U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM
RT-44101 (10-27-2011)

2012 ECONOMIC CENSUS
Automobile Dealers

OMB No. 0607-0927: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

Need help or have questions?

- ***Read*** the accompanying information sheet(s) before answering the questions.
- ***Visit*** econhelp.census.gov
- ***Call*** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

(Please correct any errors in this mailing address.)

RT-44101

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- OR -

Mail your completed form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples: ☒ 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 ☐ Yes - *Go to* **2** 0022 ☐ No - Enter current EIN *(9 digits)* → 0025 ☐☐ - ☐☐☐☐☐☐☐

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031 ☐ Yes - *Go to line B*

0032 ☐ No - *Enter physical location* →

0035 Number and street

0036 City, town, village, etc. | 0037 State | 0038 ZIP Code ☐☐☐☐☐ - ☐☐☐☐

CONTINUE WITH **2** *ON PAGE 2*

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2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? *(Mark "X" only ONE box.)*

0041 ☐ Yes 0042 ☐ No 0043 ☐ No legal boundaries 0044 ☐ Do not know

C. In what type of municipality is this establishment physically located? *(Mark "X" only ONE box.)*

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other 0024 ☐ Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? *(Mark "X" only ONE box.)*

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - *Give date at right* →

0015 ☐ Sold or leased to another operator - *Give date at right* → 0018
AND enter name and address of new owner or operator and Employer Identification Number (EIN) below

Month	Day	Year

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0060 Name of new owner or operator	0061 EIN (9 digits)
	-

0062 Mailing address (Number and street, P.O. Box, etc.)		
0063 City, town, village, etc.	**0064 State**	**0065 ZIP Code**
		-

0016 ☐ Other - *Specify* → 0815

4 MONTHS IN OPERATION

Mark "X" if None | 2012 Number

Number of months in operation during 2012 *(If none, mark "X" and go to 30.)* . . . . . 0002 ☐

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CONTINUE ON PAGE 3

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded** to **thousands** of dollars.

If a figure is **$2,035,628.79:** ***Report*** → 2,036

If a value is "0" (or less than $500.00): ***Report*** → ☒ EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
Sales of merchandise and other operating receipts *(Exclude sales taxes or other taxes collected.)* 0100	☐			

6 Not Applicable.

7 EMPLOYMENT AND PAYROLL

Include:

- *Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in* **1**.

Exclude:

- *Temporary staffing obtained from a staffing service.*
- *Contractors, subcontractors, or independent contractors.*
- *Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.*
- *Purchased or managed services, such as janitorial, guard, or landscape services.*
- *Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.*

For further clarification, see information sheet(s).

	Mark "X" if None	2012 Number
A. Number of employees for pay period including March 12 0320	☐	

B. Payroll before deductions
(Exclude employer's cost for fringe benefits.)

	Mark "X" if None	2012 $ Bil.	2012 Mil.	2012 Thou.
1. Annual payroll 0300	☐			
2. First quarter payroll *(January-March 2012)* 0310	☐			

8–**18** Not Applicable.

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19 KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2012?
(Mark "X" only ONE box.)

0700

441 110 00 1	☐	Motor vehicle sales, new
441 120 00 2	☐	Motor vehicle sales, used only
423 110 50 3	☐	Heavy duty truck dealer, new and used
441 320 00 5	☐	Tire dealer, new
441 310 40 3	☐	Auto parts/supply store
441 310 50 1	☐	Used automobile parts dealer
423 930 11 2	☐	Automotive scrap dealer
447 190 10 1	☐	Gasoline station
441 229 00 5	☐	Snowmobile dealer
441 221 00 4	☐	Motorcycle dealer
441 210 00 7	☐	Recreational vehicle (RV) and RV parts dealer, including travel trailers, 5th wheels, camping trailers, motor homes, truck campers, van campers, etc.
441 229 00 2	☐	Utility trailer dealer, including horse/livestock trailers
441 222 00 1	☐	Boat/marine dealer
441 221 00 5	☐	All-terrain vehicle (ATV) dealer, including motor bikes, motor scooters, and mopeds
811 121 10 1	☐	Paint or body repair shop
532 111 00 2	☐	Passenger car rental
532 112 00 2	☐	Passenger car leasing
777 440 00 1	☐	Automotive repair, specialized - *Specify*

0701

811 111 00 4	☐	Automotive repair, general
772 000 00 1	☐	Other kind of business - *Specify*

0701

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

20 CLASS OF CUSTOMER

A. As a general business practice, did this establishment sell to household consumers and individual users in 2012?

0251 ☐ Yes

0252 ☐ No

B. Were 75% or more of this establishment's sales to retailers/wholesalers/distributors for resale in 2012?

0256 ☐ Yes

0257 ☐ No

C. Did this establishment require proof of business or professional license from new customers in 2012?

0276 ☐ Yes

0277 ☐ No

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D. Estimate the percentage of this establishment's total sales (reported in 5) by class of customer.

		2012 Whole percent of sales and receipts
1. Household consumers and individuals	0261	%
2. Retailers for resale	0263	%
3. Wholesalers/distributors for resale	0264	%
4. Repair shops for use in repair work	0265	%
5. Manufacturing and mining industrial users for use as input goods in production	0266	%
6. Restaurants, hotels, food services, and contract feeding	0267	%
7. Businesses for end use in their own operation, not for resale or production	0268	%
8. Building contractors, heavy construction, and special trade contractors	0269	%
9. Farmers for use in farm production	0270	%
10. Governmental bodies (Federal, state, and local)	0271	%
11. Export sales	0262	%
12. Other - *Specify* 0874	0272	%
13. TOTAL		100 %

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21 METHOD OF SELLING

Which ONE of the following best describes this establishment's principal method of selling in 2012?
(Mark "X" only ONE box.)

0751 ☐ Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)

0752 ☐ Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)

0753 ☐ Warehouse or office (including telephone/fax orders or outside sales representatives)

0754 ☐ Mail order

0755 ☐ Home shopping via television

0756 ☐ Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)

0757 ☐ Vending machines

0758 ☐ Other - *Specify*

0759

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HOW TO REPORT PERCENTS

Percents should be **rounded** to **whole** percents.

If figure is **38.76%** of total sales: ***Report*** →

2012 Report thousands of dollars OR whole percents. Estimates are acceptable.			
$ Bil.	Mil.	Thou.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report sales for each product line sold by this establishment, either as a dollar figure or as a whole percent of total sales (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 3 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue		2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
1. Cars, trucks, motorcycles, and other powered transportation vehicles, including all outright sales plus the fair sales value of all motor vehicles marketed under leases negotiated in 2012, transportation and dealer preparation charges, and dealer installed options *(Deduct discounts granted to the purchaser as an increase in trade-in allowance over fair market value and manufacturers' rebates and incentives. Report receipts from the rental of automobiles or trucks on line 10a, labor charges on line 10, and the value of service contracts on line 10b.)*					
a. New passenger cars -- retail	20701				
b. New passenger cars -- leased	20715				
c. New passenger cars -- fleet	20702				
d. New vans and trucks -- retail, including minivans, cargo vans, sport utility vehicles (SUVs), and light passenger trucks	20703				
e. New vans and trucks -- leased, including minivans, cargo vans, sport utility vehicles (SUVs), and light passenger trucks	20716				

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
1. Cars, trucks, motorcycles, and other powered transportation vehicles, including all outright sales plus the fair sales value of all motor vehicles marketed under leases negotiated in 2012, transportation and dealer preparation charges, and dealer installed options - Continued				
f. New vans and trucks -- fleet, including minivans, cargo vans, sport utility vehicles (SUVs), and light passenger trucks 20704				
g. Used passenger cars -- retail, including sales of passenger cars previously rented or leased 20705				
h. Used passenger cars -- wholesale (for resale), including sales of passenger cars previously rented or leased 20706				
i. Used vans, minivans, trucks, and buses -- retail, including sales of vans, minivans, and light passenger trucks previously rented or leased 20707				
j. Used vans, minivans, trucks, and buses -- wholesale, including sales of vans, minivans, and light passenger trucks previously rented or leased 20708				
k. New and used medium- and heavy-duty trucks and buses 20717				
l. Motorcycles, motor scooters, motor bikes, including parts and accessories *(Report parts, paint, and materials installed in repair on line 10.)* 20709				
m. All other powered transportation vehicles 20711				
n. Add lines 1a through 1m 20700				
2. Automotive tires, tubes, batteries, audio equipment, components, parts and accessories *(Report parts, paint, and materials installed in repair on line 10.)*				
a. Automotive tires and tubes 20741				
b. Automotive batteries 20749				
c. Automotive parts, new and rebuilt, including wheels 20755				
d. Automotive parts, used, including wheels 20753				
e. Automotive audio equipment, components, parts, and accessories, including radios, stereos, compact disc players, mp3 players (audio only), and other sound reinforcement and recording equipment 20754				

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
2. Automotive tires, tubes, batteries, audio equipment, components, parts and accessories - Continued					
f. Automotive accessories, including safety and comfort related items *(Report infant and booster car seats on line 2h.)*	20756				
g. Automotive supplies, including appearance and maintenance chemicals, automotive paint, antifreeze, functional fluids, etc. *(Report lubricants on line 4.)*	20757				
h. Infant and booster car seats	20758				
i. Add lines 2a through 2h	20740				
3. Automotive fuels	20720				
4. Automotive lubricants, including oil, greases, etc.	20730				
5. Boats and other sport vehicles, including personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, parts and accessories *(Report motorcycles on line 1l.)*					
a. New boats, canoes, kayaks, motors, parts and accessories	20591				
b. Used boats, canoes, kayaks, motors, parts and accessories	20592				
c. All-terrain vehicles (ATVs) and personal watercraft	20593				
d. All other sport vehicles, including snowmobiles, golf cars, go-carts, parts and accessories	20599				
e. Add lines 5a through 5d	20590				
6. Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, parts and accessories *(Report motorcycles on line 1l.)*					
a. New recreational vehicles, parts and accessories, including motor homes, truck campers (for mounting on pick-up trucks), and camping and travel trailers	20588				
b. Used recreational vehicles, parts and accessories	20589				
c. Add lines 6a and 6b	20580				
7. Sporting goods and recreational equipment	20530				

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue		2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
8. Utility trailers, including horse/livestock trailers	20864				
9. All other merchandise *(Report receipts for services on line 10. Report receipts from the rental of automobiles or trucks on line 10a, and the fair sales value of leased motor vehicles on line 1.) Specify principal lines and estimated sales below*	29810				
a.	29811				
b.	29812				
c.	29813				
10. All nonmerchandise receipts, including rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES *(Report receipts from the rental of automobiles or trucks on line 10a, and the fair sales value of leased motor vehicles on line 1.)*					
a. Rental of automobiles or trucks	29919				
b. Value of service contracts	29943				
c. Labor charges to customers for work performed by this establishment	29916				
d. Labor charges to insurance companies for work performed by this establishment	29931				
e. Labor charges for warranty and extended contract work by this establishment	29947				
f. Labor charges for internal and sublet repair	29966				
g. Parts, paint, and materials installed in repair and charged directly to customers	29949				
h. Parts, paint, and materials installed in repair and charged to insurance companies	29958				
i. Parts, paint, and materials installed in repair and covered by warranty or extended service contract	29971				
j. Parts, paint, and materials sold internally and installed in repair	29973				
k. Commissions received for the sale of credit life insurance and the arrangement of financing	29944				

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CONTINUE WITH **22** *ON PAGE 10*

CONTINUE ON PAGE 10

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012 Report thousands of dollars OR whole percents. Estimates are acceptable. $ Bil.	Mil.	Thou.	Percent
10. All nonmerchandise receipts, including rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES - Continued				
l. All other nonmerchandise receipts 29974				
m. Add lines 10a through 10l 29900				
11. TOTAL *(Should equal 5 if reporting in dollars.)* 29990				100

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23 Not Applicable.

24 SHIPPING AND HANDLING

A. Did this establishment have any receipts from customers for shipping and handling of merchandise in 2012?

0981 ☐ Yes - *Go to line B*

0982 ☐ No - *Go to 26*

B. Receipts of this establishment from customers for shipping and handling of merchandise 0985	2012 Estimates are acceptable $ Bil.	Mil.	Thou.

C. Are receipts for shipping and handling included in sales and receipts (reported in 5)?

0988 ☐ Yes

0989 ☐ No

25 Not Applicable.

44101103

CONTINUE ON PAGE 11

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26 SPECIAL INQUIRIES

A. SOLD OR LEASED VEHICLES

Number of units sold or leased by this establishment for each of the following types of vehicles:

		2012 Number
1. New passenger cars sold	2162	
2. Used passenger cars sold	2163	
3. New passenger cars leased	2164	
4. New vans and trucks sold	2165	
5. Used vans and trucks sold	2166	
6. New vans and trucks leased	2167	
7. Used passenger cars, vans, and trucks leased	2168	
8. TOTAL *(Add lines 1 through 7.)*	2169	

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B. FRANCHISE

1. Was this establishment operating under any trademark(s) authorized by a franchisor in 2012? *(Mark "X" only ONE box.)*

0237 ☐ Yes - franchisee-owned establishment

0238 ☐ Yes - franchisor-owned establishment

0239 ☐ No

2. If yes, provide the trademark(s) below.

0235

27–29 Not Applicable.

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REMARKS *(Please use this space for any explanations that may be essential in understanding your reported data.)*

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30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

☐ Yes ☐ No - Enter time period covered →

	Month	Year		Month	Year
FROM			TO		

Name of person to contact regarding this report	Title

	Area code	Number	Extension		Area code	Number
Tele-phone	-	-	-	Fax	-	-

E-mail address		Month	Day	Year
	Date completed			

Thank you for completing your 2012 ECONOMIC CENSUS form.

PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

44101129