



BIZ DEV BUZZ

INTEL FOR LOCAL BROADCAST TV SELLERS

AUTOMOTIVE SPOTLIGHT: New Year, New Sales Opportunities

2026 is already shaping up to be a year ripe with opportunity. In the current market, franchise auto dealers consider consolidation, hybrid/EV acceleration, and strong fixed-operations/services performance - prime opportunities for buyers and sellers. Rising vehicle prices and interest rates are keeping customers in their cars longer, boosting service visits and making fixed operations a reliable profit driver. Other key opportunities center on used vehicles and hybrids which is where middle-income consumer spending has shifted. By creating an inventory strategy, and by stocking what people want to buy, you can reach affluent buyers and value shoppers with your marketing message.

[Watch our 2026 State of the Auto Market VOD](#)

- Trisha Ripperger, EVP, Chief Client & Marketing Officer

AUTOMOTIVE UPDATES

From Trisha Ripperger, EVP, Chief Client & Marketing Officer

December Sales Review

	2025	2024	% Change
Total Sales	1,460,177	1,494,220	- 2.3%
Retail Sales	1,208,305	1,270,587	- 4.9%
SAAR	16.0 mil	16.8 mil	- 8.2%
Retail SAAR	13.1 mil	14.0 mil	- 8.2%

Source: Cox Automotive

[Click Here](#) for additional details on the new and used vehicle market, pricing information, consumer spending and interest rates.

THE ROAD AHEAD



Introducing *The Road Ahead*, a new video series dedicated to the world of Automotive advertising. From industry insights to actional sales strategies, this series is designed to help buyers and sellers of all levels to stay ahead of what's next.

For more specialized training, [book an in-person Automotive Sales Training](#) to get expert advice tailored to your team!



WHERE WE'VE BEEN – DECEMBER

– Station Sales Training –

Greensboro, NC | Winston Salem, NC

– One-on-Ones –

Greensboro, NC | Winston Salem, NC

– Industry –

Washington Media Scholars Foundation

WHERE WE'RE GOING – JANUARY

– Station Sales Training –

Monterey, CA | Sherman, TX | El Pason, TX | Las Cruces, NM | Orlando, FL
Denver, CO | Tampa, FL | Atlanta, GA | Palm Springs, CA

– Automotive Sales Training–

Champaign, IL

– One-on-Ones –

Orlando, FL



BD CONTENT

Resources:

[AE Dashboard](#)

[Political Advertising](#)

VOD Webinars:

[2026 State of the Auto Market](#)



CONTACT US:

For information on scheduling a one-on-one sales call and/or TVB Road Show in your market, please [contact Brad](#) directly. We look forward to working with you this year!



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