

Auto Dealership Tycoon Manual

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1. Basics



Sales Manager Door will bring you to the new and used cars screen.



Finance Manager Door will bring you to your dealer's finances and purchase other dealers screen.



Service Manager Door will bring you to the purchase and sell parts screen.



Any Employee Desk will bring you to the employee screen.



Upgrades will bring you to the purchase upgrades screen.



New Buildings will bring you to the purchase new buildings screen.

CSR

Customer Satisfaction Rating, is most important to your dealership. If it is too low customers will stop coming.

CSR also affects how often an employee will quit. Employees don't want to work for a poor dealership.

Increase CSR: Lower the prices on cars and reduce your service labor cost are great ways to increase your CSR.

Decrease CSR: Run out of parts, no stock on cars, high prices and increased labor cost can decrease your CSR.

Daily Operations:

Other than stocking parts and cars, adjusting your car prices depending on what's HOT and the day should be considered in your daily routine.

Adjust your New/Used Car Bias depending on your inventory and day.

Adjust your labor cost based on your current CSR and what day of the week it is.

Find the sweet price for each car. It's the highest price you can sell a car without making the customers mad.

Game Knowledge:

The sales manager plays a significant part when selling a car, he or she will determine the price the car is sold for. Having a good sales manager will allow you to lower the price of cars to drive more traffic to your showroom but still be able to sell those cars at a price that is right for you.

A good Finance Manger also plays a very important part in selling a car. Warranties are 100% profit and the more expensive cars have higher priced warranties. A good Finance Manger should be on the top of your list.

Brand Licenses:

Each Brand has a dealer license that needs to be purchased before you can sell one of their cars. The cost of the license will include a few cars to get started.

The used car license does not include cars and it is recommended that you have extra cash to purchase cars at the auction when buying this license. You do start with this license and a few used cars as well.

Daily Customers:

Customers are generated based on what building you own and what Brand Licenses you own. Each building has a capacity and each Brand will pull customers from that capacity based on its market share. The higher the market share the more customers!

Used Cars:

Every used car has some profit built into the price. Example, you can buy a Used Eris for \$4000 and another Used Eris for \$5000 and still make money on both cars. For an Eris the profit is usually between \$500 - \$1000 from its starting price.

In auctions the higher the price goes above the starting price the less money you can make on a car.

Trade-ins are the best because you are buying them at the cheapest price and have a good idea what you can sell them for.

You can sell a used car about 10-20% above its STARTING PRICE.

You can buy and sell any used car, no matter the brand.

The Man in the White Hat:

Sell him a car and everything is good. Fail to sell him a car and he can cause you to lose CSR and customers!

The frequency in which the Man in the White Hat shows up at your dealership is based on your CSR. The lower the CSR the greater chance of the Man in the White Hat showing up.

Keyboard and Mouse:

Esc: exit screen

Arrow Up: zoom in

Arrow Down: zoom out

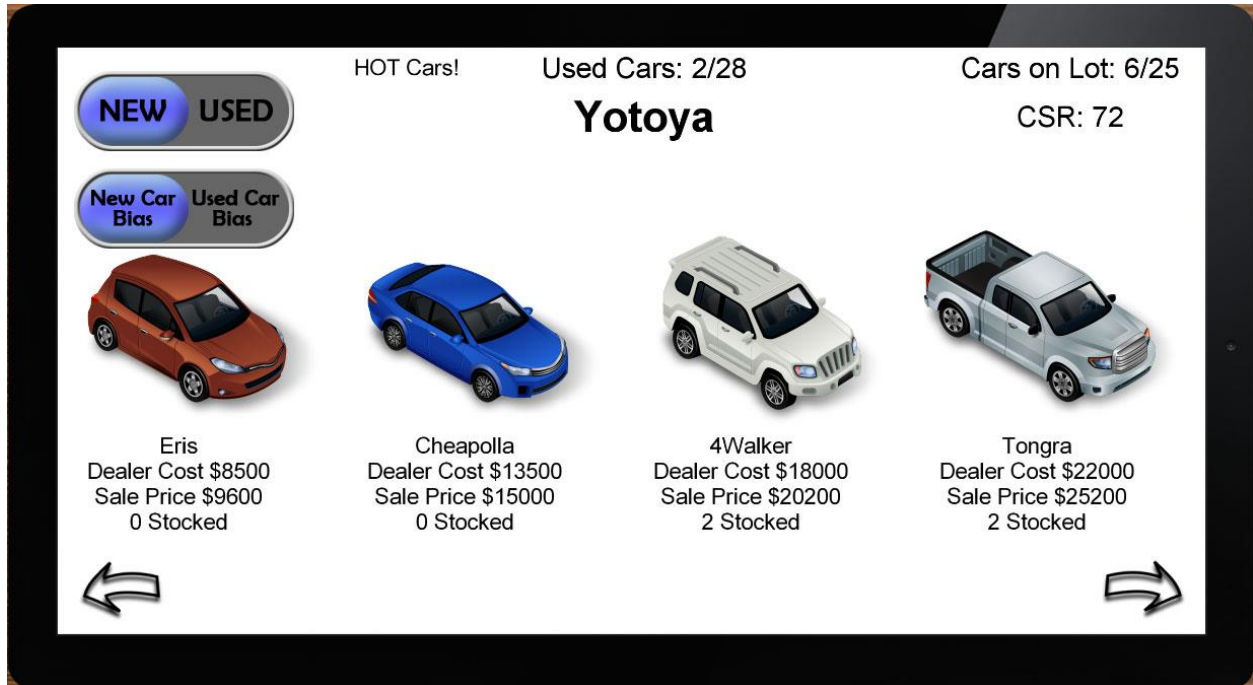
F12: screenshot, uploaded to Steam account

Mouse Scroll: scrolls the board

Press and hold arrows for faster price changing on cars

Page Up/Page Down to scroll the zelp page

2. Sales Manager Screen



- New/Used Toggle Button will toggle between new and used cars.
- New/Used Car Bias, sales employees will push either new or used cars.
- Hot Cars will be listed to the right of the toggle buttons.
- Click on a car to purchase that car, car will be added to your lot.
- Right Click or Long Press a car to change the price of the car.
- Right/Left Arrows located on the bottom of the screen will rotate between brands or used car inventory.

Lower the price on a car to drive traffic to your showroom for that car. Too low and you can lose money!

Raise the price on a car to make more profit on that car, too high and customers won't buy.

3. Finance Manager Screen

The screenshot displays the Finance Manager interface. At the top center is the title "Finance". To the right is a toggle button labeled "Stats" (selected) and "Buy Dealership". Below the title are three columns of data:

Daily Stats	All-Time Stats	Top 5 Dealers
Cars Sold: 0	Cars Sold: 4	Diggidy
Service Jobs: 0	Service Jobs: 4	\$5149008, CSR: 72
Showroom: \$0	Turns: 4	Uptown Autos
Service: \$0	Cash: \$4728854	\$1006038, CSR: 86
Dealers: \$0	Dealers: \$301829	Big City Autos
- Cost P/Day: \$598	Worth: \$5149008	\$943287, CSR: 83
Total Profit: \$-598	CSR: 72	Alexa Autos
		\$869525, CSR: 80
		Frans Motors
		\$742889, CSR: 90

Below the stats is a section titled "Dealers Owned" with a "View Dealer" button. The data for the dealer is:

- Franks Auto Center
- Dealer Worth: \$301829
- Dealer CSR: 65

- Daily stats and All-Time stats
- Worth = cash + cars on lot + building + upgrades + other dealers owned
- Stats/Buy Dealership Toggle Button will toggle between your finances and purchase other dealers list.

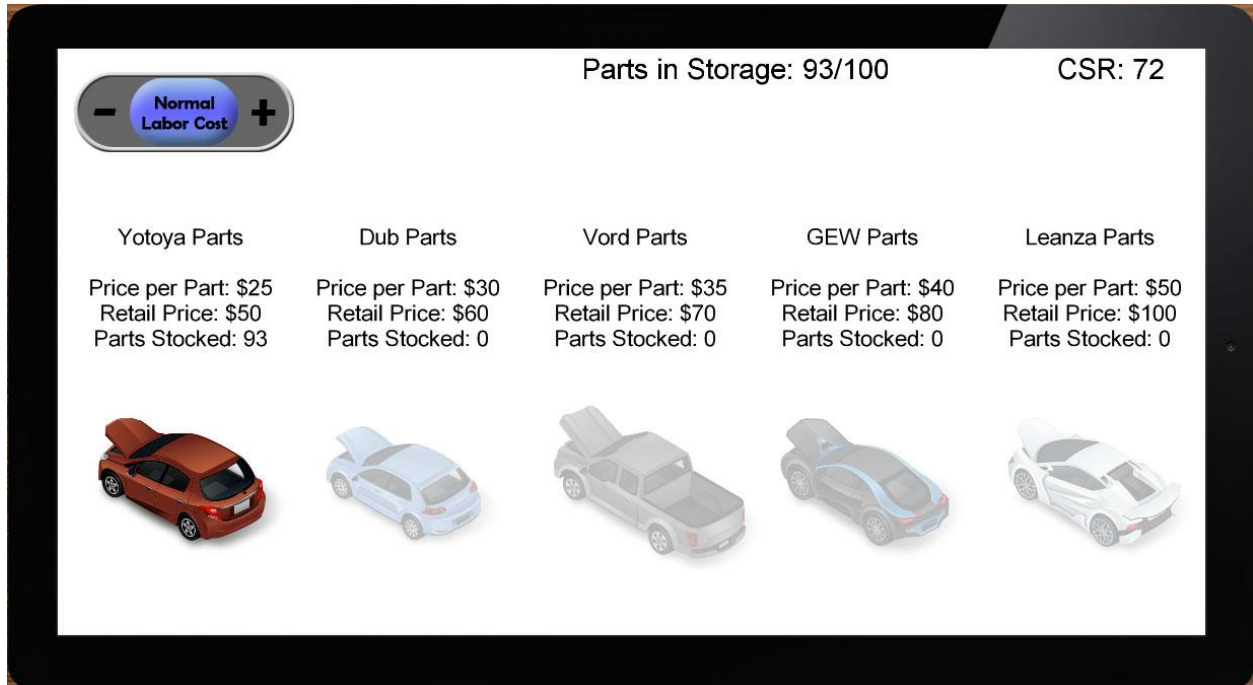
Buying other dealers will produce extra income each day. The amount is determined on the dealer worth and CSR.

The Good Faith/Poor Faith determines how this dealer is operated.

Good Faith: will get you more CSR but less money

Poor Faith: will get you less CSR but more money

4. Service Manager Screen



- Labor Cost Toggle Button will switch the labor cost from normal, low or high.
- Low Labor Cost will bring in less money but can increase your CSR.
- High Labor Cost will bring in more money but can decrease your CSR.
- Click on a car to purchase parts for that brand, will purchase 5 parts at a time.

Yotoya and Used Cars, share the same parts storage.

5. Employee Screen



- Click on any employee to fire them.
- New available hires will show on the right side of the screen.
- Find Employees Button will return a 100% chance of finding new employees in a few days.
- Name/Skill/Cost Per Day

Sales Managers: Determine the sale price of a car, the higher the skill the more money you will make on each car sale.

Sales Employees: Determine if a car is sold, the higher the skill the better chance of a sale. Also determines if any upgrades have been added after the sale.

Finance Manager: Determines if a warranty has been sold on the car. Warranties are fantastic because they are 100% profit.

Service Manager: Will add extra cash on to each service job, no skill, no money!

Service Employees: Are needed to work on cars, higher skill = faster worker = more service jobs every day.

6. Upgrades Screen

Upgrades

Dealer License
Leanza

Leanza License
\$10000, Per/Day \$0

Interior 3
+2 Showroom Customers
\$5000, Per/Day \$0

Car Lot 3
80 cars
\$8000, Per/Day \$0

Featured Car
+1 CSR p/d
\$10000, Per/Day \$0

Building 5

Waiting Area 3
+3 Service Customer
\$5000, Per/Day \$0

Upgraded Hydraulics System
-\$200 Cost p/d
\$5000, Per/Day \$0

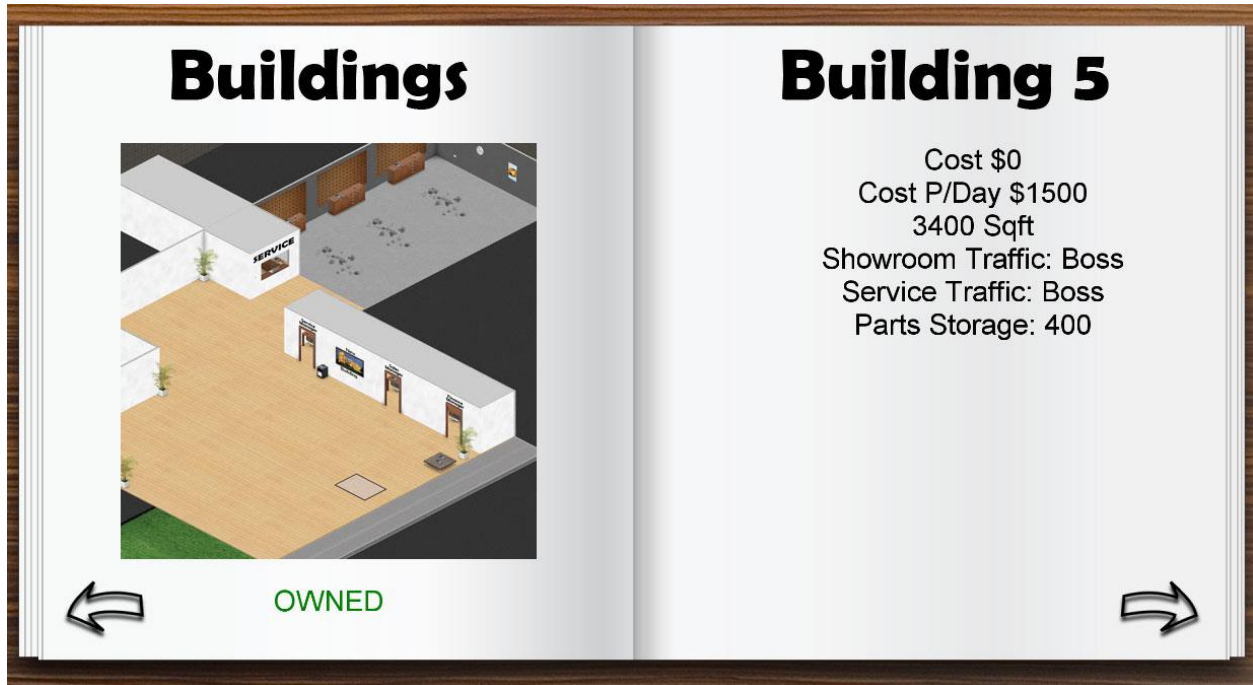
Janitor
+1 Service Customer
\$2500, Per/Day \$25

Expanded Inventory
+100 Storage
\$4000, Per/Day \$0

- Click on an upgrade to purchase.
- Some items are returnable, such as Brand License, Concierge, Clown, Receptionist and Janitor
- Right/Left Arrows located on the bottom of the screen will rotate between upgrades sorted by each building that they become available.

When buying a new Dealer License, you will get 1 car for each type of car.

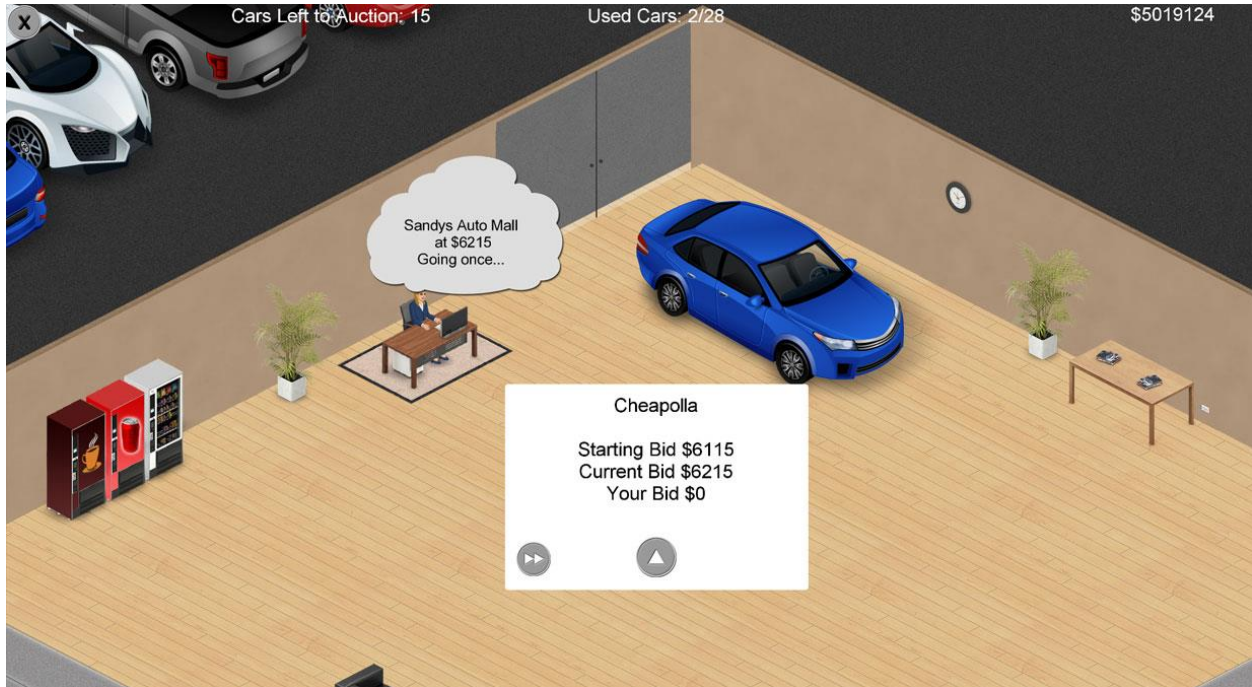
7. Buildings Screen



- Click on an upgrade to purchase.
- Cost, Cost Per Day to operate, Showroom and Service traffic, Parts Storage
- Right/Left Arrows located on the bottom of the screen will rotate between the available buildings.

Customers are generated based on what building you own and what Brand Licenses you own. Each building has a capacity and each Brand will pull customers from that capacity based on its market share. The higher the market share the more customers!

8. Used Cars Auction



- Click on the up button to increase your bid
- Click on the fast forward button to skip the current car
- Cars Left to Auction are the amount of cars left to auction.
- Car Auctions happen every Monday. If you exit an unfinished car auction you cannot go back till the following Monday.

Tips:

The cheaper the car the less profit margin.

You can pay too much for a car and customers won't buy it, beware of your bidding price.

The higher the price goes above the starting price the less money you can make on a car.

You can buy and sell any used car, no matter the brand.

9. Tips

- Adjust your used car prices immediately after an auction.
- Hire good employees.
- If you have an influx in used cars, consider toggling to the Used Car Bias a few days before your next auction.
- When buying a new Dealer License, consider having enough cash to purchase additional cars as well.
- Consider raising the price on a HOT Car, customers will be looking for this car anyway. Sure there is still a chance they won't buy it but it may be worth it with the influx in customers.

Game Ending:

The game officially ends at 250 turns but you can continue on afterwards. The goal is to make as much money as you can (Dealer Worth) in this timeframe.

There is a side objective as well, 1 Million Dollar Dealer Worth! The idea is to reach a Million Dollar Dealer Worth as fast as you can.