

# STEP



Holman

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FLEET BY THE  
NUMBERS | 2023



## ABOUT HOLMAN

Holman is a global automotive leader that serves both commercial and consumer clients The Holman Way by always doing the right thing for our people, our customers, and the community since 1924. The Holman story began nearly a century ago as a single Ford dealership in New Jersey. Today, Holman, headquartered in Mount Laurel, New Jersey, is one of the largest family-owned automotive service organizations in North America with more than 6,500 employees across North America, the UK, and Germany.

Holman delivers a unique range of automotive-centric services including industry-leading fleet management and leasing; vehicle fabrication and upfitting; component manufacturing and productivity solutions; powertrain distribution and logistics services; commercial and personal insurance and risk management; and retail automotive sales as one of the largest privately owned dealership groups in the United States. Guided by its deeply rooted core values and principles, Holman is continuously Driving What's Right. For additional information, please visit [Holman.com](https://www.holman.com) and connect with Holman on [LinkedIn](#), [Instagram](#), and [Facebook](#).

# SELL

## CHALLENGES INFLUENCING RESALE VALUE

Remarketing automotive and equipment assets has become increasingly complex in recent years. A multitude of factors continues to impact resale value, including:

- Volatile price swings
- More advanced and highly connected assets (including EVs)
- Compliance, safety, and regulatory factors
- Regional market price sensitivity
- In-lane vs. digital vs. hybrid considerations
- Certification vs. non-certification
- Proper sale channel selection

Many businesses still rely on trial and error to navigate these variables, which severely limits their ability to maximize total return. In the current age of technology and data, strategic thinking and systematic analysis should drive your fleet resale decisions.



***“Successfully selling and maximizing your return requires strategy, expertise, and leveraging multiple sales channels.”***

**Chris Clarke**  
Holman Remarketing Solutions

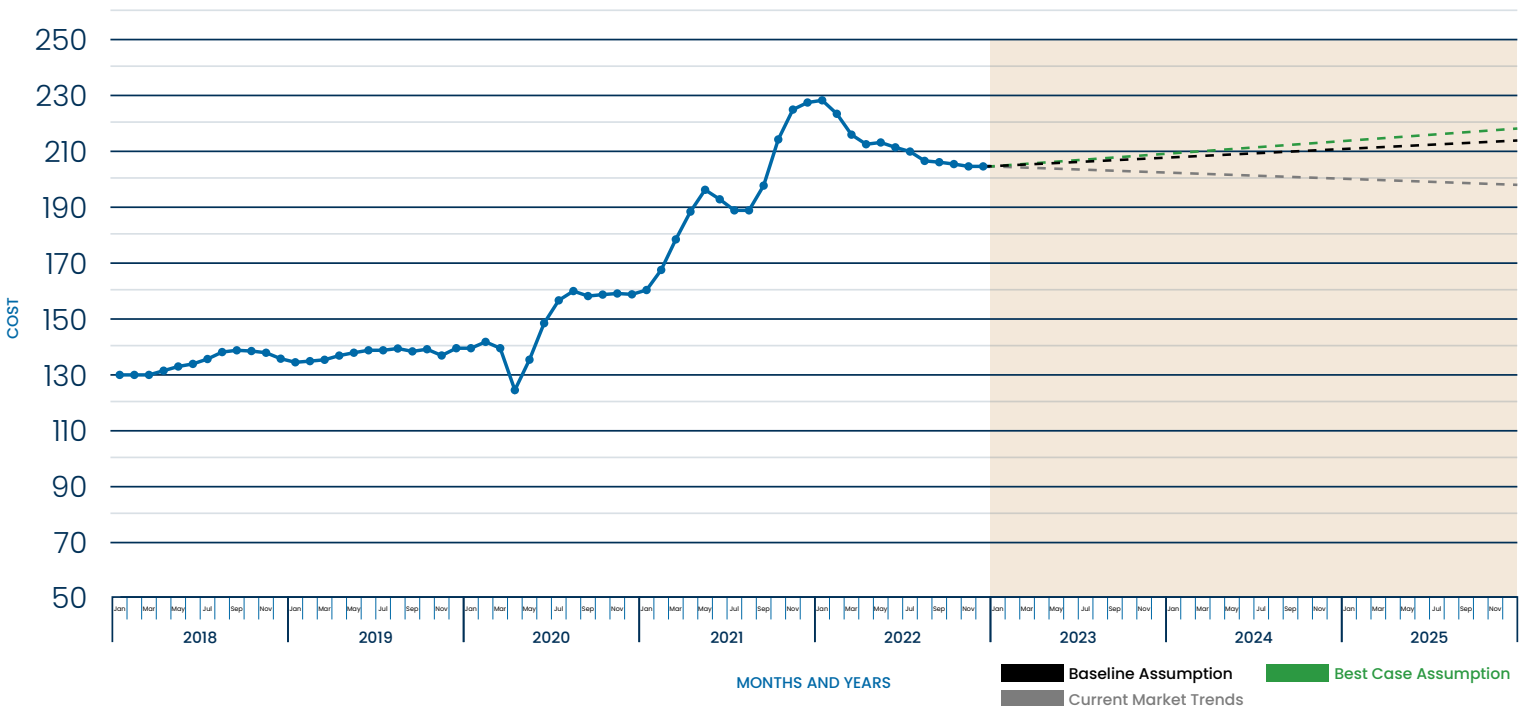
# MARKET STATUS AND PROJECTIONS

While the used vehicle market has gradually declined since its record peak in November 2021, market values remain significantly above historic averages. As time progresses, however, the market will continue to level out, thus fulfilling its natural cycle of spiking, correcting, then repeating.

2022 brought historic price and value increases to the used vehicle market as inventory shortages created massive demand for used assets. This demand generated a tremendous opportunity to infuse quick cash into businesses for old equipment at a rate unlikely to occur again anytime soon.

In fact, you can expect to see about a 4.3% year-over-year decrease in the Manheim Used Vehicle Value Index for 2023. The coming decline presents all the more reason to work with a remarketing partner that knows the market well and can get your vehicles in front of the right buyers for the highest possible return.

### Manheim Used Vehicle Index 2018-2025



Source: Cox Automotive

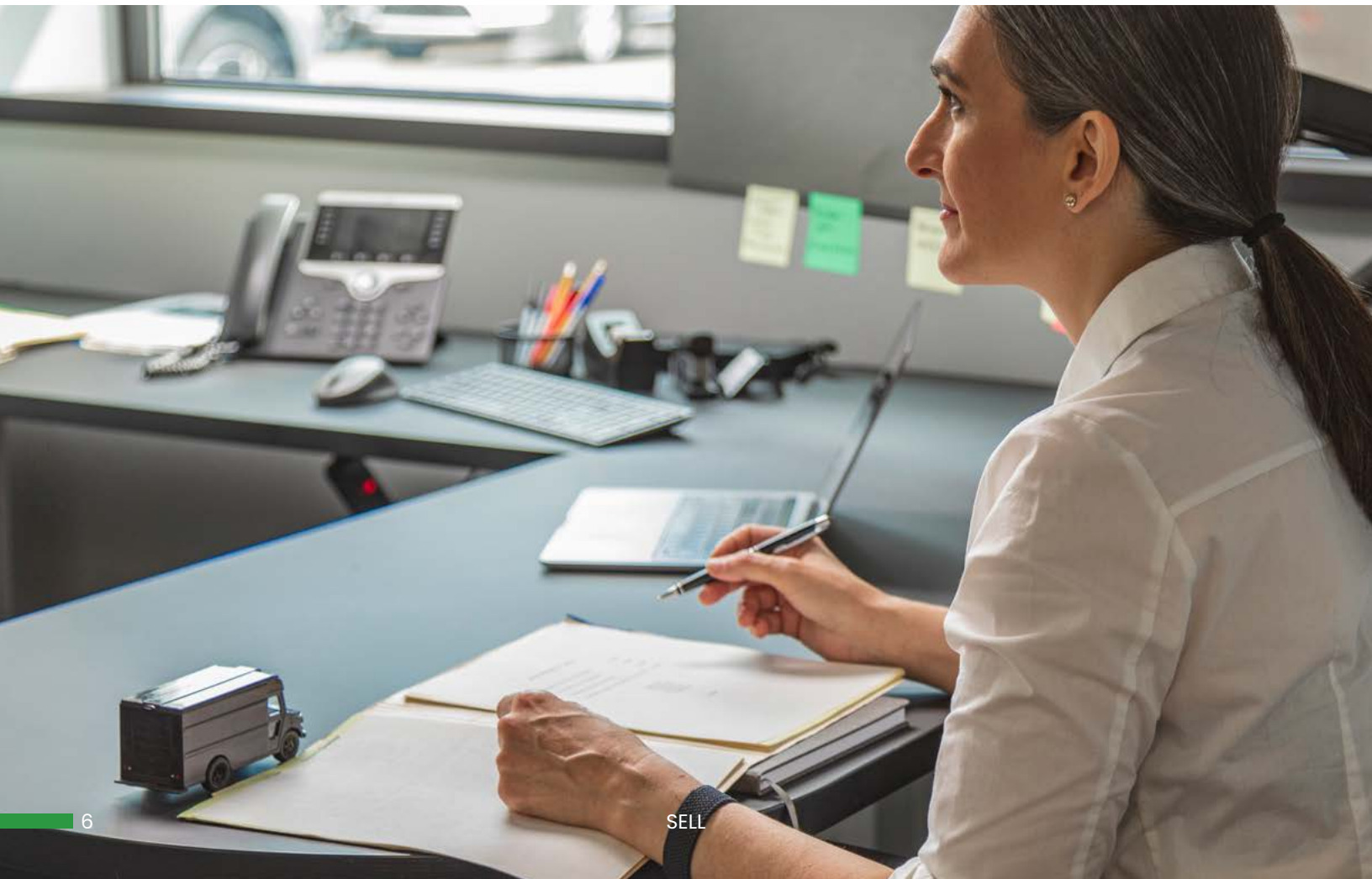
## CHOOSING THE RIGHT REMARKETING PARTNER

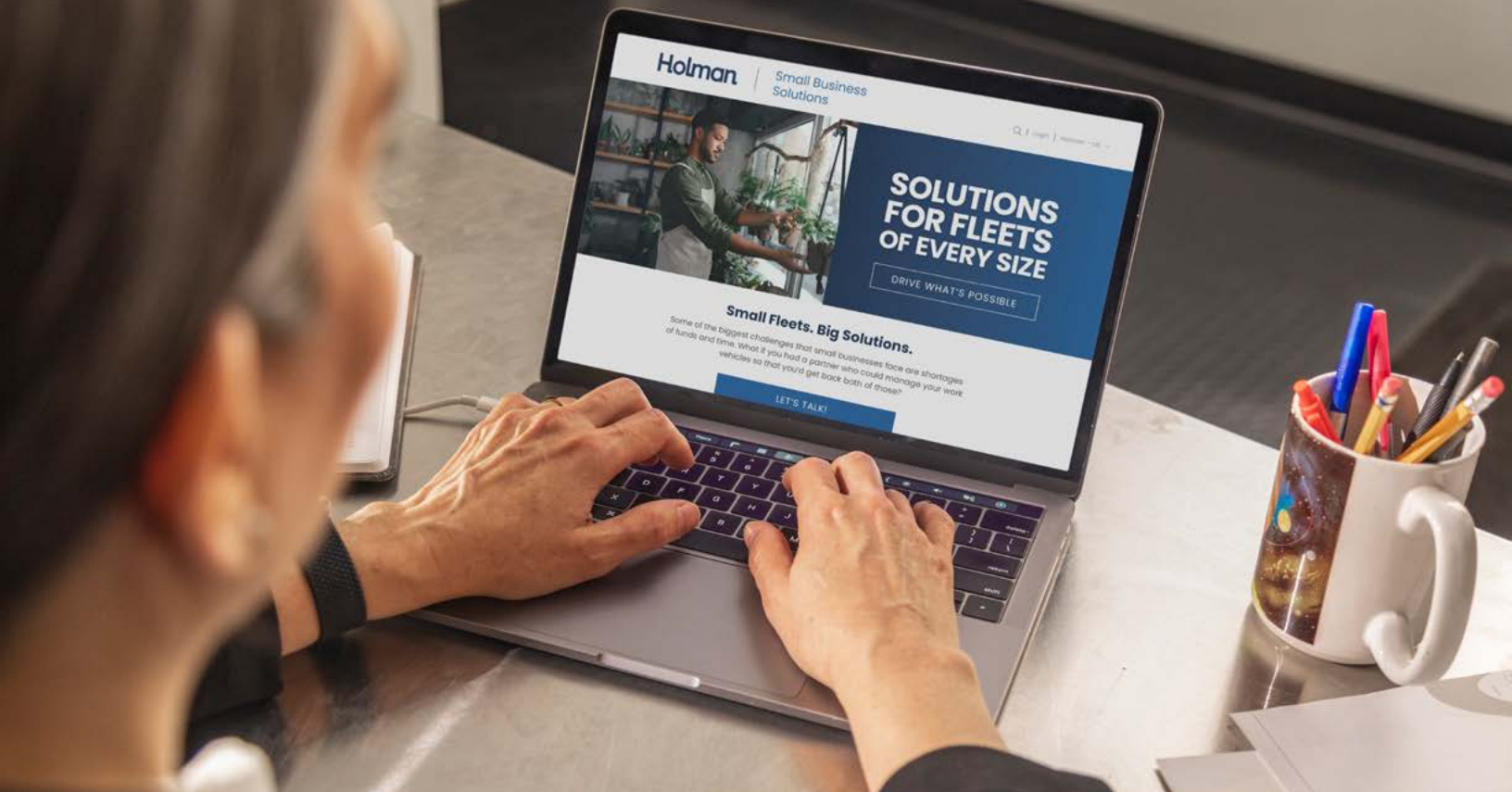
The impending market decline only emphasizes the importance of partnering with a remarketing expert like Holman - one that can offer critical insight through proprietary data.

### A valuable remarketing partner will:

- First, invest in understanding your primary business goals
- Determine the best time and outlets to buy and sell
- Offer exposure to various outlet types, including retail dealers, auction houses, and more
- Provide you with unique tools to execute the process efficiently
- Cover the logistics of vehicle pick-up, clean-up, de-identification, transportation, and paperwork

With the proper support and strategic approach, you can secure the best net-sale price for your assets in any market condition.





## YOUR ACTION PLAN:

- Work with an [experienced partner](#) that offers customized, turnkey solutions that will maximize your return
- Utilize virtual platforms such as [BuyDirect](#) and [EquipmentDirect](#), which quickly infuse cash back into your business for unused assets.
- Take advantage of employee sale programs that allow your drivers to purchase their work vehicle at fair market value.



**Holman**  
Driving What's Right