



## California New Car Dealers Association

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To : CNCDA Members  
From : Peter Welch  
Date : February 23, 2009  
Re : FLOORING SURVEY RESULTS

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Earlier this month we faxed and e-mailed a Floorplan Survey to 1163 CNCDA dealer members. As of today, 374 completed surveys have been returned (a 32% return rate). The results are as follows:

1. **Since September 15, 2008, has your floorplan lender imposed any type of limitation on its floorplan line of credit or notified you of limitations that will be imposed at some future date?**
    - YES – 206 (56% of those who answered the question)**
    - NO - 161 (44% of those who answered the question)**
  
  2. **Since September 15, 2008, has your floorplan lender notified you that it plans to terminate your floorplan line of credit?**
    - YES - 54 (15% of those who answered the question)**
    - NO - 318 (85% of those who answered the question)**
  
  3. **Are you concerned that you may be forced to close your dealership in the next 90 days primarily due to a lack of or an insufficient amount of floorplan financing?**
    - YES - 89 (24% of those who answered the question)**
    - NO - 280 (76% of those who answered the question)**
  
  4. **Are you concerned that you may be forced to close your dealership sometime after the next 90 days primarily due to a lack of or an insufficient amount of floorplan financing?**
    - YES - 124 (34% of those who answered the question)**
    - NO - 242 (66% of those who answered the question)**
- \*Some respondents answered Yes to both Questions 3 & 4. 42 respondents answered No to Question 3 and Yes to Question 4. A total of 131 respondents (35%) were concerned that they would be forced to close their dealerships within 90 days or after 90 days due to a lack of floorplan financing.
5. **Have you applied for and been granted a new floorplan line of credit from at least one floorplan lender since September 15, 2008?**
    - YES - 24 (6% of those who answered the question)**
    - NO - 345 (94% of those who answered the question)**
  
  6. **Have you applied for and been turned-down for a new floorplan line of credit from at least one floorplan lender since September 15, 2008?**
    - YES - 94 (25% those who answered the question)**
    - NO - 275 (75% those who answered the question)**