

Dealer Invoice Report

2002 VFR 800 Interceptor

List Price: \$9999

Dealer Invoice: \$8597

This base dealer cost includes freight to the dealership.

Assembly Cost: \$TBA 2001 model was \$41 per Honda dealer pricesheet

Each dealership has its own method of figuring cost of assembly and preparation for sale.

There is no reimbursement by the factory for this cost to the dealer.

Ready to sell cost: \$8638

This model Honda motorcycle has 5% (of MSRP) dealer holdback.

This holdback money is paid to dealers in April or October for units that are sold to U.S. residents within

the previous 6 months. Dealers must pay Honda the full "Dealer Invoice" price and wait 1 to 6 months

after selling the machine to receive their dealer holdback.

Wholesale Incentives: none known for this model.

The "Ready to sell cost" is the cost of the machine sitting on the showroom floor with NO PROFIT to a dealer.

Dealers do not stay in business very long by selling machines for no profit.

Many dealers charge additional fees for "Freight and Setup" over and above the selling price of the machine.

Add the "Selling Price" to the "Freight and Setup" charges and subtract the "Ready to sell cost" to determine

the PROFIT a dealer is asking to make.