

market evaluation

prepared for

Dub Richardson Toyota

05/05/2010

Customer Counts by Zip Code

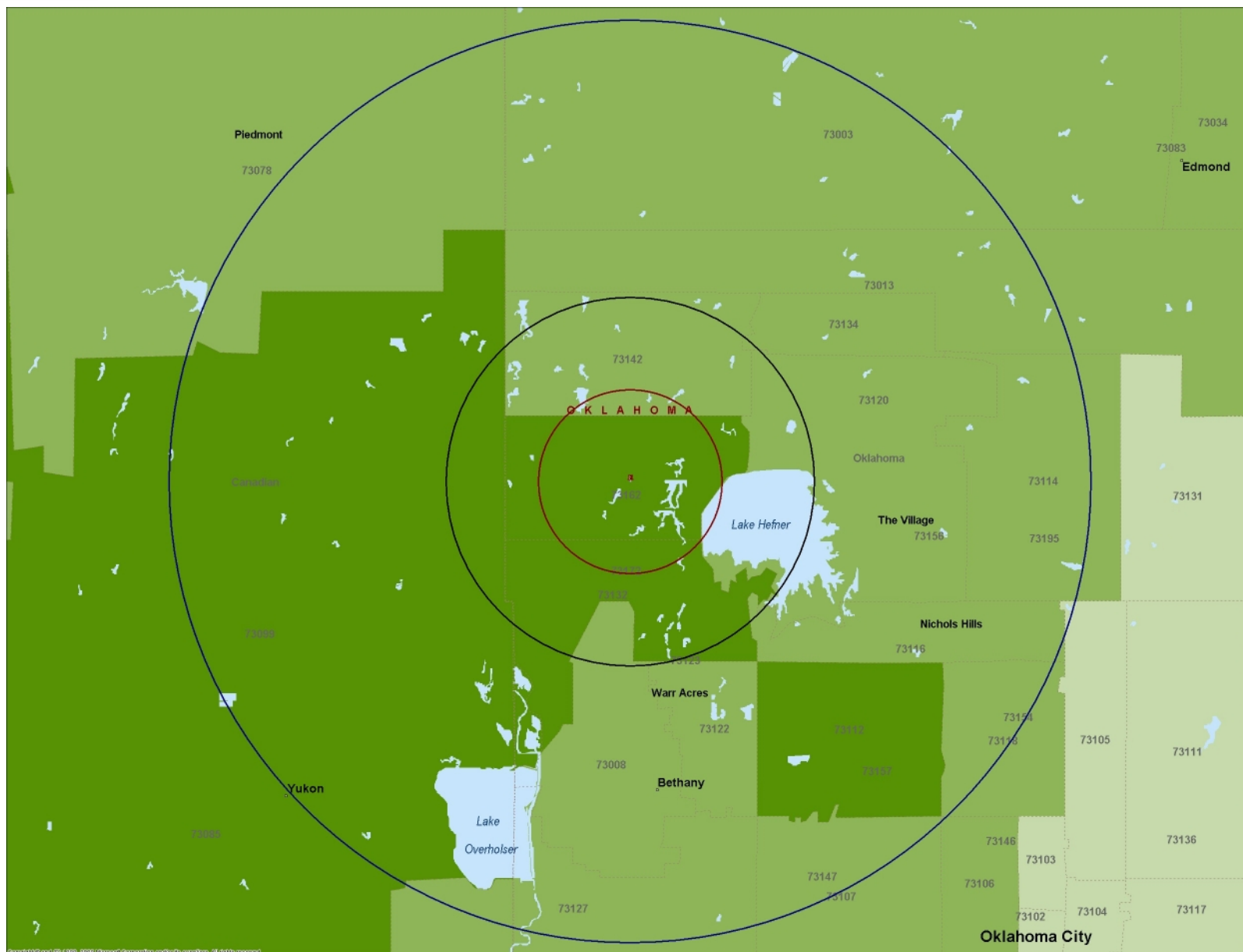
Legend

Radius Ring Distances

- Inner Circle 3 mile radius
- Middle Circle 1 6 mile radius
- Middle Circle 2 15 mile radius

Zip Code Results

- 1 to 9 (12)
- 10 to 99 (50)
- 100 to 999 (31)
- 1000 to 9999 (4)



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	22,217	100.00%
Fallout records		
Dates beyond 60 months	256	1.15%
Unrealistic drive time	4,596	20.69%
Non-Mailable	383	1.72%
Non-Dealer Makes	2,502	11.26%
Total Fallout records	7,737	34.82%
Existing customer records	14,480	65.18%

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

310

Total "Existing" Customers

Number of customer records after database cleanse.
Total "Existing" Customers are broken down into four separate customer groups: **Recent**, **Inactive**, **Lost** and **SNS**.

80

"Recent" Customers

Total number of customers that purchased a car or had service within the last 6 months.

25

"Inactive" Customers

Total number of customers that purchased a car or had service within the last 6-12 months.

205

"Lost" Customers

Total number of customers that have not had service in more than 12 months.

70

13-24 months

26

25-36 months

58

37-48 months

51

49-60 months

14,480

5,534
w/email

5,630

2,663
w/email

1,926

744
w/email

6,924

2,127
w/email

2,162

1,607

1,559

1,596

774

544

387

422
w/email

Total "Recovery" Customers

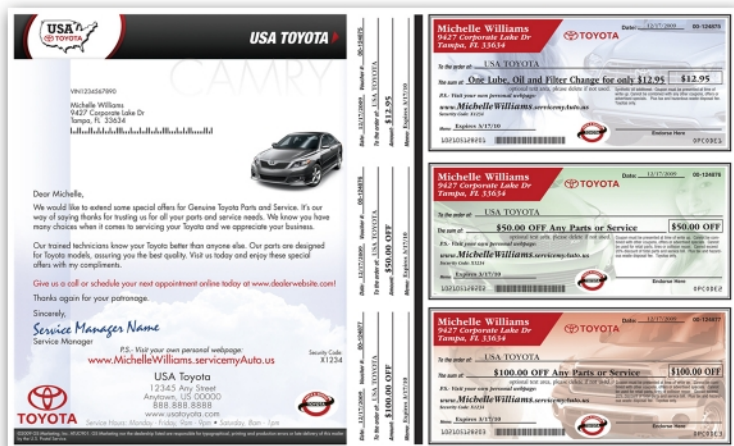
Total number of "Inactive" & "Lost" customers.

8,850

2,871
w/email

Customer Records
Existing Customer Breakdown

Initial Customer Recovery



3 CHECK OPTION
OFFERS



POSTCARD OPTION
2 OFFERS



SELF-MAILER OPTION
3 OFFERS

Service Recovery by ZIP Code

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

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost
73162	OKLAHOMA CITY, OK	--	1608	33	1575	754	223	598
73132	OKLAHOMA CITY, OK	1.8	1142	18	1124	509	171	444
73142	OKLAHOMA CITY, OK	1.9	453	8	445	208	54	183
73120	OKLAHOMA CITY, OK	4.1	665	9	656	260	92	304
73122	WARR ACRES, OK	4.3	378	4	374	164	60	150
73172	OKLAHOMA CITY, OK	4.4	42	--	42	15	8	19
73134	OKLAHOMA CITY, OK	4.4	105	5	100	35	19	46
73008	BETHANY, OK	5.0	491	5	486	197	76	213
73116	OKLAHOMA CITY, OK	5.2	370	8	362	143	55	164
73112	OKLAHOMA CITY, OK	5.6	876	19	857	335	129	393
73114	OKLAHOMA CITY, OK	6.4	96	3	93	34	14	45
73127	OKLAHOMA CITY, OK	6.8	347	4	343	128	55	160
73154	OKLAHOMA CITY, OK	7.4	14	1	13	5	2	6
73101	OKLAHOMA CITY, OK	7.4	13	--	13	7	--	6
73107	OKLAHOMA CITY, OK	7.5	372	11	361	126	44	191
73118	OKLAHOMA CITY, OK	7.5	252	4	248	89	35	124
73099	YUKON, OK	8.0	1918	38	1880	870	228	782
73078	PIEDMONT, OK	8.7	327	12	315	151	37	127
73106	OKLAHOMA CITY, OK	8.9	117	5	112	36	13	63
73085	YUKON, OK	8.9	29	--	29	10	3	16
73105	OKLAHOMA CITY, OK	9.0	44	1	43	12	3	28
73103	OKLAHOMA CITY, OK	9.1	56	1	55	18	10	27
73003	EDMOND, OK	9.2	170	3	167	40	13	114
73013	EDMOND, OK	9.4	535	16	519	168	63	288

Service Table 1 of 4

Service Totals

Entire evaluation.

			4472	1455	4702
			728	277	1263
			202	96	494
14480	310	14170	5550	1901	6719

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

Report Analysis

Service Recovery by ZIP Code

Service Recovery by ZIP Code

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

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost
73128	OKLAHOMA CITY, OK	9.5	116	--	116	52	8	56
73131	OKLAHOMA CITY, OK	9.5	27	1	26	7	3	16
73102	OKLAHOMA CITY, OK	10.0	29	--	29	11	5	13
73108	OKLAHOMA CITY, OK	10.2	34	2	32	11	4	17
73104	OKLAHOMA CITY, OK	10.3	23	1	22	4	3	15
73111	OKLAHOMA CITY, OK	10.3	35	--	35	12	5	18
73179	OKLAHOMA CITY, OK	11.2	94	1	93	42	12	39
73083	EDMOND, OK	11.4	29	1	28	14	2	12
73119	OKLAHOMA CITY, OK	11.6	65	1	64	23	8	33
73117	OKLAHOMA CITY, OK	11.6	13	1	12	3	4	5
73121	OKLAHOMA CITY, OK	11.9	18	1	17	5	1	11
73109	OKLAHOMA CITY, OK	11.9	39	1	38	7	6	25
73034	EDMOND, OK	12.9	341	7	334	76	51	207
73147	OKLAHOMA CITY, OK	13.1	16	--	16	7	--	9
73151	OKLAHOMA CITY, OK	13.1	20	2	18	4	4	10
73156	OKLAHOMA CITY, OK	13.1	29	--	29	10	4	15
73157	OKLAHOMA CITY, OK	13.1	28	2	26	7	5	14
73129	OKLAHOMA CITY, OK	13.1	19	--	19	6	1	12
73169	OKLAHOMA CITY, OK	13.2	24	1	23	6	4	13
73159	OKLAHOMA CITY, OK	14.1	179	6	173	58	19	96
73064	MUSTANG, OK	14.3	432	8	424	198	52	174
73139	OKLAHOMA CITY, OK	14.6	78	4	74	12	10	52
73115	DEL CITY, OK	14.6	43	--	43	14	5	24
73110	MIDWEST CITY, OK	15.9	74	--	74	21	10	43

Service Table 2 of 4

Service Totals

Entire evaluation.

			4472	1455	4702
			728	277	1263
			202	96	494
14480	310	14170	5550	1901	6719

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Report Analysis

Service Recovery by ZIP Code

Service Recovery by ZIP Code

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

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost
73016	CASHION, OK	15.9	33	2	31	12	3	16
73135	OKLAHOMA CITY, OK	16.9	59	1	58	13	7	38
73170	MOORE, OK	17.6	275	7	268	73	25	170
73130	OKLAHOMA CITY, OK	18.1	72	2	70	20	4	46
73160	MOORE, OK	18.4	134	3	131	23	13	95
73036	EL RENO, OK	18.4	162	4	158	66	21	71
73007	ARCADIA, OK	18.9	14	--	14	3	3	8
73049	JONES, OK	19.2	19	--	19	4	1	14
73150	OKLAHOMA CITY, OK	20.6	15	1	14	1	2	11
73762	OKARCHE, OK	21.0	37	2	35	11	7	17
73090	UNION CITY, OK	21.1	15	--	15	9	2	4
73089	TUTTLE, OK	22.3	102	1	101	39	11	51
73020	CHOCTAW, OK	22.3	72	7	65	13	8	44
73044	GUTHRIE, OK	22.4	98	4	94	20	12	62
73165	OKLAHOMA CITY, OK	22.6	24	3	21	5	2	14
73065	NEWCASTLE, OK	23.5	32	--	32	8	5	19
73123	OKLAHOMA CITY, OK	24.7	34	--	34	14	4	16
73054	LUTHER, OK	25.8	21	--	21	5	1	15
73069	NORMAN, OK	26.3	46	1	45	10	5	30
73028	CRESCENT, OK	26.6	29	--	29	11	3	15
73072	NORMAN, OK	26.7	128	4	124	21	11	92
73071	NORMAN, OK	27.3	80	1	79	13	10	56
73045	HARRAH, OK	27.5	27	3	24	8	--	16
73059	MINCO, OK	28.0	19	--	19	2	3	14

Service Table 3 of 4

Service Totals

Entire evaluation.

			4472	1455	4702
			728	277	1263
			202	96	494
14480	310	14170	5550	1901	6719

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

Report Analysis

Service Recovery by ZIP Code

Service Recovery by ZIP Code

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

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost
74857	NEWALLA, OK	29.5	22	--	22	2	7	13
73070	NORMAN, OK	30.3	12	1	11	5	3	3
73026	NORMAN, OK	31.6	22	1	21	6	2	13
73025	EDMOND, OK	6,654.5	161	4	157	61	20	76

Service Table 4 of 4

Service Totals

Entire evaluation.

			4472	1455	4702
			728	277	1263
			202	96	494
14480	310	14170	5550	1901	6719

Report Analysis

Service Recovery by ZIP Code

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