

Silicon Valley Auto Dealer Association

Presentation to County of Santa Clara

Permitting Auto Sales in Showrooms

May 7, 2020

Service Operations

Auto Service has been functioning as an “Essential Business” since the inception of the Shelter in Place Order

The average Santa Clara County auto dealership is servicing between 25 to 35 customers per day.

Sales Hours of Operation

Typically, most auto dealerships in Santa Clara County are open to serve their customers, 7 days a week and between 10 to 12 hours per day.

Customer appointments and visits are spread throughout the day

Sales Customers in Showroom per Day

On average, Santa Clara County auto dealerships have 10 to 15 customers in their showroom on a daily basis.

This equates to between 2 to 3 customers on the showroom floor at any one time.

Excessive Showroom Capacity for Customers

Average	New Vehicle Sales	3-4 Sales per day
Average	Sales Customers	10-15 Customers/day
Average	Hours of Operation	10-12 Hours/day
Average	Showroom Square Footage	8,000-10,000 Square Feet
Average	Customers in Showroom	2-3 Customers per hour
Average	Square Feet/Customer Ratio	1,500-3,000 SF/Customer