

The Window to Protect 2026 Profitability Is Closing. Are You Acting Fast Enough?

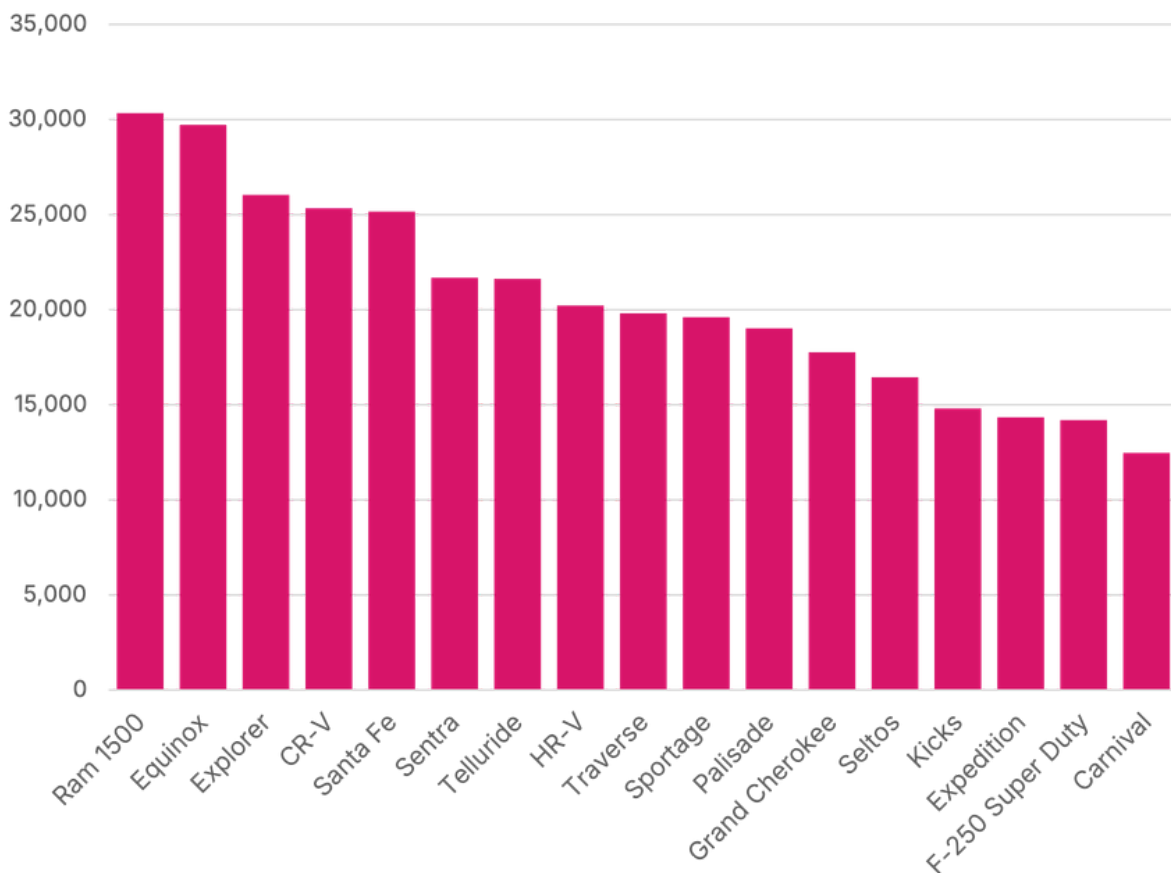
Over the last month, 2027 inventory has been arriving fast. As of October 5, **38 models already have 5,000 or more units** in active inventory.

Hundreds of additional models haven't begun their MYCO transition yet. But even before those vehicles arrive, price reductions are already growing on the outgoing 2026s.

That pressure will only become more expensive as 2027 inventory builds. Now is the time to identify which 2026s are most likely to become harder to move and put a plan in place before the market leaves you with fewer, more costly options.

2027 Model Year Active Inventory (5,000 or More)

October 5, 2026



Capitalize on the Opportunity

Model Year Change Over (MYCO) creates a window where dealers have more opportunities to move remaining 2026 inventory profitably. Tracking days supply and turn rate by model every day provides the visibility you need for every pricing, ad, and inventory decision.



Identify at-risk VINs early



Track competitor pressure



Pinpoint active demand

3 High-Impact Moves to Accelerate 2026 Turn

1

Use Predictive Analytics to Identify Risk

Use real-time days supply data and turn rate forecasting to see exactly how many 2026s will be left on your lot by year-end if you don't take action today.

2

Reallocate Spend to High-Risk Inventory

Stop wasting ad dollars on fast-moving 2026s. Shift budget specifically to outgoing models facing heavy local 2027 arrival pressure.

3

Drive Demand with Higher-Funnel Campaigns

Launch targeted social, display, and video campaigns to give in-market buyers the final push on specific "must-move" 2026 models.

Take Control of Your MYCO Strategy

Waiting to take action to move your 2026 models is the most expensive decision you can make this year. Start now while demand is high, protect your margins, and turn inventory on your terms.

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TEAM**