City of Scottsdale:
Automotive Dealerships Market Analysis

A Market and Feasibility Study of New Car Dealerships in Scottsdale

April 2008

Economic Vitality Department

Scottsdale Automotive Dealerships Market Analysis

April 2008

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TABLE OF CONTENTS

INDEX

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 524,715. The projected population for 2012 is 585,137, almost a 12 percent increase, which indicates this area will continue to grow.

◊ The total number of people employed within the 10 mile radius of the North Auto Corridor area is currently 257.388 employees, with an estimated average median household income of $84,328. The Scottsdale Airpark is currently home to nearly 2,500 businesses that employ over 50,000 people.

◊ The resident population base of the market area for the Motor Mile in south Scottsdale continues to grow; the estimated population, within a 10 mile radius, is 1,094,107. The projected population for 2012 is 1,185,301.

◊ 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 of traffic 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. This leaves auto dealers in Scottsdale with 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 769,648, with an estimated median household income of $58,524.

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.

The concept of the auto mall carries this idea one step farther, and is seen, in varying forms, as the future of automobile retailing. The auto mall concentrates a number of dealers or brands on a single site, providing the opportunity, in many cases for a customer to park and walk to a number of dealerships. Auto malls have Covenants, Conditions and Restrictions (CC&Rs) regulating architecture, landscaping, etc., as well as joint marketing programs and other common services and amenities. All of this provides greater recognition and visibility for the center, and therefore attracts more customers. An example of this within the metro Phoenix area includes the Frank Lloyd Wright corridor in the northern part of Scottsdale.

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 mall 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 as the basis for this strength. The following is a brief overview of some of the major developments occurring in the Phoenix area today:

◊ From 1995 to 2007 the metropolitan population grew 60.7 percent with an actual increase of approximately 1,550,087. The current population in the metro area is over 4.1 million.

◊ Over half of all of the Metro area manufacturing jobs are in high-tech industries. The 2007 unemployment rate for metro Phoenix was 3.3 percent.

◊ Tourism remains an important factor in the Metro Phoenix area with over 15.1 million visitors in 2006. There are about 55,000 hotel rooms available in Metro Phoenix, and that figure continues to increase.

◊ 49 major companies, with over 7,929 new targeted jobs, decided to relocate or expand their operations in the metro Phoenix area in 2006.

◊ Total retail sales in Metro Phoenix totaled roughly $56.5 billion in 2006 (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 population growth rose roughly 1.5 percent—to 236,373—in 2007. Scottsdale's overall median household income is among the highest in the Metro area at $72,763.

◊ Retail sales have grown dramatically over the past ten years. Sales tax collections in Scottsdale have increased 110 percent over the past ten years.

◊ As a tourism destination, Scottsdale hosted 7.7 million visitors in 2006 with an economic impact of $3.5 billion.

◊ Scottsdale issued 1,060 residential housing permits in FY2006/07.

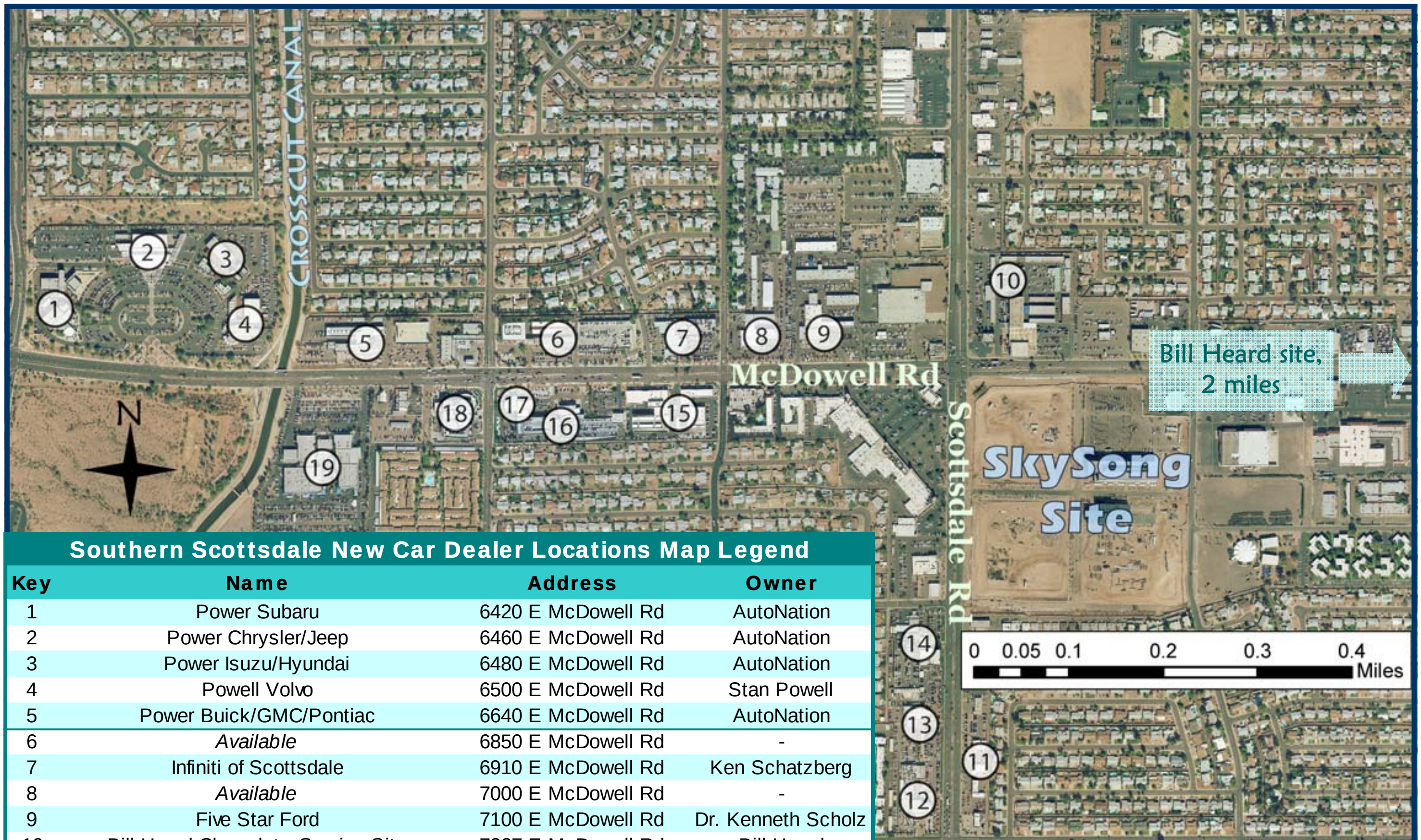
Market Area Maps

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, but represent shorter drive times to each particular market area. 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).

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	Ed Moses Dodge	7801 E Frank Lloyd Wright Blvd	Ed Moses
3	Right Honda	7875 E Frank Lloyd Wright Blvd	David Wilson
4	Right Toyota	7701 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	Airpark Chrysler/Jeep	15656 N Hayden Rd	Coye Porter
9	North Scottsdale Hyundai	15500 N Hayden Rd	Alan Holzehue
10	Saturn of Scottsdale	15350 N Hayden Rd	Scotts Property
11	Cardinale Way Pontiac/GMC/Buick	15333 N Hayden Rd	Joseph Cardinale
12	*Available*	15055 N Hayden Rd	-
13	Motorsports of Scottsdale	8053 E Raintree Dr	Javad Maghami
14	Scottsdale Lotus	7652 E Acoma Dr	Eric Edenholm

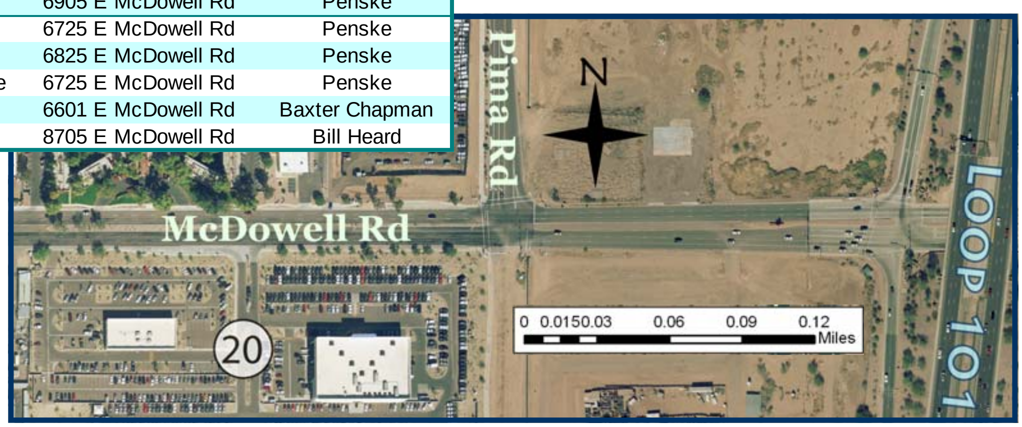
Map 2
South Scottsdale Market Area



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	Power Buick/GMC/Pontiac	6640 E McDowell Rd	AutoNation
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	Bill Heard Chevrolet - *Service Site*	7227 E McDowell Rd	Bill Heard
11	Scottsdale Hummer	1101 N Scottsdale Rd	John Lund
12	Mark Kia	1000 N Scottsdale Rd	Mark Debowy
13	Mark Mitsubishi	1000 N Scottsdale Rd	Mark Debowy
14	Kachina Cadillac/Hummer Saab	1200 N Scottsdale Rd	John Lund
15	Scottsdale Lexus	6905 E McDowell Rd	Penske
16	Scottsdale Aston Martin	6725 E McDowell Rd	Penske
17	Ferrari/Maserati Scottsdale	6825 E McDowell Rd	Penske
18	Jaguar/Rolls Royce/Land Rover Scottsdale	6725 E McDowell Rd	Penske
19	Chapman BMW/Dodge/Volkswagen	6601 E McDowell Rd	Baxter Chapman
20	Bill Heard Chevrolet	8705 E McDowell Rd	Bill Heard

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 part 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 61 percent during from 1995 through 2007; up from 2.6 million in 1995, to 4.1 million in 2007. During the period between 1995 and 2007, the City of Scottsdale grew nearly 41 percent. Significant growth (approximately 3 percent annually) continues. Scottsdale's population and the Metro area's population is expected to grow by 11 percent and 14 percent, respectively, over the next five years.

Did you know?

Scottsdale's population has grown nearly 17 percent over the last 7 years

The median household income level of Scottsdale residents is among the highest in the Valley — $72,763, compared to approximately $55,000 for the Metro area in 2007. These higher income households typically have greater disposable income, and, therefore, greater disposition toward new car purchases.

Overall, the population located within these markets is rapidly growing, and the residents 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 2007 with projections for 2012. *Table 2* (p. 12) shows the median household income of Scottsdale residents since 1995 with a 2012 projection, as well. *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 - 2007 / 2012 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	448,599	981,815
2007	236,373	4,101,852	524,715	1,094,107
% Change 1995-2000	20.5%	27.4%	n/a	n/a
% Change 2000-2007	16.6%	26.1%	17.0%	11.4%
% Change 1995-2007	40.6%	60.7%	n/a	n/a
2012 Projected	*263,166*	*4,675,874*	*585,137*	*1,185,301*
Projected % Change 2007-2012	*11.3%*	*14.0%*	*11.5%*	*8.3%*

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 - 2007 / 2012 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	$44,796	$66,950	$47,663
2007	$72,763	$55,267	$84,328	$58,524
% Change 1995-2000	20.0%	25.8%	n/a	n/a
% Change 2000-2007	25.5%	23.4%	26.0%	22.8%
% Change 1995-2007	50.6%	55.1%	n/a	n/a
2012 Projected	*$83,015*	*$62,052*	*$95,479*	*$65,439*
Projected % Change 2007-2012	*14.1%*	*12.3%*	*13.2%*	*11.8%*

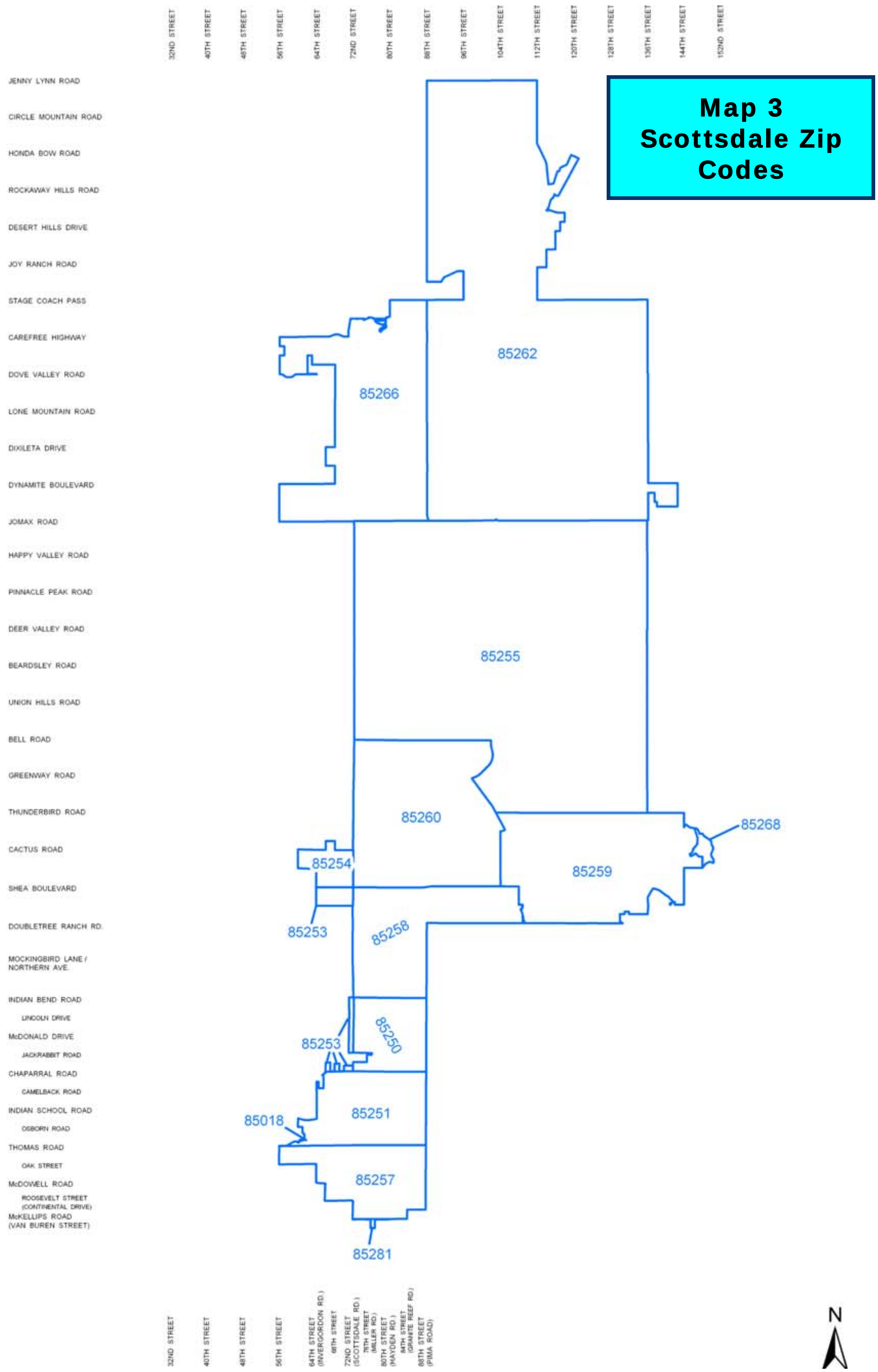
Source: U.S. Census Bureau, SitesUSA
*North Scottsdale Market Area includes portions of NE Phoenix, Fountain Hills, & Paradise Valley.
**South Scottsdale Market Area includes portions of SE Phoenix, Tempe, & Mesa.

Table 3
Spending Potential Index for Scottsdale
2007

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	114	124	141	126	126	125	117	119	117	121	117	105	124	112	125	119	105	119	125	118
85251	100	95	111	100	95	96	107	98	106	105	107	90	106	102	105	106	96	105	104	98
85253	242	332	372	333	354	291	293	288	262	307	268	277	334	258	318	254	257	277	257	280
85254	161	186	193	192	181	162	172	164	160	179	162	157	183	164	175	155	151	164	150	164
85255	213	292	323	293	306	252	256	254	226	267	228	245	285	223	277	217	218	245	223	247
85256	62	58	50	56	53	55	56	58	57	57	57	53	54	58	55	56	50	58	56	58
85257	85	86	97	87	85	84	89	86	89	87	88	77	89	87	89	89	79	88	89	85
85258	172	195	212	197	200	191	187	188	177	189	177	176	194	166	198	176	161	189	185	185
85259	193	235	246	242	235	201	213	203	195	224	199	195	234	200	219	188	188	200	181	202
85260	165	190	192	197	183	162	176	166	163	185	166	160	188	168	177	156	154	167	149	166
85262	218	288	325	285	307	274	245	260	228	262	229	234	277	217	279	229	214	248	249	252
Arizona	102	100	98	99	96	98	100	99	99	101	99	91	99	97	99	99	89	102	100	99
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, 2007

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. Currently there are over 2,500 businesses employing 50,000 people within the Scottsdale Airpark.

Table 4 provides a breakdown of total Scottsdale employment by industry for 2000, and employment projections for 2010.

Table 5 (p. 16) lists the 30 largest employers in Scottsdale in 2008. 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

	2000		2010	
	Employment	**Percent**	**Employment**	**Percent**
Agriculture	1,918	1.50%	2,225	1.40%
Business Services	26,848	20.90%	36,081	23.10%
Construction	7,077	5.50%	7,938	5.10%
Finance, Insurance, Real Estate	16,440	12.80%	18,141	11.60%
Health Industry	12,785	9.90%	14,934	9.60%
High Tech Manufacturing	8,138	6.30%	8,762	5.60%
Hospitality	14,652	11.40%	17,900	11.40%
Low Tech Manufacturing	2,985	2.30%	3,639	2.30%
Mining	122	0.10%	123	0.08%
Personal Services	8,446	6.60%	10,600	6.80%
Retail Trade	18,725	14.50%	23,507	15.00%
Transport	3,842	3.00%	4,038	2.60%
Wholesale Trade	6,674	5.20%	8,378	5.40%
TOTAL	128,652	100.00%	156,267	100.00%

Source: Gruen Gruen & Associates, "Analysis & Forecast of the Economic Base of Scottsdale," June 1999

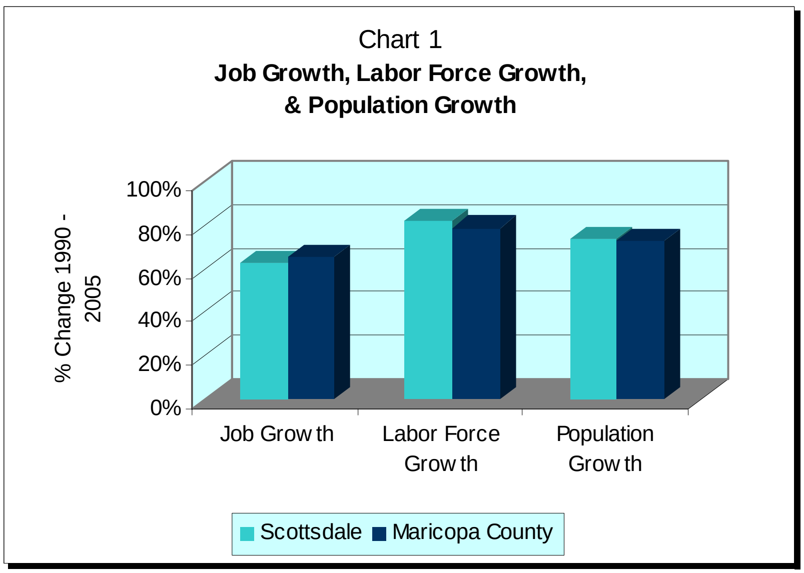
Table 5 Largest Employers in Scottsdale - 2008		
Rank	**Company Name**	**Employees**
1	Scottsdale Healthcare**	5,213
2	Mayo Clinic - Scottsdale	5,003
3	General Dynamics	2,990
4	City of Scottsdale	2,562
5	Scottsdale Unified School District**	2,514
6	CVS - CareMark	2,346
7	Go Daddy Group	1,915
8	The Vanguard Group	1,700
9	Troon Golf LLC	1,539
10	Scottsdale Insurance Company	1,400
11	Fairmont Princess Resort	1,200
12	DHL	1,000
13	Coventry Health Care	700
14	Dial Corporation	700
15	USPS - Scottsdale	646
16	Desert Mountain Properties	610
17	Nordstrom	608
18	The Boulders Resort	600
19	E-Telecare Global Solutions	600
20	Pulte Homes	545
21	Taser	518
22	McKesson	500
23	Hyatt Regency at Gainey Ranch	500
24	Wal-Mart	475
25	JDA Software Group	460
26	Scottsdale Medical Imaging	450
27	First National Bank of Arizona**	355
28	Sage Software	350
29	Scottsdale Conference Resort**	329
30	United Blood Services	326

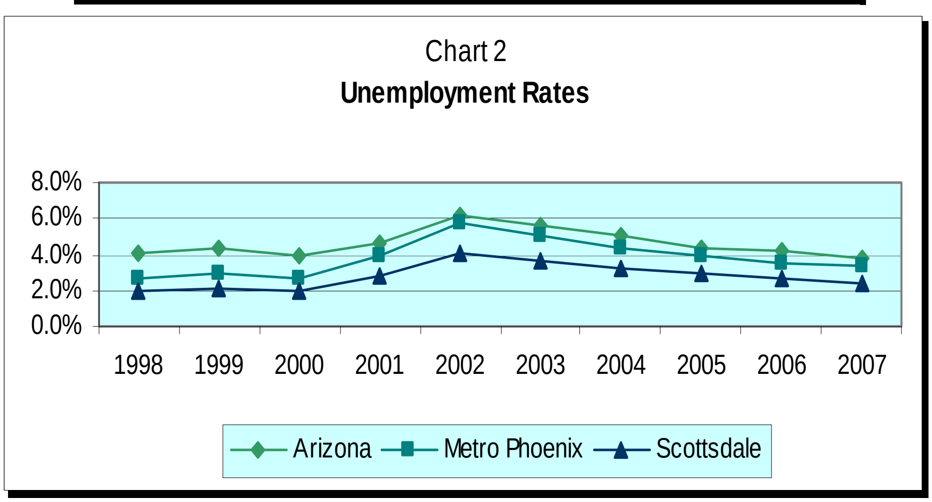
Source: City of Scottsdale, Economic Vitality Department

*** = Full-time equivalent (FTE), as of March 2008

Chart 1 compares job growth to labor force growth to 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 257,388 jobs in the north Scottsdale market area, and over 769,648 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 1998. Between 1998 and 2007, Scottsdale's unemployment rate ranged between 4.6 percent and 1.9 percent. Scottsdale has paralleled 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*.

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
2008

Key	Area	Location	# Dealerships	# Makes Represented
1	North Scottsdale	Frank Lloyd Wright Blvd. & Hayden Rd area	13	27
2	Southern Scottsdale	68th St. & McDowell Rd area (Motor Mile)	16	28
3	Northeast Phoenix	Scottsdale Rd & Loop 101 area	8	10
4	North Phoenix	Bell Rd & I-17 area	15	26
5	East Phoenix	12th St. & Camelback Rd area	11	15
6	Central Phoenix	Camelback Rd & I-17 area	5	7
7	Tempe	(a) Elliot Rd & I-10 area (Autoplex); (b) Baseline Rd & Rural/McClintock Rd area	12	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	15	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	14	19
10	Peoria	Bell Rd & Loop 101 area	16	19
11	Glendale	51st Ave & Glendale Rd area	7	11
12	West Valley	(a) I-10 & SW of Loop 101 area (b) I-10 & Litchfield Rd area	16	17

Map 4
Metro Phoenix Auto Dealership Clusters

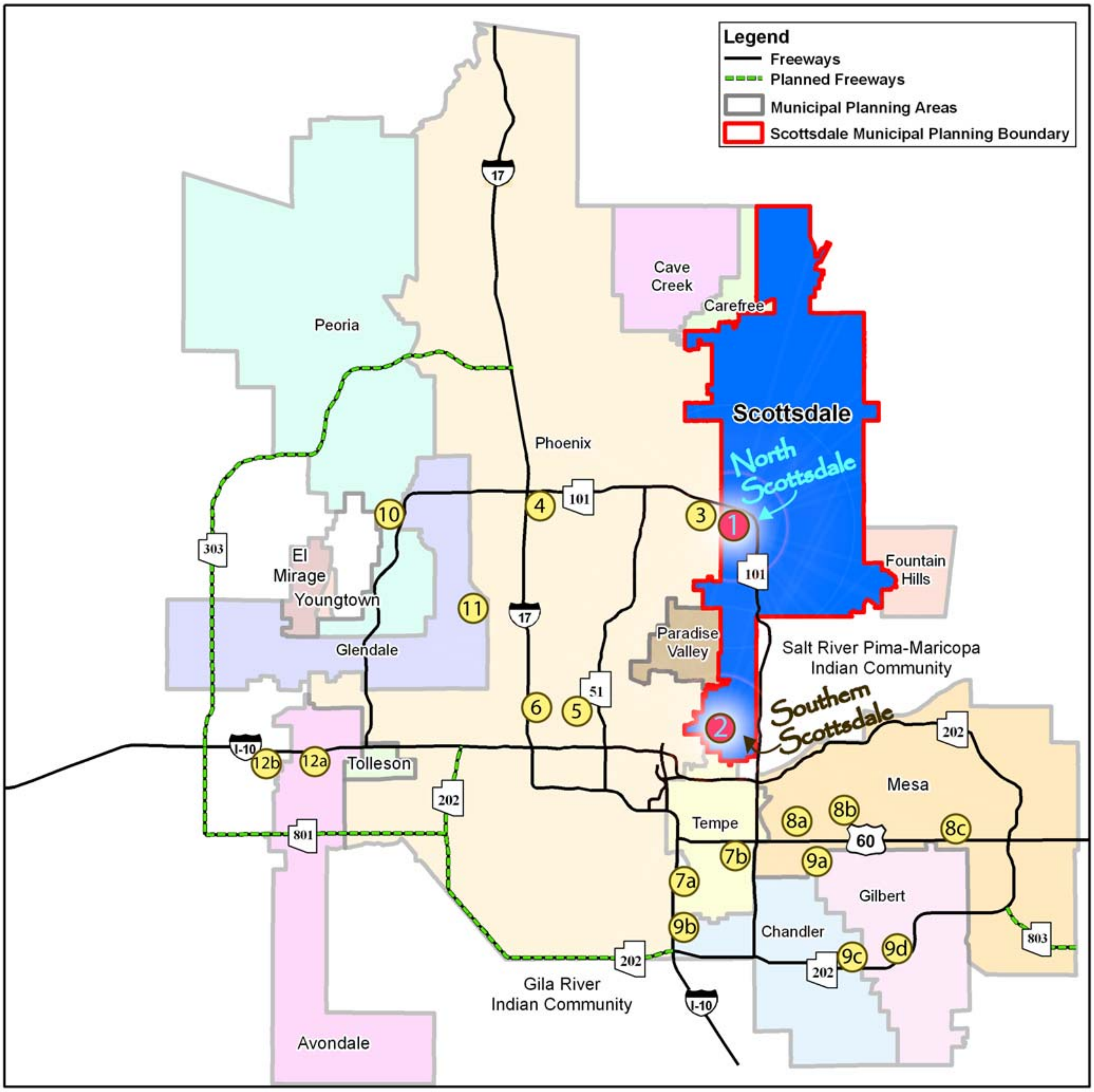


Table 7
Existing Metro Phoenix New Car Dealers - 2008

Dealer	Address	Make
North Scottsdale		
Dealer	**Address**	**Make**
Airpark Chrysler/Jeep	15656 N Hayden Rd	Chrysler / Jeep
Cardinale Way Pontiac/GMC/Buick	15333 N Hayden Rd	Pontiac / GMC / Buick
Ed Moses Dodge	7801 E Frank Lloyd Wright Blvd	Dodge
Ledgends 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
North Scottsdale Hyundai	15500 N Hayden Rd	Hyundai
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**
Bill Heard Chevrolet	8705 E McDowell Rd	Chevrolet
Chapman BMW/Dodge/Volkswagen	6601 E McDowell Rd	BMW / 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
Jaguar/Rolls Royce/Bentley/Land Rover of Scottsdale	6725 E McDowell Rd	Jaguar / Rolls Royce / Bentley / Land Rover / Aston Martin
Kachina Cadillac/ Hummer/Saab	1200 N Scottsdale Rd	Cadillac / Saab / Hummer
Mark Kia	1000 N Scottsdale Rd	Kia
Mark Mitsubishi	1000 N Scottsdale Rd	Mitsubishi
Power Buick/GMC/Pontiac	6640 E McDowell Rd	Buick / GMC / Pontiac
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	6725 E McDowell Rd	Jaguar / Rolls Royce / Bentley / Land Rover / Aston Martin
Scottsdale Hummer	1101 N Scottsdale Rd	Hummer
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 Scottsdale Rd	Audi
BMW North Scottsdale	18018 N Scottsdale Rd	BMW
Jaguar North Scottsdale	18118 N Scottsdale Rd	Jaguar / Aston-Martin
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
Bell Hyundai/Mazda/Mitsubishi/ Suzuki	999 W Bell Rd	Hyundai / Mazda / Mitsubishi / Suzuki
Bell Lexus	1901 E Bell Rd	Lexus
Bell Road Toyota	2020 W Bell Rd	Toyota
Chapman Mazda	1234 W Bell Rd	Mazda
Lou Grubb Chrysler/ Jeep	1645 W Bell Rd	Chrysler / Jeep
Lund Cadillac/Hummer/Saab	1311 E Bell Rd	Cadillac / Hummer / Saab
Midway Chevrolet	2323 W Bell Rd	Chevrolet / Isuzu
Midway Nissan/Infiniti	2201 W Bell Rd	Nissan / Infiniti
Midway Pontiac/GMC/Buick	2201 W Bell Rd	Pontiac / GMC / Buick
Power Dodge/Chrysler/Jeep/Dodge	16406 N 26th Ave	Chrysler / Jeep / Dodge
Sanderson Lincoln/Mercury	2121 W Bell Rd	Lincoln / Mercury
Steven Jory Subaru	2141 E Bell Rd	Subaru
East Phoenix		
Dealer	**Address**	**Make**
ABC Nissan	1300 E Camelback Rd	Nissan
Camelback Toyota	1333 E Camelback Rd	Toyota
Camelback Volkswagen/Subaru	1499 E Camelback Rd	Voldswagen / Subaru
Chapman BMW	1144 E Camelback Rd	BMW
Chapman Lincoln/Mercury	1330 E Camelback Rd	Lincoln / Mercury
Coulter Cadillac/Oldsmobile	1188 E Camelback Rd	Cadillac / Oldsmobile
Courtesy Chevrolet	1233 E Camelback Rd	Chevrolet
Mel Clayton Ford	1550 E Camelback Rd	Ford
Showcase Honda	100 E Camelback Rd	Honda
Showcase Mazda	1521 E Camelback Rd	Mazda
Showcase Pontiac/GMC	1400 E Camelback Rd	Pontiac / GMC

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
Power Chevrolet	2646 W Camelback Rd	Chevrolet
Performance Chrysler/Jeep/Dodge	4240 W Glendale Ave	Chrysler / Jeep / Dodge
Phoenix Mercedes Benz	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
Earnhardt Chrysler/Jeep	577 E Baseline Rd	Chrysler / Jeep
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/Kia	7975 S Autoplex Loop	Dodge / Kia
Tempe Honda	8300 S Autoplex Loop	Honda / Kia
Tempe Lincoln/Mercury	7777 S Test Dr	Lincoln / Mercury
Tempe Mitsubishi	8060 S Autoplex Loop	Mitsubishi
Tempe Coulter Pontiac/GMC/Buick	7780 S Autoplex Loop	Pontiac / GMC / Buick
Tempe Toyota	7970 S Autoplex Loop	Toyota
Mesa / Apache Junction		
Dealer	**Address**	**Make**
Berge Ford	460 E Auto Center Dr	Ford
Brown & Brown Chevrolet	145 E Main St	Chevrolet
Brown & Brown Nissan	1701 W Broadway Rd	Nissan
Power Chevrolet	6330 E Superstition Springs Blvd	Chevrolet
Cardinale Way Mazda	6343 E Test Dr	Mazda
Coury Pontiac/GMC/Buick	6315 E Auto Park Dr	Pontiac / GMC / Buick
Darner Chrysler/Jeep	837 W Main St	Chrysler / Jeep
Earnhardt Nissan	6354 E Test Dr	Nissan
Earnhardt Toyota	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
Superstition 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)		
Chandler / Gilbert		
Dealer	**Address**	**Make**
Audi of Chandler	7460 W Orchid Ln	Audi
Berge Mazda/Volkwagen	385 W Baseline Rd	Mazda / Volkswagen
Big Two Toyota/Scion	1250 S Gilbert Rd	Toyota / Scion
Desert Kia	1025 N Arizona Ave	Kia
Earnhardt Dodge/Hyundai/Kia	1301 N Arizona Ave	Dodge / Hyundai / Kia
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
SanTan Ford	1429 E Motorplex	Ford
SanTan Honda Superstore	1150 S Gilbert Rd	Honda
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
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	8860 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	6400 N 51st Ave	Ford
Sanderson Lincoln/Mercury West	5101 W Maryland Ave	Lincoln / Mercury
Sands Chevrolet	5418 NW Grand Ave	Chevrolet
West Valley 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	10555 W Papago Fwy (Avondale)	Mitsubishi
Avondale Nissan	10305 W Papago Fwy (Avondale)	Nissan
Avondale Subaru	10601 W Papago Fwy (Avondale)	Subaru
Avondale Suzuki	803 E Van Buren (Avondale)	Suzuki
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 Papgo Fwy (Avondale)	Volkswagen
Pioneer Ford	13680 W Test Drive (Goodyear)	Ford
Saturn of Avondale	10685 W Papago Fwy (Avondale)	Saturn
Tom Jones Ford	23454 W Hwy 85 (Buckeye)	Ford
Yates Pontiac/GMC	13845 W Test Dr (Goodyear)	Pontiac / GMC

Table 8
Scottsdale Auto Dealership Ownership Patterns
Status of South & North Auto Dealers: 2008

Make	South Scottsdale (Scottsdale / McDowell)	Ownership	North Scottsdale (Frank Lloyd Wright / Hayden)	Ownership
Acura	-	-	Acura N Scottsdale*	Penske
Aston Martin	Scottsdale Aston Martin	Penske	-	-
Audi	-	-	Audi N Scottsdale*	Penske
BMW	Chapman	Baxter Chapman	BMW N Scottsdale*	Penske
Buick	Power	AutoNation	Cardinale Way	Joseph Cardinale
Cadillac	Kachina	John Lund	Legends	John Lund
Chevrolet	Bill Heard	Bill Heard	Van	Larry Van Tuyl
Chrysler	Power	AutoNation	Airpark Chrysler / Jeep	Coye Porter
Dodge	Chapman	Baxter Chapman	Ed Moses	Ed Moses
Ferrari / Maserati	Ferrari/Maserati Scottsdale	Penske	Scottsdale Lotus	Eric Edemholm
Ford	Five Star	Kenneth Scholz	Power	AutoNation
GMC	Power	AutoNation	Cardinale Way	Joseph Cardinale
Honda	-	-	Right	David Wilson
Hummer	Scottsdale Hummer	John Lund	Legends	John Lund
Hyundai	Power	AutoNation	N Scottdale Hyundai	Alan Holzehue
Infiniti	Infiniti of Scottsdale	Ken Schatzberg	Pinnacle	Larry Van Tuyl
Isuzu	Power	AutoNation	-	-
Jaguar	Scottsdale Jaguar	United Auto Group	Jaguar N Scottsdale*	Penke
Jeep	Power	AutoNation	Airpark Chrysler / Jeep	Coye Porter
Kia	Mark Kia	Mark Debowy	-	-
Lamborghini	-	-	Motorsports of Scottsdale	Javad Maghami
Land Rover	Land Rover of Scottsdale	Penske	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: 2008

Make	South Scottsdale (Scottsdale/McDowell)	Ownership	North Scottsdale (Frank Lloyd Wright/Hayden)	Ownership
Mitsubishi	Mark Mitsubishi	Mark Debowy	-	-
Nissan	-	-	Pinnacle	Larry Van Tuyl
Pontiac	Power	AutoNation	Cardinale Way	Joseph Cardinale
Porche	-	-	Motorsports of Scottsdale/Porsche N Scottsdale*	Penske
Rolls Royce/Bentley	Land Rover of Scottsdale	Penske	Motorsports of Scottsdale	Javad Maghami
Saab	Kachina	John Lund	Legends	John Lund
Saturn	-	-	Saturn of Scottsdale	Scotts Property
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.

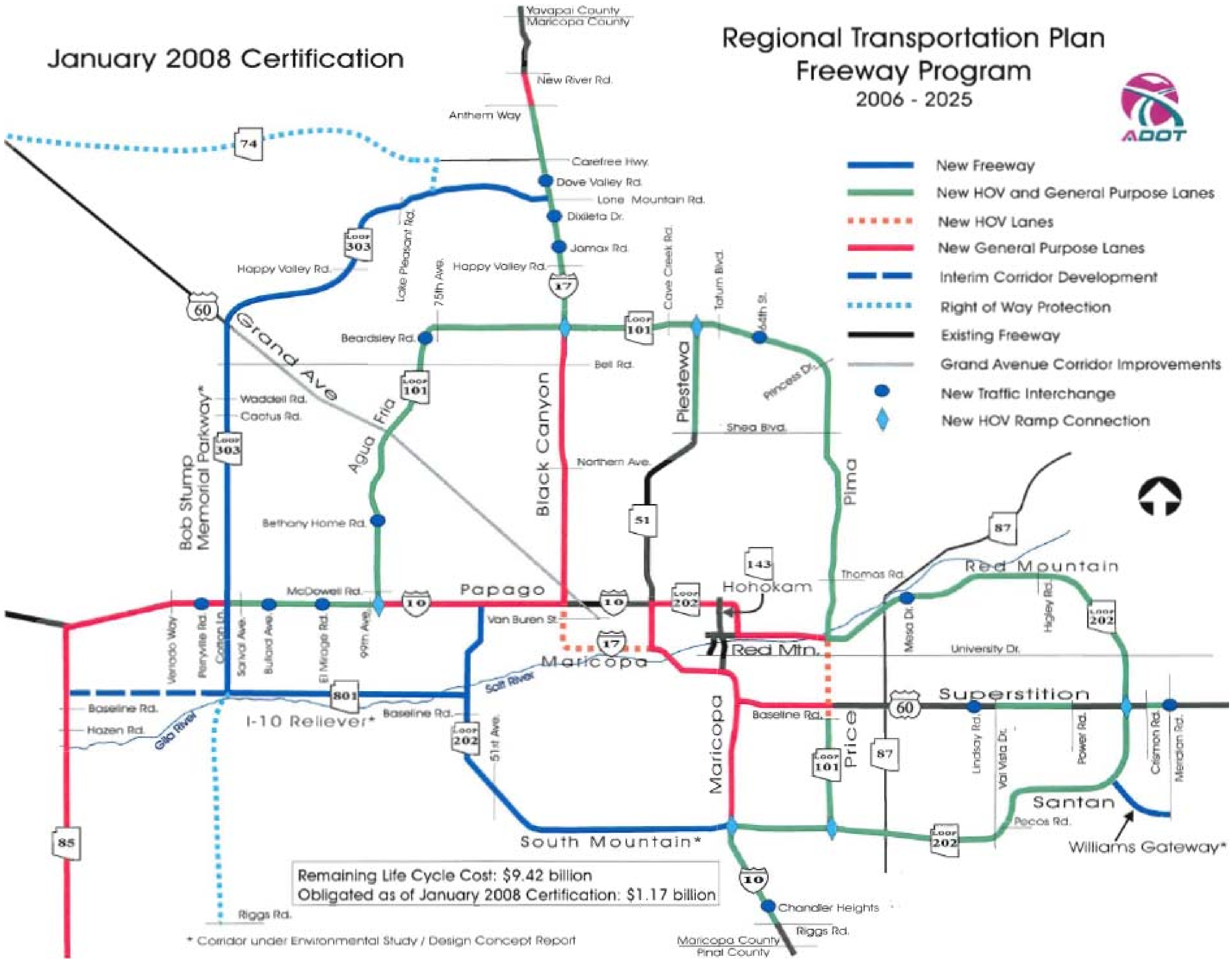
Map 5 (p. 28) depicts the metro Phoenix regional freeway system.

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. Although the new car industry was in a slump in the early 1990's, recent years have shown significant sales growth.

Table 10 (p. 30) lists the number of car sales in the US from 2000-2006 by make. *Table 11* (p. 31) shows the best selling luxury vehicles in 2006 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 58 percent of all passenger vehicle registrations and 57 percent of total vehicle registrations in Arizona in Fiscal Year 2007/08.

Table 13 (p. 33) gives sales tax receipts in the "automotive" category for the City of Scottsdale. Total receipts have grown by 44.6 percent in the past 10 years. Even when this is discounted for inflation, the growth is still quite dramatic.

Table 14 (p. 33) gives the total gross receipts in the "automotive" category for the City of Scottsdale. Scottsdale is becoming an increasingly important player in the new car sales arena, partly because of its strategic location within the Valley and partly because of the excellent demographics of its residents.

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 12.98%	2,848,100 17.26%	4,067,600 24.65%	2,542,500 15.41%	1,509,400 9.15%	1,019,500 6.18%	325,300 1.97%	2,047,900 12.41%	16,502,800
Average 2000-2006	2,281,173 13.45%	3,524,753 20.78%	4,639,600 27.35%	1,977,971 11.66%	1,332,929 7.86%	844,650 4.98%	379,193 2.23%	1,986,036 11.71%	16,966,305

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

Table 11
Best Selling Luxury Vehicles In Metro Phoenix - 2006

Rank	Model	# of Sales	Local Dealerships
2007 *2006*	*EXAMPLE MODEL*	**2006** 2005	*EXAMPLE DEALER*
1 2	**Lexus RX (SUV)**	**1,734** 1,514	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
2 1	**Infiniti G35**	**1,689** 1,754	Pinnacle; Midway; Infiniti of Superstition Springs Infiniti of Peoria
3 -	**Lexus IS**	**1,391** 330	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
4 3	**Acura TL**	**1,251** 1,323	Acura North Scottsdale; Acura of Tempe; Acura of Peoria
5 6	**Lexus ES**	**1,224** 960	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
6 4	**BMW 325**	**1,073** 1,092	Motorsports of Scottsdale;Chapman; BMW North Scottsdale
7 11	**Cadillac Escalade (SUV)**	**998** 753	Legends Cadillac; Lund Cadillac; Coulter
8 9	**Cadillac CTS**	**856** 848	Legends Cadillac; Lund Cadillac; Coulter
9 5	**Lincoln Town Car**	**789** 989	Sanderson; Chapman Lincoln; Tempe Lincoln; Fiesta Lincoln; Sanderson West
10 -	**Cadillac DTS**	**785** 302	Legends Cadillac; Lund Cadillac; Coulter
11 -	**Infiniti M35**	**734** 362	Pinnacle; Midway; Infiniti of Superstition Springs Infiniti of Peoria
12 10	**Acura MDX (SUV)**	**713** 824	Acura North Scottsdale; Acura of Tempe; Acura of Peoria
13 18	**Audi A4**	**669** 534	Scottsdale Lotus; Audi North Scottsdale; Audi of Chandler
14 8	**Mercedes-Benz C-Class**	**631** 916	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz
15 14	**BMW X5 (SUV)**	**622** 628	Motorsports of Scottsdale;Chapman; BMW North Scottsdale
16 12	**Lincoln Navigator (SUV)**	**614** 722	Sanderson; Chapman Lincoln; Tempe Lincoln; Fiesta Lincoln; Sanderson West
17 19	**Infiniti FX (SUV)**	**595** 526	Pinnacle; Midway; Infiniti of Superstition Springs Infiniti of Peoria
18 15	**Mercedes-Benz E-Class**	**588** 602	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz
19 17	**Lexus GS**	**554** 550	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
20 16	**BMW 330**	**550** 558	Motorsports of Scottsdale;Chapman; BMW North Scottsdale

Table 11 (Continued) Best Selling Luxury Vehicles In Metro Phoenix - 2006			
2007 Rank	**Model**	**# of Sales**	**Local Dealerships**
2006 2005	*EXAMPLE*	**2006** 2005	*EXAMPLE*
21 20	**Acura TSX**	**539** 482	Acura North Scottsdale; Acura of Tempe; Acura of Peoria
22 13	**Volvo XC90 (SUV)**	**491** 674	Powell Volvo
23 21	**Lexus GX470 (SUV)**	**486** 475	Scottsdale Lexus; Bell Lexus; Arrowhead Lexus; Superstition Springs Lexus; Lexus of Chandler
24 -	**Mercedes-Benz S-Class**	**464** 237	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz
25 25	**Mercedes-Benz M-Class**	**458** 420	Motorsports of Scottsdale; Scottsdale Lotus; Schumacher European; Phoenix Mercedes-Benz

Source: *Phoenix Business Journal, Book of Lists 2008*

Table 12 Motor Vehicle Registrations								
	Maricopa County				*Arizona*			
Fiscal Year	**Passenger Vehicles**	**% Change**	**Total Vehicles**	**% Change**	**Passenger Vehicles**	**% Change**	**Total Vehicles**	**% Change**
1998/99	1,870,388	5.8%	2,388,870	5.4%	3,270,503	N/A	4,159,576	3.6%
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	2,488,114	0.9%	3,827,384	0.9%	4,318,639	1.1%	6,703,171	1.4%

Source: Arizona Department of Transportation, Motor Vehicle Division

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%

Source: City of Scottsdale, Financial Services Dept.

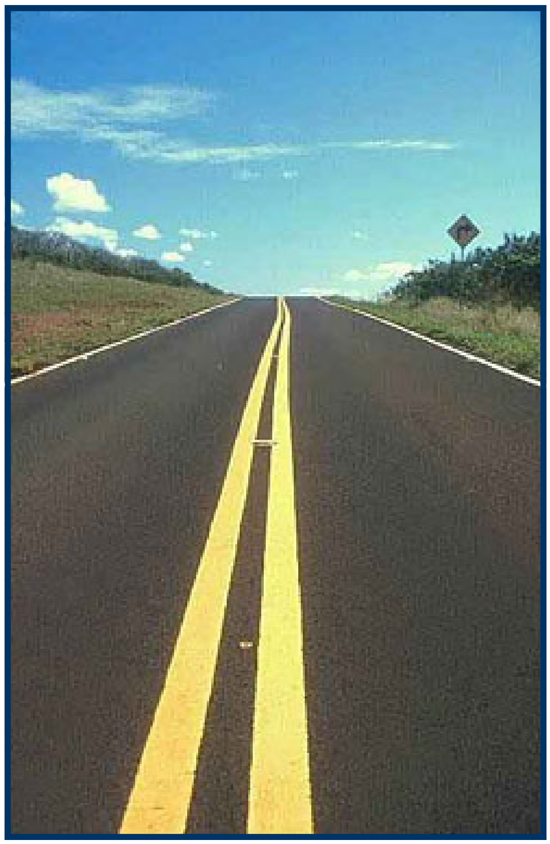
Table 14 Scottsdale Total Gross Receipts *Automotive Category**		
Fiscal Year	**North**	**South**
1999/00	$1,170,065,386	$1,238,476,673
2000/01	$1,206,046,850	$1,381,410,337
2001/02	$1,213,310,902	$1,372,234,459
2002/03	$1,382,301,167	$1,270,567,561
2003/04	$1,485,164,365	$1,314,403,861
2004/05	$1,675,170,146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

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 Auto Market Area		10 mile radius
POPULATION	2007 Estimated Population	524,715
	2012 Projected Population	585,137
	2000 Census Population	448,599
	1990 Census Population	298,742
	Historical Annual Growth 1990 to 2007	4.4%
	Projected Annual Growth 2007 to 2012	2.3%
HOUSEHOLDS	2007 Est. Households	213,490
	2012 Proj. Households	236,606
	2000 Census Households	184,542
	1990 Census Households	120,837
	Historical Annual Growth 1990 to 2007	4.5%
	Projected Annual Growth 2007 to 2012	2.2%
AGE	2007 Est. Population 0 to 9 Years	13.2%
	2007 Est. Population 10 to 19 Years	12.6%
	2007 Est. Population 20 to 29 Years	11.1%
	2007 Est. Population 30 to 44 Years	23.1%
	2007 Est. Population 45 to 59 Years	22.6%
	2007 Est. Population 60 to 74 Years	12.0%
	2007 Est. Population 75 Years Plus	5.3%
	2007 Est. Median Age	38.2
MARITAL STATUS & SEX	2007 Est. Male Population	49.3%
	2007 Est. Female Population	50.7%
	2007 Est. Never Married	22.9%
	2007 Est. Now Married	57.1%
	2007 Est. Separated or Divorced	14.7%
	2007 Est. Widowed	5.2%
INCOME	2007 Est. HH Income $200,000 or More	11.3%
	2007 Est. HH Income $150,000 to 199,999	7.3%
	2007 Est. HH Income $100,000 to 149,999	16.5%
	2007 Est. HH Income $75,000 to 99,999	13.8%
	2007 Est. HH Income $50,000 to 74,999	18.2%
	2007 Est. HH Income $35,000 to 49,999	12.4%
	2007 Est. HH Income $25,000 to 34,999	7.8%
	2007 Est. HH Income $15,000 to 24,999	6.6%
	2007 Est. HH Income $0 to 14,999	6.1%
	2007 Est. Average Household Income	$ 96,894
	2007 Est. Median HH Income	$ 84,348
	2007 Est. Per Capita Income	$ 39,754
	2007 Est. Number of Businesses	19,981
	2007 Est. Total Number of Employees	257,388

North Scottsdale Auto Market Area (cont.)		10 mile radius
RACE	2007 Est. White Population	89.5%
	2007 Est. Black Population	1.7%
	2007 Est. Asian & Pacific Islander	2.9%
	2007 Est. American Indian & Alaska Native	1.0%
	2007 Est. Other Races Population	4.9%
HISPANIC	2007 Est. Hispanic Population	78,434
	2007 Est. Hispanic Population Percent	14.9%
	2012 Proj. Hispanic Population Percent	18.3%
	2000 Hispanic Population Percent	8.5%
EDUCATION (Adults 25 or Older)	2007 Est. Adult Population (25 Years or Older)	363,118
	2007 Est. Elementary (0 to 8)	2.6%
	2007 Est. Some High School (9 to 11)	4.4%
	2007 Est. High School Graduate (12)	18.9%
	2007 Est. Some College (13 to 16)	22.9%
	2007 Est. Associate Degree Only	8.9%
	2007 Est. Bachelor Degree Only	27.1%
	2007 Est. Graduate Degree	15.2%
HOUSING	2007 Est. Total Housing Units	236,901
	2007 Est. Owner Occupied Percent	64.8%
	2007 Est. Renter Occupied Percent	25.3%
	2007 Est. Vacant Housing Percent	9.9%
HOMES BUILT BY YEAR	2000 Homes Built 1999 to 2000	5.1%
	2000 Homes Built 1995 to 1998	18.2%
	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	$ 241,992
	2000 Median Rent	$ 758

North Scottsdale Auto Market Area (cont.)		10 mile radius
LABOR FORCE	2007 Est. Labor: Population Age 16+	413,226
	2007 Est. Civilian Employed	67.4%
	2007 Est. Civilian Unemployed	2.7%
	2007 Est. in Armed Forces	0.0%
	2007 Est. not in Labor Force	29.9%
	2007 Labor Force: Males	48.9%
	2007 Labor Force: Females	51.1%
OCCUPATION	2000 Occupation: Population Age 16+	236,030
	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	37.9%
	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	2007 Est. Total Household Expenditure (in Millions)	$ 14,571.5
	2007 Est. Apparel	$ 704.4
	2007 Est. Contributions & Gifts	$ 1,063.5
	2007 Est. Education & Reading	$ 449.3
	2007 Est. Entertainment	$ 825.1
	2007 Est. Food, Beverages & Tobacco	$ 2,229.7
	2007 Est. Furnishings And Equipment	$ 665.2
	2007 Est. Health Care & Insurance	$ 1,003.0
	2007 Est. Household Operations & Shelter & Utilities	$ 4,366.5
	2007 Est. Miscellaneous Expenses	$ 234.6
	2007 Est. Personal Care	$ 208.4
	2007 Est. Transportation	$ 2,821.8

APPENDIX B:

Southern Scottsdale Auto Market Area		10 mile radius
POPULATION	2007 Estimated Population	1,094,107
	2012 Projected Population	1,185,301
	2000 Census Population	981,815
	1990 Census Population	839,844
	Historical Annual Growth 1990 to 2007	1.8%
	Projected Annual Growth 2007 to 2012	1.7%
HOUSEHOLDS	2007 Est. Households	417,962
	2012 Proj. Households	450,283
	2000 Census Households	378,920
	1990 Census Households	329,835
	Historical Annual Growth 1990 to 2007	1.6%
	Projected Annual Growth 2007 to 2012	1.5%
AGE	2007 Est. Population 0 to 9 Years	14.7%
	2007 Est. Population 10 to 19 Years	14.1%
	2007 Est. Population 20 to 29 Years	16.7%
	2007 Est. Population 30 to 44 Years	21.8%
	2007 Est. Population 45 to 59 Years	18.2%
	2007 Est. Population 60 to 74 Years	9.5%
	2007 Est. Population 75 Years Plus	5.0%
	2007 Est. Median Age	33.0
MARITAL STATUS & SEX	2007 Est. Male Population	51.0%
	2007 Est. Female Population	49.0%
	2007 Est. Never Married	33.5%
	2007 Est. Now Married	43.5%
	2007 Est. Separated or Divorced	17.7%
	2007 Est. Widowed	5.2%
INCOME	2007 Est. HH Income $200,000 or More	5.1%
	2007 Est. HH Income $150,000 to 199,999	3.7%
	2007 Est. HH Income $100,000 to 149,999	10.7%
	2007 Est. HH Income $75,000 to 99,999	11.7%
	2007 Est. HH Income $50,000 to 74,999	19.5%
	2007 Est. HH Income $35,000 to 49,999	15.8%
	2007 Est. HH Income $25,000 to 34,999	11.2%
	2007 Est. HH Income $15,000 to 24,999	10.7%
	2007 Est. HH Income $0 to 14,999	11.7%
	2007 Est. Average Household Income	$ 66,129
	2007 Est. Median HH Income	$ 58,524
	2007 Est. Per Capita Income	$ 26,007
	2007 Est. Number of Businesses	49,978
	2007 Est. Total Number of Employees	769,648

Southern Scottsdale Auto Market Area (cont.)		10 mile radius
RACE	2007 Est. White Population	75.9%
	2007 Est. Black Population	4.8%
	2007 Est. Asian & Pacific Islander	3.1%
	2007 Est. American Indian & Alaska Native	2.7%
	2007 Est. Other Races Population	13.5%
HISPANIC	2007 Est. Hispanic Population	363,953
	2007 Est. Hispanic Population Percent	33.3%
	2012 Proj. Hispanic Population Percent	36.0%
	2000 Hispanic Population Percent	27.1%
EDUCATION (Adults 25 or Older)	2007 Est. Adult Population (25 Years or Older)	686,356
	2007 Est. Elementary (0 to 8)	7.7%
	2007 Est. Some High School (9 to 11)	8.0%
	2007 Est. High School Graduate (12)	21.9%
	2007 Est. Some College (13 to 16)	22.3%
	2007 Est. Associate Degree Only	8.4%
	2007 Est. Bachelor Degree Only	19.8%
	2007 Est. Graduate Degree	12.0%
HOUSING	2007 Est. Total Housing Units	460,753
	2007 Est. Owner Occupied Percent	49.2%
	2007 Est. Renter Occupied Percent	41.6%
	2007 Est. Vacant Housing Percent	9.3%
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	$ 171,428
	2000 Median Rent	$ 590

Southern Scottsdale Auto Market Area (cont.)		10 mile radius
LABOR FORCE	2007 Est. Labor: Population Age 16+	844,412
	2007 Est. Civilian Employed	64.8%
	2007 Est. Civilian Unemployed	4.1%
	2007 Est. in Armed Forces	0.1%
	2007 Est. not in Labor Force	31.0%
	2007 Labor Force: Males	51.0%
	2007 Labor Force: Females	49.0%
OCCUPATION	2000 Occupation: Population Age 16+	484,974
	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	2007 Est. Total Household Expenditure (in Millions)	$ 21,740.4
	2007 Est. Apparel	$ 1,047.9
	2007 Est. Contributions & Gifts	$ 1,437.4
	2007 Est. Education & Reading	$ 616.3
	2007 Est. Entertainment	$ 1,215.6
	2007 Est. Food, Beverages & Tobacco	$ 3,450.7
	2007 Est. Furnishings And Equipment	$ 955.1
	2007 Est. Health Care & Insurance	$ 1,543.8
	2007 Est. Household Operations & Shelter & Utilities	$ 6,501.2
	2007 Est. Miscellaneous Expenses	$ 361.9
	2007 Est. Personal Care	$ 314.7
	2007 Est. Transportation	$ 4,296.0