Legend: Risk Prioritization Chart

Likelihood	Consequence				
	Insignificant	Minor	Moderate	Major	Severe
Almost Certain	Medium	High	High	Extreme	Extreme
Likely	Medium	Medium	High	Extreme	Extreme
Possible	Low	Medium	Medium	High	Extreme
Unlikely	Low	Low	Medium	High	High
Rare	Low	Low	Low	Medium	High

Risk of Dealership Closure

Risk of High Fines & Jail Time

Controllable Risk

Risk of Ruin Reputation