

## Unit Circles Goals

### 15% Monthly Increase Chart\*

|                             | <b>\$300,000</b> | <b>\$350,000</b> | <b>\$400,000</b> | <b>\$450,000</b> | <b>\$500,000</b> | <b>\$650,000</b> | <b>\$800,000</b> | <b>\$1 Million</b> |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|
| <b>July</b>                 | \$5,250          | \$6,035          | \$6,900          | \$7,760          | \$8,655          | \$11,210         | \$13,793         | \$17,275           |
| <b>August</b>               | \$6,038          | \$6,940          | \$7,935          | \$8,924          | \$9,953          | \$12,892         | \$15,862         | \$19,866           |
| <b>September</b>            | \$6,943          | \$7,981          | \$9,125          | \$10,263         | \$11,446         | \$14,825         | \$18,241         | \$22,846           |
| <b>October</b>              | \$7,985          | \$9,178          | \$10,494         | \$11,802         | \$13,163         | \$17,049         | \$20,977         | \$26,273           |
| <b>November</b>             | \$9,182          | \$10,555         | \$12,068         | \$13,572         | \$15,138         | \$19,606         | \$24,124         | \$30,214           |
| <b>December</b>             | \$10,560         | \$12,138         | \$13,878         | \$15,608         | \$17,408         | \$22,547         | \$27,743         | \$34,746           |
| <b>YTD Wholesale</b>        | \$45,958         | \$52,827         | \$60,400         | \$67,929         | \$75,763         | \$98,129         | \$120,740        | \$151,220          |
| <b>YTD Est. Unit Retail</b> | \$91,916         | \$105,654        | \$120,800        | \$135,858        | \$151,526        | \$196,258        | \$241,480        | \$302,440          |
| <b>January</b>              | \$12,144         | \$13,959         | \$15,960         | \$17,949         | \$20,019         | \$25,929         | \$31,904         | \$39,958           |
| <b>February</b>             | \$13,965         | \$16,053         | \$18,354         | \$20,642         | \$23,022         | \$29,818         | \$36,690         | \$45,952           |
| <b>March</b>                | \$16,060         | \$18,461         | \$21,107         | \$23,738         | \$26,475         | \$34,291         | \$42,193         | \$52,845           |
| <b>April</b>                | \$18,469         | \$21,230         | \$24,273         | \$27,298         | \$30,447         | \$39,435         | \$48,522         | \$60,771           |
| <b>May</b>                  | \$21,239         | \$24,415         | \$27,914         | \$31,393         | \$35,014         | \$45,350         | \$55,800         | \$69,887           |
| <b>June</b>                 | \$24,425         | \$28,077         | \$32,101         | \$36,102         | \$40,266         | \$52,153         | \$64,170         | \$80,370           |
| <b>YTD Wholesale</b>        | \$152,260        | \$175,022        | \$200,109        | \$225,051        | \$251,006        | \$325,105        | \$400,019        | \$501,003          |
| <b>YTD Est. Unit Retail</b> | \$304,520        | \$350,044        | \$400,218        | \$450,102        | \$502,012        | \$650,210        | \$800,038        | \$1,002,006        |
| <b>Per Month Figures</b>    | \$12,500         | \$14,584         | \$16,667         | \$18,750         | \$20,834         | \$27,084         | \$33,334         | \$41,667           |

- It takes \$12,500 unit wholesale production per month to accomplish the \$300,000 Unit Circle and drive a Grand Prix.

- It takes \$75,000 unit wholesale production from July 1 through December 31 to be on-target for the \$300,000 Unit Circle.
- To achieve the \$650,000 Unit Circle, it takes \$27,084 unit wholesale production per month.

\*all numbers are wholesale except where noted