

EASYCARE[®]

Special Owner Services



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Stone Mountain Chrysler Jeep Dodge

05/05/2010

Customer Counts by Zip Code

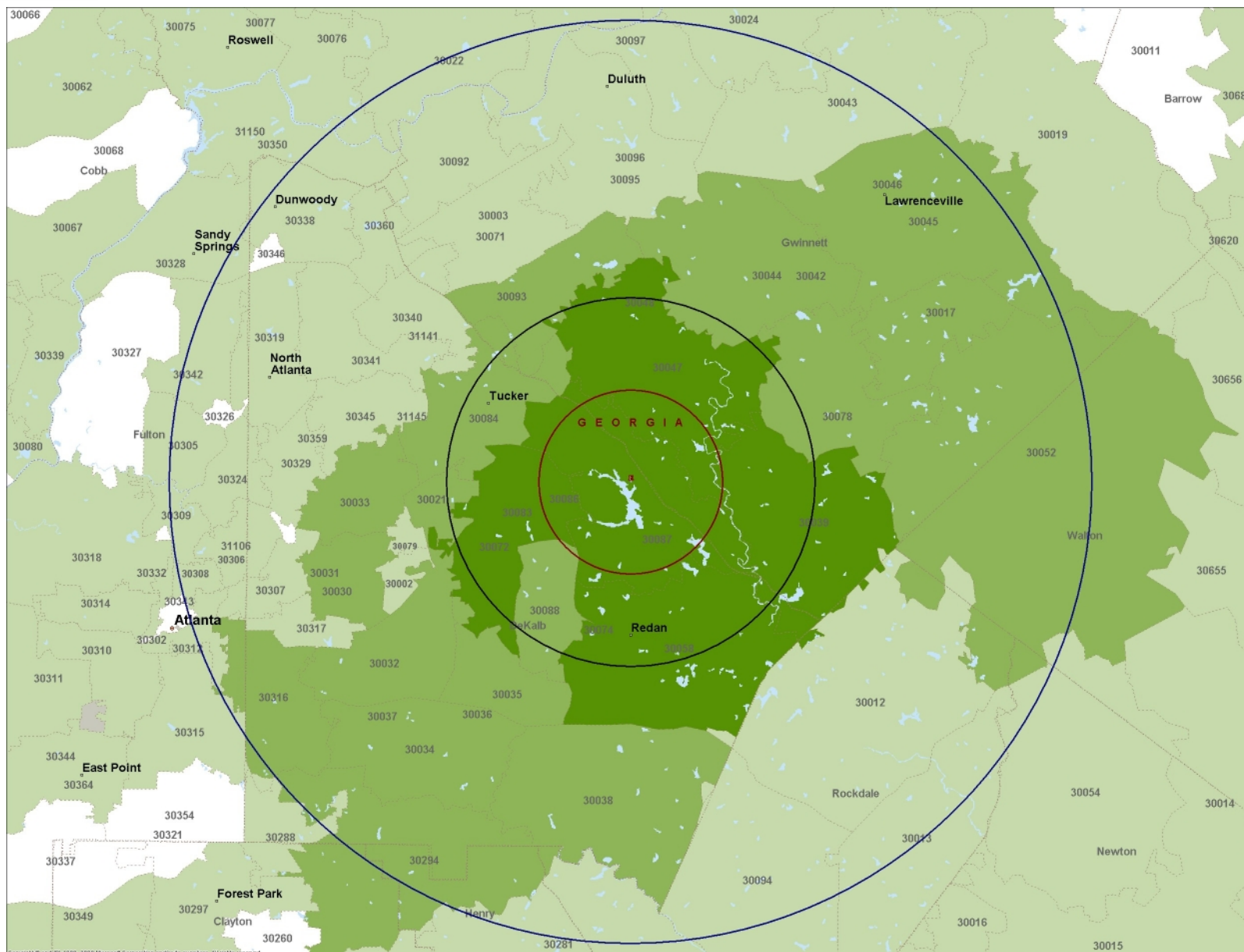
Legend

Radius Ring Distances

- Inner Circle 6 mile radius
- Middle Circle 1 12 mile radius
- Middle Circle 2 30 mile radius

Zip Code Results

- 1 to 9 (124)
- 10 to 99 (82)
- 100 to 999 (17)
- 1000 to 9999 (5)



Customer Map is generated based on cleansed dealer data.

Identify Identify Identify



THIS MARKET EVALUATION ANALYSIS WILL HELP YOU COVER THE FOLLOWING:

- 1. Identify the dealership's "**Effective Market Area**", determined by the historical transactions of the dealer's customer base. This evaluation uses both sales and service customers to accurately portray the Effective Market Area.
- 2. Identify the dealership's "**Existing Customers**", and place into Relationship Marketing Groups known as **Recent, Inactive, Lost** and **Sold Never Serviced**.
- 3. Identify the dealership's total "**Recovery Customers**", this total is determined by the dealership's "**Inactive**" & "**Lost**" customers.
- 4. Identify the dealership's "**Conquest Customers**", those who drive the same make and currently do business with the dealer's primary competitors.

THE STUDY AREA FOR THIS PROJECT MAY INCLUDE ANY MILE RADIUS THAT REPRESENTS THE DEALERSHIP'S MARKET AREA.

During the gathering, processing, and evaluation of data used in this study, the dealership's database was "Cleaned". A clean database is critical for mail campaigns and for on-going customer retention programs.

The study will provide information to establish a direction for improved collection of data, marketing and operating results. A portion, if not all of this analysis is from data contained within the dealership's computer system. The quality of this data will influence the results of this evaluation. A long-term benefit resulting from this analysis can be an increased awareness on the importance of properly collected and maintained data and the influence that it may have on the results.

Database Cleanse Breakdown

Statistics show 6% to 8% of the nation's population move every six-months. A clean database allows for more cost effective targeting. Once this cleaning process is complete, the records with improved addresses are delivered with more reliability. In addition, "clean" records allow more accurate comparisons with other conquest lists to eliminate or minimize duplication.

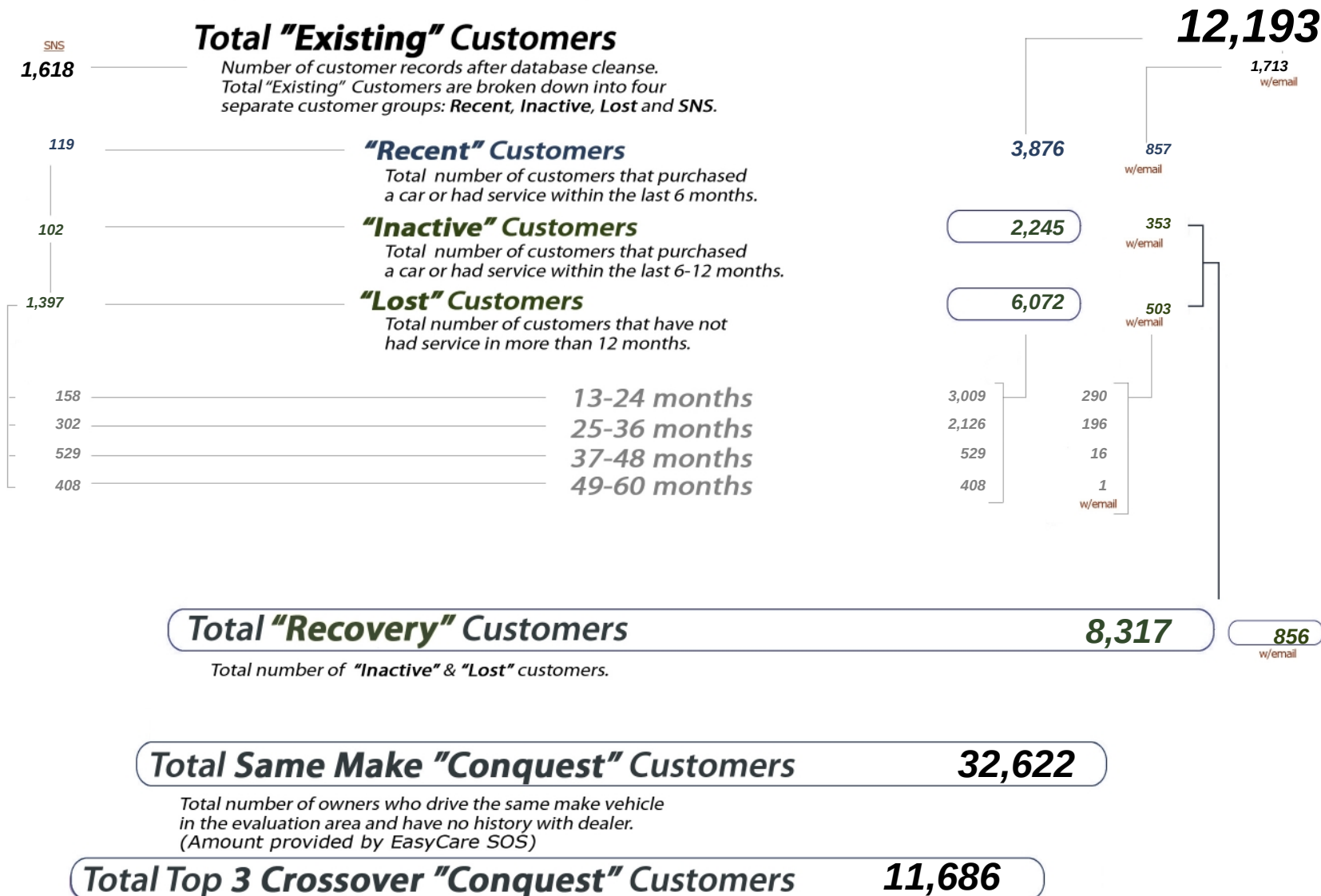
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	15,247	100.00%
Fallout records		
Dates beyond 60 months	343	2.25%
Unrealistic drive time	611	4.01%
Non-Mailable	1,159	7.60%
Non-Dealer Makes	941	6.17%
Total Fallout records	3,054	20.03%
Existing customer records	12,193	79.97%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:



Customer Records
Existing Customer Breakdown

Recommended Service Campaign



ABC DEALERSHIP
Automotive Service Specialists

Dear First Name Only,

As a loyal owner, I would like to give you these exclusive discount checks. These checks are yours to use in our service department on any vehicle you own. You can also give them to friends and family as a gift. They are fully personalized with your current name and address so just sign the endorsement line to validate them. Your exclusive discount discounts include:

- One Lube, Oil and Filter Change for only \$19.95
- \$50.00 OFF Any Parts or Service
- \$100.00 OFF Any Parts or Service

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

P.S. Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

ABC DEALERSHIP
5555 West Main Street • Anytown, US 55555 • 555-555-5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Initial Customer Recovery

Variable Full Name: _____ Date: ____/____/____ 00-124875

Variable Street Address: _____

Variable City, ST Zipcode: _____

To the order of: **ABC Dealership**

The sum of: **One Lube, Oil and Filter Change for only \$19.95 \$19.95**

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Variable Full Name: _____ Date: ____/____/____ 00-124875

Variable Street Address: _____

Variable City, ST Zipcode: _____

To the order of: **ABC Dealership**

The sum of: **\$50.00 OFF Any Parts or Service \$50.00 OFF**

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Variable Full Name: _____ Date: ____/____/____ 00-124875

Variable Street Address: _____

Variable City, ST Zipcode: _____

To the order of: **ABC Dealership**

The sum of: **\$100.00 OFF Any Parts or Service \$100.00 OFF**

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Recover your customers using the most effective service mailer in the automotive industry.

Scheduled Maintenance



ABC DEALERSHIP
AUTOMOTIVE SERVICE SPECIALISTS

MICHELLE...
OUR RECORDS SHOW YOUR
2009 ALTIMA

Michelle Williams
5555 West Main Street
Anytown, US 55555

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Drive

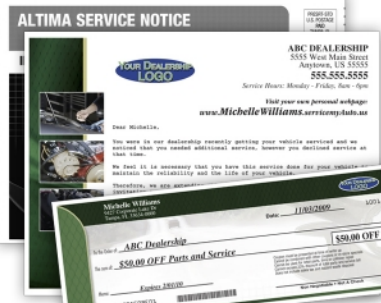
LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

\$100.00 OFF ANY PARTS & SERVICE

Self-Mailer

Declined Services



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Dear Michelle,

You were in our dealership recently getting your vehicle serviced and we noticed that you needed additional service. However you declined service as we feel it is necessary that you have this service done for your vehicle to maintain the reliability and the life of your vehicle.

Michelle Williams
5555 West Main Street
Anytown, US 55555

To the order of: **ABC Dealership**

The sum of: **\$50.00 OFF Any Parts and Service \$50.00 OFF**

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery



ABC DEALERSHIP
Automotive Service Specialists

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

3up Check

2nd Recovery



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

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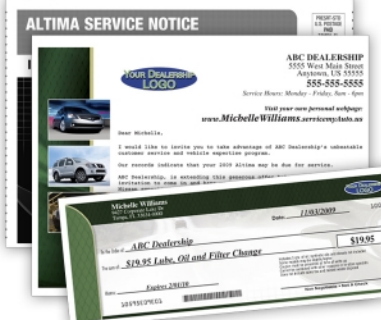
Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap

3rd Recovery



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Dear Michelle,

I would like to invite you to take advantage of ABC Dealership's unbeatable customer service and vehicle inspection program.

Our records indicate that your 2009 Altima may be due for service.

ABC Dealership, an authorized 2009 Altima inspection station, is pleased to provide you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap w/Check

4th Recovery



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

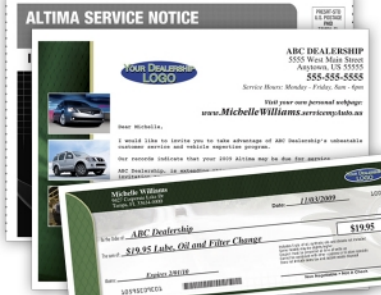
Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap

5th Recovery



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

Service Hours: Monday - Friday: 9am - 5pm

Visit your own personal webpage:
www.MichelleWilliams.servicemyAuto.us

Dear Michelle,

I would like to invite you to take advantage of ABC Dealership's unbeatable customer service and vehicle inspection program.

Our records indicate that your 2009 Altima may be due for service.

ABC Dealership, an authorized 2009 Altima inspection station, is pleased to provide you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap w/Check

6th Recovery



MICHELLE
SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

ABC DEALERSHIP
5555 WEST MAIN STREET
ANYTOWN, US 55555
555-555-5555

SERVICE HOURS: MONDAY - FRIDAY, 9AM - 5PM

Visit your own personal webpage: www.MichelleWilliams.servicemyAuto.us

NEEDS SERVICE.

ABC DEALERSHIP • 5555 WEST MAIN STREET • ANYTOWN, US 55555 • 555-555-5555 • WWW.ABCDEALERSHIP.COM

Post Card

Service Conquest by Zip Code

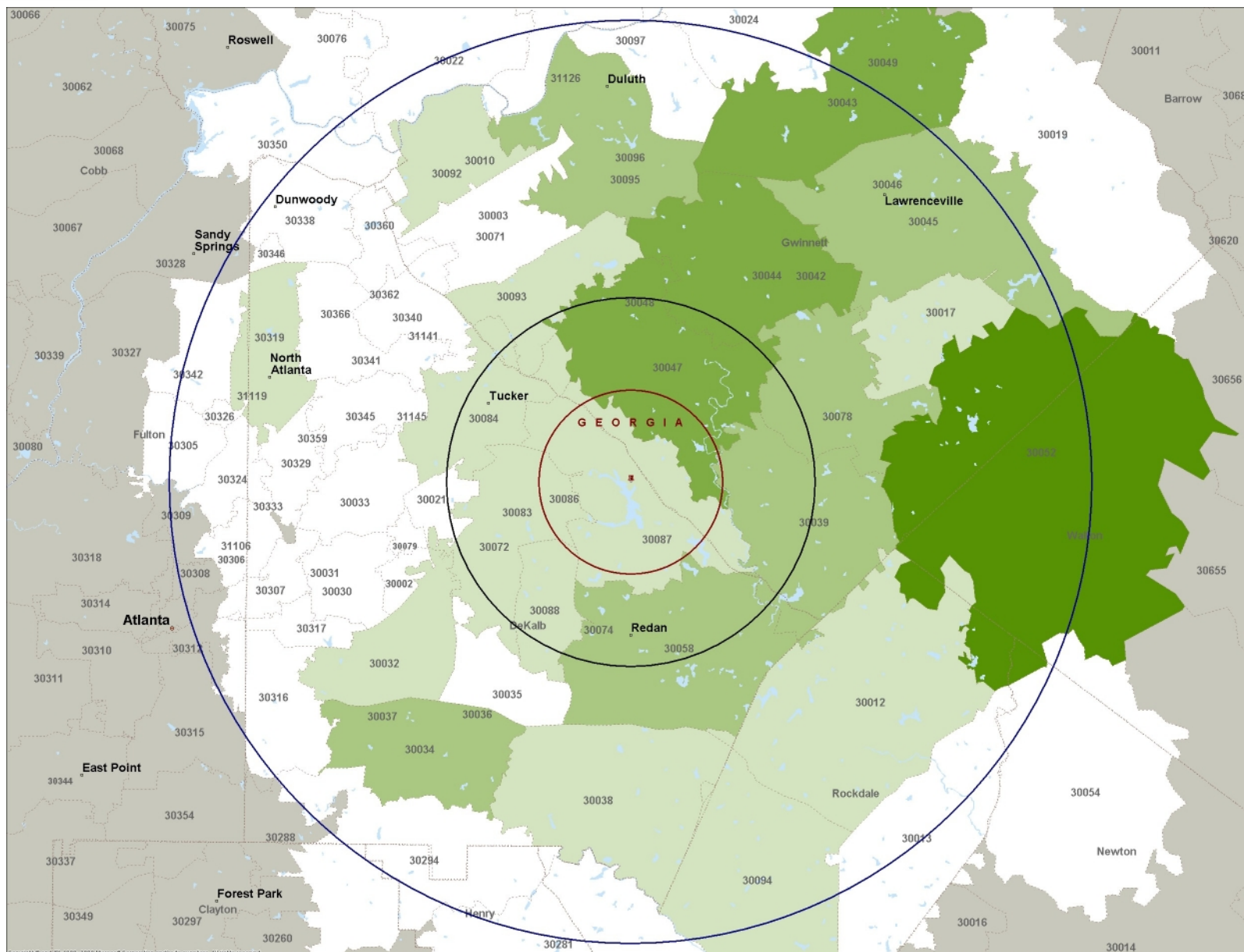
Legend

Radius Ring Distances

- Inner Circle 6 mile radius
- Middle Circle 1 12 mile radius
- Middle Circle 2 30 mile radius

Zip Code Results

- 0 to 499 (55)
- 500 to 999 (12)
- 1000 to 1499 (7)
- 1500 to 1999 (3)
- 2000 to 2500 (1)



Service Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Chrysler	Dodge	Jeep	Total Conquest
30087	STONE MOUNTAIN, GA	0.0	1216	84	1132	423	211	498	57.9%	255	381	186	822
30047	LILBURN, GA	3.9	932	61	871	269	157	445	36.5%	459	686	371	1516
30083	STONE MOUNTAIN, GA	4.1	1011	82	929	337	181	411	49.5%	278	520	151	949
30088	STONE MOUNTAIN, GA	4.7	512	47	465	175	96	194	47.3%	170	268	81	519
30072	PINE LAKE, GA	4.7	10	--	10	5	1	4	13.3%	17	29	19	65
30058	LITHONIA, GA	5.1	883	88	795	311	153	331	41.2%	375	574	185	1134
30039	SNELLVILLE, GA	5.4	1082	100	982	315	180	487	47.9%	301	552	214	1067
30084	TUCKER, GA	5.7	305	28	277	105	55	117	27.9%	220	340	155	715
30037	DECATUR, GA	6.1	3	--	3	2	--	1	8.8%	8	16	7	31
31145	ATLANTA, GA	6.1	2	--	2	1	--	1	40.0%	2	--	1	3
30085	TUCKER, GA	6.1	7	--	7	3	1	3	17.9%	16	12	4	32
30086	STONE MOUNTAIN, GA	6.1	5	--	5	2	--	3	6.3%	17	45	13	75
30074	REDAN, GA	6.1	4	--	4	1	2	1	10.8%	16	8	9	33
30036	DECATUR, GA	6.1	2	--	2	--	--	2	3.2%	24	25	11	60
30031	DECATUR, GA	6.1	3	--	3	1	2	--	5.1%	20	25	11	56
30359	ATLANTA, GA	6.1	2	--	2	1	1	--	8.0%	7	8	8	23
31141	ATLANTA, GA	6.1	2	--	2	1	1	--	12.5%	3	8	3	14
30021	CLARKSTON, GA	6.2	185	22	163	65	35	63	37.3%	80	143	51	274
30093	NORCROSS, GA	7.0	126	19	107	40	32	35	14.0%	206	336	117	659
30078	SNELLVILLE, GA	7.2	532	56	476	140	89	247	29.8%	336	555	233	1124
30079	SCOTTDAL, GA	7.6	34	2	32	14	9	9	26.2%	26	50	14	90
30035	DECATUR, GA	7.8	245	18	227	102	42	83	33.3%	137	250	67	454
30044	LAWRENCEVILLE, GA	7.8	221	41	180	45	31	104	8.8%	625	885	367	1877
30042	LAWRENCEVILLE, GA	7.9	2	--	2	--	--	2	4.2%	24	17	5	46

Service Table 1 of 5

Service Totals

Entire evaluation.

			3054	1655	3667		2268	3640	1480	
			573	380	723		7385	11287	5692	
			77	59	149		213	373	202	
12193	1618	10575	3757	2143	4675	27.2%	9891	15335	7396	44308

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • Conquest = Vehicle owners with no dealer history

Report Analysis
Service Conquest by ZIP Code

Service Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Chrysler	Dodge	Jeep	Total Conquest
30002	AVONDALE ESTATES, GA	8.3	46	4	42	17	9	16	26.4%	47	39	31	117
30033	DECATUR, GA	8.7	211	13	198	89	48	61	32.7%	129	137	142	408
30340	DORAVILLE, GA	9.0	45	7	38	16	10	12	9.0%	101	183	99	383
30345	ATLANTA, GA	9.1	75	10	65	36	22	7	15.3%	113	120	126	359
30032	DECATUR, GA	9.5	406	39	367	153	89	125	28.8%	290	498	120	908
30071	NORCROSS, GA	9.5	22	4	18	11	5	2	4.6%	89	181	103	373
30038	LITHONIA, GA	9.8	271	53	218	71	42	105	19.6%	328	428	137	893
30030	DECATUR, GA	9.9	191	17	174	86	46	42	31.2%	108	148	127	383
30341	CHAMBLEE, GA	10.5	59	6	53	30	13	10	10.6%	141	174	130	445
30017	GRAYSON, GA	10.6	203	28	175	47	24	104	20.6%	195	291	187	673
30012	CONYERS, GA	10.6	59	12	47	13	12	22	4.5%	243	591	165	999
30034	DECATUR, GA	10.9	337	34	303	127	56	120	21.5%	388	527	192	1107
30329	ATLANTA, GA	11.0	63	7	56	33	14	9	17.8%	77	129	52	258
30096	DULUTH, GA	11.3	49	9	40	13	13	14	3.0%	424	559	316	1299
30046	LAWRENCEVILLE, GA	11.3	10	1	9	6	3	--	0.8%	353	548	189	1090
30048	LILBURN, GA	11.3	7	--	7	3	--	4	11.7%	15	27	11	53
30003	NORCROSS, GA	11.3	1	--	1	--	1	--	9.1%	3	5	2	10
30091	NORCROSS, GA	11.3	1	--	1	1	--	--	2.1%	14	15	17	46
30360	ATLANTA, GA	11.4	10	3	7	3	2	2	2.2%	98	128	90	316
30317	ATLANTA, GA	11.7	57	9	48	18	11	19	15.2%	67	130	70	267
30092	NORCROSS, GA	12.0	34	8	26	11	8	7	3.5%	213	243	257	713
30319	ATLANTA, GA	12.3	36	5	31	19	11	1	5.5%	161	138	234	533
30307	ATLANTA, GA	12.3	54	5	49	22	15	12	22.5%	47	59	63	169
30045	LAWRENCEVILLE, GA	12.4	152	31	121	25	28	68	10.7%	300	485	226	1011

Service Table 2 of 5

Service Totals

Entire evaluation.

			3054	1655	3667		2268	3640	1480	
			573	380	723		7385	11287	5692	
			77	59	149		213	373	202	
12193	1618	10575	3757	2143	4675	27.2%	9891	15335	7396	44308

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Report Analysis
Service Conquest by ZIP Code

Service Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Chrysler	Dodge	Jeep	Total Conquest
30306	ATLANTA, GA	12.8	50	8	42	22	13	7	17.6%	58	37	102	197
30324	ATLANTA, GA	13.0	39	8	31	14	9	8	11.8%	54	75	103	232
30326	ATLANTA, GA	13.3	1	--	1	--	1	--	4.8%	6	7	7	20
30316	ATLANTA, GA	13.5	112	16	96	27	26	43	22.8%	111	171	43	325
30052	LOGANVILLE, GA	13.7	631	80	551	158	108	285	19.1%	545	1331	463	2339
30338	ATLANTA, GA	13.8	35	5	30	16	7	7	7.3%	127	107	149	383
30097	DULUTH, GA	14.1	16	5	11	6	2	3	2.3%	126	176	164	466
30346	ATLANTA, GA	14.1	4	1	3	1	1	1	8.1%	8	9	17	34
30043	LAWRENCEVILLE, GA	14.4	49	16	33	8	3	22	1.9%	538	772	392	1702
30342	ATLANTA, GA	14.4	25	7	18	7	8	3	46.2%	1	5	15	21
30094	CONYERS, GA	14.4	37	10	27	11	4	12	4.5%	162	299	108	569
30095	DULUTH, GA	14.4	1	--	1	1	--	--	12.5%	1	3	3	7
30294	ELLENWOOD, GA	14.6	107	15	92	31	15	46	18.4%	162	177	68	407
30305	ATLANTA, GA	14.6	17	3	14	3	5	6	56.0%	2	4	5	11
30309	ATLANTA, GA	14.7	19	2	17	7	5	5	--	--	--	--	0
30308	ATLANTA, GA	14.7	13	2	11	4	6	1	--	--	--	--	0
30312	ATLANTA, GA	14.9	30	6	24	12	6	6	--	--	--	--	0
30013	CONYERS, GA	15.3	52	14	38	8	12	18	11.2%	83	161	57	301
30350	SANDY SPRINGS, GA	15.6	33	10	23	13	1	9	20.4%	36	22	32	90
30022	ALPHARETTA, GA	15.8	15	7	8	2	1	5	3.9%	67	55	75	197
30328	ATLANTA, GA	16.2	16	4	12	4	4	4	--	--	--	--	0
30288	CONLEY, GA	16.3	19	4	15	5	3	7	--	--	--	--	0
30315	ATLANTA, GA	16.3	32	10	22	7	5	10	--	--	--	--	0
30024	SUWANEE, GA	16.6	14	5	9	2	2	5	1.8%	158	209	128	495

Service Table 3 of 5

Service Totals

Entire evaluation.

			3054	1655	3667		2268	3640	1480	
			573	380	723		7385	11287	5692	
			77	59	149		213	373	202	
12193	1618	10575	3757	2143	4675	27.2%	9891	15335	7396	44308

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Report Analysis
Service Conquest by ZIP Code

Service Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Chrysler	Dodge	Jeep	Total Conquest
30314	ATLANTA, GA	17.2	12	4	8	1	1	6	--	--	--	--	0
30310	ATLANTA, GA	17.7	20	3	17	8	4	5	--	--	--	--	0
30318	ATLANTA, GA	17.7	30	8	22	9	3	10	--	--	--	--	0
30273	REX, GA	18.0	14	3	11	2	4	5	--	--	--	--	0
30019	DACULA, GA	18.2	22	10	12	3	2	7	12.8%	21	43	18	82
30076	ROSWELL, GA	18.3	9	1	8	3	1	4	36.4%	4	2	8	14
30054	OXFORD, GA	19.0	15	4	11	4	--	7	7.8%	23	80	27	130
30281	STOCKBRIDGE, GA	19.3	45	12	33	9	6	18	40.7%	7	33	8	48
30339	ATLANTA, GA	19.6	11	4	7	3	1	3	--	--	--	--	0
31106	ATLANTA, GA	19.8	1	--	1	1	--	--	5.0%	--	6	13	19
30311	ATLANTA, GA	20.6	19	13	6	2	2	2	--	--	--	--	0
30344	EAST POINT, GA	20.7	19	4	15	5	3	7	--	--	--	--	0
30519	BUFORD, GA	21.6	14	7	7	3	1	3	--	--	--	--	0
30080	SMYRNA, GA	21.8	13	4	9	2	3	4	--	--	--	--	0
30518	SUGAR HILL, GA	22.0	17	5	12	4	2	6	--	--	--	--	0
30016	COVINGTON, GA	22.2	66	21	45	14	7	24	--	--	--	--	0
30014	COVINGTON, GA	23.0	32	13	19	5	3	11	--	--	--	--	0
30004	ALPHARETTA, GA	23.1	15	8	7	1	2	4	--	--	--	--	0
30236	JONESBORO, GA	23.1	15	6	9	1	3	5	--	--	--	--	0
30331	ATLANTA, GA	23.8	41	10	31	13	6	12	--	--	--	--	0
30656	MONROE, GA	23.9	26	11	15	5	5	5	--	--	--	--	0
30274	RIVERDALE, GA	23.9	14	3	11	1	3	7	--	--	--	--	0
30252	MCDONOUGH, GA	24.6	20	10	10	3	2	5	--	--	--	--	0
30126	MABLETON, GA	24.7	11	3	8	1	3	4	--	--	--	--	0

Service Table 4 of 5

Service Totals

Entire evaluation.

			3054	1655	3667		2268	3640	1480	
			573	380	723		7385	11287	5692	
			77	59	149		213	373	202	
12193	1618	10575	3757	2143	4675	27.2%	9891	15335	7396	44308

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • Conquest = Vehicle owners with no dealer history

Report Analysis
Service Conquest by ZIP Code

Service Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Chrysler	Dodge	Jeep	Total Conquest
30349	COLLEGE PARK, GA	24.9	44	18	26	6	3	17	--	--	--	--	0
30296	RIVERDALE, GA	24.9	14	7	7	--	2	5	--	--	--	--	0
30655	MONROE, GA	25.0	43	14	29	9	7	13	--	--	--	--	0
30253	MCDONOUGH, GA	25.2	23	15	8	--	4	4	--	--	--	--	0
30238	JONESBORO, GA	26.5	17	8	9	4	--	5	--	--	--	--	0
30025	SOCIAL CIRCLE, GA	27.0	12	7	5	--	1	4	--	--	--	--	0
30680	WINDER, GA	27.0	17	10	7	1	1	5	--	--	--	--	0
30213	FAIRBURN, GA	31.8	15	10	5	2	1	2	--	--	--	--	0
30134	DOUGLASVILLE, GA	35.7	11	5	6	2	--	4	--	--	--	--	0

Service Table 5 of 5

Service Totals

Entire evaluation.

			3054	1655	3667		2268	3640	1480	
			573	380	723		7385	11287	5692	
			77	59	149		213	373	202	
12193	1618	10575	3757	2143	4675	27.2%	9891	15335	7396	44308

Report Analysis

Service Conquest by ZIP Code

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Existing Sales Customer Breakdown

Total "Existing" Customers		12,193	
Total number of existing customer records		1,713 emails	
-	Total "Recent Purchase" Customers	2,398	
	Number of customers that purchased within 0 - 3 years	806 emails	
-	Total Customers With "3 Years Or Newer" Vehicles	1,968	
	Excluding "Recent Purchased" Customers	252 emails	
=	Net "Qualifying" Customers	7,827	
	Net results of total existing customers minus all customers with recent purchase history and customers with vehicles 3 years old or newer.	655 emails	
	Mailed last 30 days -	0 =	Net net 7,827
	last 60 days -	0 =	7,827
	last 90 days -	0 =	7,827

Total **Same Make "Conquest"**

Vehicles 3 years and older

32,252

Total **Crossover "Conquest"**

Vehicles 3 years and older

11,686

Recommended Sales Campaigns for May 2010

Memorial Day Weekend



DocId-105MemDay

Used Car Bail Out



DocId-105UsedBailOut



Official Book Value Mailers powered by Black Book®

*Black Book Regional Values will be added for your customers



DocId-105BBMake



Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Customer Records
Existing Sale Customer Breakdown

Sales Conquest by Zip Code

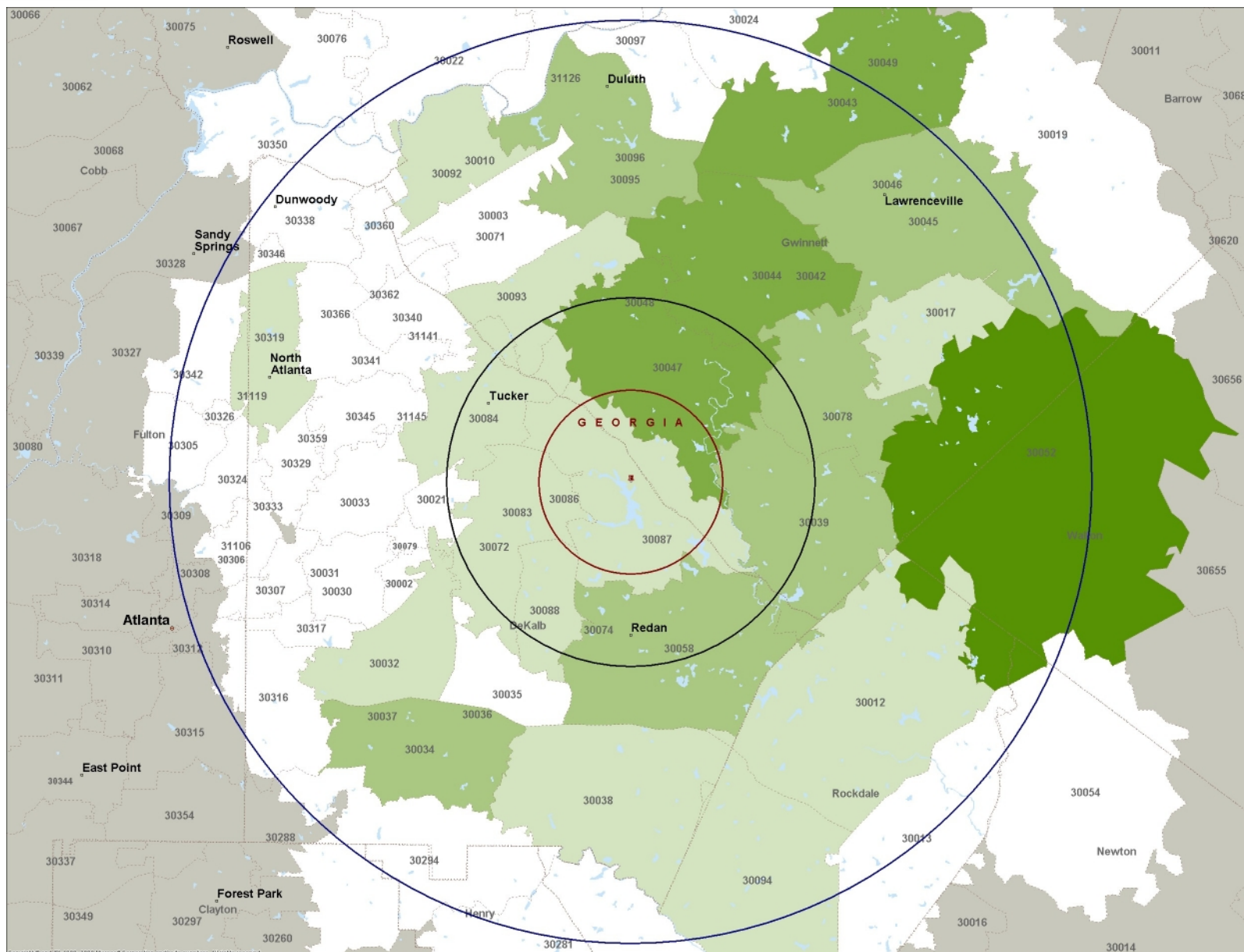
Legend

Radius Ring Distances

- Inner Circle 6 mile radius
- Middle Circle 1 12 mile radius
- Middle Circle 2 30 mile radius

Zip Code Results

- 0 to 499 (55)
- 500 to 999 (12)
- 1000 to 1499 (7)
- 1500 to 1999 (3)
- 2000 to 2500 (1)



Sales Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Chrysler	Dodge	Jeep	Ford	Chevrolet	Toyota	Total Conquest
30087	STONE MOUNTAIN, GA	0.0	1014	874	140	194	314	160	346	14.6%	252	380	186	1240	577	989	3624
30047	LILBURN, GA	3.9	834	738	96	139	250	159	286	6.0%	449	683	367	1630	767	1574	5470
30083	STONE MOUNTAIN, GA	4.1	834	722	112	152	247	147	288	10.6%	277	517	149	307	162	173	1585
30088	STONE MOUNTAIN, GA	4.7	410	345	65	63	146	66	135	11.2%	169	266	81	51	43	19	629
30072	PINE LAKE, GA	4.7	10	10	--	4	2	1	3	--	17	29	19	--	--	--	65
30058	LITHONIA, GA	5.1	693	578	115	143	220	125	205	9.3%	373	563	182	411	202	254	1985
30039	SNELLVILLE, GA	5.4	904	760	144	177	289	162	276	11.9%	298	551	214	885	456	574	2978
30084	TUCKER, GA	5.7	266	228	38	48	93	47	78	5.1%	218	336	155	14	13	27	763
30037	DECATUR, GA	6.1	3	3	--	1	1	--	1	--	8	16	5	--	--	--	29
31145	ATLANTA, GA	6.1	2	1	1	--	1	1	--	25.0%	2	--	1	--	--	--	3
30085	TUCKER, GA	6.1	7	7	--	2	2	1	2	--	16	12	4	--	--	--	32
30086	STONE MOUNTAIN, GA	6.1	5	5	--	1	3	--	1	--	17	44	13	78	48	32	232
30074	REDAN, GA	6.1	4	4	--	2	--	--	2	--	16	8	9	--	--	--	33
30036	DECATUR, GA	6.1	2	2	--	--	--	1	1	--	24	25	10	--	--	--	59
30031	DECATUR, GA	6.1	3	3	--	1	--	1	1	--	20	24	11	--	--	--	55
30359	ATLANTA, GA	6.1	2	2	--	1	--	--	1	--	7	8	8	--	--	--	23
31141	ATLANTA, GA	6.1	2	2	--	--	1	--	1	--	3	8	3	--	--	--	14
30021	CLARKSTON, GA	6.2	158	132	26	27	50	31	50	8.7%	79	142	51	--	--	--	272
30093	NORCROSS, GA	7.0	98	78	20	25	34	17	22	3.0%	202	332	116	--	--	--	650
30078	SNELLVILLE, GA	7.2	445	364	81	71	149	77	148	6.7%	336	552	232	387	217	279	2003
30079	SCOTTDAL, GA	7.6	30	27	3	8	8	4	10	3.3%	26	49	14	--	--	--	89
30035	DECATUR, GA	7.8	204	173	31	42	61	32	69	6.4%	135	248	67	--	--	--	450
30044	LAWRENCEVILLE, GA	7.8	165	128	37	41	50	22	52	2.0%	616	877	362	79	70	128	2132
30042	LAWRENCEVILLE, GA	7.9	2	2	--	--	1	1	--	--	24	16	4	--	--	--	44

Sales Table 1 of 4

Sales Totals

Entire evaluation.

			1499	2430	1338	2409											
			343	561	210	401											
			40	94	31	41											
9795	8105	1690	1968	3260	1637	2930	23.1%	9766	15191	7295	5082	2555	4049	43938			

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Serviced Never Sold • Conquest = Vehicle owners with no dealer history

Sales Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Chrysler	Dodge	Jeep	Ford	Chevrolet	Toyota	Total Conquest
30002	AVONDALE ESTATES, GA	8.3	41	35	6	8	15	5	13	4.9%	46	39	31	--	--	--	116
30033	DECATUR, GA	8.7	190	174	16	36	54	38	62	3.8%	125	137	142	--	--	--	404
30340	DORAVILLE, GA	9.0	37	33	4	9	10	7	11	1.0%	100	182	99	--	--	--	381
30345	ATLANTA, GA	9.1	66	60	6	20	15	13	18	1.7%	113	120	124	--	--	--	357
30032	DECATUR, GA	9.5	338	291	47	76	106	57	99	5.0%	287	492	120	--	--	--	899
30071	NORCROSS, GA	9.5	18	15	3	7	4	4	3	0.8%	86	181	99	--	--	--	366
30038	LITHONIA, GA	9.8	200	163	37	38	80	39	43	4.0%	326	425	136	--	--	--	887
30030	DECATUR, GA	9.9	177	155	22	40	64	29	44	5.5%	106	145	125	--	--	--	376
30341	CHAMBLEE, GA	10.5	48	43	5	21	11	8	8	1.1%	138	171	129	--	--	--	438
30017	GRAYSON, GA	10.6	160	133	27	34	46	35	45	3.9%	188	290	182	--	--	--	660
30012	CONYERS, GA	10.6	39	26	13	8	14	6	11	1.3%	242	589	162	--	--	--	993
30034	DECATUR, GA	10.9	265	220	45	60	89	42	74	4.0%	381	522	189	--	--	--	1092
30329	ATLANTA, GA	11.0	56	52	4	15	18	6	17	1.6%	77	126	51	--	--	--	254
30096	DULUTH, GA	11.3	26	21	5	5	11	3	7	0.4%	416	552	312	--	--	--	1280
30046	LAWRENCEVILLE, GA	11.3	7	7	--	1	1	1	4	--	345	544	187	--	--	--	1076
30048	LILBURN, GA	11.3	7	6	1	2	1	--	4	1.9%	14	27	11	--	--	--	52
30003	NORCROSS, GA	11.3	1	1	--	--	1	--	--	--	3	5	2	--	--	--	10
30091	NORCROSS, GA	11.3	1	1	--	--	1	--	--	--	13	13	17	--	--	--	43
30360	ATLANTA, GA	11.4	6	5	1	2	1	1	2	0.3%	98	128	90	--	--	--	316
30317	ATLANTA, GA	11.7	48	39	9	13	14	6	15	3.3%	67	129	69	--	--	--	265
30092	NORCROSS, GA	12.0	26	20	6	8	6	3	9	0.8%	211	240	250	--	--	--	701
30319	ATLANTA, GA	12.3	32	30	2	11	9	3	9	0.4%	155	138	231	--	--	--	524
30307	ATLANTA, GA	12.3	44	41	3	11	10	9	14	1.8%	47	58	59	--	--	--	164
30045	LAWRENCEVILLE, GA	12.4	115	75	40	17	56	12	30	3.9%	299	480	219	--	--	--	998

Sales Table 2 of 4

Sales Totals

Entire evaluation.

			1499	2430	1338	2409											
			343	561	210	401											
			40	94	31	41											
9795	8105	1690	1968	3260	1637	2930	23.1%	9766	15191	7295	5082	2555	4049	43938			

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Serviced Never Sold • Conquest = Vehicle owners with no dealer history

Sales Conquest by ZIP Code

Best ■ Good ■ Okay ■ Non-Factors ■ Totals ■ 0 or N/A --

Same Make Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Chrysler	Dodge	Jeep	Ford	Chevrolet	Toyota	Total Conquest
30306	ATLANTA, GA	12.8	44	38	6	7	12	6	19	3.0%	58	35	100	--	--	--	193
30324	ATLANTA, GA	13.0	28	26	2	5	12	6	5	0.9%	53	75	99	--	--	--	227
30326	ATLANTA, GA	13.3	1	1	--	1	--	--	--	--	6	7	7	--	--	--	20
30316	ATLANTA, GA	13.5	86	74	12	20	25	17	24	3.6%	111	166	42	--	--	--	319
30052	LOGANVILLE, GA	13.7	510	416	94	111	187	86	126	3.9%	539	1312	458	--	--	--	2309
30338	ATLANTA, GA	13.8	28	26	2	13	10	1	4	0.5%	123	106	147	--	--	--	376
30097	DULUTH, GA	14.1	13	9	4	4	4	2	3	0.9%	125	176	160	--	--	--	461
30346	ATLANTA, GA	14.1	3	3	--	--	1	1	1	--	8	7	17	--	--	--	32
30043	LAWRENCEVILLE, GA	14.4	28	17	11	3	16	--	9	0.7%	529	768	383	--	--	--	1680
30342	ATLANTA, GA	14.4	20	16	4	5	10	1	4	16.0%	1	5	15	--	--	--	21
30094	CONYERS, GA	14.4	27	20	7	7	9	1	10	1.2%	162	295	107	--	--	--	564
30095	DULUTH, GA	14.4	1	1	--	--	1	--	--	--	1	3	3	--	--	--	7
30294	ELLENWOOD, GA	14.6	84	67	17	20	30	12	22	4.0%	162	175	68	--	--	--	405
30305	ATLANTA, GA	14.6	16	12	4	6	7	1	2	26.7%	2	4	5	--	--	--	11
30309	ATLANTA, GA	14.7	16	15	1	5	6	1	4	--	--	--	--	--	--	--	0
30312	ATLANTA, GA	14.9	27	21	6	6	8	3	10	--	--	--	--	--	--	--	0
30013	CONYERS, GA	15.3	33	19	14	6	19	2	6	4.5%	83	159	57	--	--	--	299
30350	SANDY SPRINGS, GA	15.6	21	18	3	10	7	1	3	3.2%	36	22	32	--	--	--	90
30022	ALPHARETTA, GA	15.8	9	7	2	3	3	1	2	1.0%	64	54	75	--	--	--	193
30288	CONLEY, GA	16.3	13	8	5	1	7	1	4	--	--	--	--	--	--	--	0
30315	ATLANTA, GA	16.3	22	15	7	2	7	6	7	--	--	--	--	--	--	--	0
30024	SUWANEE, GA	16.6	8	7	1	3	2	--	3	0.2%	156	209	125	--	--	--	490
30310	ATLANTA, GA	17.7	14	13	1	1	3	4	6	--	--	--	--	--	--	--	0
30318	ATLANTA, GA	17.7	23	19	4	4	13	3	3	--	--	--	--	--	--	--	0

Sales Table 3 of 4

Sales Totals

Entire evaluation.

			1499	2430	1338	2409											
			343	561	210	401											
			40	94	31	41											
9795	8105	1690	1968	3260	1637	2930	23.1%	9766	15191	7295	5082	2555	4049	43938			

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Sales Conquest by ZIP Code

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Same Make Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Chrysler	Dodge	Jeep	Ford	Chevrolet	Toyota	Total Conquest
30019	DACULA, GA	18.2	13	4	9	2	6	2	3	9.9%	21	43	18	--	--	--	82
30076	ROSWELL, GA	18.3	6	5	1	2	2	1	1	6.7%	4	2	8	--	--	--	14
30054	OXFORD, GA	19.0	7	3	4	1	5	--	1	3.0%	23	79	27	--	--	--	129
30281	STOCKBRIDGE, GA	19.3	31	20	11	7	15	3	6	19.0%	7	32	8	--	--	--	47
31106	ATLANTA, GA	19.8	1	1	--	--	1	--	--	--	--	5	13	--	--	--	18
30344	EAST POINT, GA	20.7	13	9	4	3	4	4	2	--	--	--	--	--	--	--	0
30016	COVINGTON, GA	22.2	43	27	16	9	18	10	6	--	--	--	--	--	--	--	0
30014	COVINGTON, GA	23.0	18	9	9	4	8	2	4	--	--	--	--	--	--	--	0
30004	ALPHARETTA, GA	23.1	13	7	6	1	8	3	1	--	--	--	--	--	--	--	0
30331	ATLANTA, GA	23.8	18	11	7	6	7	2	3	--	--	--	--	--	--	--	0
30656	MONROE, GA	23.9	21	10	11	1	11	1	8	--	--	--	--	--	--	--	0
30252	MCDONOUGH, GA	24.6	14	7	7	1	9	2	2	--	--	--	--	--	--	--	0
30349	COLLEGE PARK, GA	24.9	26	18	8	9	7	4	6	--	--	--	--	--	--	--	0
30655	MONROE, GA	25.0	30	16	14	6	14	5	5	--	--	--	--	--	--	--	0
30253	MCDONOUGH, GA	25.2	12	6	6	2	4	2	4	--	--	--	--	--	--	--	0
30238	JONESBORO, GA	26.5	11	5	6	1	8	--	2	--	--	--	--	--	--	--	0

Sales Table 4 of 4

Sales Totals

Entire evaluation.

			1499	2430	1338	2409											
			343	561	210	401											
			40	94	31	41											
9795	8105	1690	1968	3260	1637	2930	23.1%	9766	15191	7295	5082	2555	4049	43938			

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6010 Atlantic Boulevard
Norcross, GA 30071
Ph: 888-327-9400 Fax: 678-225-1598

WWW.EASYCARESOS.COM