

## Nitrogen Earnings Pro Forma

### Company Name

#### Assumptions

- **Service**

- Average Total # ROs per month		700
- Penetration rate for Nitrogen sales		10%
- Average # cars converted / month in Service Department		70
- Average charge per vehicle for Service conversions		\$40

- **Tire Sales**

- Average sets (4) new Tires sold per month		20
- Penetration rate for Nitrogen sales		100%
- Average # sets of tires sold with Nitrogen per month		20
- Average charge per Tire		\$8

· Total Nitrogen conversions per month 90

#### Sales Revenue & Profit

Projected monthly Nitrogen Revenue for shop:		
- From sales made on Service Isle	70	\$2,800
- From Tire Sales	20	<u>\$640</u>
Projected total monthly Nitrogen Sales Revenue		<b>\$3,440</b>

**Projected monthly Net Profit to dealership -** \$3,440

**Projected annual Net Profit to dealership -** \$41,280

*Nitrogen System Investment* \$8,500

**ROI in 1st year** 486%

**Projected Payback in months** 2.5