

2008 Cayenne GTS		
Category	Value	Dealer Profit
Initial Dealer Asking Price (5/28/11)	\$ 64,995.00	\$ 12,272.15
Dealer Asking Price (7/5/11)	\$ 59,975.00	\$ 7,252.15
Customer Inital Offer (7/3/11)	\$ 50,000.00	\$ (2,722.85)
Customers Previous Offer (7/3/11)	\$ 57,500.00	\$ 4,777.15
Customers Revised Offer (7/6/11)	\$ 55,000.00	\$ 2,277.15
Autotrader Trade-In Value (also approx. wholesale)	\$ (45,434.00)	
Auction Fees (none - lease return)	\$ -	
Transportation (none - lease return)	\$ -	
Major 3 - 36mo/36mi service including safety inspection (approx. dealer cost)	\$ (300.00)	
Brake Flush (approx. dealer cost)	\$ (48.75)	
Wash and Detail (approx. dealer cost)	\$ (125.00)	
15% dealer overhead	\$ (6,815.10)	
Approx. Total Vehicle Cost (ATVC)	\$ (52,722.85)	