



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Frank Leta Honda

05/07/2010

Customer Counts by Zip Code

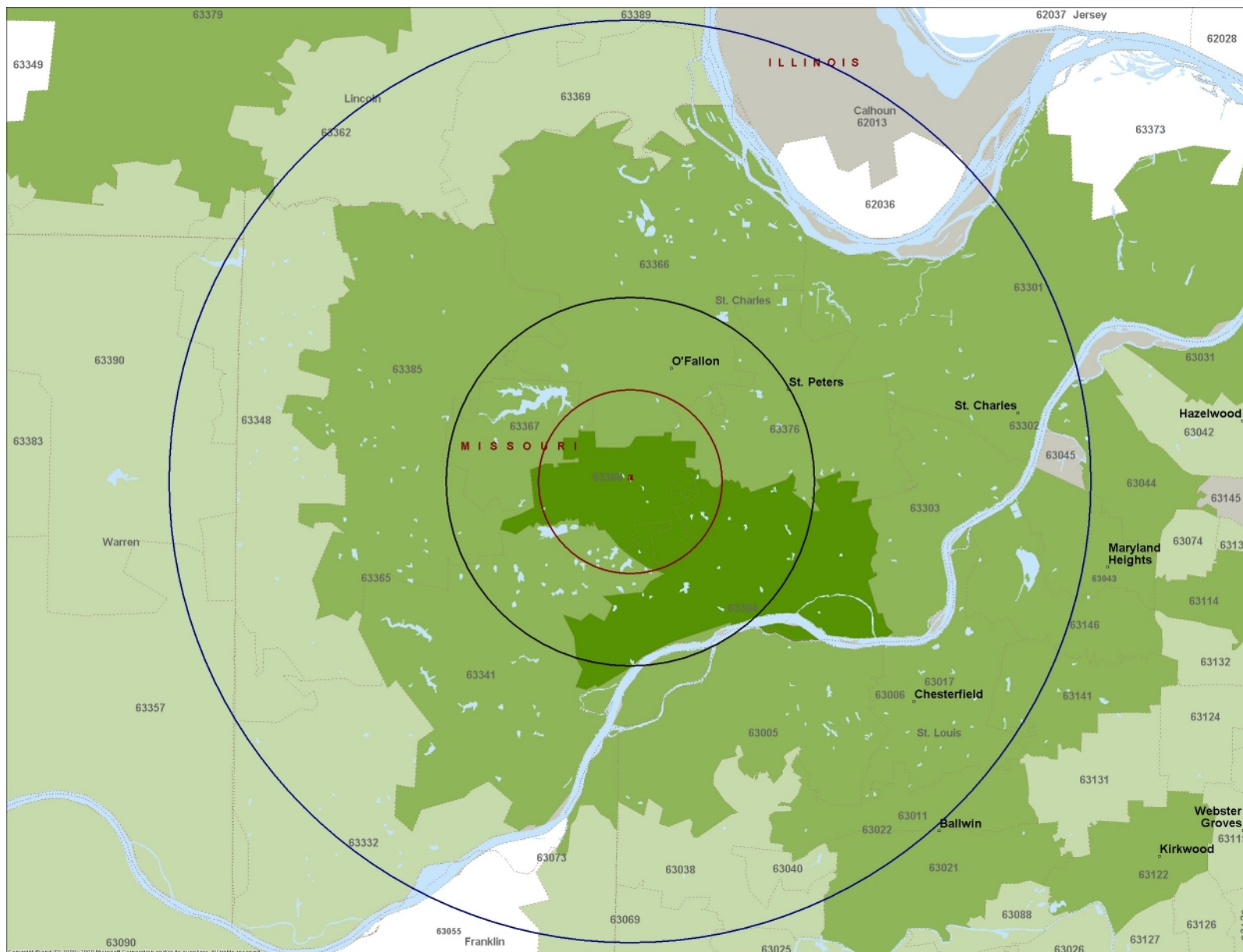
Legend

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 (104)
- 10 to 99 (69)
- 100 to 999 (22)
- 1000 to 9999 (2)



Customer Map is generated based on cleansed dealer data.

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Customer Counts by ZIP CODE

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.

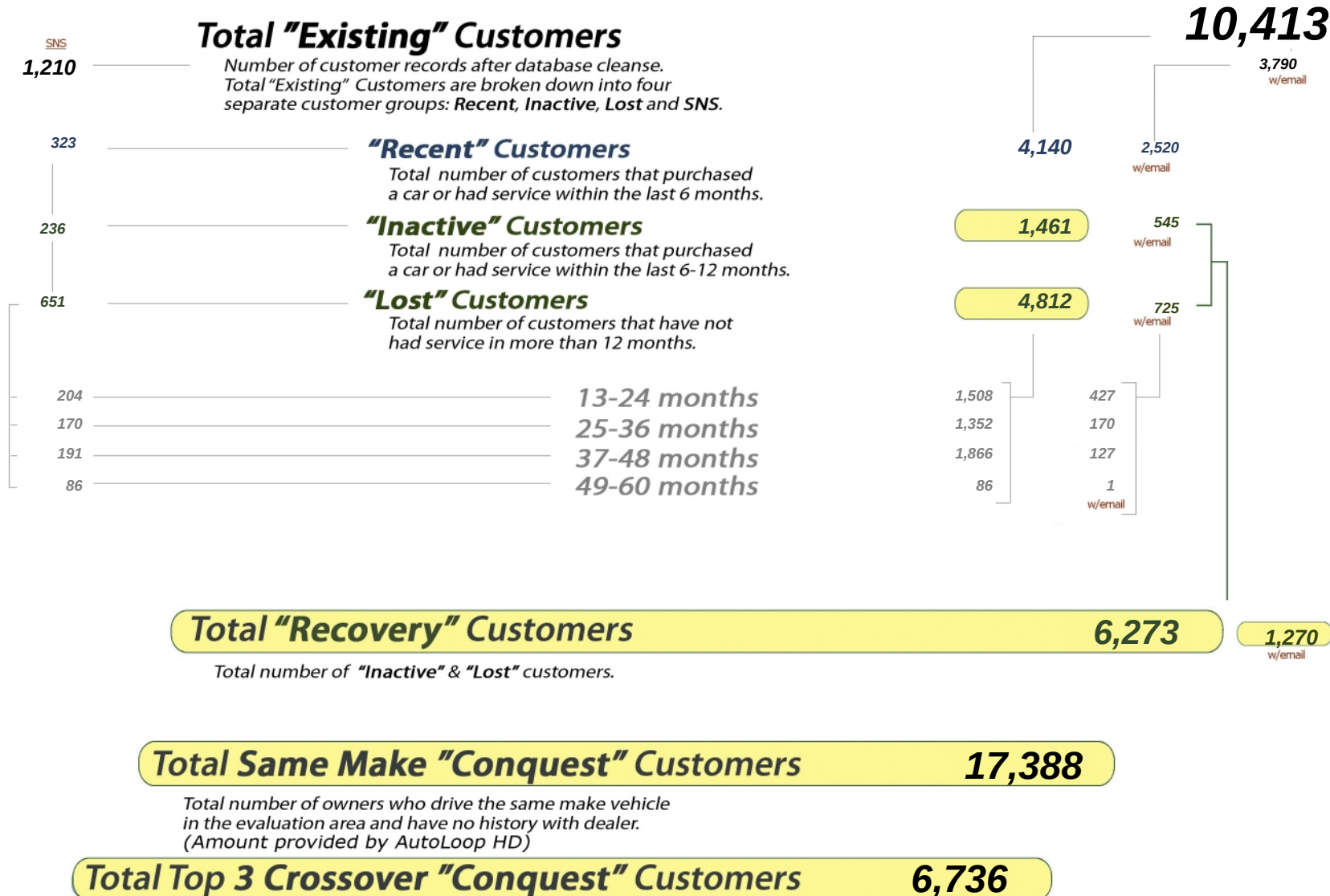
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	13,023	100.00%
Fallout records		
Dates beyond 60 months	0	0.00%
Unrealistic drive time	889	6.83%
Non-Mailable	333	2.56%
Non-Dealer Makes	1,388	10.66%
Total Fallout records	2,610	20.04%
Existing customer records	10,413	79.96%

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

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, 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 checks' 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
3555 West Main Street • Anytown, FL 32608 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E1

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, 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 checks' discounts include:

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Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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ABC DEALERSHIP
3555 West Main Street • Anytown, FL 32608 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, 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 checks' discounts include:

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- \$50.00 OFF Any Parts or Service
- \$100.00 OFF Any Parts or Service

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Service Manager Name
Service Manager

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ABC DEALERSHIP
3555 West Main Street • Anytown, FL 32608 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E3

Initial Customer Recovery

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

Scheduled Maintenance

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

MICHELLE... OUR RECORDS SHOW YOUR 2009 ALTIMA

Drive

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$19.95

ANY PARTS & SERVICE
\$50.00 OFF

ANY PARTS & SERVICE
\$100.00 OFF

Expires 2/28/10

0PC00E4

Self-Mailer

Declined Services

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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's maintain the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: **ABC Dealership**

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E5

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

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, is extending \$19.95 lube, oil and filter change service to you.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: **ABC Dealership**

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E6

3up Check

2nd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$19.95

ANY PARTS & SERVICE
\$50.00 OFF

Expires 2/28/10

0PC00E7

Snap

3rd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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, is extending \$19.95 lube, oil and filter change service to you.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: **ABC Dealership**

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E8

Snap w/Check

4th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$19.95

ANY PARTS & SERVICE
\$50.00 OFF

Expires 2/28/10

0PC00E9

Snap

5th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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, is extending \$19.95 lube, oil and filter change service to you.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: **ABC Dealership**

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E10

Snap w/Check

6th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

MICHELLE SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$19.95

ANY PARTS & SERVICE
\$50.00 OFF

ANY PARTS & SERVICE
\$100.00 OFF

Expires 2/28/10

0PC00E11

Post Card

Service Conquest by Zip Code

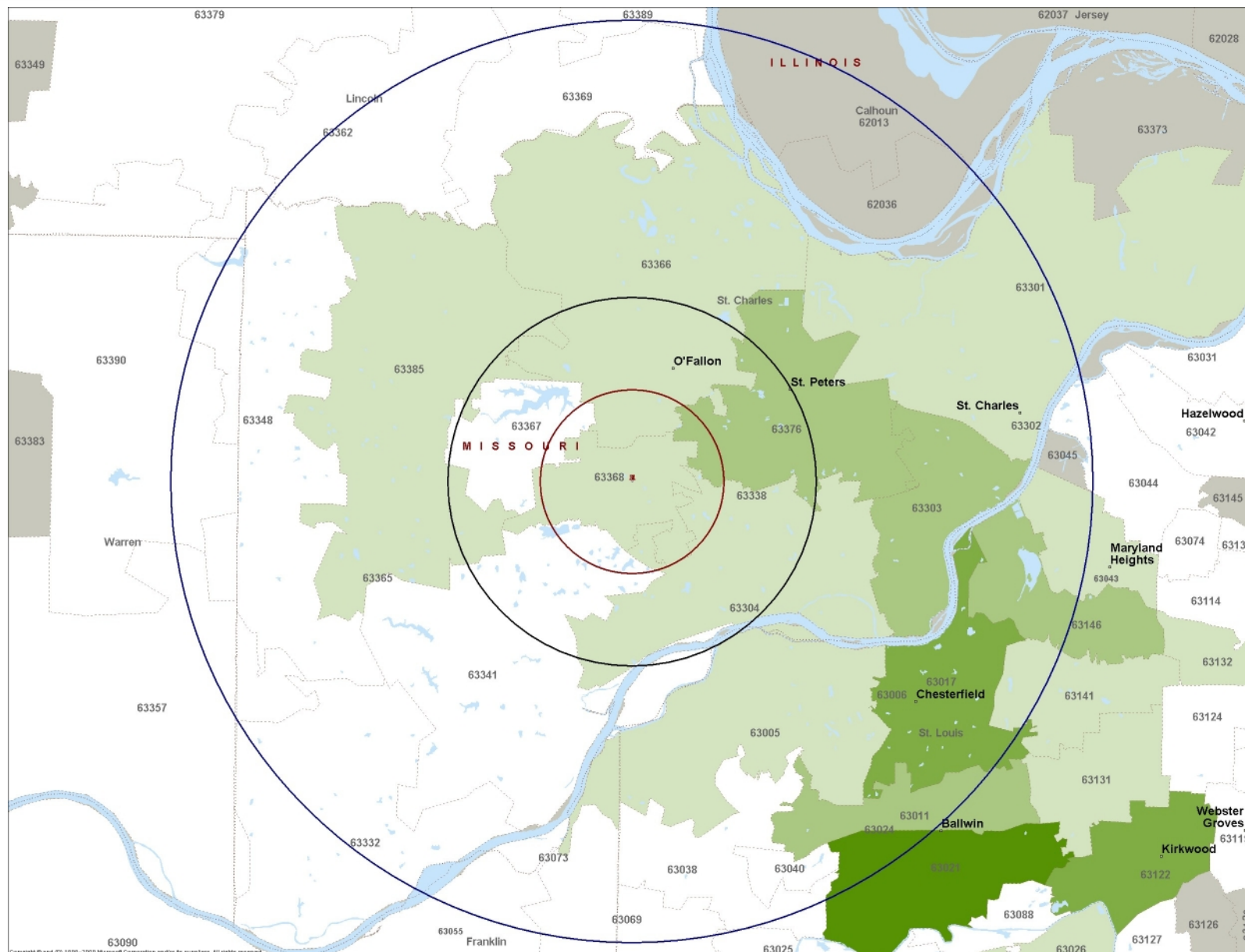
Legend

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 359 (40)
 360 to 719 (11)
 720 to 1079 (4)
 1080 to 1439 (2)
 1440 to 1800 (1)



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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	Honda	Total Conquest
63368	O FALLON, MO	0.0	1580	100	1480	859	237	384	74.4%	509	509
63366	O FALLON, MO	2.0	636	54	582	303	103	176	51.8%	542	542
63304	SAINT CHARLES, MO	4.3	916	58	858	460	128	270	56.2%	670	670
63367	LAKE SAINT LOUIS, MO	4.3	588	38	550	288	93	169	66.3%	279	279
63376	SAINT PETERS, MO	5.8	687	70	617	296	104	217	36.4%	1078	1078
63341	DEFIANCE, MO	5.8	74	2	72	38	5	29	56.3%	56	56
63385	WENTZVILLE, MO	8.1	566	44	522	285	78	159	55.4%	420	420
63365	NEW MELLE, MO	8.6	2	--	2	2	--	--	50.0%	2	2
63005	CHESTERFIELD, MO	9.1	197	17	180	92	29	59	30.6%	409	409
63303	SAINT PETERS, MO	10.0	429	38	391	180	51	160	31.2%	863	863
63301	SAINT CHARLES, MO	12.3	204	26	178	57	20	101	20.6%	688	688
63348	FORISTELL, MO	12.5	69	4	65	34	8	23	38.7%	103	103
63017	CHESTERFIELD, MO	12.6	354	38	316	154	57	105	20.2%	1246	1246
63038	GLENCOE, MO	12.7	45	7	38	18	4	16	18.8%	164	164
63369	OLD MONROE, MO	12.7	9	--	9	7	2	--	26.5%	25	25
63040	GROVER, MO	13.8	46	6	40	21	6	13	13.9%	247	247
63011	WILDWOOD, MO	14.2	134	16	118	46	18	54	10.3%	1032	1032
63332	AUGUSTA, MO	14.6	20	2	18	13	1	4	45.0%	22	22
63302	SAINT CHARLES, MO	14.6	4	--	4	1	--	3	44.4%	5	5
63043	MARYLAND HEIGHTS, MO	15.3	249	31	218	39	14	165	34.3%	417	417
63146	SAINT LOUIS, MO	15.7	253	22	231	59	24	148	22.1%	816	816
63141	CREVE COEUR, MO	16.0	113	20	93	31	8	54	14.0%	573	573
63044	BRIDGETON, MO	16.3	107	6	101	10	5	86	33.4%	201	201
63021	BALLWIN, MO	16.3	181	40	141	47	25	69	7.9%	1636	1636

Service Table 1 of 4

Service Totals

Entire evaluation.

			2803	828	1623		3134	
			675	243	1184		6459	
			294	127	1185		7790	
10413	1210	9203	3817	1225	4161	37.5%	17388	24124

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

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	Honda	Total Conquest
63362	MOSCOW MILLS, MO	16.3	25	2	23	15	3	5	28.4%	58	58
63055	LABADIE, MO	16.7	5	1	4	1	--	3	7.3%	51	51
63390	WRIGHT CITY, MO	16.9	64	5	59	27	11	21	48.4%	63	63
63389	WINFIELD, MO	17.0	21	2	19	11	1	7	44.2%	24	24
63006	CHESTERFIELD, MO	18.0	1	--	1	--	1	--	20.0%	4	4
63131	SAINT LOUIS, MO	18.3	35	5	30	13	1	16	4.6%	627	627
63074	SAINT ANN, MO	18.4	52	7	45	7	--	38	26.9%	122	122
63088	VALLEY PARK, MO	18.9	33	4	29	12	7	10	15.9%	153	153
63069	PACIFIC, MO	19.0	15	4	11	2	2	7	5.2%	199	199
63042	HAZELWOOD, MO	19.2	56	3	53	4	3	46	27.6%	139	139
63025	EUREKA, MO	19.2	30	5	25	7	2	16	9.0%	254	254
63132	SAINT LOUIS, MO	19.7	40	7	33	6	--	27	7.5%	406	406
63114	SAINT LOUIS, MO	20.0	103	14	89	7	3	79	20.5%	345	345
63124	SAINT LOUIS, MO	20.3	21	4	17	3	3	11	6.6%	242	242
63134	SAINT LOUIS, MO	20.8	19	--	19	2	--	17	24.7%	58	58
63122	KIRKWOOD, MO	20.9	97	22	75	21	14	40	5.0%	1436	1436
63357	MARTHASVILLE, MO	21.2	26	2	24	12	7	5	26.4%	67	67
63031	FLORISSANT, MO	21.2	222	29	193	15	9	169	64.1%	108	108
63379	TROY, MO	21.5	111	9	102	41	13	48	93.6%	7	7
63089	VILLA RIDGE, MO	22.1	1	--	1	1	--	--	3.1%	31	31
63049	HIGH RIDGE, MO	22.3	14	4	10	3	2	5	7.9%	116	116
63090	WASHINGTON, MO	22.3	23	6	17	8	5	4	13.7%	107	107
63144	BRENTWOOD, MO	22.4	29	9	20	5	3	12	64.5%	11	11
63073	SAINT ALBANS, MO	22.4	1	--	1	--	--	1	10.0%	9	9

Service Table 2 of 4

Service Totals

Entire evaluation.

			2803	828	1623		3134	
			675	243	1184		6459	
			294	127	1185		7790	
10413	1210	9203	3817	1225	4161	37.5%	17388	24124

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	Honda	Total Conquest
63026	FENTON, MO	22.6	76	23	53	13	5	35	8.0%	610	610
63130	SAINT LOUIS, MO	22.6	88	17	71	10	8	53	84.5%	13	13
63105	SAINT LOUIS, MO	22.7	29	6	23	7	3	13	--	--	0
63135	SAINT LOUIS, MO	22.8	67	15	52	2	4	46	--	--	0
63127	SAINT LOUIS, MO	23.1	5	2	3	--	1	2	14.3%	18	18
63119	SAINT LOUIS, MO	23.2	57	16	41	11	5	25	33.1%	83	83
63117	SAINT LOUIS, MO	23.3	23	9	14	2	2	10	53.8%	12	12
63121	SAINT LOUIS, MO	23.4	82	8	74	9	2	63	--	--	0
63126	SAINT LOUIS, MO	23.4	21	6	15	3	1	11	--	--	0
63033	FLORISSANT, MO	23.8	160	17	143	11	2	130	--	--	0
63034	FLORISSANT, MO	24.0	113	11	102	11	3	88	--	--	0
63143	MAPLEWOOD, MO	24.1	12	3	9	3	1	5	--	--	0
63383	WARRENTON, MO	24.4	60	10	50	26	4	20	--	--	0
63015	CATAWISSA, MO	24.6	4	--	4	3	1	--	66.7%	2	2
63112	SAINT LOUIS, MO	24.7	24	3	21	5	1	15	--	--	0
63136	SAINT LOUIS, MO	25.0	55	7	48	2	2	44	--	--	0
63139	SAINT LOUIS, MO	25.5	41	14	27	3	4	20	--	--	0
63051	HOUSE SPRINGS, MO	25.7	10	1	9	2	3	4	64.3%	5	5
63123	AFFTON, MO	25.9	51	15	36	9	5	22	--	--	0
63109	SAINT LOUIS, MO	26.1	33	9	24	8	2	14	--	--	0
63128	SAINT LOUIS, MO	26.1	34	17	17	4	3	10	--	--	0
63108	SAINT LOUIS, MO	26.5	36	7	29	7	--	22	--	--	0
63110	SAINT LOUIS, MO	26.7	20	3	17	2	3	12	--	--	0
63115	SAINT LOUIS, MO	26.7	23	1	22	--	1	21	--	--	0

Service Table 3 of 4

Service Totals

Entire evaluation.

			2803	828	1623		3134	
			675	243	1184		6459	
			294	127	1185		7790	
10413	1210	9203	3817	1225	4161	37.5%	17388	24124

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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	Honda	Total Conquest
63137	SAINT LOUIS, MO	27.3	35	5	30	2	1	27	--	--	0
63147	SAINT LOUIS, MO	27.6	17	--	17	2	1	14	--	--	0
63116	SAINT LOUIS, MO	27.8	43	8	35	7	4	24	--	--	0
63138	SAINT LOUIS, MO	27.8	29	2	27	1	--	26	--	--	0
63103	SAINT LOUIS, MO	28.9	11	2	9	3	1	5	--	--	0
63010	ARNOLD, MO	29.3	14	3	11	2	1	8	--	--	0
63104	SAINT LOUIS, MO	29.4	20	1	19	10	--	9	--	--	0
63129	SAINT LOUIS, MO	29.5	61	29	32	9	3	20	--	--	0
62035	GODFREY, IL	30.1	28	3	25	3	1	21	--	--	0
63052	IMPERIAL, MO	31.0	12	2	10	3	2	5	--	--	0
62002	ALTON, IL	32.2	32	5	27	3	4	20	--	--	0
62040	GRANITE CITY, IL	33.0	15	6	9	--	--	9	--	--	0
62223	BELLEVILLE, IL	39.0	11	4	7	1	1	5	--	--	0
62234	COLLINSVILLE, IL	39.8	16	8	8	--	--	8	--	--	0
62034	GLEN CARBON, IL	40.5	25	7	18	1	--	17	--	--	0
62025	EDWARDSVILLE, IL	41.7	50	17	33	2	1	30	--	--	0
62226	SWANSEA, IL	41.9	11	5	6	2	1	3	--	--	0
62221	BELLEVILLE, IL	45.2	12	3	9	4	1	4	--	--	0
62269	O FALLON, IL	45.4	14	12	2	1	--	1	--	--	0

Service Table 4 of 4

Service Totals

Entire evaluation.

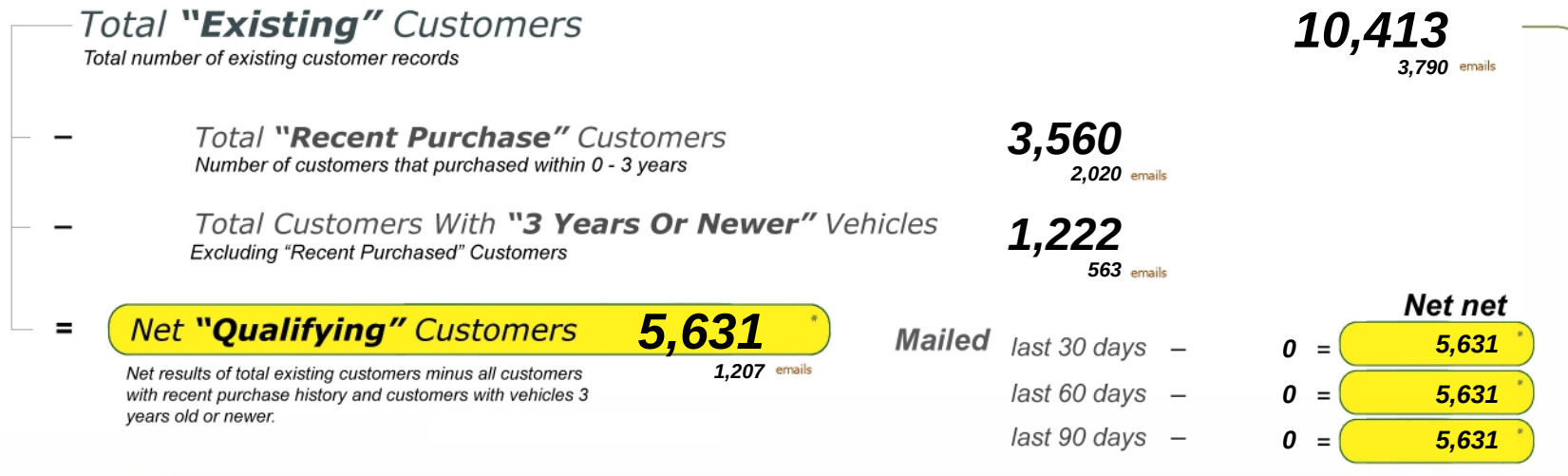
			2803	828	1623		3134	
			675	243	1184		6459	
			294	127	1185		7790	
10413	1210	9203	3817	1225	4161	37.5%	17388	24124

Report Analysis

Service Conquest by ZIP Code

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

Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

16,583

Total Crossover "Conquest"

Total number of non-dealer makes conquest 3 years and older

6,736

Customer Records
Existing Sales Customer Breakdown

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



A6



SNAP

Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Sales Conquest by Zip Code

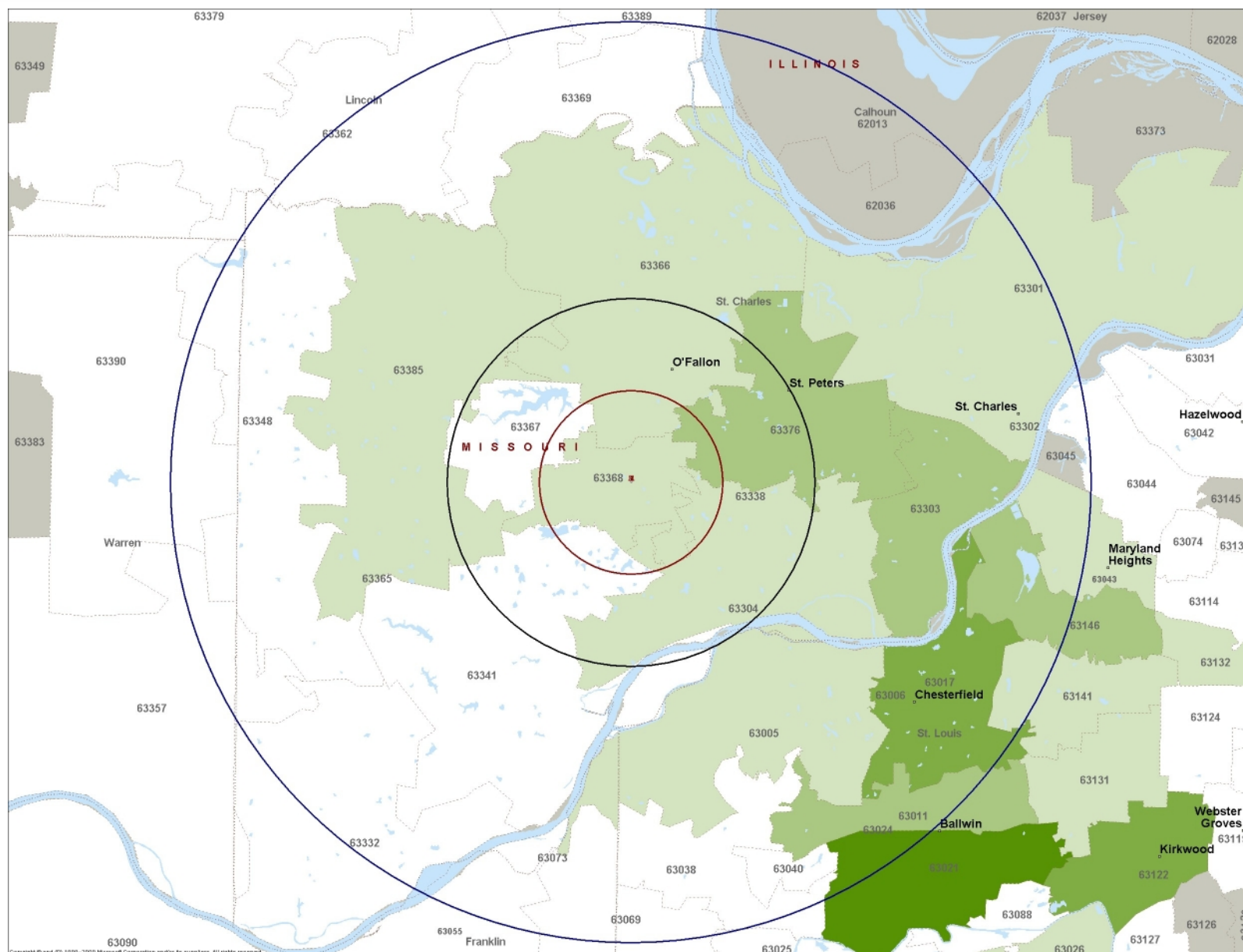
Legend

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 359 (40)
- 360 to 719 (11)
- 720 to 1079 (4)
- 1080 to 1439 (2)
- 1440 to 1800 (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	Honda	Toyota	Chevrolet	Ford	Total Conquest
63368	O FALLON, MO	0.0	1045	952	93	245	271	222	307	16.1%	484	621	1381	1048	3534
63366	O FALLON, MO	2.0	382	341	41	81	103	76	122	7.4%	511	138	400	341	1390
63304	SAINT CHARLES, MO	4.3	588	527	61	122	154	125	187	8.5%	658	376	611	469	2114
63367	LAKE SAINT LOUIS, MO	4.3	390	354	36	98	98	82	112	11.8%	270	3	18	13	304
63376	SAINT PETERS, MO	5.8	398	337	61	85	99	91	123	5.6%	1038	228	579	448	2293
63341	DEFIANCE, MO	5.8	50	44	6	16	8	10	16	9.7%	56	2	23	10	91
63385	WENTZVILLE, MO	8.1	337	297	40	84	86	75	92	9.2%	396	2	5	1	404
63365	NEW MELLE, MO	8.6	1	--	1	--	1	--	--	33.3%	2	--	--	--	2
63005	CHESTERFIELD, MO	9.1	138	127	11	45	32	28	33	2.8%	389	1	3	1	394
63303	SAINT PETERS, MO	10.0	278	233	45	46	77	62	93	5.2%	828	--	--	--	828
63301	SAINT CHARLES, MO	12.3	133	109	24	17	32	25	59	3.5%	655	--	--	--	655
63348	FORISTELL, MO	12.5	37	31	6	11	9	8	9	5.7%	100	--	--	--	100
63017	CHESTERFIELD, MO	12.6	229	201	28	50	52	60	67	2.3%	1194	--	--	--	1194
63038	GLENCOE, MO	12.7	28	23	5	4	8	6	10	3.1%	155	--	--	--	155
63369	OLD MONROE, MO	12.7	5	3	2	1	2	2	--	7.4%	25	--	--	--	25
63040	GROVER, MO	13.8	20	18	2	3	6	4	7	0.9%	220	--	--	--	220
63011	WILDWOOD, MO	14.2	80	67	13	13	22	18	27	1.3%	984	--	--	--	984
63332	AUGUSTA, MO	14.6	10	10	--	4	1	1	4	--	22	--	--	--	22
63302	SAINT CHARLES, MO	14.6	2	2	--	--	1	--	1	--	5	--	--	--	5
63043	MARYLAND HEIGHTS, MO	15.3	210	168	42	15	63	37	95	10.0%	380	--	--	--	380
63146	SAINT LOUIS, MO	15.7	190	173	17	14	51	37	88	2.2%	753	--	--	--	753
63141	CREVE COEUR, MO	16.0	79	68	11	10	22	13	34	2.0%	536	--	--	--	536
63044	BRIDGETON, MO	16.3	100	87	13	1	29	25	45	6.2%	197	--	--	--	197
63021	BALLWIN, MO	16.3	90	68	22	16	28	16	30	1.4%	1571	--	--	--	1571

Sales Table 1 of 4

Sales Totals

Entire evaluation.

			822	929	771	1085								
			202	418	343	666								
			153	375	238	582								
6853	5875	978	1222	1794	1407	2430	28.3%	16583	1372	3025	2339	23319		

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • 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	Honda	Toyota	Chevrolet	Ford	Total Conquest
63362	MOSCOW MILLS, MO	16.3	10	10	--	1	2	1	6	--	58	--	--	--	58
63055	LABADIE, MO	16.7	2	2	--	--	2	--	--	--	50	--	--	--	50
63390	WRIGHT CITY, MO	16.9	38	35	3	9	5	11	13	4.7%	61	--	--	--	61
63389	WINFIELD, MO	17.0	10	8	2	3	2	1	4	7.7%	24	--	--	--	24
63006	CHESTERFIELD, MO	18.0	1	1	--	1	--	--	--	--	4	--	--	--	4
63131	SAINT LOUIS, MO	18.3	22	20	2	4	4	3	11	0.3%	598	--	--	--	598
63074	SAINT ANN, MO	18.4	44	35	9	2	15	8	19	7.3%	115	--	--	--	115
63088	VALLEY PARK, MO	18.9	22	19	3	5	4	5	8	2.0%	148	--	--	--	148
63069	PACIFIC, MO	19.0	7	7	--	1	2	4	--	--	194	--	--	--	194
63042	HAZELWOOD, MO	19.2	51	46	5	3	10	11	27	3.6%	132	--	--	--	132
63025	EUREKA, MO	19.2	16	14	2	3	6	4	3	0.8%	247	--	--	--	247
63132	SAINT LOUIS, MO	19.7	36	28	8	3	7	9	17	2.0%	390	--	--	--	390
63114	SAINT LOUIS, MO	20.0	88	73	15	4	18	20	46	4.3%	336	--	--	--	336
63124	SAINT LOUIS, MO	20.3	14	10	4	1	5	3	5	1.7%	226	--	--	--	226
63134	SAINT LOUIS, MO	20.8	18	18	--	--	2	4	12	--	58	--	--	--	58
63122	KIRKWOOD, MO	20.9	37	31	6	3	8	7	19	0.4%	1350	--	--	--	1350
63357	MARTHASVILLE, MO	21.2	15	13	2	6	4	2	3	2.9%	67	--	--	--	67
63031	FLORISSANT, MO	21.2	194	153	41	13	58	30	93	28.1%	105	--	--	--	105
63379	TROY, MO	21.5	76	66	10	26	20	9	21	62.5%	6	--	--	--	6
63089	VILLA RIDGE, MO	22.1	--	--	--	--	--	--	--	--	31	--	--	--	31
63049	HIGH RIDGE, MO	22.3	5	4	1	2	2	--	1	0.9%	110	--	--	--	110
63090	WASHINGTON, MO	22.3	8	7	1	2	3	--	3	1.0%	99	--	--	--	99
63144	BRENTWOOD, MO	22.4	17	11	6	2	5	5	5	37.5%	10	--	--	--	10
63073	SAINT ALBANS, MO	22.4	--	--	--	--	--	--	--	--	9	--	--	--	9

Sales Table 2 of 4

Sales Totals

Entire evaluation.

			822	929	771	1085								
			202	418	343	666								
			153	375	238	582								
6853	5875	978	1222	1794	1407	2430	28.3%	16583	1372	3025	2339	23319		

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	Honda	Toyota	Chevrolet	Ford	Total Conquest
63026	FENTON, MO	22.6	39	33	6	5	16	8	10	1.0%	596	--	--	--	596
63130	SAINT LOUIS, MO	22.6	60	48	12	3	12	16	29	54.5%	10	--	--	--	10
63105	SAINT LOUIS, MO	22.7	20	16	4	4	6	3	7	--	--	--	--	--	0
63135	SAINT LOUIS, MO	22.8	57	45	12	1	20	9	27	--	--	--	--	--	0
63127	SAINT LOUIS, MO	23.1	1	--	1	1	--	--	--	5.3%	18	--	--	--	18
63119	SAINT LOUIS, MO	23.2	28	19	9	5	11	3	9	10.3%	78	--	--	--	78
63117	SAINT LOUIS, MO	23.3	14	10	4	1	3	5	5	25.0%	12	--	--	--	12
63121	SAINT LOUIS, MO	23.4	75	64	11	2	15	17	41	--	--	--	--	--	0
63033	FLORISSANT, MO	23.8	140	117	23	6	22	35	77	--	--	--	--	--	0
63034	FLORISSANT, MO	24.0	104	81	23	7	33	20	44	--	--	--	--	--	0
63383	WARRENTON, MO	24.4	37	32	5	10	10	5	12	--	--	--	--	--	0
63015	CATAWISSA, MO	24.6	1	1	--	1	--	--	--	--	2	--	--	--	2
63112	SAINT LOUIS, MO	24.7	17	15	2	3	4	2	8	--	--	--	--	--	0
63136	SAINT LOUIS, MO	25.0	48	36	12	3	8	14	23	--	--	--	--	--	0
63139	SAINT LOUIS, MO	25.5	23	17	6	2	10	2	9	--	--	--	--	--	0
63051	HOUSE SPRINGS, MO	25.7	6	5	1	1	3	--	2	16.7%	5	--	--	--	5
63123	AFFTON, MO	25.9	25	20	5	6	7	4	8	--	--	--	--	--	0
63109	SAINT LOUIS, MO	26.1	20	12	8	5	7	5	3	--	--	--	--	--	0
63128	SAINT LOUIS, MO	26.1	15	9	6	5	5	3	2	--	--	--	--	--	0
63108	SAINT LOUIS, MO	26.5	24	16	8	2	4	3	15	--	--	--	--	--	0
63110	SAINT LOUIS, MO	26.7	15	13	2	5	3	1	6	--	--	--	--	--	0
63115	SAINT LOUIS, MO	26.7	21	19	2	--	3	3	15	--	--	--	--	--	0
63137	SAINT LOUIS, MO	27.3	31	24	7	--	14	4	13	--	--	--	--	--	0
63147	SAINT LOUIS, MO	27.6	15	13	2	--	2	4	9	--	--	--	--	--	0

Sales Table 3 of 4

Sales Totals

Entire evaluation.

			822	929	771	1085									
			202	418	343	666									
			153	375	238	582									
6853	5875	978	1222	1794	1407	2430	28.3%	16583	1372	3025	2339	23319			

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

Report Analysis
Sales Conquest by ZIP Code

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	Honda	Toyota	Chevrolet	Ford	Total Conquest
63116	SAINT LOUIS, MO	27.8	26	22	4	3	4	2	17	--	--	--	--	--	0
63138	SAINT LOUIS, MO	27.8	26	22	4	4	3	4	15	--	--	--	--	--	0
63104	SAINT LOUIS, MO	29.4	14	12	2	6	2	--	6	--	--	--	--	--	0
63129	SAINT LOUIS, MO	29.5	24	15	9	5	11	3	5	--	--	--	--	--	0
62035	GODFREY, IL	30.1	25	21	4	2	11	3	9	--	--	--	--	--	0
62002	ALTON, IL	32.2	25	17	8	1	10	8	6	--	--	--	--	--	0
62034	GLEN CARBON, IL	40.5	18	13	5	1	9	3	5	--	--	--	--	--	0
62025	EDWARDSVILLE, IL	41.7	39	31	8	2	15	3	19	--	--	--	--	--	0

Sales Table 4 of 4

Sales Totals

Entire evaluation.

			822	929	771	1085									
			202	418	343	666									
			153	375	238	582									
6853	5875	978	1222	1794	1407	2430	28.3%	16583	1372	3025	2339	23319			

Report Analysis

Sales Conquest by ZIP Code



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