

EASYCARE[®]

Special Owner Services



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Legacy Ford Lincoln Mercury

05/07/2010

Customer Counts by Zip Code

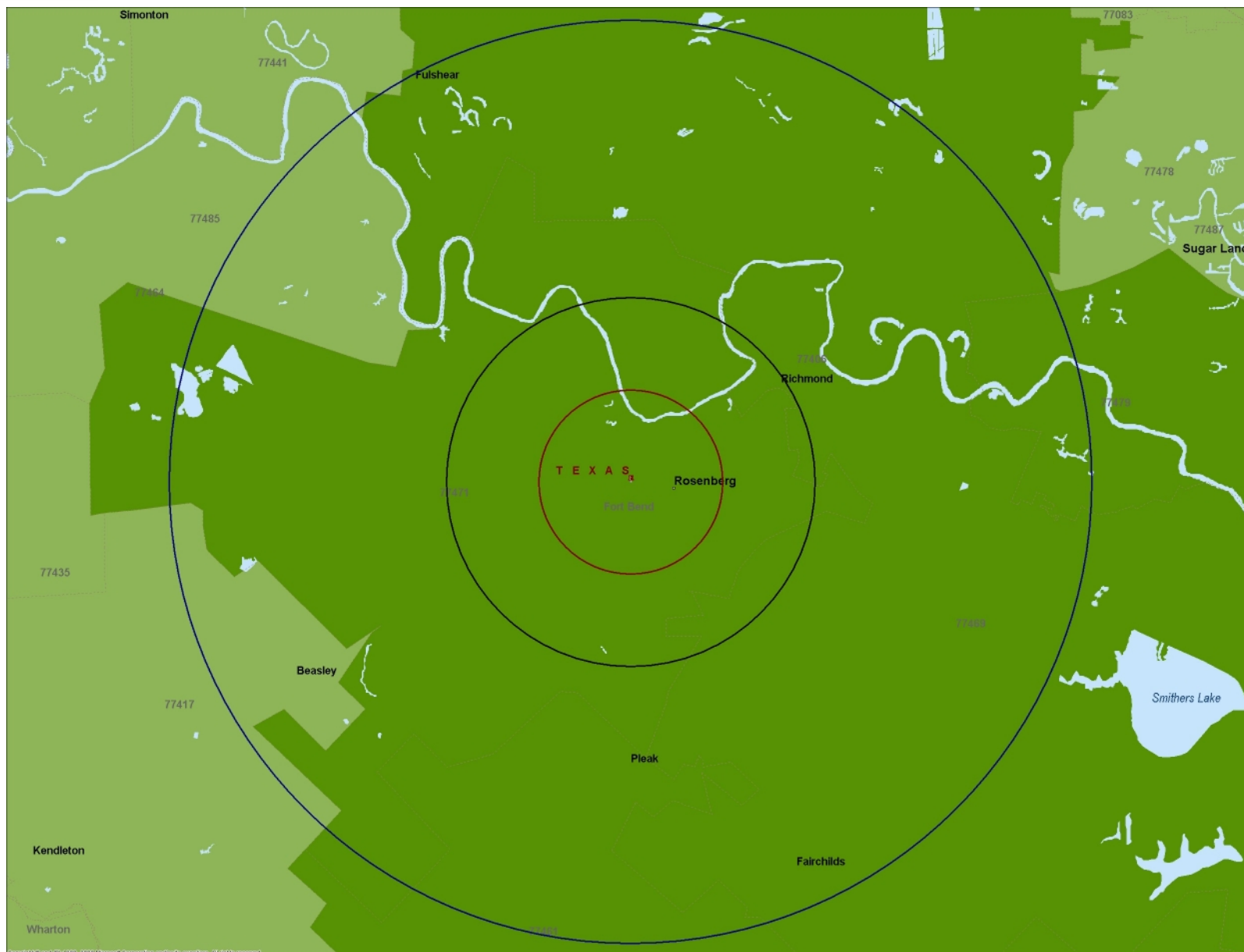
Legend

Radius Ring Distances

- Inner Circle 4 mile radius
- Middle Circle 1 7 mile radius
- Middle Circle 2 18 mile radius

Zip Code Results

- 1 to 9 (69)
- 10 to 99 (58)
- 100 to 999 (12)
- 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.

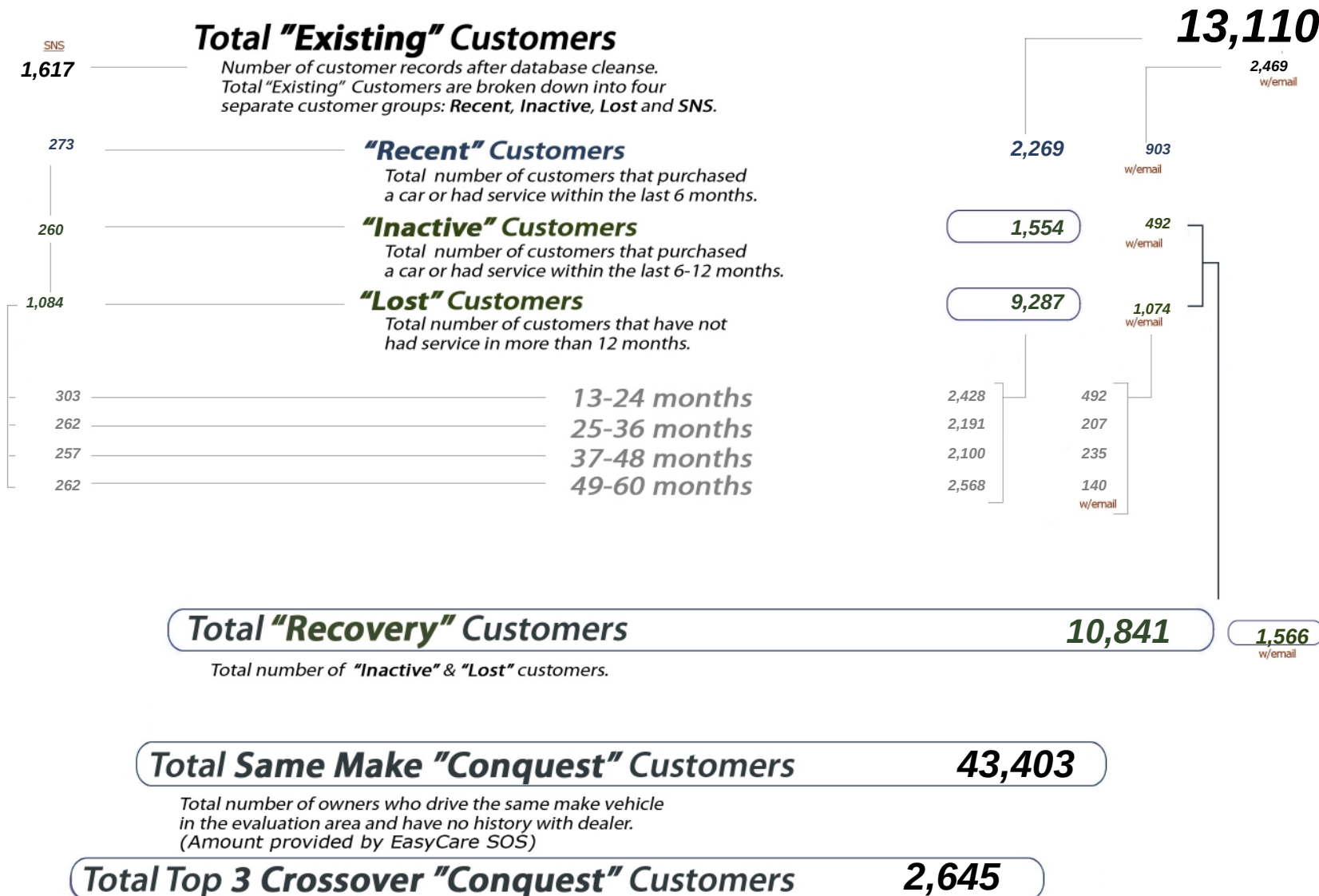
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	16,453	100.00%
Fallout records		
Dates beyond 60 months	1,010	6.14%
Unrealistic drive time	1,285	7.81%
Non-Mailable	372	2.26%
Non-Dealer Makes	676	4.11%
Total Fallout records	3,343	20.32%
Existing customer records	13,110	79.68%

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

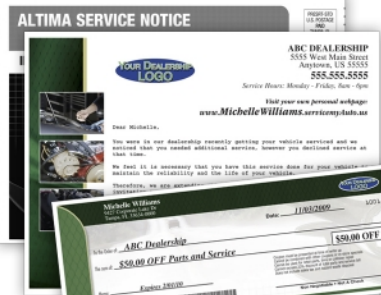
LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17.5L Synthetic
• Same Retail Buy to Retail

\$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
INCLUDES:
• 5W-30 Motor Oil
• 17.5L Synthetic
• Same Retail Buy to Retail

\$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.

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.

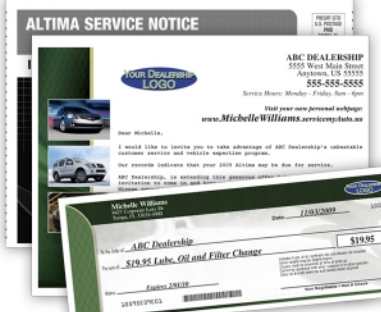
Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17.5L Synthetic
• Same Retail Buy to Retail

\$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.

Michelle Williams
5555 West Main Street
Anytown, US 55555

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

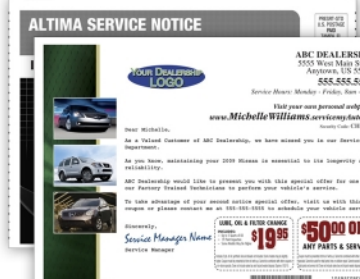
Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

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.

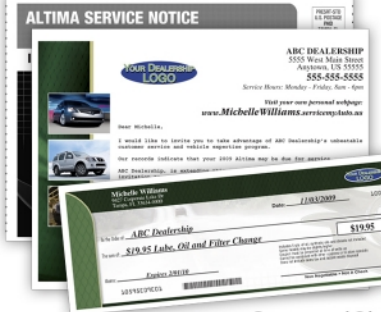
Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17.5L Synthetic
• Same Retail Buy to Retail

\$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.

Michelle Williams
5555 West Main Street
Anytown, US 55555

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: _____

Snap w/Check

6th Recovery



MICHELLE
SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17.5L Synthetic
• Same Retail Buy to Retail

\$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 4 mile radius
- Middle Circle 1 7 mile radius
- Middle Circle 2 18 mile radius

Zip Code Results

- 0 to 719 (45)
- 720 to 1439 (9)
- 1440 to 2159 (7)
- 2160 to 2879 (3)
- 2880 to 3600 (1)



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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	Ford	Lincoln	Mercury	Total Conquest
77471	ROSENBERG, TX	0.0	2923	264	2659	490	301	1868	61.2%	1546	50	90	1686
77498	SUGAR LAND, TX	--	264	41	223	38	37	148	10.3%	1810	72	56	1938
77407	RICHMOND, TX	--	116	21	95	22	13	60	9.3%	840	34	52	926
77497	STAFFORD, TX	4.1	14	2	12	1	--	11	13.2%	68	7	4	79
77487	SUGAR LAND, TX	4.1	12	--	12	5	1	6	16.7%	55	5	--	60
77496	SUGAR LAND, TX	4.1	4	1	3	--	1	2	7.7%	32	2	2	36
77469	RICHMOND, TX	5.0	2113	196	1917	340	201	1376	56.4%	1354	60	70	1484
77406	RICHMOND, TX	6.8	2071	198	1873	308	234	1331	49.6%	1785	51	64	1900
77417	BEASLEY, TX	8.6	148	10	138	27	20	91	47.3%	145	3	6	154
77464	ORCHARD, TX	9.7	38	1	37	8	4	25	38.9%	55	--	3	58
77461	NEEDVILLE, TX	10.2	1070	104	966	212	109	645	55.2%	726	20	37	783
77441	FULSHEAR, TX	11.2	112	16	96	15	10	71	17.5%	421	22	10	453
77479	SUGAR LAND, TX	11.4	1433	121	1312	195	131	986	38.5%	1853	131	113	2097
77478	SUGAR LAND, TX	12.9	181	26	155	19	19	117	14.3%	789	90	48	927
77451	KENDLETON, TX	13.0	21	2	19	--	3	16	34.5%	34	--	2	36
77083	HOUSTON, TX	14.2	85	22	63	13	8	42	2.6%	2166	95	131	2392
77476	SIMONTON, TX	14.3	36	--	36	8	1	27	20.9%	130	2	4	136
77494	KATY, TX	14.6	83	29	54	8	5	41	1.9%	2648	119	91	2858
77481	THOMPSONS, TX	15.0	23	3	20	6	3	11	54.1%	14	2	1	17
77450	KATY, TX	15.1	54	16	38	7	2	29	1.1%	3234	152	131	3517
77477	STAFFORD, TX	15.8	91	25	66	6	6	54	4.8%	1162	67	84	1313
77099	HOUSTON, TX	16.2	31	6	25	5	3	17	1.7%	1306	64	84	1454
77435	EAST BERNARD, TX	16.2	155	18	137	24	15	98	22.2%	457	3	19	479
77485	WALLIS, TX	16.2	139	13	126	14	17	95	27.1%	316	6	17	339

Service Table 1 of 3

Service Totals

Entire evaluation.

			1451	921	5563		7490	281	338	
			431	293	2078		13377	703	661	
			82	53	398		18329	977	1022	
13110	1617	11493	1996	1294	8203	23.2%	39386	1981	2036	46048

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	Ford	Lincoln	Mercury	Total Conquest
77459	MISSOURI CITY, TX	16.4	262	51	211	31	27	153	7.2%	2427	172	115	2714
77082	HOUSTON, TX	16.5	31	11	20	3	1	16	1.5%	1099	97	76	1272
77094	HOUSTON, TX	16.9	4	2	2	1	--	1	0.4%	413	27	20	460
77444	GUY, TX	17.3	76	6	70	8	9	53	43.5%	87	--	4	91
77072	HOUSTON, TX	17.3	23	9	14	3	1	10	0.9%	1400	52	97	1549
77493	KATY, TX	18.0	29	2	27	7	1	19	1.9%	1294	50	45	1389
77031	HOUSTON, TX	18.1	7	2	5	--	1	4	0.9%	451	47	25	523
77448	HUNGERFORD, TX	18.5	17	5	12	4	1	7	12.2%	80	5	1	86
77489	MISSOURI CITY, TX	18.5	79	17	62	7	6	49	3.6%	1484	102	82	1668
77077	HOUSTON, TX	18.7	18	3	15	1	3	11	1.1%	1153	87	91	1331
77430	DAMON, TX	19.1	113	10	103	26	7	70	32.5%	197	2	15	214
77071	HOUSTON, TX	19.4	15	7	8	1	1	6	1.1%	610	50	58	718
77449	KATY, TX	19.9	37	10	27	5	4	18	2.3%	1091	21	44	1156
77423	BROOKSHIRE, TX	20.0	21	5	16	3	2	11	6.8%	211	2	5	218
77036	HOUSTON, TX	20.0	26	4	22	5	2	15	2.3%	860	28	39	927
77079	HOUSTON, TX	20.3	14	3	11	1	--	10	4.0%	234	21	11	266
77042	HOUSTON, TX	20.5	25	6	19	2	3	14	10.3%	136	9	20	165
77085	HOUSTON, TX	20.6	12	4	8	2	1	5	3.1%	244	3	4	251
77074	HOUSTON, TX	20.9	10	7	3	1	--	2	1.2%	221	13	12	246
77420	BOLING, TX	21.6	43	4	39	7	3	29	39.4%	56	1	3	60
77545	FRESNO, TX	21.7	32	6	26	3	1	22	3.1%	740	43	26	809
77035	HOUSTON, TX	21.8	12	7	5	2	--	3	1.0%	452	15	24	491
77053	HOUSTON, TX	21.9	23	5	18	2	--	16	11.8%	117	6	12	135
77063	HOUSTON, TX	21.9	16	3	13	1	2	10	--	--	--	--	0

Service Table 2 of 3

Service Totals

Entire evaluation.

			1451	921	5563		7490	281	338	
			431	293	2078		13377	703	661	
			82	53	398		18329	977	1022	
13110	1617	11493	1996	1294	8203	23.2%	39386	1981	2036	46048

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	Ford	Lincoln	Mercury	Total Conquest
77084	HOUSTON, TX	22.1	30	8	22	5	2	15	3.4%	572	16	29	617
77096	HOUSTON, TX	22.1	12	1	11	1	1	9	10.8%	75	3	13	91
77488	WHARTON, TX	23.4	191	51	140	22	17	101	73.7%	43	--	7	50
77583	ROSHARON, TX	23.5	20	6	14	1	2	11	8.6%	139	4	6	149
77045	HOUSTON, TX	23.5	14	5	9	1	--	8	--	--	--	--	0
77057	HOUSTON, TX	23.9	17	3	14	1	3	10	--	--	--	--	0
77474	SEALY, TX	26.0	40	12	28	3	2	23	80.0%	7	--	--	7
77092	HOUSTON, TX	28.4	12	5	7	2	--	5	--	--	--	--	0
77040	HOUSTON, TX	28.5	13	--	13	4	2	7	--	--	--	--	0
77584	PEARLAND, TX	28.8	27	14	13	2	1	10	--	--	--	--	0
77486	WEST COLUMBIA, TX	29.0	18	4	14	2	2	10	--	--	--	--	0
77434	EAGLE LAKE, TX	30.2	56	18	38	5	5	28	--	--	--	--	0
77411	ALIEF, TX	30.4	1	--	1	--	--	1	1.9%	47	4	1	52
77236	HOUSTON, TX	30.4	1	--	1	--	--	1	5.3%	15	2	1	18
77218	HOUSTON, TX	30.4	1	--	1	--	--	1	3.8%	21	2	2	25
77492	KATY, TX	30.4	1	--	1	--	--	1	1.0%	89	6	1	96
77224	HOUSTON, TX	30.4	1	--	1	1	--	--	3.6%	21	4	2	27
77251	HOUSTON, TX	30.4	3	--	3	1	--	2	7.1%	39	--	--	39
77242	HOUSTON, TX	30.4	1	--	1	--	--	1	1.3%	60	10	6	76
77272	HOUSTON, TX	30.4	4	2	2	--	1	1	2.8%	65	--	5	70
77429	CYPRESS, TX	31.3	18	6	12	2	1	9	--	--	--	--	0
77088	HOUSTON, TX	31.8	14	8	6	--	--	6	--	--	--	--	0
77511	ALVIN, TX	35.9	15	3	12	3	2	7	--	--	--	--	0
77437	EL CAMPO, TX	36.8	107	39	68	11	6	51	--	--	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

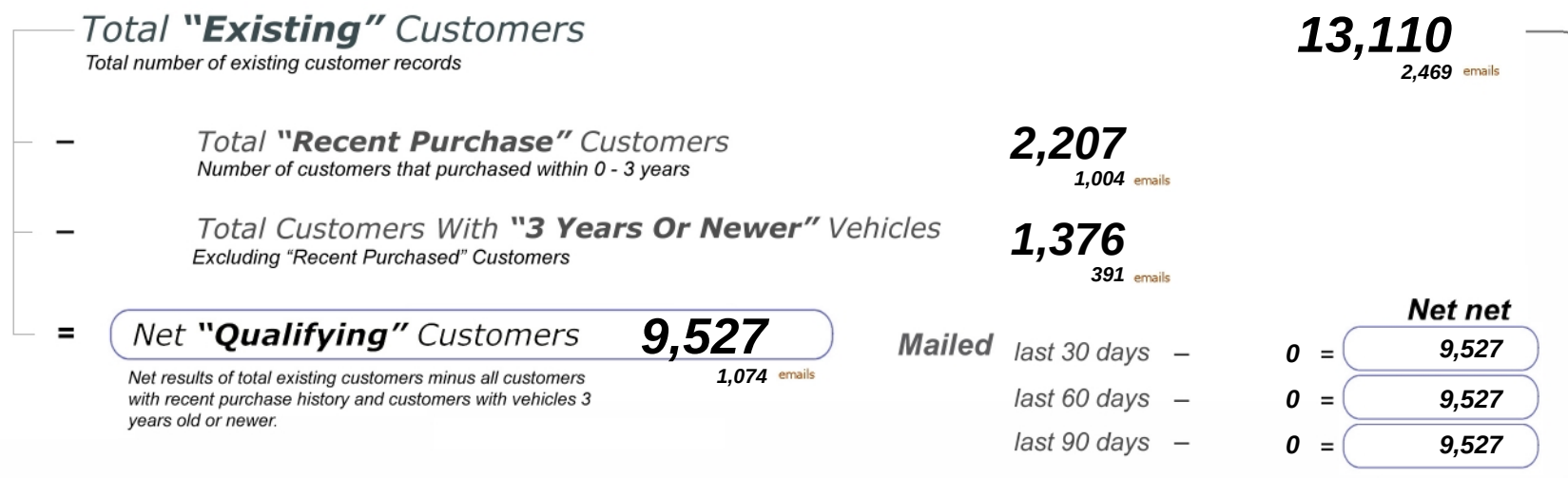
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Report Analysis
Service Conquest by ZIP Code

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Existing Sales Customer Breakdown



Total Same Make "Conquest"

Vehicles 3 years and older

42,440

Total Crossover "Conquest"

Vehicles 3 years and older

2,645

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

Customer Records
Existing Sale Customer Breakdown

Sales Conquest by Zip Code

Legend

Radius Ring Distances

- Inner Circle 4 mile radius
- Middle Circle 1 7 mile radius
- Middle Circle 2 18 mile radius

Zip Code Results

- 0 to 719 (45)
- 720 to 1439 (9)
- 1440 to 2159 (7)
- 2160 to 2879 (3)
- 2880 to 3600 (1)



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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	Ford	Lincoln	Mercury	Chevrolet	Dodge	Toyota	Total Conquest
77471	ROSENBERG, TX	0.0	2525	2198	327	262	516	532	1215	16.5%	1516	50	90	1053	268	367	3344
77498	SUGAR LAND, TX	--	220	184	36	33	51	70	66	1.8%	1786	72	56	--	--	--	1914
77407	RICHMOND, TX	--	83	74	9	17	31	16	19	1.0%	807	33	49	--	--	--	889
77497	STAFFORD, TX	4.1	11	9	2	--	3	4	4	2.5%	67	7	4	--	--	--	78
77487	SUGAR LAND, TX	4.1	12	12	--	--	1	2	9	--	54	5	--	--	--	--	59
77496	SUGAR LAND, TX	4.1	3	3	--	--	--	1	2	--	32	2	2	--	--	--	36
77469	RICHMOND, TX	5.0	1781	1558	223	233	398	369	781	13.3%	1331	58	69	511	156	214	2339
77406	RICHMOND, TX	6.8	1795	1594	201	245	453	402	695	9.8%	1734	51	64	33	7	11	1900
77417	BEASLEY, TX	8.6	130	116	14	16	32	25	57	8.5%	141	3	6	--	--	--	150
77464	ORCHARD, TX	9.7	34	33	1	5	5	8	16	1.7%	55	--	3	--	--	--	58
77461	NEEDVILLE, TX	10.2	887	761	126	114	179	193	401	14.2%	705	20	37	16	6	3	787
77441	FULSHEAR, TX	11.2	94	82	12	13	27	23	31	2.6%	410	22	10	--	--	--	442
77479	SUGAR LAND, TX	11.4	1254	1145	109	124	322	311	497	5.0%	1821	131	112	--	--	--	2064
77478	SUGAR LAND, TX	12.9	143	118	25	24	42	42	35	2.7%	768	89	48	--	--	--	905
77451	KENDLETON, TX	13.0	19	17	2	--	4	3	12	5.4%	33	--	2	--	--	--	35
77083	HOUSTON, TX	14.2	55	40	15	10	16	13	16	0.6%	2145	94	130	--	--	--	2369
77476	SIMONTON, TX	14.3	35	35	--	5	3	5	22	--	129	2	4	--	--	--	135
77494	KATY, TX	14.6	54	40	14	5	18	18	13	0.5%	2563	117	88	--	--	--	2768
77481	THOMPSONS, TX	15.0	21	20	1	4	5	4	8	5.6%	14	2	1	--	--	--	17
77450	KATY, TX	15.1	42	32	10	4	14	10	14	0.3%	3170	148	127	--	--	--	3445
77477	STAFFORD, TX	15.8	69	54	15	10	29	17	13	1.2%	1136	66	81	--	--	--	1283
77099	HOUSTON, TX	16.2	27	22	5	3	9	6	9	0.4%	1263	64	84	--	--	--	1411
77435	EAST BERNARD, TX	16.2	127	110	17	19	28	35	45	3.5%	450	3	19	--	--	--	472
77485	WALLIS, TX	16.2	122	105	17	10	29	28	55	4.9%	305	6	17	--	--	--	328

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			925	1669	1622	3265											
			328	706	636	993											
			78	137	108	165											
10903	9403	1500	1376	2608	2422	4497	20.1%	38490	1948	2002	1613	437	595	45085			

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	Ford	Lincoln	Mercury	Chevrolet	Dodge	Toyota	Total Conquest
77459	MISSOURI CITY, TX	16.4	181	149	32	31	45	45	60	1.2%	2369	168	108	--	--	--	2645
77082	HOUSTON, TX	16.5	21	15	6	--	8	5	8	0.5%	1082	92	74	--	--	--	1248
77094	HOUSTON, TX	16.9	1	--	1	--	1	--	--	0.2%	403	24	20	--	--	--	447
77444	GUY, TX	17.3	62	50	12	7	16	14	25	12.0%	84	--	4	--	--	--	88
77072	HOUSTON, TX	17.3	12	10	2	1	3	3	5	0.1%	1379	52	96	--	--	--	1527
77493	KATY, TX	18.0	24	16	8	2	12	4	6	0.6%	1245	50	45	--	--	--	1340
77031	HOUSTON, TX	18.1	6	3	3	--	4	1	1	0.6%	446	45	24	--	--	--	515
77448	HUNGERFORD, TX	18.5	13	10	3	2	4	2	5	3.4%	80	5	1	--	--	--	86
77489	MISSOURI CITY, TX	18.5	58	41	17	8	13	13	24	1.0%	1456	100	80	--	--	--	1636
77077	HOUSTON, TX	18.7	14	9	5	5	1	3	5	0.4%	1121	84	91	--	--	--	1296
77430	DAMON, TX	19.1	95	83	12	15	18	17	45	5.3%	197	2	15	--	--	--	214
77071	HOUSTON, TX	19.4	10	7	3	1	3	--	6	0.4%	606	49	56	--	--	--	711
77449	KATY, TX	19.9	24	18	6	6	8	5	5	0.5%	1053	21	44	--	--	--	1118
77423	BROOKSHIRE, TX	20.0	15	13	2	2	5	2	6	0.9%	205	2	5	--	--	--	212
77036	HOUSTON, TX	20.0	19	16	3	5	4	2	8	0.3%	833	27	39	--	--	--	899
77079	HOUSTON, TX	20.3	11	9	2	--	2	4	5	0.8%	227	21	11	--	--	--	259
77042	HOUSTON, TX	20.5	22	17	5	7	8	1	6	3.0%	134	9	20	--	--	--	163
77085	HOUSTON, TX	20.6	8	6	2	2	3	--	3	0.8%	242	3	4	--	--	--	249
77074	HOUSTON, TX	20.9	5	2	3	3	2	--	--	1.2%	214	13	11	--	--	--	238
77420	BOLING, TX	21.6	38	33	5	7	6	10	15	8.9%	47	1	3	--	--	--	51
77545	FRESNO, TX	21.7	24	17	7	3	7	5	9	0.9%	726	43	26	--	--	--	795
77035	HOUSTON, TX	21.8	6	3	3	1	2	1	2	0.6%	431	15	23	--	--	--	469
77053	HOUSTON, TX	21.9	16	13	3	--	5	4	7	2.2%	114	6	12	--	--	--	132
77063	HOUSTON, TX	21.9	14	11	3	2	5	2	5	--	--	--	--	--	--	--	0

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			925	1669	1622	3265											
			328	706	636	993											
			78	137	108	165											
10903	9403	1500	1376	2608	2422	4497	20.1%	38490	1948	2002	1613	437	595	45085			

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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	Ford	Lincoln	Mercury	Chevrolet	Dodge	Toyota	Total Conquest
77084	HOUSTON, TX	22.1	21	17	4	5	6	3	7	0.7%	562	16	29	--	--	--	607
77096	HOUSTON, TX	22.1	10	10	--	1	--	--	9	--	73	3	13	--	--	--	89
77488	WHARTON, TX	23.4	123	96	27	15	40	29	39	35.1%	43	--	7	--	--	--	50
77583	ROSHARON, TX	23.5	14	12	2	3	2	4	5	1.3%	139	4	6	--	--	--	149
77045	HOUSTON, TX	23.5	11	7	4	4	1	1	5	--	--	--	--	--	--	--	0
77057	HOUSTON, TX	23.9	13	12	1	2	4	4	3	--	--	--	--	--	--	--	0
77474	SEALY, TX	26.0	32	25	7	3	8	9	12	50.0%	7	--	--	--	--	--	7
77040	HOUSTON, TX	28.5	12	12	--	5	4	1	2	--	--	--	--	--	--	--	0
77584	PEARLAND, TX	28.8	16	9	7	4	6	5	1	--	--	--	--	--	--	--	0
77486	WEST COLUMBIA, TX	29.0	13	9	4	1	3	3	6	--	--	--	--	--	--	--	0
77434	EAGLE LAKE, TX	30.2	38	27	11	11	7	7	13	--	--	--	--	--	--	--	0
77411	ALIEF, TX	30.4	1	1	--	--	--	1	--	--	47	4	1	--	--	--	52
77236	HOUSTON, TX	30.4	1	1	--	--	--	--	1	--	15	2	1	--	--	--	18
77218	HOUSTON, TX	30.4	1	1	--	--	--	--	1	--	21	2	2	--	--	--	25
77492	KATY, TX	30.4	1	1	--	--	1	--	--	--	85	6	1	--	--	--	92
77224	HOUSTON, TX	30.4	1	1	--	1	--	--	--	--	21	4	2	--	--	--	27
77251	HOUSTON, TX	30.4	3	3	--	1	1	1	--	--	39	--	--	--	--	--	39
77242	HOUSTON, TX	30.4	1	1	--	--	--	1	--	--	59	10	5	--	--	--	74
77272	HOUSTON, TX	30.4	2	2	--	--	--	2	--	--	65	--	5	--	--	--	70
77429	CYPRESS, TX	31.3	16	9	7	1	5	4	6	--	--	--	--	--	--	--	0
77437	EL CAMPO, TX	36.8	60	42	18	8	24	11	17	--	--	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			925	1669	1622	3265											
			328	706	636	993											
			78	137	108	165											
10903	9403	1500	1376	2608	2422	4497	20.1%	38490	1948	2002	1613	437	595	45085			

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