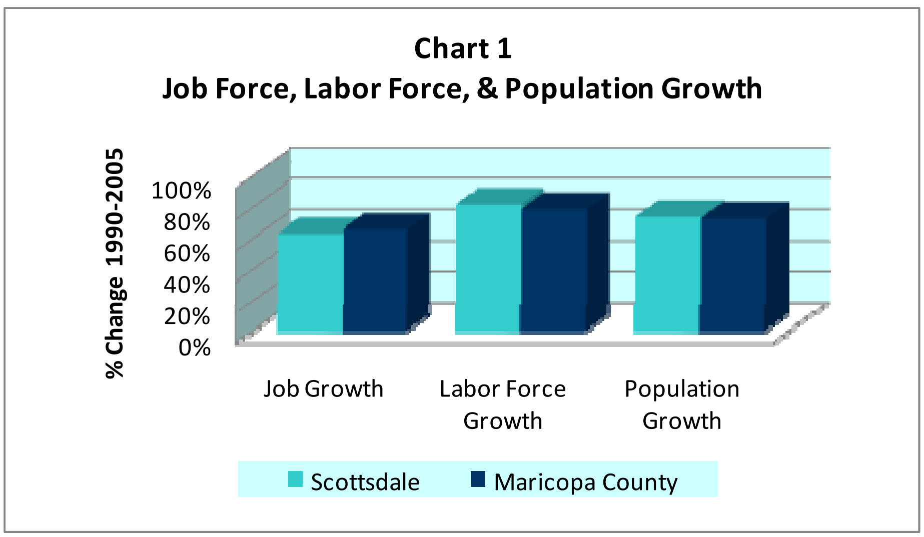
* = Full-time equivalent (FTE) employees, as of Jan/Feb 2009

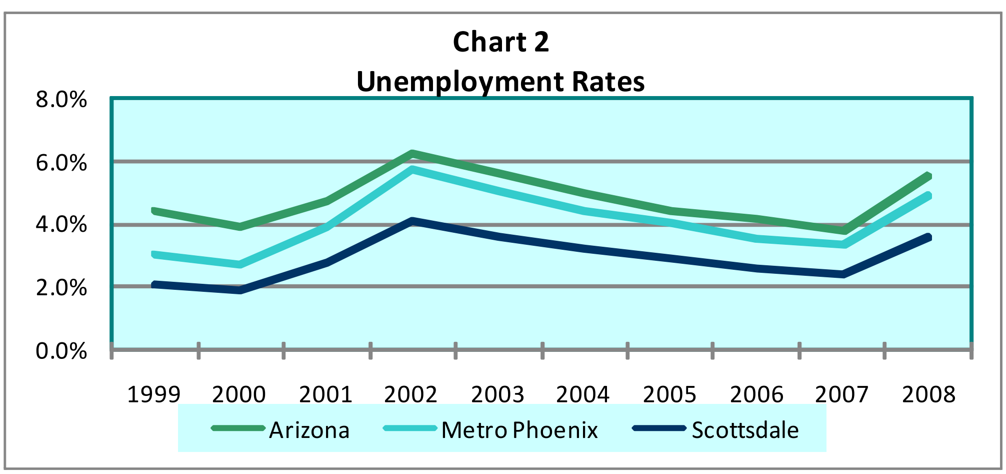
** = Includes all Mayo Clinic employees in Metro Phoenix

*** = Includes all employees that report to Scottsdale site

Chart 1 compares job growth, labor force growth, and population growth for metro Phoenix and Scottsdale. Between 1990 and 2005 the total number of jobs in the Metro area grew by 66 percent. There are currently over 275,403 jobs in the north Scottsdale market area, and over 817,409 in the south Scottsdale market area. Both labor force and population growth in the market areas are expected to be slower than the rate of job increase, so it appears that this area will become more important in terms of jobs over time.

Chart 2 provides an overview of unemployment rates for Scottsdale, metro Phoenix, and the State of Arizona since 1999. Between 1999 and 2008, Scottsdale's unemployment rate ranged between 4.1 percent and 1.9 percent. Scottsdale generally has moved in parallel to the metro Phoenix and Arizona state rates, but at a significantly lower level. The unemployment rate for Scottsdale has consistently been about 30 percent lower than the rate for the entire metro Phoenix area, and about 40 percent lower than the rate for the State of Arizona.





V. REGIONAL COMPETITION

Currently, there are 12 major new car dealership clusters serving the metro Phoenix area. These dealership clusters are shown in *Table 6*.

The metro area lost roughly 15 new car dealerships in the last year through closures and consolidations. *Table 6* summarizes the current distribution of dealerships by cluster.

Information about the individual dealerships is included on *Maps 1, 2, and 4* (pp. 9, 10, & 19) and in *Tables 7 and 8* (pp. 20-26). The clusters closest in proximity to the Scottsdale market are the Northeast Phoenix, North Phoenix, and East Phoenix clusters. This leaves auto dealers in Scottsdale with an excellent opportunity to serve the rapidly growing and affluent northeast Valley.

Table 6
Major New Car Dealership Clusters: Metro Phoenix Area
2009

Key	Area	Location	# Dealerships	# Makes Represented
1	North Scottsdale	Frank Lloyd Wright Blvd. & Hayden Rd area	10	27
2	Southern Scottsdale	68th St. & McDowell Rd area (Motor Mile)	12	23
3	Northeast Phoenix	Scottsdale Rd & Loop 101 area	8	9
4	North Phoenix	Bell Rd & I-17 area	14	23
5	East Phoenix	12th St. & Camelback Rd area	9	13
6	Central Phoenix	Camelback Rd & I-17 area	4	6
7	Tempe	(a) Elliot Rd & I-10 area (Autoplex); (b) Baseline Rd & Rural/McClintock Rd area	10	18
8	Mesa/ Apache Junction	(a) Broadway Rd & Alma School Rd. area; (b) Main St. & Mesa Dr. area; (c) Superstition Springs Rd & US Hwy 60 area	16	16
9	Chandler/ Gilbert	(a) Arizona Ave & Baseline Rd area; (b) Ray Rd & I-10 area; (c) Gilbert Rd & Loop 202; (d) Val Vista Rd & Loop 202 areas	15	17
10	Peoria	Bell Rd & Loop 101 area	17	20
11	Glendale	51st Ave & Glendale Rd area	6	11
12	West Valley	(a) I-10 & SW of Loop 101 area (b) I-10 & Litchfield Rd area	17	19

Map 4
Metro Phoenix Auto Dealership Clusters

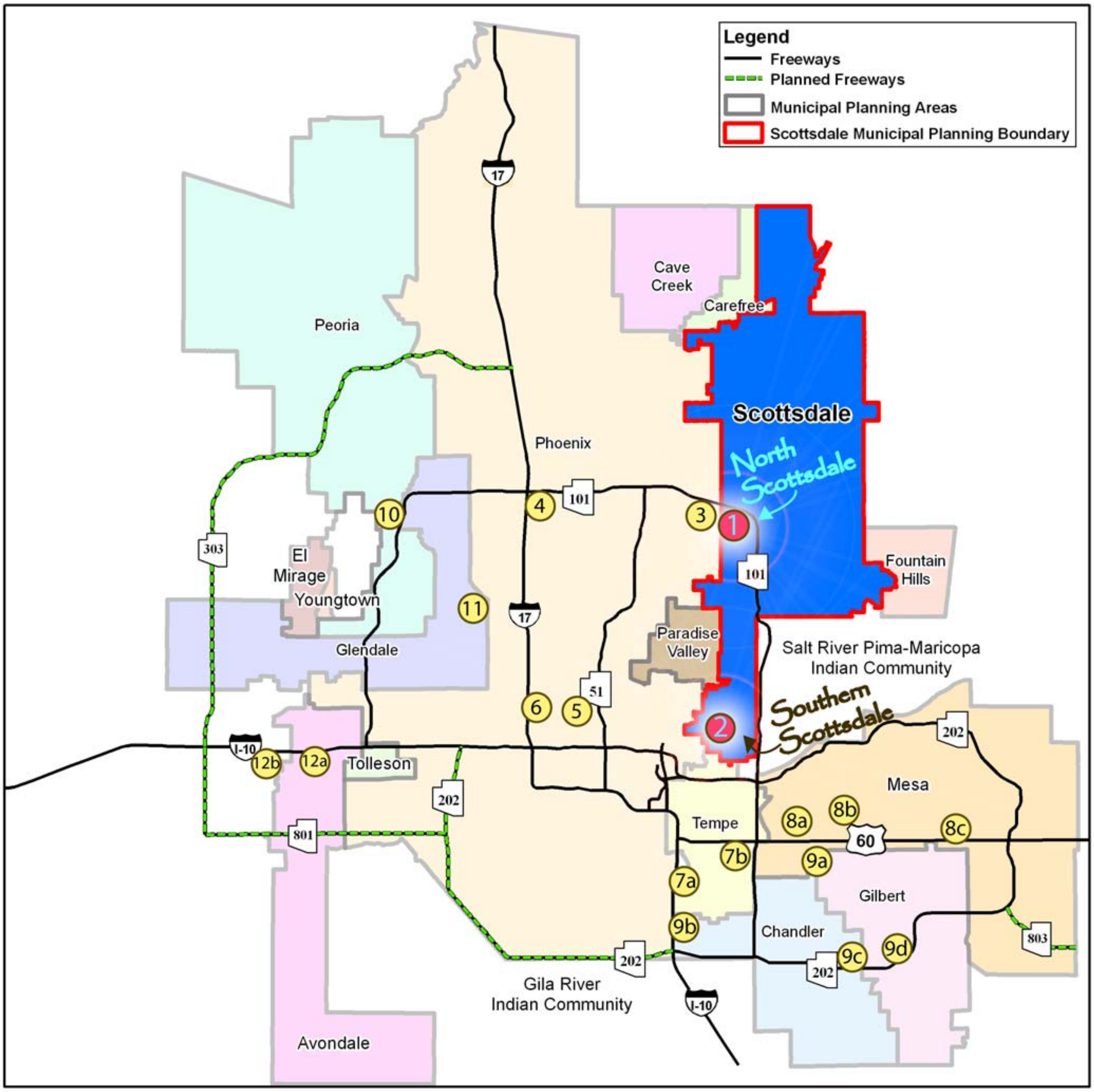


Table 7 Existing Metro Phoenix New Car Dealers - 2008 *North Scottsdale*		
Dealer	**Address**	**Make**
Airpark Chrysler/Jeep/Dodge	7801 E Frank Lloyd Wright Blvd	Chrysler / Jeep / Dodge
Legends Cadillac	7901 E Frank Lloyd Wright Blvd	Cadillac / Hummer / Saab
Motorsports of Scottsdale	8053 E Raintree Dr	Aston-Martin / Bentley / BMW / Ferrari / Lamborghini / Mercedes Benz / Panoz / Porsche / Rolls Royce / Murcielargo / Spyker
Pinnacle Nissan/Infiniti	7601 E Frank Lloyd Wright Blvd	Nissan / Infiniti
Power Ford	8555 E Frank Lloyd Wright Blvd	Ford
Right Honda	7875 E Frank Lloyd Wright Blvd	Honda
Right Toyota	7701 E Frank Lloyd Wright Blvd	Toyota
Saturn of Scottsdale	15350 N Hayden Rd	Saturn
Scottsdale Lotus	7652 E Acoma Dr	Porsche / Audi / Ferrari / Maserati / Aston Martin / Jaguar / Bentley / Mercedes Benz / BMW / Lotus
Van Chevrolet	8585 E Frank Lloyd Wright Blvd	Chevrolet
South Scottsdale		
Dealer	**Address**	**Make**
Chapman Dodge/Volkswagen	6601 E McDowell Rd	Dodge / Volkswagen
Ferrari/Maserati Scottsdale	6825 E McDowell Rd	Ferrari / Maserati
Five Star Ford	7100 E McDowell Rd	Ford
Infiniti of Scottsdale	6910 E McDowell Rd	Infiniti
Kachina Cadillac/Hummer/Saab	1200 N Scottsdale Rd	Cadillac / Saab / Hummer
Mark Mitsubishi/Kia	1000 N Scottsdale Rd	Mitsubishi / Kia
Power Chrysler/Jeep	6460 E McDowell Rd	Chrysler / Jeep
Power Isuzu/Hyundai	6480 E McDowell Rd	Isuzu / Hyundai
Power Subaru	6420 E McDowell Rd	Subaru
Powell Volvo	6500 E McDowell Rd	Volvo
Scottsdale Aston Martin	6825 E McDowell Rd	Jaguar / Rolls Royce / Bentley / Land Rover / Aston Martin
Scottsdale Lexus	6905 E McDowell Rd	Lexus

Table 7 (Continued)		
Northeast Phoenix		
Dealer	**Address**	**Make**
Acura North Scottsdale	7007 E Chauncey Ln	Acura
Audi North Scottsdale	18088 N Scottsdale Rd	Audi
BMW North Scottsdale	18018 N Scottsdale Rd	BMW
Jaguar North Scottsdale	18118 N Scottsdale Rd	Jaguar
Land Rover North Scottsdale	18100 N Scottsdale Rd	Land Rover / Range Rover
Porsche North Scottsdale	18000 N Scottsdale Rd	Porsche
Schumacher European, Ltd	18530 N Scottsdale Rd	Mercedes Benz
Volkswagen N. Scottsdale	7001 E Chauncey Ln	Volkswagen
North Phoenix		
Dealer	**Address**	**Make**
Big Kia	2121 E Bell Rd	Kia
Bell Ford	2401 W Bell Rd	Ford
Bell Honda	701 W Bell Rd	Honda
Chapman Hyundai	999 W Bell Rd	Hyundai
Chapman Mitsubishi	999 W Bell Rd	Mitsubishi
Bell Lexus	1901 E Bell Rd	Lexus
Bell Road Toyota	2020 W Bell Rd	Toyota
Chapman Mazda	1234 W Bell Rd	Mazda
Lund Cadillac/Hummer/Saab	1311 E Bell Rd	Cadillac / Hummer / Saab
Midway Chevrolet	2323 W Bell Rd	Chevrolet / Isuzu
Midway Nissan	2201 W Bell Rd	Nissan
Midway Pontiac/GMC/Buick	2201 W Bell Rd	Pontiac / GMC / Buick
Power Chrysler/Jeep/Dodge	16406 N 26th Ave	Chrysler / Jeep / Dodge
Sanderson Lincoln/Mercury/Volvo	2121 W Bell Rd	Lincoln / Mercury / Volvo
East Phoenix		
Dealer	**Address**	**Make**
ABC Nissan	1300 E Camelback Rd	Nissan
Camelback Toyota	1333 E Camelback Rd	Toyota
Camelback Volkswagen/Subaru/Mazda	1499 E Camelback Rd	Volkswagen / Subaru / Mazda
Chapman BMW	1144 E Camelback Rd	BMW
Camelback Ford/Lincoln/Mercury	1330 E Camelback Rd	Ford / Lincoln / Mercury
Coulter Cadillac	1188 E Camelback Rd	Cadillac
Courtesy Chevrolet	1233 E Camelback Rd	Chevrolet
Showcase Honda	1500 E Camelback Rd	Honda
Showcase Mazda	1521 E Camelback Rd	Mazda

Table 7 (Continued)		
Central Phoenix		
Dealer	**Address**	**Make**
Bill Luke Chrysler/Jeep/Dodge	2425 W Camelback Rd	Chrysler / Jeep / Dodge
Camelback Hyundai/Kia	2223 W Camelback Rd	Hyundai / Kia
Performance Chrysler/Jeep/Dodge	4240 W Glendale Ave	Chrysler / Jeep / Dodge
Phoenix Motor Company	225 W Indian School Rd	Mercedes Benz
Tempe		
Dealer	**Address**	**Make**
Acura of Tempe	7800 S Autoplex Loop	Acura
Chapman Chevrolet/Isuzu	1717 E Baseline Rd	Chevrolet / Isuzu
Coulter Motor Company	7780 S Autoplex Loop	Pontiac / GMC / Buick / Cadillac
Hyundai of Tempe	8050 S Autoplex Loop	Hyundai
Power Nissan	7755 S Autoplex Loop	Nissan
Saturn of Tempe	7799 S Autoplex Loop	Saturn
Tempe Dodge	7975 S Autoplex Loop	Dodge / Chrysler / Jeep
Tempe Honda	8030 S Autoplex Loop	Honda
Tempe Lincoln/Mercury	7777 S Test Dr	Lincoln / Mercury
Power Toyota/Scion	7970 S Autoplex Loop	Toyota / Scion
Mesa / Apache Junction		
Dealer	**Address**	**Make**
Berge Ford	460 E Auto Center Dr	Ford
Brown & Brown Chevrolet	145 E Main St	Chevrolet
Power Chevrolet	6330 E Superstition Springs Blvd	Chevrolet
Cardinale Way Mazda	6343 E Test Dr	Mazda
Coury Buick/Pontiac/GMC	6315 E Auto Park Dr	Buick / Pontiac / GMC
Darner Chrysler/Jeep	837 W Main St	Chrysler / Jeep
Earnhardt Nissan	6354 E Test Dr	Nissan
Earnhardt Toyota/Scion	6136 E Auto Loop Dr	Toyota / Scion
Fiesta Lincoln/Mercury	1720 S Mesa Dr	Lincoln / Mercury
Infiniti of Superstition Springs	6225 E Test Dr	Infiniti
Riverview Toyota/Scion	2020 W Riverview Auto Dr	Toyota / Scion
Riverview Nissan	2025 W Riverview Auto Dr	Nissan
Robert Horne Ford	3400 S Tomahawk Rd (AJ)	Ford
Superstition Springs Chrysler/Jeep	6130 Auto Park Dr	Chrysler / Jeep
Superstition Springs Honda	6229 E Auto Park Dr	Honda
Superstition Springs Lexus	6206 E Test Dr	Lexus

Table 7 (Continued)

Dealer	Address	Make
Chandler / Gilbert		
Audi of Chandler	7460 W Orchid Ln	Audi
Berge Volkwagen	385 W Baseline Rd	Volkswagen
Big Two Toyota/Scion	1250 S Gilbert Rd	Toyota / Scion
Chapman BMW	7455 W Orchid Ln	BMW
Earnhardt Dodge	1301 N Arizona Ave	Dodge
Earnhardt Ford/Mazda	7300 W Orchid Ln	Ford / Mazda
Freeway Chevrolet	1150 N 54th St	Chevrolet
Henry Brown Buick/Pontiac/GMC	1550 E Driver's Way	Buick / Pontiac / GMC
Lexus of Chandler	7430 W Orchid Ln	Lexus
Mercedes Benz of Chandler	7450 W Orchid Ln	Mercedes Benz
Power Nissan Chandler	1350 S Gilbert Rd	Nissan
San Tan Ford	1429 E Motorplex	Ford
San Tan Honda Superstore	1150 S Gilbert Rd	Honda
San Tan Hyundai	3252 S Auto Way	Hyundai
Thorobred Chevrolet	2121 N Arizona Ave	Chevrolet
Peoria		
Dealer	**Address**	**Make**
Acura of Peoria	9190 W Bell Rd	Acura
Arrowhead Honda	8380 W Bell Rd	Honda
Arrowhead Lexus	9238 W Bell Rd	Lexus
Biddulph Mazda	8424 W Bell Rd	Mazda
Infiniti of Peoria	9167 W Bell Rd	Infiniti
Larry Miller Dodge	8665 W Bell Rd	Dodge
Larry Miller Hyundai	8633 W Bell Rd	Hyundai
Larry Miller Toyota	8425 W Bell Rd	Toyota / Scion
Liberty Buick	8737 W Bell Rd	Buick
Mercedes Benz of Arrowhead	9260 W Bell Rd	Mercedes Benz
Moore Chrysler/Jeep	8600 W Bell Rd	Chrysler / Jeep
Power Chevrolet Arrowhead	9055 W Bell Rd	Chevrolet
Peoria Kia	17431 N 91st Ave	Kia
Peoria Nissan	9151 W Bell Rd	Nissan
Peoria Pontiac/GMC	8660 W Bell Rd	Pontiac / GMC
Saturn of Arrowhead	8801 W Bell Rd	Saturn
Sunset Ford	9130 W Bell Rd	Ford
Glendale		
Dealer	**Address**	**Make**
Glendale Pontiac/GMC	4150 W Glendale Ave	Pontiac / GMC
Mark Mitsubishi	4434 W Glendale Ave	Mitsubishi
Performance Chrysler/Jeep/Dodge	4240 W Glendale Ave	Chrysler / Jeep / Dodge
Sanderson Ford / Lincoln / Mercury	6400 N 51st Ave	Ford / Lincoln / Mercury
Sands Chevrolet	5418 NW Grand Ave	Chevrolet
Coulter Nissan	4850 W Glendale Ave	Nissan

Table 7 (Continued) *West Valley*		
Dealer	**Address**	**Make**
Avondale Chrysler/Jeep	10055 W Papgo Fwy (Avondale)	Chrysler / Jeep
Avondale Dodge	10101 W Papago Fwy (Avondale)	Dodge
Avondale Mitsubishi / Suzuki	803 E Van Buren St (Avondale)	Mitsubishi / Suzuki
Avondale Nissan	10305 W Papago Fwy (Avondale)	Nissan
Avondale Toyota	10005 W Papago Fwy (Avondale)	Toyota / Scion
Gateway Chevrolet	9901 W Papago Fwy (Avondale)	Chevrolet
Dan Grubb Ford	7501 W McDowell Rd (Phoenix)	Ford
Earnhardt Honda	10151 W Papago Fwy (Avondale)	Honda
Larry Miller Mazda	10675 W Papago Fwy (Avondale)	Mazda
Larry Miller Volkswagen	10205 W Papago Fwy (Avondale)	Volkswagen
Michael Crawford Kia	10501 W Papago Fwy (Avondale)	Kia
Michael Crawford Subaru	10601 W Papago Fwy (Avondale)	Subaru
Pioneer Ford	13680 W Test Drive (Goodyear)	Ford
Sands Chevrolet	16991 W Waddell Rd (Surprise)	Chevrolet
Saturn of Avondale	10685 W Papago Fwy (Avondale)	Saturn
Tom Jones Ford	23454 W Hwy 85 (Buckeye)	Ford
Yates Buick/Pontiac/GMC	13845 W Test Dr (Goodyear)	Buick / Pontiac / GMC

Table 8
Scottsdale Auto Dealership Ownership Patterns
Status of South & North Auto Dealers: 2009

Make	South Scottsdale (Scottsdale / McDowell)	Ownership	North Scottsdale (Frank Lloyd Wright Area)	Ownership
Acura	-	-	Acura N Scottsdale*	Penske
Aston Martin	Scottsdale Aston Martin	Penske	Motorsports of Scottsdale	Javad Maghami
Audi	-	-	Audi N Scottsdale*	Penske
BMW	-	-	BMW N Scottsdale*	Penske
Buick	-	-	-	-
Cadillac	Kachina	John Lund	Legends	John Lund
Chevrolet	-	-	Van	Larry Van Tuyl
Chrysler	Power	AutoNation	Airpark Chrysler / Jeep / Dodge	Coye Porter
Dodge	Chapman	Baxter Chapman	-	-
Ferrari / Maserati	Ferrari/Maserati Scottsdale	Penske	Scottsdale Lotus	Eric Edemholm
Ford	Five Star	Kenneth Scholz	Power	AutoNation
GMC	-	-	-	-
Honda	-	-	Right	David Wilson
Hummer	Scottsdale Hummer	John Lund	Legends	John Lund
Hyundai	Power	AutoNation	-	-
Infiniti	Infiniti of Scottsdale	Ken Schatzberg	Pinnacle	Larry Van Tuyl
Isuzu	Power	AutoNation	-	-
Jaguar	Scottsdale Aston Martin	Penske	Jaguar N Scottsdale*	Penske
Jeep	Power	AutoNation	Airpark Chrysler / Jeep / Dodge	Coye Porter
Kia	Mark Mitsubishi/Kia	Mark Debowy	-	-
Lamborghini	-	-	Motorsports of Scottsdale	Javad Maghami
Land Rover	-	-	Land Rover N Scottsdale*	Penske
Lexus	Scottsdale Lexus	Penske	-	-
Mazda	-	-	-	-
Mercedes Benz	-	-	Motorsports of Scottsdale/Schumacher European*	Javad Maghami/ Schumacher European

Table 8 (Continued)
Scottsdale Auto Dealership Ownership Patterns
Status of South & North Auto Dealers: 2009

Make	South Scottsdale (Scottsdale / McDowell)	Ownership	North Scottsdale (Frank Lloyd Wright Area)	Ownership
Mitsubishi	Mark Mitsubishi/Kia	Mark Debowy	-	-
Nissan	-	-	Pinnacle	Larry Van Tuyl
Pontiac	-	-	-	-
Porche	-	-	Motorsports of Scottsdale/Porsche N Scottsdale*	Penske
Rolls Royce/Bentley	-	-	Motorsports of Scottsdale	Javad Maghami
Saab	Kachina	John Lund	Legends	John Lund
Saturn	-	-	Saturn of Scottsdale	Dan Januska
Subaru	Power	AutoNation	-	-
Toyota	-	-	Right	David Wilson
Volkswagen	Chapman	Baxter Chapman	Volkswagen N Scottsdale*	Penske
Volvo	Powell	Stan Powell	-	-

*Located in Phoenix

VI. TRANSPORTATION FACTORS

Traffic Counts

Table 9 shows average daily traffic counts, and 2020 estimated traffic counts for the North Scottsdale Auto Corridor and the South Scottsdale Motor Mile.

Map 5 (p. 28) depicts the metro Phoenix regional freeway system including planned construction.

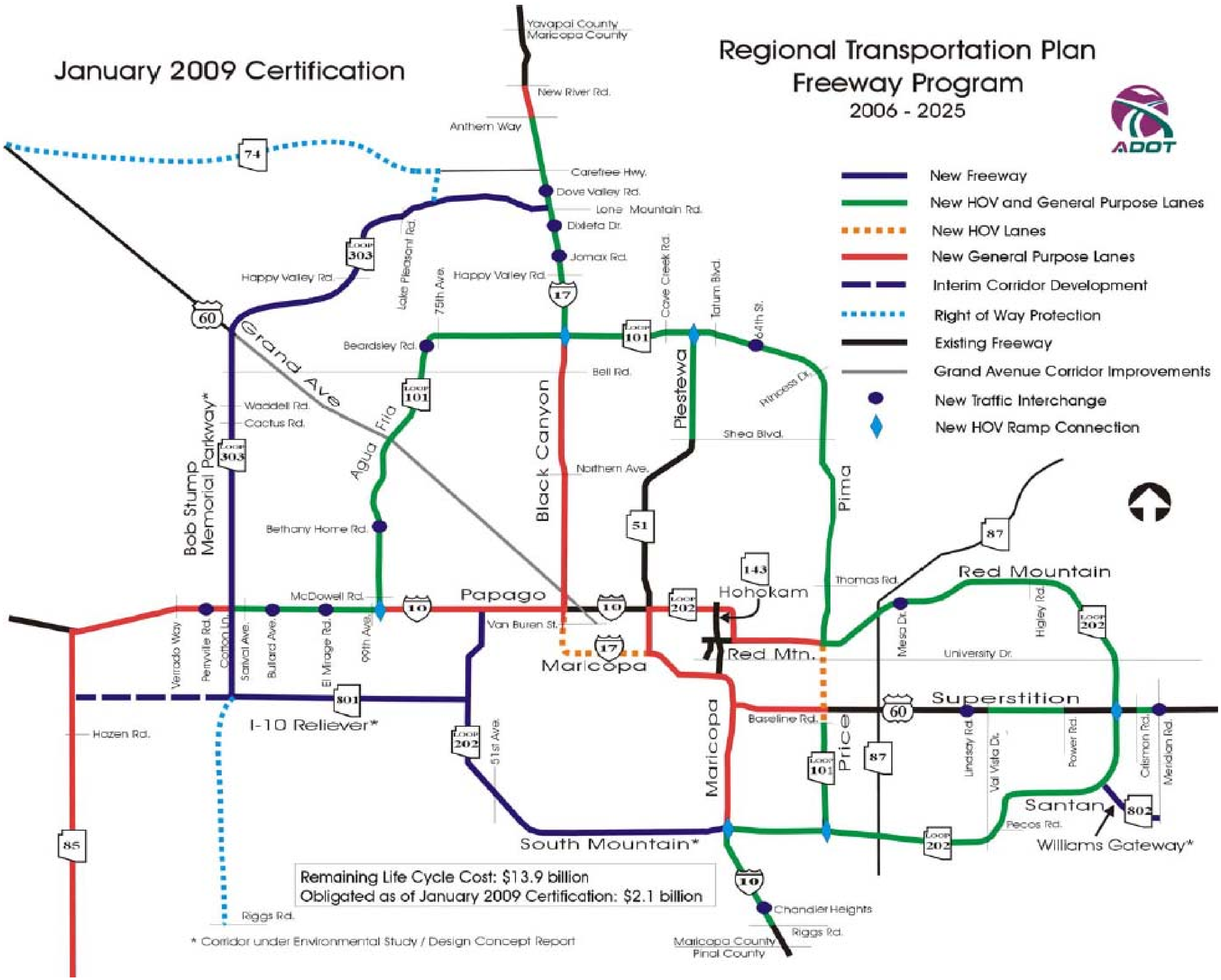
Table 9
Traffic Counts / Projections

North Scottsdale Auto Mall					
Segment	**2000**	**2002**	**2004**	**2006**	**2030***
Frank Lloyd Wright Blvd between Scottsdale Rd & Greenway-Hayden Loop	46,000	53,400	36,800	39,100	39,800
Frank Lloyd Wright Blvd between Greenway-Hayden Loop & Loop 101	47,100	51,300	47,250	49,900	49,200
Scottsdale Rd between Greenway-Hayden Loop & Frank Lloyd Wright	47,900	40,200	41,800	42,100	43,000
Greenway/Hayden Loop between Scottsdale Rd & Frank Lloyd Wright Blvd	n/a	n/a	n/a	n/a	11,450
Pima Freeway between Scottsdale Rd & Frank Lloyd Wright Blvd	n/a	n/a	n/a	128,000	216,400
South Scottsdale Auto Mall					
Segment	**2000**	**2002**	**2004**	**2006**	**2030***
McDowell Rd between 64th St & Miller Rd	40,100	32,600	35,800	35,900	41,050
Scottsdale Rd between Roosevelt & Oak	46,100	43,350	40,900	42,700	48,650

Source: City of Scottsdale Transportation Department; ADOT

*= projection

Map 5
Metro Area Freeway System



VII. VEHICLE SALES & REGISTRATION

The following section examines sales and registration statistics on national, state and local levels. After years of strong growth both nationally and locally, auto sales have slowed dramatically with the struggling economy.

Table 10 (p. 30) lists the number of car sales in the US from 2000-2007 by make. *Table 11* (p. 31) shows the best selling luxury vehicles in 2007 in Maricopa County. *Table 12* (p. 33) gives an overview of motor vehicle registrations in Maricopa County from 1998/99 through 2007/08, showing a 33 percent increase in passenger vehicles over a 10-year period. Metro Phoenix accounted for 57 percent of all passenger vehicle registrations and 56 percent of total vehicle registrations in Arizona in Fiscal Year 2008/09 (to date). This year is expected to have the first across-the-board decrease in auto registrations in both Metro Phoenix and Arizona.

Table 13 (p. 33) gives sales tax receipts in the "automotive" category for the City of Scottsdale. Recent Scottsdale dealerships closures, coupled with the dramatic downturn in the auto industry and overall economy, resulted in a decrease of 14.4% from 2006/07 in total sales tax receipts from autos for the City. However,. total receipts have still grown by 23.9 percent over the past 10 years.

Table 14 (p. 33) gives the total gross receipts in the "automotive" category for both the northern and southern auto clusters in the City of Scottsdale. Scottsdale has seen several dealership closures in the past year, resulting in the decreases shown in *Table* 14. However, its strategic location within the Valley and the excellent demographics of its residents make Scottsdale a prime location for automotive dealerships.

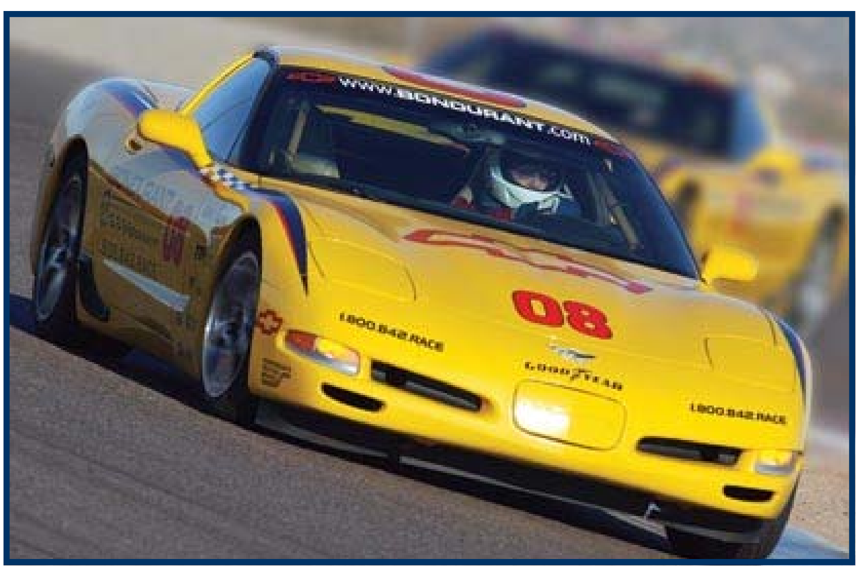


Table 10

U.S. New Vehicle Sales and Market Share by Manufacturer

Year	Daimler Chrysler	Ford	General Motors	Toyota	Honda	Nissan	Volkswagen	Other Imports	Total
2000	2,522,700 14.54%	4,147,700 23.91%	4,911,700 28.31%	1,619,200 9.33%	1,158,900 6.68%	752,800 4.34%	435,900 2.51%	1,800,800 10.38%	17,349,700
2001	2,273,200 13.10%	3,915,500 22.57%	4,852,500 27.97%	1,741,300 10.04%	1,207,600 6.96%	703,700 4.06%	438,900 2.53%	1,989,200 11.47%	17,121,900
2002	2,205,450 12.71%	3,576,250 20.61%	4,815,150 27.75%	1,756,150 10.12%	1,247,850 7.19%	739,850 4.26%	423,850 2.44%	2,052,950 11.83%	16,817,500
2003	2,313,464 14.60%	3,807,722 24.03%	4,716,050 28.35%	1,866,300 11.22%	1,349,850 8.11%	764,800 4.78%	389,100 2.34%	1,953,450 11.74%	17,160,736
2004	2,206,000 13.08%	3,271,100 19.39%	4,657,400 27.61%	2,060,050 12.21%	1,394,400 8.27%	855,000 5.07%	334,050 1.98%	2,088,500 12.38%	16,866,500
2005	2,304,900 13.60%	3,106,900 18.34%	4,456,800 26.30%	2,260,300 13.34%	1,462,500 8.63%	1,076,900 6.36%	307,250 1.81%	1,969,450 11.62%	16,945,000
2006	2,142,500 13.32%	2,848,100 17.70%	4,067,600 25.28%	2,542,500 15.80%	1,509,400 9.38%	1,019,500 6.34%	325,300 2.02%	2,047,900 12.73%	16,502,800
2007	2,076,100 12.90%	2,502,000 15.55%	3,824,550 23.77%	2,620,800 16.29%	1,551,550 9.64%	1,068,500 6.64%	324,050 2.01%	2,121,750 13.19%	16,089,300
Average 2000-2007	2,577,759 13.38%	3,882,182 20.15%	5,185,964 26.92%	2,352,371 12.21%	1,554,579 8.07%	997,293 5.18%	425,486 2.21%	2,289,143 11.88%	19,264,777

Source: N.A.D.A. Industry Analysis Division

Table 11 Best Selling Luxury Vehicles In Metro Phoenix - 2008 Rank			
Rank	**Model**	**# of Sales**	**Local Dealerships**
2008 *2007*	*EXAMPLE MODEL*	**2007** 2006	*EXAMPLE DEALER*
1 2	**Infiniti G35**	**1,808** 1,689	Pinnacle; Midway; Infiniti of Superstition Springs Infiniti of Peoria
2 1	**Lexus RX (SUV)**	**1,636** 1,738	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
3 6	**BMW 325**	**1,328** 1,073	Motorsports of Scottsdale; Chapman; BMW North Scottsdale
4 5	**Lexus ES**	**1,294** 1,224	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
5 3	**Lexus IS**	**1,162** 1,391	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
6 4	**Acura TL**	**908** 1,251	Acura North Scottsdale; Acura of Tempe; Acura of Peoria
7 12	**Acura MDX (SUV)**	**888** 713	Acura North Scottsdale; Acura of Tempe; Acura of Peoria
8 7	**Cadillac Escalade (SUV)**	**837** 998	Legends Cadillac; Lund Cadillac; Coulter
9 14	**Mercedes-Benz C-Class**	**811** 631	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz
10 8	**Cadillac CTS**	**783** 856	Legends Cadillac; Lund Cadillac; Coulter
11 10	**Cadillac DTS**	**762** 785	Legends Cadillac; Lund Cadillac; Coulter
12 20	**BMW 335**	**745** 550	Motorsports of Scottsdale; Chapman; BMW North Scottsdale
13 -	**Lexus LS460/LS600h**	**580** 312	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
14 17	**Infiniti FX35 (SUV)**	**575** 595	Pinnacle; Midway; Infiniti of Superstition Springs Infiniti of Peoria
15 13	**Audi A4**	**565** 669	Scottsdale Lotus; Audi North Scottsdale; Audi of Chandler
16 15	**BMW X5 (SUV)**	**516** 622	Motorsports of Scottsdale; Chapman; BMW North Scottsdale
17 18	**Mercedes-Benz E-Class**	**505** 588	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz
18 16	**Lincoln Navigator (SUV)**	**504** 614	Sanderson; Chapman Lincoln; Tempe Lincoln; Fiesta Lincoln; Sanderson West
19 11	**Infinit M35**	**503** 734	Pinnacle; Midway; Infiniti of Superstition Springs Infiniti of Peoria
20 -	**Mercedes-Benz GL Class (SUV)**	**461** 273	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz

Table 11 (Continued) Best Selling Luxury Vehicles In Metro Phoenix - 2008 Rank			
2008 Rank	Model	# of Sales	Local Dealerships
2008 2007	*EXAMPLE*	**2007** 2006	*EXAMPLE*
21 25	**Mercedes-Benz M-Class**	**437** 458	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz
22 9	**Lincoln Town Car**	**436** 789	Sanderson; Chapman Lincoln; Tempe Lincoln; Fiesta Lincoln; Sanderson West
23 19	**Lexus GS**	**420** 554	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
24 21	**Acura TSX**	**402** 539	Acura North Scottsdale; Acura of Tempe; Acura of Peoria
25 24	**Mercedes-Benz S-Class**	**390** 464	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz

Source: Phoenix Business Journal, Book of Lists 2009

Table 12 Motor Vehicle Registrations								
	Maricopa County				*Arizona*			
Fiscal Year	Passenger Vehicles	% Change	Total Vehicles	% Change	Passenger Vehicles	% Change	Total Vehicles	% Change
1999/00	1,942,063	3.9%	2,484,835	4.0%	3,458,989	5.8%	4,407,098	6.0%
2000/01	1,999,033	2.9%	2,648,559	6.6%	3,551,417	2.7%	4,639,405	5.3%
2001/02	1,988,351	-0.5%	2,662,006	-0.5%	3,535,790	-0.4%	5,118,115	10.3%
2002/03	2,048,527	3.0%	2,742,367	3.0%	3,635,963	2.8%	5,311,590	3.8%
2003/04	2,133,309	4.1%	2,870,961	4.7%	3,784,992	4.1%	5,638,799	6.2%
2004/05	2,279,723	6.9%	3,466,453	20.7%	3,951,513	4.4%	5,945,131	5.4%
2005/06	2,405,188	5.5%	3,682,234	6.2%	4,142,287	4.8%	6,318,402	6.3%
2006/07	2,466,241	2.5%	3,793,646	3.0%	4,272,349	3.1%	6,608,726	4.6%
2007/08	2,474,129	0.3%	3,831,138	1.0%	4,311,653	0.9%	6,733,610	1.9%
2008/09*	2,456,458	-0.7%	3,772,677	-1.5%	4,294,865	-0.4%	6,685,479	-0.7%

Source: Arizona Department of Transportation, Motor Vehicle Division

* = Point-in-time data as of 1/31/2009.

Table 13 Scottsdale Sales Tax Receipts *Automotive Category*		
Fiscal Year	Sales Tax Receipts	% Change
1999/00	$18,465,879	22.0%
2000/01	$20,290,784	9.9%
2001/02	$20,740,566	2.2%
2002/03	$20,448,612	-1.4%
2003/04	$20,819,168	1.8%
2004/05	$25,095,778	20.5%
2005/06	$27,250,276	8.6%
2006/07	$26,710,840	-2.0%
2007/08	$22,873,892	-14.4%

Source: City of Scottsdale, Financial Services Dept.

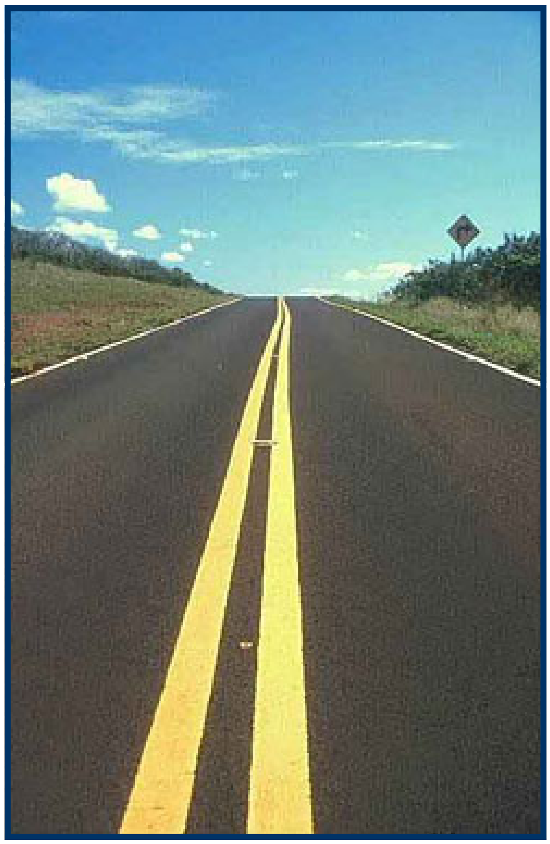
Table 14 Scottsdale Total Gross Receipts *Automotive Category**		
Fiscal Year	North	South
1999/00	$1,170,065,386	$1,238,476,673
2000/01	$1,206,046,850	$1,381,410,337
2001/02	$1,213,310,902	$1,372,234,459
2002/03	$1,382,301,167	$1,270,567,561
2003/04	$1,485,164,365	$1,314,403,861
2004/05	$1,675,170,146	$1,562,275,454
2005/06	$1,626,039,574	$1,366,757,465
2006/07	$1,712,509,790	$1,543,776,066
2007/08	$1,541,262,650	$1,368,271,476

Source: City of Scottsdale, Financial Services Dept.

*Includes sales of cars, motorcycles, boats, RV's, parts, repair service, automotive leases, car washes, and gasoline stations

VIII. APPENDIX

This section contains demographic analysis of the North Scottsdale and South Scottsdale market areas. The *North Scottsdale Auto Market Area* (p. 35) comprises a 10-mile radius around the intersection of Frank Lloyd Wright Boulevard and Greenway -Hayden Loop. The *South Scottsdale Auto Market Area* (p. 38) consists of a 10-mile radius surrounding the McDowell Road / Scottsdale Road intersection. The data is derived from a SitesUSA data report based on the 2000 U.S. Census.



APPENDIX A:

North Scottsdale Market Area		10 mile radius
POPULATION	2008 Estimated Population	509,386
	2013 Projected Population	556,751
	2000 Census Population	448,885
	1990 Census Population	299,019
	Historical Annual Growth 1990 to 2008	3.9%
	Projected Annual Growth 2008 to 2013	1.9%
HOUSEHOLDS	2008 Est. Households	199,206
	2013 Proj. Households	211,951
	2000 Census Households	184,671
	1990 Census Households	120,965
	Historical Annual Growth 1990 to 2008	3.6%
	Projected Annual Growth 2008 to 2013	1.3%
AGE	2008 Est. Population 0 to 9 Years	13.1%
	2008 Est. Population 10 to 19 Years	12.5%
	2008 Est. Population 20 to 29 Years	11.3%
	2008 Est. Population 30 to 44 Years	23.3%
	2008 Est. Population 45 to 59 Years	22.6%
	2008 Est. Population 60 to 74 Years	11.5%
	2008 Est. Population 75 Years Plus	5.7%
	2008 Est. Median Age	38.1
MARITAL STATUS & SEX	2008 Est. Male Population	49.3%
	2008 Est. Female Population	50.7%
	2008 Est. Never Married	22.6%
	2008 Est. Now Married	57.5%
	2008 Est. Separated or Divorced	14.7%
	2008 Est. Widowed	5.2%
INCOME	2008 Est. HH Income $200,000 or More	11.8%
	2008 Est. HH Income $150,000 to 199,999	7.8%
	2008 Est. HH Income $100,000 to 149,999	17.1%
	2008 Est. HH Income $75,000 to 99,999	13.2%
	2008 Est. HH Income $50,000 to 74,999	17.9%
	2008 Est. HH Income $35,000 to 49,999	12.6%
	2008 Est. HH Income $25,000 to 34,999	7.6%
	2008 Est. HH Income $15,000 to 24,999	6.4%
	2008 Est. HH Income $0 to 14,999	5.6%
	2008 Est. Average Household Income	$ 108,260
	2008 Est. Median HH Income	$ 87,120
	2008 Est. Per Capita Income	$ 42,701
	2008 Est. Number of Businesses	22,817
	2008 Est. Total Number of Employees	275,403

Northern Scottsdale Auto Market Area (cont.)		10 mile radius
RACE	2008 Est. White Population	89.8%
	2008 Est. Black Population	1.9%
	2008 Est. Asian & Pacific Islander	3.2%
	2008 Est. American Indian & Alaska Native	1.0%
	2008 Est. Other Races Population	4.1%
HISPANIC	2008 Est. Hispanic Population	86,258
	2008 Est. Hispanic Population Percent	16.9%
	2013 Proj. Hispanic Population Percent	20.4%
	2000 Hispanic Population Percent	8.5%
EDUCATION (Adults 25 or Older)	2008 Est. Adult Population (25 Years or Older)	353,739
	2008 Est. Elementary (0 to 8)	2.8%
	2008 Est. Some High School (9 to 11)	4.6%
	2008 Est. High School Graduate (12)	20.0%
	2008 Est. Some College (13 to 16)	21.5%
	2008 Est. Associate Degree Only	7.7%
	2008 Est. Bachelor Degree Only	27.7%
	2008 Est. Graduate Degree	15.8%
HOUSING	2008 Est. Total Housing Units	224,553
	2008 Est. Owner Occupied Percent	62.6%
	2008 Est. Renter Occupied Percent	26.1%
	2008 Est. Vacant Housing Percent	11.3%
HOMES BUILT BY YEAR	2000 Homes Built 1999 to 2000	5.1%
	2000 Homes Built 1995 to 1998	18.1%
	2000 Homes Built 1990 to 1994	12.9%
	2000 Homes Built 1980 to 1989	29.8%
	2000 Homes Built 1970 to 1979	22.7%
	2000 Homes Built 1960 to 1969	7.8%
	2000 Homes Built 1950 to 1959	2.8%
	2000 Homes Built Before 1949	0.7%
HOME VALUES	2000 Home Value $1,000,000 or More	2.3%
	2000 Home Value $500,000 to $999,999	7.4%
	2000 Home Value $400,000 to $499,999	5.4%
	2000 Home Value $300,000 to $399,999	10.5%
	2000 Home Value $200,000 to $299,999	22.5%
	2000 Home Value $150,000 to $199,999	21.0%
	2000 Home Value $100,000 to $149,999	21.4%
	2000 Home Value $50,000 to $99,999	9.0%
	2000 Home Value $25,000 to $49,999	0.4%
	2000 Home Value $0 to $24,999	0.1%
	2000 Median Home Value	$ 241,984
	2000 Median Rent	$ 773

Northern Scottsdale Auto Market Area (cont.)		10 mile radius
LABOR FORCE	2008 Est. Labor: Population Age 16+	402,546
	2008 Est. Civilian Employed	67.6%
	2008 Est. Civilian Unemployed	2.0%
	2008 Est. in Armed Forces	0.0%
	2008 Est. not in Labor Force	30.4%
	2008 Labor Force: Males	48.8%
	2008 Labor Force: Females	51.2%
OCCUPATION	2000 Occupation: Population Age 16+	236,175
	2000 Mgmt, Business, & Financial Operations	22.0%
	2000 Professional and Related	23.0%
	2000 Service	11.6%
	2000 Sales and Office	31.4%
	2000 Farming, Fishing, and Forestry	0.1%
	2000 Construction, Extraction, & Maintenance	6.2%
	2000 Production, Transport, & Material Moving	5.6%
	2000 Percent White Collar Workers	*76.4%*
	2000 Percent Blue Collar Workers	*23.6%*
TRANSPORTATION TO WORK	2000 Drive to Work Alone	80.2%
	2000 Drive to Work in Carpool	9.6%
	2000 Travel to Work by Public Transportation	1.1%
	2000 Drive to Work on Motorcycle	0.3%
	2000 Walk or Bicycle to Work	1.8%
	2000 Other Means	0.8%
	2000 Work at Home	6.2%
TRAVEL TIME	2000 Travel to Work in 14 Minutes or Less	22.5%
	2000 Travel to Work in 15 to 29 Minutes	38.0%
	2000 Travel to Work in 30 to 59 Minutes	35.3%
	2000 Travel to Work in 60 Minutes or More	4.3%
	2000 Average Travel Time to Work	23.9
CONSUMER EXPENDITURE	2008 Est. Total Household Expenditure (in Millions)	$ 14,730.6
	2008 Est. Apparel	$ 715.7
	2008 Est. Contributions & Gifts	$ 1,079.3
	2008 Est. Education & Reading	$ 460.4
	2008 Est. Entertainment	$ 834.6
	2008 Est. Food, Beverages & Tobacco	$ 2,251.8
	2008 Est. Furnishings And Equipment	$ 672.1
	2008 Est. Health Care & Insurance	$ 1,005.3
	2008 Est. Household Operations & Shelter & Utilities	$ 4,422.2
	2008 Est. Miscellaneous Expenses	$ 235.6
	2008 Est. Personal Care	$ 210.3
	2008 Est. Transportation	$ 2,843.3

APPENDIX B:

Southern Scottsdale Auto Market Area		10 mile radius
POPULATION	2008 Estimated Population	1,033,055
	2013 Projected Population	1,106,358
	2000 Census Population	981,839
	1990 Census Population	839,859
	Historical Annual Growth 1990 to 2008	1.3%
	Projected Annual Growth 2008 to 2013	1.4%
HOUSEHOLDS	2008 Est. Households	376,694
	2013 Proj. Households	392,455
	2000 Census Households	378,921
	1990 Census Households	329,837
	Historical Annual Growth 1990 to 2008	0.8%
	Projected Annual Growth 2008 to 2013	0.8%
AGE	2008 Est. Population 0 to 9 Years	14.4%
	2008 Est. Population 10 to 19 Years	13.9%
	2008 Est. Population 20 to 29 Years	16.6%
	2008 Est. Population 30 to 44 Years	21.8%
	2008 Est. Population 45 to 59 Years	18.3%
	2008 Est. Population 60 to 74 Years	9.4%
	2008 Est. Population 75 Years Plus	5.4%
	2008 Est. Median Age	33.3
MARITAL STATUS & SEX	2008 Est. Male Population	51.0%
	2008 Est. Female Population	49.0%
	2008 Est. Never Married	33.2%
	2008 Est. Now Married	44.0%
	2008 Est. Separated or Divorced	17.6%
	2008 Est. Widowed	5.3%
INCOME	2008 Est. HH Income $200,000 or More	5.4%
	2008 Est. HH Income $150,000 to 199,999	4.0%
	2008 Est. HH Income $100,000 to 149,999	11.5%
	2008 Est. HH Income $75,000 to 99,999	11.6%
	2008 Est. HH Income $50,000 to 74,999	19.3%
	2008 Est. HH Income $35,000 to 49,999	16.2%
	2008 Est. HH Income $25,000 to 34,999	11.0%
	2008 Est. HH Income $15,000 to 24,999	10.3%
	2008 Est. HH Income $0 to 14,999	10.7%
	2008 Est. Average Household Income	$ 74,562
	2008 Est. Median HH Income	$ 60,504
	2008 Est. Per Capita Income	$ 28,030
	2008 Est. Number of Businesses	55,124
	2008 Est. Total Number of Employees	817,409

Southern Scottsdale Auto Market Area (cont.)		10 mile radius
RACE	2008 Est. White Population	77.7%
	2008 Est. Black Population	5.3%
	2008 Est. Asian & Pacific Islander	3.5%
	2008 Est. American Indian & Alaska Native	2.4%
	2008 Est. Other Races Population	11.0%
HISPANIC	2008 Est. Hispanic Population	353,791
	2008 Est. Hispanic Population Percent	34.2%
	2013 Proj. Hispanic Population Percent	37.2%
	2000 Hispanic Population Percent	27.1%
EDUCATION (Adults 25 or Older)	2008 Est. Adult Population (25 Years or Older)	653,647
	2008 Est. Elementary (0 to 8)	8.2%
	2008 Est. Some High School (9 to 11)	8.1%
	2008 Est. High School Graduate (12)	23.2%
	2008 Est. Some College (13 to 16)	20.9%
	2008 Est. Associate Degree Only	7.3%
	2008 Est. Bachelor Degree Only	20.0%
	2008 Est. Graduate Degree	12.3%
HOUSING	2008 Est. Total Housing Units	422,428
	2008 Est. Owner Occupied Percent	48.3%
	2008 Est. Renter Occupied Percent	40.8%
	2008 Est. Vacant Housing Percent	10.8%
HOMES BUILT BY YEAR	2000 Homes Built 1999 to 2000	2.3%
	2000 Homes Built 1995 to 1998	5.7%
	2000 Homes Built 1990 to 1994	6.4%
	2000 Homes Built 1980 to 1989	25.6%
	2000 Homes Built 1970 to 1979	27.4%
	2000 Homes Built 1960 to 1969	14.9%
	2000 Homes Built 1950 to 1959	11.5%
	2000 Homes Built Before 1949	6.3%
HOME VALUES	2000 Home Value $1,000,000 or More	1.2%
	2000 Home Value $500,000 to $999,999	3.7%
	2000 Home Value $400,000 to $499,999	2.5%
	2000 Home Value $300,000 to $399,999	4.6%
	2000 Home Value $200,000 to $299,999	11.5%
	2000 Home Value $150,000 to $199,999	15.7%
	2000 Home Value $100,000 to $149,999	33.3%
	2000 Home Value $50,000 to $99,999	25.0%
	2000 Home Value $25,000 to $49,999	2.1%
	2000 Home Value $0 to $24,999	0.5%
	2000 Median Home Value	$ 171,427
	2000 Median Rent	$ 592

Southern Scottsdale Auto Market Area (cont.)		10 mile radius
LABOR FORCE	2008 Est. Labor: Population Age 16+	801,225
	2008 Est. Civilian Employed	64.6%
	2008 Est. Civilian Unemployed	3.1%
	2008 Est. in Armed Forces	0.0%
	2008 Est. not in Labor Force	32.2%
	2008 Labor Force: Males	50.9%
	2008 Labor Force: Females	49.1%
OCCUPATION	2000 Occupation: Population Age 16+	484,979
	2000 Mgmt, Business, & Financial Operations	14.6%
	2000 Professional and Related	20.7%
	2000 Service	15.5%
	2000 Sales and Office	29.1%
	2000 Farming, Fishing, and Forestry	0.2%
	2000 Construction, Extraction, & Maintenance	9.6%
	2000 Production, Transport, & Material Moving	10.4%
	2000 Percent White Collar Workers	*64.4%*
	2000 Percent Blue Collar Workers	*35.6%*
TRANSPORTATION TO WORK	2000 Drive to Work Alone	73.1%
	2000 Drive to Work in Carpool	14.6%
	2000 Travel to Work by Public Transportation	2.9%
	2000 Drive to Work on Motorcycle	0.4%
	2000 Walk or Bicycle to Work	4.5%
	2000 Other Means	0.9%
	2000 Work at Home	3.5%
TRAVEL TIME	2000 Travel to Work in 14 Minutes or Less	28.3%
	2000 Travel to Work in 15 to 29 Minutes	42.6%
	2000 Travel to Work in 30 to 59 Minutes	24.9%
	2000 Travel to Work in 60 Minutes or More	4.3%
	2000 Average Travel Time to Work	21.5
CONSUMER EXPENDITURE	2008 Est. Total Household Expenditure (in Millions)	$ 21,305.6
	2008 Est. Apparel	$ 1,031.9
	2008 Est. Contributions & Gifts	$ 1,413.0
	2008 Est. Education & Reading	$ 611.9
	2008 Est. Entertainment	$ 1,192.1
	2008 Est. Food, Beverages & Tobacco	$ 3,377.8
	2008 Est. Furnishings And Equipment	$ 936.5
	2008 Est. Health Care & Insurance	$ 1,499.2
	2008 Est. Household Operations & Shelter & Utilities	$ 6,382.0
	2008 Est. Miscellaneous Expenses	$ 352.3
	2008 Est. Personal Care	$ 307.9
	2008 Est. Transportation	$ 4,201.0