



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Deland Toyota

05/07/2010

Customer Counts by Zip Code

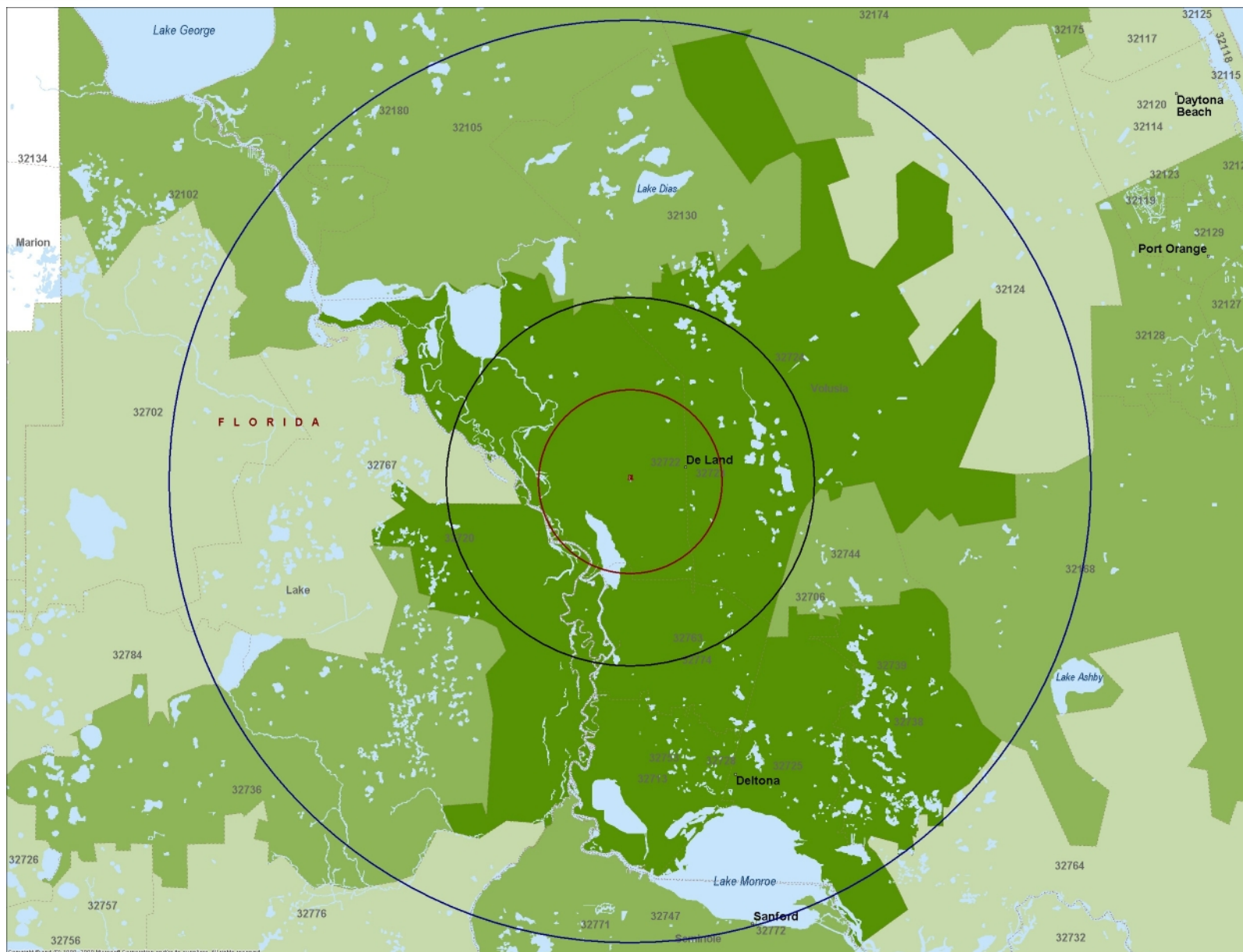
Legend

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 (101)
- 10 to 99 (73)
- 100 to 999 (16)
- 1000 to 9999 (6)



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.

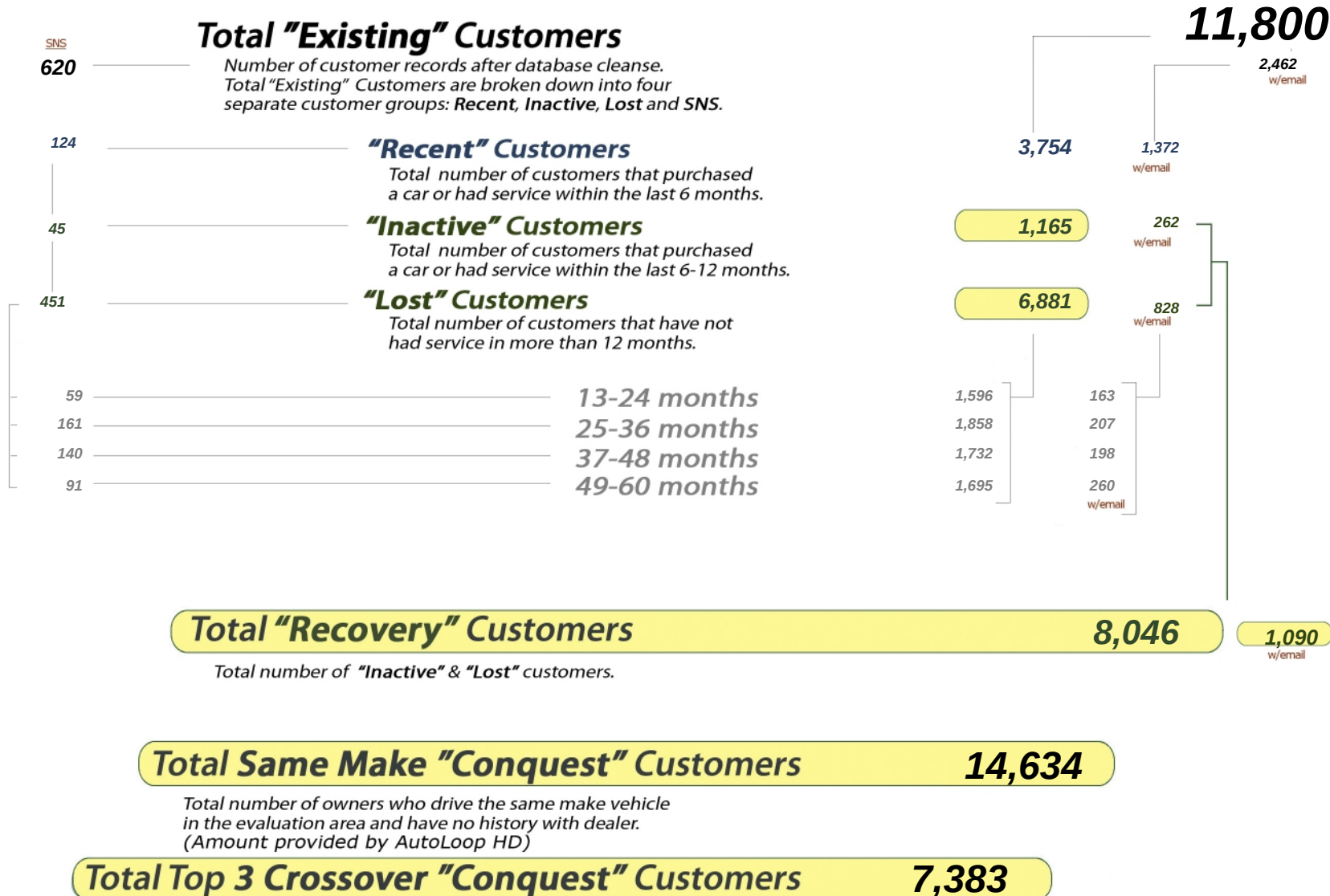
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	16,529	100.00%
Fallout records		
Dates beyond 60 months	851	5.15%
Unrealistic drive time	947	5.73%
Non-Mailable	897	5.43%
Non-Dealer Makes	2,034	12.31%
Total Fallout records	4,729	28.61%
Existing customer records	11,800	71.39%

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 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 "smake" discounts include:

- One Lube, Oil and Filter Change for only \$12.95
- \$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

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124875

To the order of: ABC Dealership

The sum of: **One Lube, Oil and Filter Change for only \$12.95 \$12.95**

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

Security Code: 23012

How: Expires your date:

Endorse Here:

OPC00E1

ABC DEALERSHIP
Automotive Service Specialists

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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 "smake" discounts include:

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5555 West Main Street • Anytown, US 55555 • 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: 00-124875

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

How: Expires your date:

Endorse Here:

OPC00E2

ABC DEALERSHIP
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 "smake" discounts include:

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Security Code: 23012

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5555 West Main Street • Anytown, US 55555 • 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: 00-124875

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

How: Expires your date:

Endorse Here:

OPC00E3

Initial Customer Recovery

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
INCLUDES:
• 5-30 Castrol
• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$100.00 OFF
ANY PARTS & SERVICE

Self-Mailer

Declined Services

ABC DEALERSHIP
Automotive Service Specialists

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 maintenance the reliability and the life of your vehicle.

Michelle Williams
5555 West Main Street
Anytown, US 55555

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

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

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

How: Expires your date:

Endorse Here:

OPC00E4

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
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• 10-15 Toyota
Expires 2/28/10

\$19.95

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INCLUDES:
• 5-30 Castrol
• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

3up Check

2nd Recovery

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Automotive Service Specialists

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\$19.95

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• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

Snap

3rd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Dear Michelle,

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• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

Snap w/Check

4th 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

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• 5-30 Castrol
• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

Snap

5th 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

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INCLUDES:
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• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

Snap w/Check

6th 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

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Expires 2/28/10

\$19.95

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• 17-18 Honda
• 10-15 Toyota
Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

Post Card

Service Conquest by Zip Code

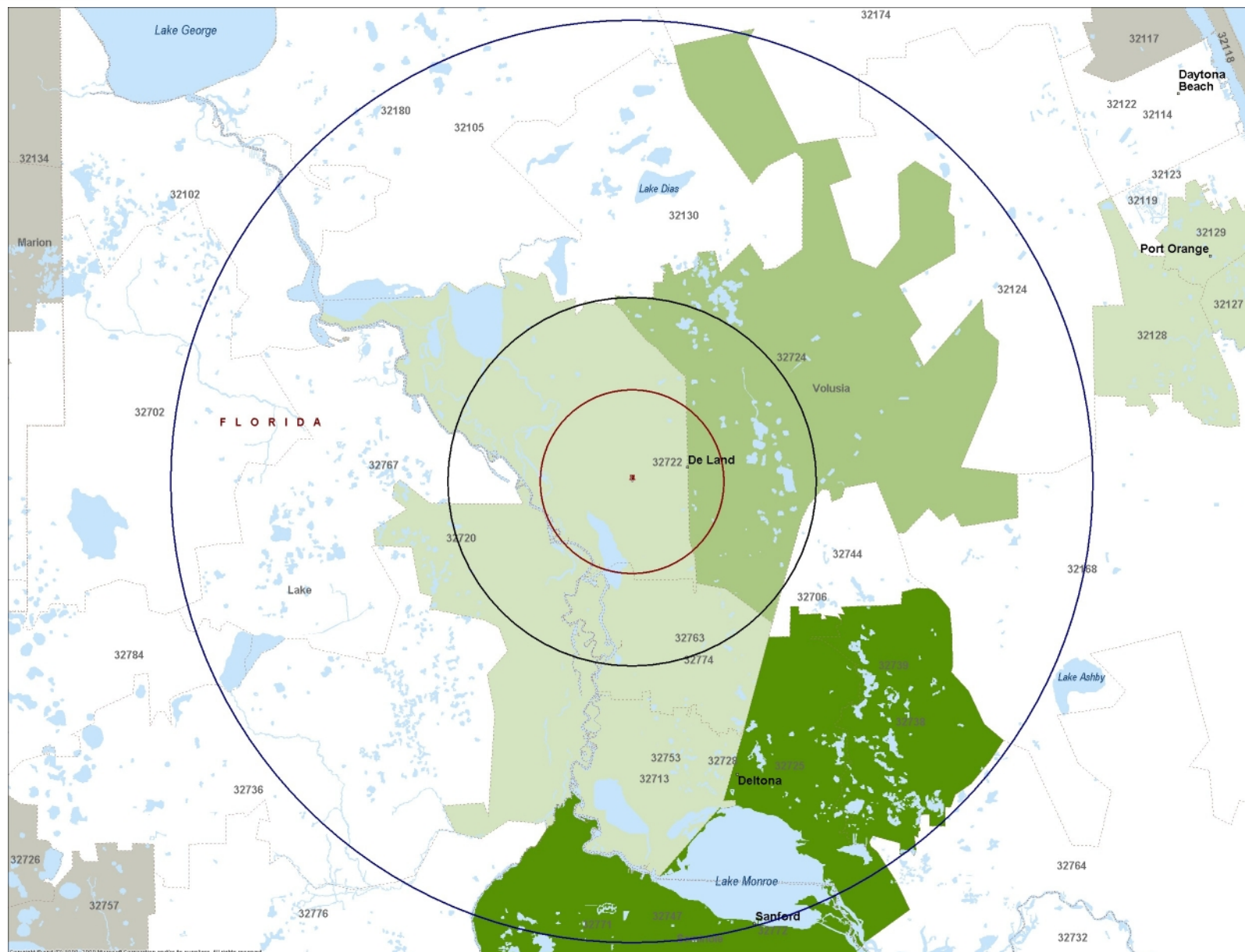
Legend

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 (31)
- 360 to 719 (7)
- 720 to 1079 (2)
- 1080 to 1439 (0)
- 1440 to 1800 (4)



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	Toyota	Total Conquest
32720	DELAND, FL	0.0	1246	37	1209	440	136	633	63.4%	697	697
32723	DELAND, FL	1.6	37	--	37	3	6	28	--	--	0
32721	DELAND, FL	2.7	62	4	58	22	9	27	48.3%	62	62
32724	DELAND, FL	3.5	1746	58	1688	677	164	847	69.0%	757	757
32763	ORANGE CITY, FL	5.5	863	36	827	288	77	462	61.0%	529	529
32744	LAKE HELEN, FL	6.5	159	8	151	50	10	91	57.2%	113	113
32706	CASSADAGA, FL	7.0	8	--	8	1	2	5	34.8%	15	15
32130	DE LEON SPRINGS, FL	8.3	171	4	167	61	14	92	49.4%	171	171
32713	DEBARY, FL	9.3	886	23	863	297	87	479	59.5%	588	588
32753	DEBARY, FL	9.7	17	--	17	5	2	10	41.5%	24	24
32725	DELTONA, FL	9.8	1673	60	1613	503	193	917	52.8%	1443	1443
32774	ORANGE CITY, FL	9.8	20	--	20	10	2	8	48.8%	21	21
32728	DELTONA, FL	9.8	26	4	22	5	2	15	25.0%	66	66
32129	PORT ORANGE, FL	9.8	77	5	72	24	7	41	12.4%	509	509
32722	GLENWOOD, FL	9.8	10	1	9	1	3	5	36.0%	16	16
32739	DELTONA, FL	9.8	30	--	30	14	4	12	42.9%	40	40
32170	NEW SMYRNA, FL	9.8	16	1	15	3	4	8	--	--	0
32123	PORT ORANGE, FL	9.8	3	--	3	1	--	2	25.0%	9	9
32767	PAISLEY, FL	10.2	51	2	49	16	4	29	36.8%	84	84
32738	DELTONA, FL	11.7	1352	42	1310	435	119	756	47.4%	1455	1455
32105	BARBERVILLE, FL	13.1	10	--	10	2	2	6	62.5%	6	6
32747	LAKE MONROE, FL	13.5	9	--	9	3	2	4	24.3%	28	28
32736	EUSTIS, FL	14.4	84	5	79	16	9	54	19.6%	325	325
32771	SANFORD, FL	15.3	223	17	206	46	17	143	11.6%	1570	1570

Service Table 1 of 4

Service Totals

Entire evaluation.

			2421	726	3711		2158	
			677	209	1368		6425	
			471	161	1117		6050	
11800	620	11180	3630	1120	6430	44.6%	14634	22017

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	Toyota	Total Conquest
32772	SANFORD, FL	15.7	7	--	7	--	--	7	11.3%	55	55
32124	DAYTONA BEACH, FL	16.0	19	--	19	7	1	11	20.2%	75	75
32180	PIERSON, FL	16.1	89	8	81	18	10	53	50.3%	80	80
32102	ASTOR, FL	17.4	79	2	77	28	8	41	48.1%	83	83
32773	SANFORD, FL	17.8	59	5	54	15	8	31	4.8%	1060	1060
32128	PORT ORANGE, FL	17.9	124	5	119	42	13	64	15.7%	641	641
32746	LAKE MARY, FL	18.2	146	13	133	30	11	92	7.4%	1672	1672
32702	ALTOONA, FL	18.6	10	2	8	2	1	5	15.1%	45	45
32764	OSTEEN, FL	19.4	44	1	43	14	4	25	22.8%	146	146
32776	SORRENTO, FL	19.5	28	1	27	4	--	23	7.1%	352	352
32795	LAKE MARY, FL	20.3	2	1	1	--	--	1	1.2%	82	82
32119	SOUTH DAYTONA, FL	20.9	76	5	71	15	4	52	22.8%	240	240
32750	LONGWOOD, FL	22.0	51	3	48	10	6	32	11.6%	365	365
32114	DAYTONA BEACH, FL	22.0	45	6	39	9	6	24	35.8%	70	70
32127	PORT ORANGE, FL	22.3	110	8	102	25	15	62	18.3%	454	454
32779	LONGWOOD, FL	22.5	66	8	58	12	2	44	22.1%	205	205
32117	HOLLY HILL, FL	22.6	36	8	28	4	2	22	--	--	0
32168	NEW SMYRNA, FL	22.8	202	15	187	70	18	99	45.6%	223	223
32174	ORMOND BEACH, FL	22.9	205	18	187	47	20	120	71.4%	75	75
32784	UMATILLA, FL	23.1	31	3	28	10	3	15	71.8%	11	11
32732	GENEVA, FL	23.4	13	--	13	--	1	12	13.3%	85	85
32708	WINTER SPGS, FL	23.6	47	7	40	6	1	33	31.7%	86	86
32190	SEVILLE, FL	23.7	25	1	24	10	2	12	--	--	0
32118	DAYTONA BEACH, FL	23.9	55	6	49	14	4	31	--	--	0

Service Table 2 of 4

Service Totals

Entire evaluation.

			2421	726	3711		2158	
			677	209	1368		6425	
			471	161	1117		6050	
11800	620	11180	3630	1120	6430	44.6%	14634	22017

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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	Toyota	Total Conquest
32726	EUSTIS, FL	24.1	18	3	15	1	4	10	--	--	0
32712	APOPKA, FL	24.3	39	3	36	5	5	26	--	--	0
32701	ALTAMONTE SPRINGS, FL	24.7	32	3	29	12	1	16	--	--	0
32707	CASSELBERRY, FL	24.7	19	4	15	2	1	12	--	--	0
32757	MOUNT DORA, FL	24.9	12	--	12	3	--	9	--	--	0
32714	ALTAMONTE SPRINGS, FL	25.2	38	4	34	7	4	23	--	--	0
32132	EDGEWATER, FL	25.7	27	2	25	9	3	13	--	--	0
32765	OVIEDO, FL	26.4	61	11	50	9	3	38	--	--	0
32176	ORMOND BEACH, FL	26.4	60	5	55	18	3	34	--	--	0
32141	EDGEWATER, FL	27.0	100	6	94	29	11	54	--	--	0
32703	APOPKA, FL	27.2	16	4	12	2	--	10	--	--	0
32751	MAITLAND, FL	27.3	20	5	15	2	3	10	--	--	0
32169	NEW SMYRNA, FL	27.7	123	7	116	46	6	64	--	--	0
32778	TAVARES, FL	28.6	11	2	9	2	--	7	--	--	0
32792	WINTER PARK, FL	28.7	32	8	24	6	1	17	--	--	0
32789	WINTER PARK, FL	29.3	24	4	20	2	2	16	--	--	0
32766	CHULUOTA, FL	29.5	14	3	11	3	1	7	--	--	0
32139	GEORGETOWN, FL	30.2	23	--	23	7	1	15	--	--	0
32817	ORLANDO, FL	30.2	16	6	10	--	--	10	--	--	0
32759	OAK HILL, FL	30.9	15	3	12	6	--	6	--	--	0
32804	ORLANDO, FL	30.9	17	1	16	2	1	13	--	--	0
32112	CRESCENT CITY, FL	31.0	71	3	68	30	6	32	--	--	0
32803	ORLANDO, FL	32.1	17	3	14	4	1	9	--	--	0
32136	FLAGLER BEACH, FL	33.3	14	1	13	4	2	7	--	--	0

Service Table 3 of 4

Service Totals

Entire evaluation.

			2421	726	3711		2158	
			677	209	1368		6425	
			471	161	1117		6050	
11800	620	11180	3630	1120	6430	44.6%	14634	22017

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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	Toyota	Total Conquest
32801	ORLANDO, FL	33.3	11	2	9	1	2	6	--	--	0
32825	ORLANDO, FL	33.5	20	2	18	3	--	15	--	--	0
32164	PALM COAST, FL	33.7	68	4	64	16	7	41	--	--	0
32806	ORLANDO, FL	35.1	21	4	17	6	--	11	--	--	0
32181	POMONA PARK, FL	36.3	13	--	13	6	1	6	--	--	0
32822	ORLANDO, FL	36.5	13	--	13	1	1	11	--	--	0
32812	BELLE ISLE, FL	36.5	15	3	12	1	1	10	--	--	0
34787	WINTER GARDEN, FL	37.1	11	3	8	1	1	6	--	--	0
32137	PALM COAST, FL	39.4	55	8	47	7	8	32	--	--	0
32819	ORLANDO, FL	39.6	14	4	10	--	1	9	--	--	0
34711	CLERMONT, FL	41.4	13	6	7	1	--	6	--	--	0

Service Table 4 of 4

Service Totals

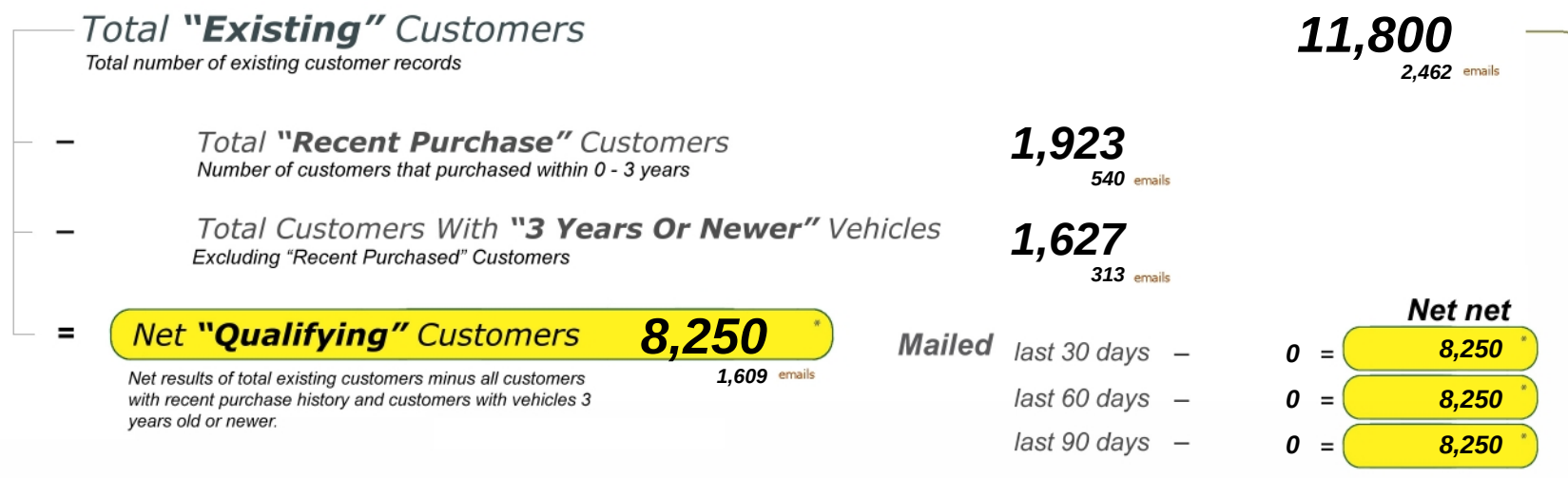
Entire evaluation.

			2421	726	3711		2158	
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			471	161	1117		6050	
11800	620	11180	3630	1120	6430	44.6%	14634	22017

Report Analysis

Service Conquest by ZIP Code

Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

13,629

Total Crossover "Conquest"

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

7,383

Recommended Sales Campaigns for May 2010

Memorial Day Weekend



DocId-105MemDay

Used Car Bail Out



DocId-105UsedBailOut



SELF-MAILER

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

Customer Records
 Existing Sales Customer Breakdown

Sales Conquest by Zip Code

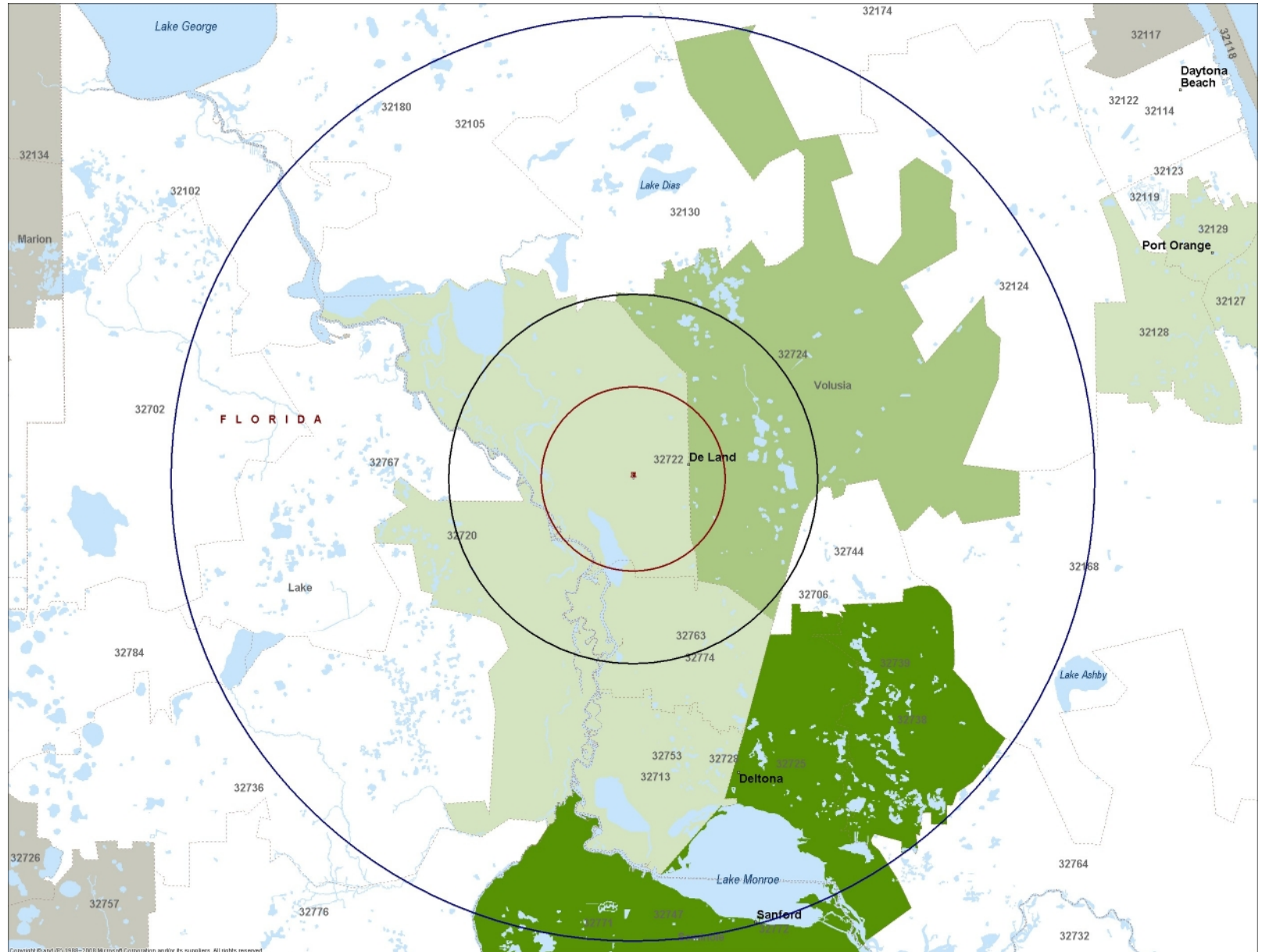
Legend

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 359 (31)
- 360 to 719 (7)
- 720 to 1079 (2)
- 1080 to 1439 (0)
- 1440 to 1800 (4)



Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Report Analysis

Sales Conquest by ZIP Code

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Toyota	Ford	Honda	Chevrolet	Total Conquest
32720	DELAND, FL	0.0	1072	934	138	174	243	235	420	17.1%	670	1260	318	648	2896
32723	DELAND, FL	1.6	37	37	--	4	6	3	24	--	--	--	--	--	0
32721	DELAND, FL	2.7	59	53	6	14	12	5	28	9.1%	60	184	44	123	411
32724	DELAND, FL	3.5	1471	1270	201	251	344	296	580	22.1%	709	1121	405	565	2800
32763	ORANGE CITY, FL	5.5	738	629	109	142	157	148	291	17.6%	510	1125	230	612	2477
32744	LAKE HELEN, FL	6.5	134	115	19	18	33	24	59	14.5%	112	226	30	131	499
32706	CASSADAGA, FL	7.0	8	8	--	1	--	1	6	--	13	30	5	9	57
32130	DE LEON SPRINGS, FL	8.3	147	123	24	21	30	36	60	12.7%	165	--	--	--	165
32713	DEBARY, FL	9.3	789	693	96	96	197	182	314	14.9%	549	--	--	--	549
32753	DEBARY, FL	9.7	17	16	1	--	6	6	5	4.2%	23	--	--	--	23
32725	DELTONA, FL	9.8	1453	1255	198	208	344	304	597	12.8%	1347	67	34	29	1477
32774	ORANGE CITY, FL	9.8	18	18	--	2	4	3	9	--	20	62	20	43	145
32728	DELTONA, FL	9.8	22	19	3	1	8	4	9	4.5%	63	--	--	--	63
32129	PORT ORANGE, FL	9.8	62	38	24	9	28	14	11	5.1%	447	--	--	--	447
32722	GLENWOOD, FL	9.8	8	6	2	--	2	4	2	12.5%	14	37	11	14	76
32739	DELTONA, FL	9.8	28	25	3	9	6	5	8	7.7%	36	--	--	--	36
32170	NEW SMYRNA, FL	9.8	14	10	4	3	6	3	2	--	--	--	--	--	0
32123	PORT ORANGE, FL	9.8	2	1	1	2	--	--	--	10.0%	9	--	--	--	9
32767	PAISLEY, FL	10.2	46	35	11	10	15	5	16	11.7%	83	--	--	--	83
32738	DELTONA, FL	11.7	1190	1040	150	212	310	218	450	9.7%	1391	--	--	--	1391
32105	BARBERVILLE, FL	13.1	9	6	3	1	2	--	6	33.3%	6	--	--	--	6
32747	LAKE MONROE, FL	13.5	8	6	2	1	6	1	--	7.4%	25	--	--	--	25
32736	EUSTIS, FL	14.4	75	59	16	9	28	15	23	4.8%	314	--	--	--	314
32771	SANFORD, FL	15.3	188	140	48	25	56	47	60	3.3%	1423	--	--	--	1423

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			965	1441	1278	2441									
			337	577	404	694									
			260	508	283	360									
9877	8110	1767	1627	2651	2024	3575	40.3%	13629	4112	1097	2174	21012			

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	Toyota	Ford	Honda	Chevrolet	Total Conquest
32772	SANFORD, FL	15.7	7	6	1	--	4	2	1	1.8%	54	--	--	--	54
32124	DAYTONA BEACH, FL	16.0	15	13	2	4	1	5	5	2.8%	69	--	--	--	69
32180	PIERSON, FL	16.1	72	52	20	10	28	10	24	20.6%	77	--	--	--	77
32102	ASTOR, FL	17.4	65	56	9	7	18	10	30	10.0%	81	--	--	--	81
32773	SANFORD, FL	17.8	45	31	14	14	10	11	10	1.4%	970	--	--	--	970
32128	PORT ORANGE, FL	17.9	96	76	20	15	37	27	17	3.4%	574	--	--	--	574
32746	LAKE MARY, FL	18.2	115	79	36	21	32	27	35	2.3%	1536	--	--	--	1536
32702	ALTOONA, FL	18.6	7	6	1	1	--	3	3	2.2%	44	--	--	--	44
32764	OSTEEN, FL	19.4	38	29	9	7	7	9	15	6.0%	141	--	--	--	141
32776	SORRENTO, FL	19.5	23	16	7	4	8	5	6	2.0%	340	--	--	--	340
32795	LAKE MARY, FL	20.3	1	--	1	--	1	--	--	1.5%	65	--	--	--	65
32119	SOUTH DAYTONA, FL	20.9	58	42	16	6	29	14	9	6.8%	221	--	--	--	221
32750	LONGWOOD, FL	22.0	37	22	15	11	9	8	9	4.2%	340	--	--	--	340
32114	DAYTONA BEACH, FL	22.0	33	25	8	11	11	3	8	11.4%	62	--	--	--	62
32127	PORT ORANGE, FL	22.3	77	50	27	9	24	19	25	6.3%	405	--	--	--	405
32779	LONGWOOD, FL	22.5	48	31	17	4	23	8	13	7.9%	199	--	--	--	199
32117	HOLLY HILL, FL	22.6	31	21	10	6	10	6	9	--	--	--	--	--	0
32168	NEW SMYRNA, FL	22.8	160	110	50	20	61	38	41	18.9%	215	--	--	--	215
32174	ORMOND BEACH, FL	22.9	158	107	51	28	56	42	32	41.8%	71	--	--	--	71
32784	UMATILLA, FL	23.1	24	15	9	11	9	1	3	45.0%	11	--	--	--	11
32732	GENEVA, FL	23.4	11	8	3	--	3	6	2	3.4%	85	--	--	--	85
32708	WINTER SPGS, FL	23.6	35	22	13	5	15	6	9	14.1%	79	--	--	--	79
32190	SEVILLE, FL	23.7	23	19	4	8	11	--	4	--	--	--	--	--	0
32118	DAYTONA BEACH, FL	23.9	39	26	13	10	13	9	7	--	--	--	--	--	0

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			965	1441	1278	2441								
			337	577	404	694								
			260	508	283	360								
9877	8110	1767	1627	2651	2024	3575	40.3%	13629	4112	1097	2174	21012		

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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	Toyota	Ford	Honda	Chevrolet	Total Conquest
32726	EUSTIS, FL	24.1	14	9	5	6	6	1	1	--	--	--	--	--	0
32712	APOPKA, FL	24.3	30	20	10	5	13	5	7	--	--	--	--	--	0
32701	ALTAMONTE SPRINGS, FL	24.7	27	22	5	5	5	9	8	--	--	--	--	--	0
32707	CASSELBERRY, FL	24.7	15	4	11	3	9	1	2	--	--	--	--	--	0
32714	ALTAMONTE SPRINGS, FL	25.2	30	15	15	7	11	5	7	--	--	--	--	--	0
32132	EDGEWATER, FL	25.7	23	17	6	5	10	5	3	--	--	--	--	--	0
32765	OVIDO, FL	26.4	40	24	16	5	14	9	12	--	--	--	--	--	0
32176	ORMOND BEACH, FL	26.4	33	27	6	2	10	14	7	--	--	--	--	--	0
32141	EDGEWATER, FL	27.0	75	48	27	16	35	9	15	--	--	--	--	--	0
32703	APOPKA, FL	27.2	11	8	3	1	3	3	4	--	--	--	--	--	0
32751	MAITLAND, FL	27.3	11	7	4	2	4	2	3	--	--	--	--	--	0
32169	NEW SMYRNA, FL	27.7	103	86	17	20	29	27	27	--	--	--	--	--	0
32792	WINTER PARK, FL	28.7	20	12	8	2	8	3	7	--	--	--	--	--	0
32789	WINTER PARK, FL	29.3	18	8	10	3	7	6	2	--	--	--	--	--	0
32139	GEORGETOWN, FL	30.2	19	14	5	--	10	3	6	--	--	--	--	--	0
32817	ORLANDO, FL	30.2	12	5	7	1	4	4	3	--	--	--	--	--	0
32759	OAK HILL, FL	30.9	11	9	2	5	3	1	2	--	--	--	--	--	0
32804	ORLANDO, FL	30.9	12	6	6	3	4	3	2	--	--	--	--	--	0
32112	CRESCENT CITY, FL	31.0	60	52	8	15	14	11	20	--	--	--	--	--	0
32803	ORLANDO, FL	32.1	14	7	7	4	6	--	4	--	--	--	--	--	0
32136	FLAGLER BEACH, FL	33.3	11	8	3	3	4	--	4	--	--	--	--	--	0
32825	ORLANDO, FL	33.5	13	8	5	2	5	2	4	--	--	--	--	--	0
32164	PALM COAST, FL	33.7	53	37	16	9	18	5	21	--	--	--	--	--	0
32806	ORLANDO, FL	35.1	15	6	9	3	5	1	6	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			965	1441	1278	2441									
			337	577	404	694									
			260	508	283	360									
9877	8110	1767	1627	2651	2024	3575	40.3%	13629	4112	1097	2174	21012			

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Report Analysis
Sales Conquest by ZIP Code

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601 Cleveland Street Suite 415
Clearwater, FL 33755
Ph: 888-412-6650 Fax: 727-683-9640

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www.AutoLoopHD.com