



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Flagship Motorcars

05/07/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

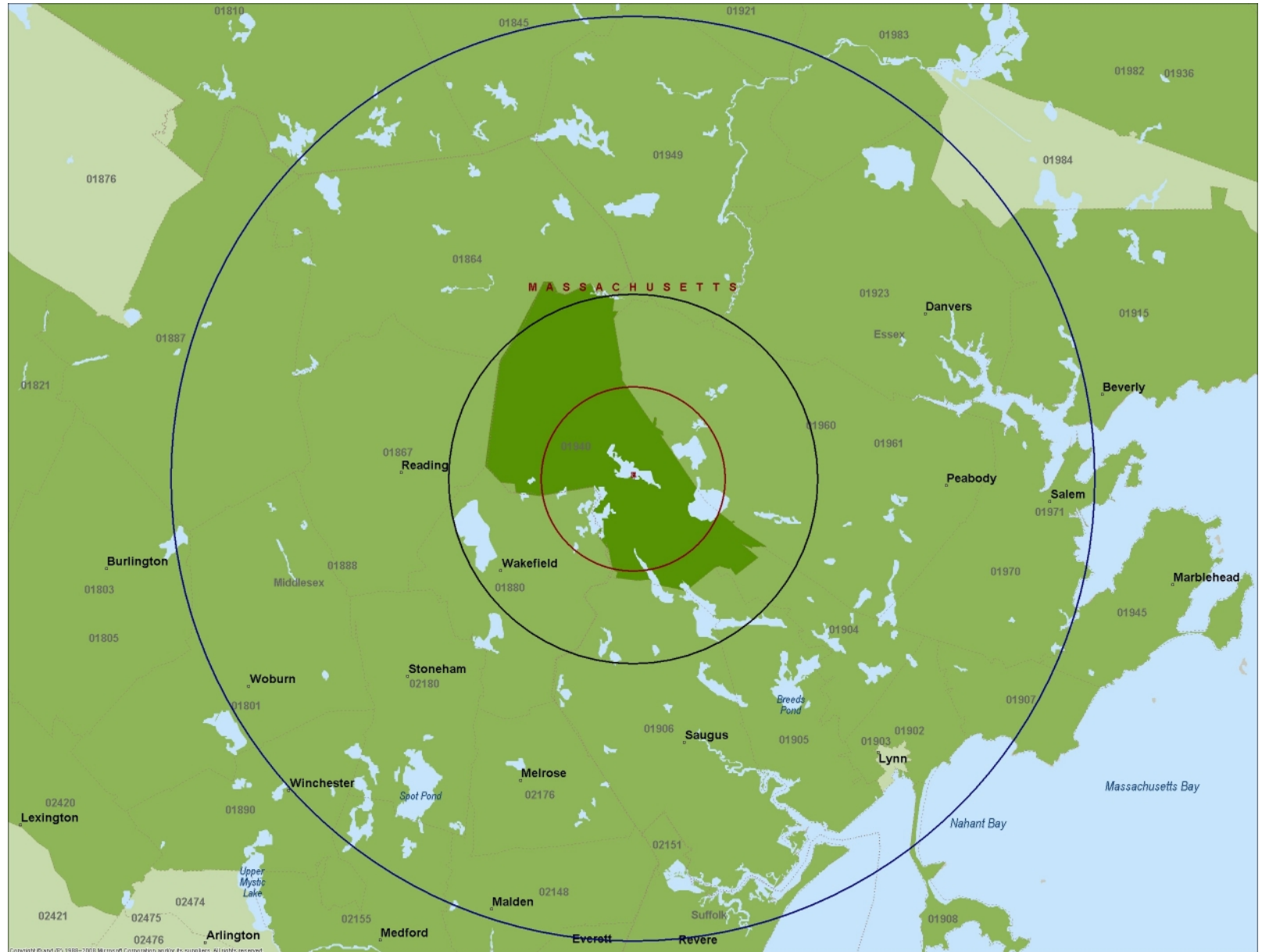
Legend

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 (73)
- 10 to 99 (111)
- 100 to 999 (43)
- 1000 to 9999 (1)



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

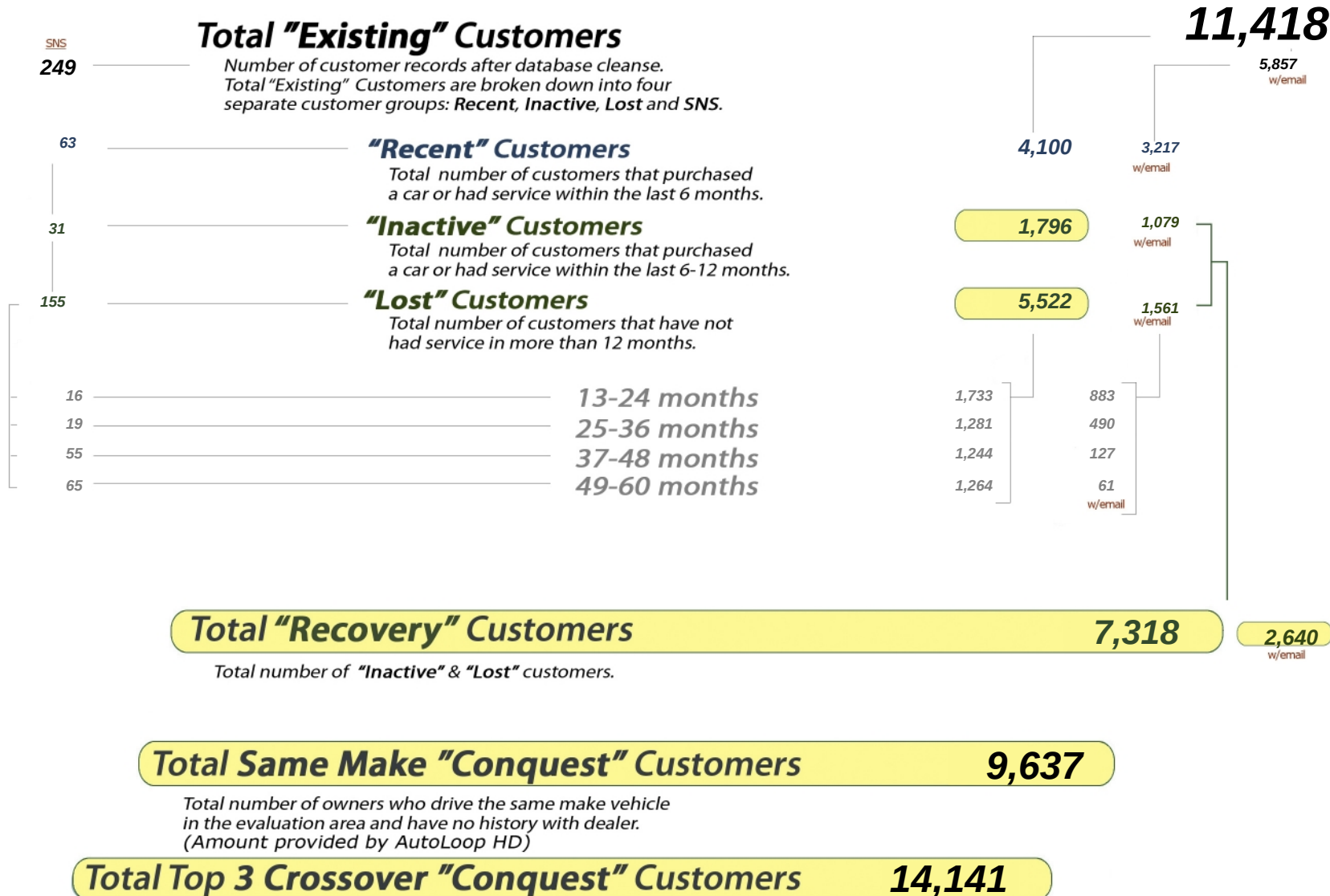
Statistics show 6% to 8% of the nation's population move every six-months. A clean database allows for more cost effective targeting. Once this cleaning process is complete, the records with improved addresses are delivered with more reliability. In addition, "clean" records allow more accurate comparisons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

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

Dealership customer records	15,887	100.00%
Fallout records		
Dates beyond 60 months	1,216	7.65%
Unrealistic drive time	2,107	13.26%
Non-Mailable	261	1.64%
Non-Dealer Makes	885	5.57%
Total Fallout records	4,469	28.13%
Existing customer records	11,418	71.87%

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:



Customer Records
Existing Customer Breakdown

Recommended Service Campaign

ABC DEALERSHIP

Chris M. Palumbo, Service Manager
5300 East Main Street
West Palm Beach, FL 33409-9999

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
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: _____ 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: _____

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
5300 East Main Street
West Palm Beach, FL 33409-9999

Drive

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

\$100.00 OFF ANY PARTS & SERVICE

Self-Mailer

Declined Services

ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555.555.5555

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

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

Dear Michelle,

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

Michelle Williams
5300 East Main Street
West Palm Beach, FL 33409-9999

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: _____

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP

Chris M. Palumbo, Service Manager
5300 East Main Street
West Palm Beach, FL 33409-9999

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
5555 West Main Street • Anytown, US 55555 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

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

\$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, is extending 2009 service inspection to you.

Michelle Williams
5300 East Main Street
West Palm Beach, FL 33409-9999

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

\$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.

Michelle Williams
5300 East Main Street
West Palm Beach, FL 33409-9999

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

\$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 3 mile radius
- Middle Circle 1 6 mile radius
- Middle Circle 2 15 mile radius

Zip Code Results

- 0 to 63 (111)
- 64 to 127 (43)
- 128 to 191 (8)
- 192 to 255 (4)
- 256 to 320 (2)



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	Mercedes	Total Conquest
01940	LYNNFIELD, MA	0.0	553	9	544	238	88	218	83.7%	106	106
01880	WAKEFIELD, MA	2.9	287	4	283	93	55	135	82.5%	60	60
01960	PEABODY, MA	3.4	479	14	465	176	69	220	79.9%	117	117
01904	EAST LYNN, MA	4.1	124	1	123	38	26	59	75.0%	41	41
01867	READING, MA	4.2	206	--	206	83	42	81	76.9%	62	62
01906	SAUGUS, MA	4.6	422	8	414	170	72	172	80.7%	99	99
02180	STONEHAM, MA	4.9	206	4	202	78	39	85	68.5%	93	93
02176	MELROSE, MA	5.1	245	6	239	111	30	98	74.7%	81	81
01864	NORTH READING, MA	5.2	214	2	212	93	32	87	80.3%	52	52
01923	DANVERS, MA	5.2	278	1	277	102	43	132	79.8%	70	70
01949	MIDDLETON, MA	5.2	183	3	180	80	27	73	84.1%	34	34
01905	LYNN, MA	5.2	125	3	122	41	21	60	83.0%	25	25
01902	LYNN, MA	6.0	203	2	201	72	26	103	74.2%	70	70
01901	LYNN, MA	6.2	20	--	20	9	--	11	90.9%	2	2
01970	SALEM, MA	6.7	313	6	307	109	46	152	76.4%	95	95
01801	WOBURN, MA	7.0	216	3	213	79	30	104	76.6%	65	65
02148	MALDEN, MA	7.1	287	8	279	95	50	134	76.4%	86	86
01907	SWAMPSCOTT, MA	7.3	296	4	292	106	40	146	71.7%	115	115
01887	WILMINGTON, MA	7.5	128	2	126	47	22	57	72.8%	47	47
02151	REVERE, MA	7.8	491	12	479	188	84	207	81.9%	106	106
01890	WINCHESTER, MA	7.9	139	4	135	39	24	72	41.5%	190	190
01915	BEVERLY, MA	8.1	322	6	316	118	63	135	80.4%	77	77
02149	EVERETT, MA	8.3	135	6	129	40	25	64	63.9%	73	73
02155	MEDFORD, MA	8.5	167	5	162	54	23	85	49.4%	166	166

Service Table 1 of 7

Service Totals

Entire evaluation.

			2928	1258	3602		1007	
			886	427	1366		5198	
			157	62	282		3384	
11418	249	11169	4037	1765	5367	54.2%	9637	23778

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	Mercedes	Total Conquest
01908	NAHANT, MA	8.6	82	1	81	30	12	39	77.9%	23	23
01945	MARBLEHEAD, MA	8.7	456	8	448	166	71	211	72.7%	168	168
01803	BURLINGTON, MA	8.9	186	1	185	69	22	94	76.4%	57	57
01983	TOPSFIELD, MA	9.0	127	3	124	46	18	60	75.2%	41	41
02150	CHELSEA, MA	9.1	121	1	120	47	19	54	74.5%	41	41
01984	WENHAM, MA	9.2	67	2	65	15	11	39	72.2%	25	25
02474	ARLINGTON, MA	9.9	26	1	25	10	1	14	26.9%	68	68
02145	SOMERVILLE, MA	10.0	12	--	12	2	3	7	18.8%	52	52
02144	SOMERVILLE, MA	10.1	13	--	13	3	2	8	25.0%	39	39
01982	S HAMILTON, MA	10.3	87	3	84	36	14	34	75.0%	28	28
01810	ANDOVER, MA	10.3	258	11	247	84	39	124	45.2%	299	299
02128	EAST BOSTON, MA	10.3	82	2	80	30	10	40	65.6%	42	42
01921	BOXFORD, MA	10.4	188	4	184	70	31	83	67.4%	89	89
02129	CHARLESTOWN, MA	10.5	41	1	40	10	7	23	44.0%	51	51
01965	PRIDES CROSSING, MA	10.5	7	--	7	4	--	3	35.0%	13	13
01936	HAMILTON, MA	10.6	8	--	8	4	1	3	50.0%	8	8
01903	LYNN, MA	10.6	7	--	7	--	1	6	50.0%	7	7
01961	PEABODY, MA	10.6	3	--	3	1	--	2	75.0%	1	1
02140	CAMBRIDGE, MA	10.6	3	--	3	--	--	3	6.1%	46	46
01885	WEST BOXFORD, MA	10.6	1	--	1	1	--	--	14.3%	6	6
01931	GLOUCESTER, MA	10.6	4	--	4	1	1	2	33.3%	8	8
02143	SOMERVILLE, MA	10.7	13	--	13	2	1	10	26.0%	37	37
02476	ARLINGTON, MA	10.8	16	--	16	5	1	10	27.1%	43	43
02420	LEXINGTON, MA	10.9	94	2	92	33	16	43	52.3%	84	84

Service Table 2 of 7

Service Totals

Entire evaluation.

			2928	1258	3602		1007	
			886	427	1366		5198	
			157	62	282		3384	
11418	249	11169	4037	1765	5367	54.2%	9637	23778

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	Mercedes	Total Conquest
02152	WINTHROP, MA	11.0	179	2	177	69	31	77	76.3%	55	55
01876	TEWKSBURY, MA	11.0	64	3	61	23	9	29	36.3%	107	107
02141	CAMBRIDGE, MA	11.3	13	--	13	2	2	9	32.5%	27	27
01821	BILLERICA, MA	11.4	83	3	80	23	13	44	57.6%	59	59
02113	BOSTON, MA	11.4	22	1	21	16	3	2	47.7%	23	23
02138	CAMBRIDGE, MA	11.5	16	--	16	4	2	10	14.0%	98	98
01845	NORTH ANDOVER, MA	11.6	219	9	210	80	33	97	46.9%	238	238
02109	BOSTON, MA	11.6	29	2	27	9	4	14	46.6%	31	31
02114	BOSTON, MA	11.7	18	2	16	4	4	8	24.6%	49	49
02142	CAMBRIDGE, MA	11.8	3	--	3	2	1	--	14.3%	18	18
02455	NORTH WALTHAM, MA	11.8	1	--	1	--	--	1	33.3%	2	2
02110	BOSTON, MA	11.9	25	1	24	7	2	15	42.9%	32	32
02108	BOSTON, MA	11.9	18	--	18	4	1	13	34.0%	35	35
02139	CAMBRIDGE, MA	12.0	16	--	16	6	--	10	18.8%	69	69
02478	BELMONT, MA	12.0	28	1	27	5	2	20	14.4%	160	160
02421	LEXINGTON, MA	12.2	48	1	47	21	8	18	32.4%	98	98
02111	BOSTON, MA	12.4	17	--	17	3	4	10	43.6%	22	22
02116	BOSTON, MA	12.5	47	2	45	10	5	30	20.6%	173	173
02210	BOSTON, MA	12.5	14	--	14	6	2	6	53.8%	12	12
01730	BEDFORD, MA	12.8	52	3	49	21	7	21	55.1%	40	40
02199	BOSTON, MA	12.8	3	--	3	2	--	1	8.8%	31	31
02134	ALLSTON, MA	13.1	20	--	20	6	3	11	60.6%	13	13
01843	LAWRENCE, MA	13.1	19	--	19	3	3	13	32.8%	39	39
02215	BOSTON, MA	13.1	13	--	13	6	4	3	31.0%	29	29

Service Table 3 of 7

Service Totals

Entire evaluation.

			2928	1258	3602		1007	
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11418	249	11169	4037	1765	5367	54.2%	9637	23778

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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	Mercedes	Total Conquest
02115	BOSTON, MA	13.2	9	--	9	2	--	7	17.3%	43	43
02118	BOSTON, MA	13.3	38	--	38	7	9	22	39.6%	58	58
02127	BOSTON, MA	13.4	37	1	36	9	5	22	45.0%	44	44
02472	WATERTOWN, MA	13.4	30	2	28	6	8	14	22.8%	95	95
02446	BROOKLINE, MA	13.5	15	--	15	2	6	7	13.0%	100	100
01731	HANSCOM AFB, MA	13.5	3	--	3	1	--	2	60.0%	2	2
02452	WALTHAM, MA	13.6	15	--	15	4	1	10	22.1%	53	53
01862	N BILLERICA, MA	13.8	24	1	23	8	1	14	62.2%	14	14
01944	MANCHESTER, MA	13.9	148	1	147	57	24	66	76.2%	46	46
02135	BRIGHTON, MA	14.0	21	2	19	4	5	10	24.7%	58	58
02120	ROXBURY CROSSING, MA	14.0	5	--	5	1	1	3	31.3%	11	11
01833	GEORGETOWN, MA	14.1	64	--	64	29	7	28	69.6%	28	28
01840	LAWRENCE, MA	14.1	2	--	2	1	--	1	22.2%	7	7
02196	BOSTON, MA	14.2	1	--	1	--	--	1	50.0%	1	1
02112	BOSTON, MA	14.2	3	--	3	--	2	1	60.0%	2	2
02117	BOSTON, MA	14.2	2	--	2	1	1	--	50.0%	2	2
01938	IPSWICH, MA	14.4	155	2	153	48	35	70	69.9%	66	66
01969	ROWLEY, MA	14.4	41	2	39	15	6	18	59.1%	27	27
02119	ROXBURY, MA	14.4	10	--	10	5	2	3	13.5%	64	64
02458	NEWTON, MA	14.5	14	1	13	4	1	8	14.9%	74	74
01841	LAWRENCE, MA	14.5	6	--	6	1	--	5	11.1%	48	48
01929	ESSEX, MA	14.6	37	1	36	17	4	15	72.0%	14	14
02451	WALTHAM, MA	14.6	18	--	18	4	4	10	25.4%	53	53
02125	DORCHESTER, MA	14.7	8	--	8	--	4	4	14.3%	48	48

Service Table 4 of 7

Service Totals

Entire evaluation.

			2928	1258	3602		1007	
			886	427	1366		5198	
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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	Mercedes	Total Conquest
02460	NEWTONVILLE, MA	15.2	6	1	5	--	--	5	10.0%	45	45
02445	BROOKLINE, MA	15.2	13	1	12	2	--	10	10.8%	99	99
02453	WALTHAM, MA	15.2	13	--	13	5	1	7	21.3%	48	48
01834	GROVELAND, MA	15.4	19	1	18	8	2	8	41.9%	25	25
02121	DORCHESTER, MA	15.5	6	--	6	2	1	3	7.5%	74	74
01852	LOWELL, MA	15.6	20	--	20	6	4	10	21.7%	72	72
01773	LINCOLN, MA	15.7	17	--	17	5	3	9	20.7%	65	65
02130	JAMAICA PLAIN, MA	15.7	6	--	6	2	--	4	7.3%	76	76
02465	WEST NEWTON, MA	15.9	8	--	8	--	--	8	9.6%	75	75
01844	METHUEN, MA	16.0	58	3	55	25	6	24	22.4%	191	191
02467	CHESTNUT HILL, MA	16.0	21	1	20	8	3	9	10.1%	179	179
02122	DORCHESTER, MA	16.1	13	--	13	6	1	6	23.2%	43	43
01835	HAVERHILL, MA	16.2	13	--	13	5	--	8	18.3%	58	58
01741	CARLISLE, MA	16.4	28	--	28	10	5	13	28.6%	70	70
02454	WALTHAM, MA	16.4	2	--	2	--	--	2	33.3%	4	4
02459	NEWTON CENTER, MA	16.6	25	--	25	5	2	18	11.5%	193	193
01850	LOWELL, MA	16.6	7	--	7	2	3	2	22.6%	24	24
02171	QUINCY, MA	16.8	22	1	21	7	3	11	19.3%	88	88
02124	DORCHESTER CENTER, MA	16.8	14	--	14	3	5	6	11.4%	109	109
02466	AUBURNDALE, MA	16.8	2	--	2	--	--	2	5.3%	36	36
01922	BYFIELD, MA	16.9	28	--	28	6	8	14	77.8%	8	8
01851	LOWELL, MA	17.0	48	2	46	16	5	25	40.4%	68	68
02461	NEWTON, MA	17.1	8	1	7	2	1	4	12.1%	51	51
01824	CHELMSFORD, MA	17.3	37	1	36	9	7	20	32.1%	76	76

Service Table 5 of 7

Service Totals

Entire evaluation.

			2928	1258	3602		1007	
			886	427	1366		5198	
			157	62	282		3384	
11418	249	11169	4037	1765	5367	54.2%	9637	23778

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	Mercedes	Total Conquest
02468	WABAN, MA	17.4	3	--	3	1	1	1	5.4%	53	53
02131	ROSLINDALE, MA	17.6	12	--	12	1	4	7	17.1%	58	58
01854	LOWELL, MA	17.7	19	1	18	5	--	13	32.7%	37	37
02493	WESTON, MA	17.7	23	--	23	6	3	14	7.1%	303	303
02464	NEWTON UPPER FALLS, MA	17.9	7	--	7	1	1	5	58.3%	5	5
01826	DRACUT, MA	17.9	43	2	41	15	3	23	47.1%	46	46
01830	HAVERHILL, MA	17.9	20	--	20	6	3	11	27.0%	54	54
01832	HAVERHILL, MA	18.0	17	--	17	2	3	12	28.3%	43	43
02126	MATTAPAN, MA	18.0	9	--	9	3	1	5	9.1%	90	90
02170	QUINCY, MA	18.0	7	2	5	2	--	3	7.6%	61	61
01742	CONCORD, MA	18.3	37	1	36	16	5	15	27.7%	94	94
02045	HULL, MA	18.4	6	--	6	1	1	4	10.3%	52	52
01985	WEST NEWBURY, MA	18.4	19	2	17	3	3	11	35.4%	31	31
02132	WEST ROXBURY, MA	18.5	4	--	4	1	1	2	4.0%	96	96
02494	NEEDHAM, MA	19.0	10	--	10	2	2	6	15.6%	54	54
01930	GLOUCESTER, MA	19.2	216	2	214	77	44	93	77.0%	64	64
02169	QUINCY, MA	19.2	38	3	35	7	5	23	21.1%	131	131
01951	NEWBURY, MA	19.2	21	--	21	5	4	12	91.3%	2	2
02186	MILTON, MA	19.2	26	2	24	9	3	12	9.0%	243	243
02481	WELLESLEY, MA	19.5	13	1	12	2	2	8	5.5%	208	208
02136	HYDE PARK, MA	19.7	7	--	7	1	1	5	6.8%	96	96
01863	NORTH CHELMSFORD, MA	20.0	8	--	8	2	--	6	80.0%	2	2
02492	NEEDHAM, MA	20.2	8	--	8	1	--	7	11.8%	60	60
02191	N WEYMOUTH, MA	20.2	3	--	3	--	1	2	8.8%	31	31

Service Table 6 of 7

Service Totals

Entire evaluation.

			2928	1258	3602		1007	
			886	427	1366		5198	
			157	62	282		3384	
11418	249	11169	4037	1765	5367	54.2%	9637	23778

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	Mercedes	Total Conquest
03079	SALEM, NH	20.6	41	2	39	11	5	23	68.4%	18	18
03076	PELHAM, NH	20.7	20	1	19	10	1	8	95.0%	1	1
02026	DEDHAM, MA	20.8	9	--	9	4	1	4	16.1%	47	47
01778	WAYLAND, MA	21.0	11	1	10	1	2	7	23.8%	32	32
01950	NEWBURYPORT, MA	21.2	83	3	80	33	11	36	--	--	0
01886	WESTFORD, MA	21.3	42	--	42	14	7	21	91.3%	4	4
01720	ACTON, MA	21.4	14	1	13	5	1	7	59.1%	9	9
03865	PLAISTOW, NH	21.7	15	--	15	7	2	6	--	--	0
01879	TYNGSBORO, MA	22.1	12	--	12	4	--	8	--	--	0
02184	BRAINTREE, MA	22.1	10	2	8	4	1	3	22.9%	27	27
02043	HINGHAM, MA	22.1	22	2	20	6	2	12	18.9%	86	86
02188	WEYMOUTH, MA	22.1	4	--	4	--	--	4	36.4%	7	7
03811	ATKINSON, NH	22.4	13	--	13	6	1	6	--	--	0
02189	EAST WEYMOUTH, MA	22.5	3	--	3	1	--	2	37.5%	5	5
01776	SUDBURY, MA	22.7	14	--	14	4	1	9	--	--	0
02025	COHASSET, MA	22.7	12	1	11	2	2	7	31.4%	24	24
01888	WOBURN, MA	22.7	3	2	1	1	--	--	50.0%	1	1
01853	LOWELL, MA	22.7	1	--	1	--	--	1	10.0%	9	9
01966	ROCKPORT, MA	22.8	74	--	74	31	13	30	--	--	0
02471	WATERTOWN, MA	22.7	1	--	1	1	--	--	50.0%	1	1
01913	AMESBURY, MA	23.1	27	1	26	7	1	18	--	--	0
01760	NATICK, MA	23.3	14	--	14	1	2	11	--	--	0
03087	WINDHAM, NH	23.6	36	1	35	10	2	23	--	--	0
01952	SALISBURY, MA	23.9	16	--	16	5	3	8	--	--	0

Service Table 7 of 7

Service Totals

Entire evaluation.

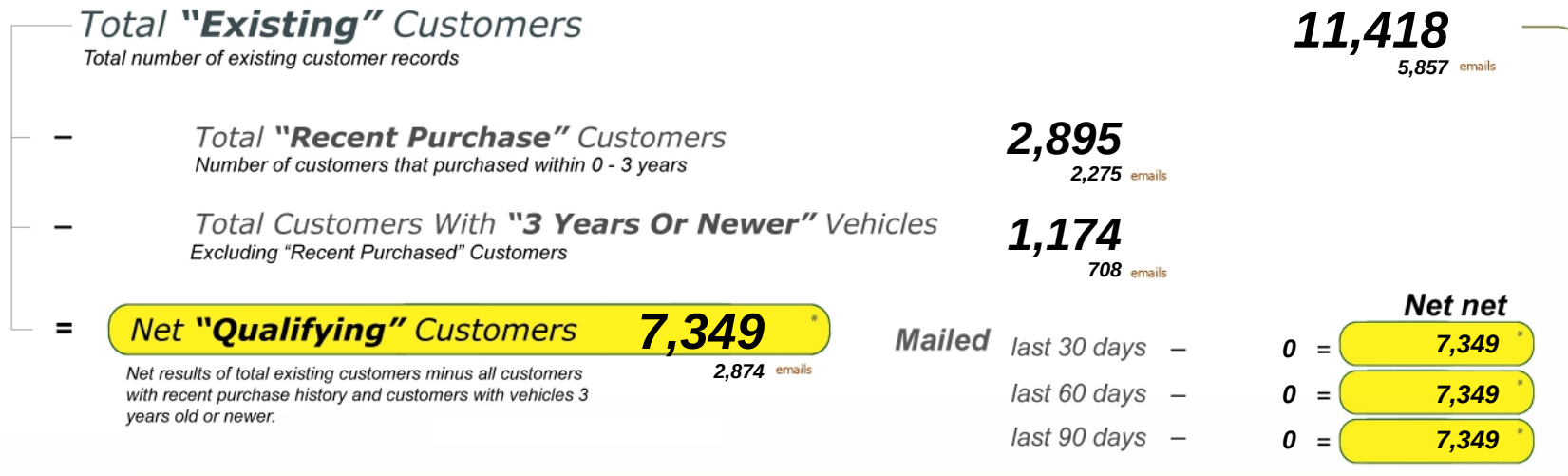
			2928	1258	3602		1007	
			886	427	1366		5198	
			157	62	282		3384	
11418	249	11169	4037	1765	5367	54.2%	9637	23778

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Report Analysis
Service Conquest by ZIP Code

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Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

9,292

Total Crossover "Conquest"

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

14,141

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

Sales Conquest 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

- 0 to 63 (111)
- 64 to 127 (43)
- 128 to 191 (8)
- 192 to 255 (4)
- 256 to 320 (2)



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	Mercedes	Bmw	Lexus	Toyota	Total Conquest
01940	LYNNFIELD, MA	0.0	415	330	85	64	91	88	172	44.5%	106	120	135	518	879
01880	WAKEFIELD, MA	2.9	220	174	46	35	45	43	97	43.8%	59	96	99	1503	1757
01960	PEABODY, MA	3.4	357	288	69	43	75	82	157	37.5%	115	149	198	2502	2964
01904	EAST LYNN, MA	4.1	98	85	13	7	21	17	53	24.1%	41	39	35	1026	1141
01867	READING, MA	4.2	146	113	33	21	31	29	65	35.1%	61	12	33	424	530
01906	SAUGUS, MA	4.6	317	266	51	50	56	59	152	34.2%	98	107	142	1323	1670
02180	STONEHAM, MA	4.9	148	126	22	18	25	44	61	19.5%	91	61	40	675	867
02176	MELROSE, MA	5.1	180	156	24	33	23	37	87	23.5%	78	84	93	949	1204
01864	NORTH READING, MA	5.2	148	115	33	23	40	27	58	40.2%	49	10	17	75	151
01923	DANVERS, MA	5.2	215	174	41	33	41	45	96	37.6%	68	35	35	508	646
01949	MIDDLETON, MA	5.2	129	98	31	15	33	32	49	47.7%	34	20	27	115	196
01905	LYNN, MA	5.2	110	93	17	9	18	26	57	40.5%	25	55	50	824	954
01902	LYNN, MA	6.0	174	153	21	9	24	40	101	23.1%	70	41	48	1064	1223
01901	LYNN, MA	6.2	17	15	2	7	3	1	6	66.7%	1	2	1	48	52
01970	SALEM, MA	6.7	235	207	28	18	48	51	118	23.0%	94	30	18	446	588
01801	WOBURN, MA	7.0	165	136	29	20	47	32	66	30.9%	65	--	--	--	65
02148	MALDEN, MA	7.1	238	197	41	26	54	44	114	32.8%	84	--	1	42	127
01907	SWAMPSCOTT, MA	7.3	231	182	49	49	47	45	90	30.1%	114	7	6	70	197
01887	WILMINGTON, MA	7.5	92	78	14	11	17	17	47	23.3%	46	--	--	--	46
02151	REVERE, MA	7.8	387	311	76	44	91	73	179	41.8%	106	4	2	64	176
01890	WINCHESTER, MA	7.9	103	81	22	17	23	19	44	10.8%	181	--	--	--	181
01915	BEVERLY, MA	8.1	234	192	42	32	41	48	113	35.3%	77	--	--	--	77
02149	EVERETT, MA	8.3	109	83	26	10	26	20	53	26.8%	71	--	--	--	71
02155	MEDFORD, MA	8.5	109	84	25	10	25	27	47	13.1%	166	--	--	--	166

Sales Table 1 of 7

Sales Totals

Entire evaluation.

			826	1260	1237	2705							
			269	493	430	804							
			45	71	45	115							
8523	6798	1725	1174	1885	1762	3702	46.9%	9292	879	989	12273	23433	

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	Mercedes	Bmw	Lexus	Toyota	Total Conquest
01908	NAHANT, MA	8.6	69	56	13	6	17	18	28	36.1%	23	--	--	--	23
01945	MARBLEHEAD, MA	8.7	348	294	54	45	74	60	169	24.3%	168	--	--	--	168
01803	BURLINGTON, MA	8.9	144	121	23	36	32	21	55	28.7%	57	--	--	--	57
01983	TOPSFIELD, MA	9.0	93	82	11	18	11	24	40	22.0%	39	--	--	--	39
02150	CHELSEA, MA	9.1	89	74	15	12	17	18	42	27.3%	40	--	--	--	40
01984	WENHAM, MA	9.2	54	46	8	5	9	14	26	24.2%	25	--	--	--	25
02474	ARLINGTON, MA	9.9	20	12	8	8	6	2	4	11.1%	64	--	--	--	64
02145	SOMERVILLE, MA	10.0	8	7	1	2	--	3	3	1.9%	52	--	--	--	52
02144	SOMERVILLE, MA	10.1	9	6	3	--	3	1	5	7.1%	39	--	--	--	39
01982	S HAMILTON, MA	10.3	67	53	14	14	10	13	30	33.3%	28	--	--	--	28
01810	ANDOVER, MA	10.3	186	136	50	27	45	45	69	14.6%	292	--	--	--	292
02128	EAST BOSTON, MA	10.3	65	49	16	5	19	9	32	27.6%	42	--	--	--	42
01921	BOXFORD, MA	10.4	139	112	27	23	27	30	59	23.5%	88	--	--	--	88
02129	CHARLESTOWN, MA	10.5	30	19	11	6	7	9	8	18.3%	49	--	--	--	49
01965	PRIDES CROSSING, MA	10.5	4	3	1	--	2	--	2	7.1%	13	--	--	--	13
01936	HAMILTON, MA	10.6	6	4	2	--	1	1	4	20.0%	8	--	--	--	8
01903	LYNN, MA	10.6	7	6	1	--	--	2	5	12.5%	7	6	9	70	92
01961	PEABODY, MA	10.6	3	3	--	--	--	--	3	--	1	1	--	27	29
02140	CAMBRIDGE, MA	10.6	3	1	2	1	2	--	--	4.3%	45	--	--	--	45
01885	WEST BOXFORD, MA	10.6	1	1	--	--	--	--	1	--	6	--	--	--	6
01931	GLOUCESTER, MA	10.6	3	2	1	--	1	--	2	11.1%	8	--	--	--	8
02143	SOMERVILLE, MA	10.7	11	7	4	2	3	2	4	10.8%	33	--	--	--	33
02476	ARLINGTON, MA	10.8	15	12	3	3	2	4	6	6.5%	43	--	--	--	43
02420	LEXINGTON, MA	10.9	77	58	19	9	27	15	26	19.0%	81	--	--	--	81

Sales Table 2 of 7

Sales Totals

Entire evaluation.

			826	1260	1237	2705							
			269	493	430	804							
			45	71	45	115							
8523	6798	1725	1174	1885	1762	3702	46.9%	9292	879	989	12273	23433	

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	Mercedes	Bmw	Lexus	Toyota	Total Conquest
02152	WINTHROP, MA	11.0	133	106	27	9	38	27	59	33.3%	54	--	--	--	54
01876	TEWKSBURY, MA	11.0	42	30	12	6	10	10	16	10.3%	105	--	--	--	105
02141	CAMBRIDGE, MA	11.3	6	4	2	1	2	2	1	8.7%	21	--	--	--	21
01821	BILLERICA, MA	11.4	60	48	12	9	9	13	29	16.9%	59	--	--	--	59
02113	BOSTON, MA	11.4	14	9	5	4	7	2	1	20.0%	20	--	--	--	20
02138	CAMBRIDGE, MA	11.5	11	8	3	--	5	2	4	3.2%	92	--	--	--	92
01845	NORTH ANDOVER, MA	11.6	151	115	36	17	40	35	59	13.3%	235	--	--	--	235
02109	BOSTON, MA	11.6	20	14	6	1	5	5	9	17.1%	29	--	--	--	29
02114	BOSTON, MA	11.7	14	7	7	4	1	3	6	13.2%	46	--	--	--	46
02142	CAMBRIDGE, MA	11.8	2	2	--	--	--	--	2	--	18	--	--	--	18
02455	NORTH WALTHAM, MA	11.8	1	--	1	--	--	--	1	33.3%	2	--	--	--	2
02110	BOSTON, MA	11.9	17	13	4	2	5	2	8	13.8%	25	--	--	--	25
02108	BOSTON, MA	11.9	13	10	3	1	5	1	6	8.8%	31	--	--	--	31
02139	CAMBRIDGE, MA	12.0	13	10	3	2	4	--	7	4.3%	66	--	--	--	66
02478	BELMONT, MA	12.0	22	19	3	3	5	6	8	2.0%	148	--	--	--	148
02421	LEXINGTON, MA	12.2	34	25	9	4	9	6	15	9.4%	87	--	--	--	87
02111	BOSTON, MA	12.4	11	7	4	2	3	3	3	17.4%	19	--	--	--	19
02116	BOSTON, MA	12.5	39	27	12	8	13	7	11	7.5%	147	--	--	--	147
02210	BOSTON, MA	12.5	9	4	5	4	3	1	1	35.7%	9	--	--	--	9
01730	BEDFORD, MA	12.8	36	34	2	3	7	9	17	4.9%	39	--	--	--	39
02199	BOSTON, MA	12.8	1	1	--	1	--	--	--	--	22	--	--	--	22
02134	ALLSTON, MA	13.1	12	9	3	5	3	3	1	20.0%	12	--	--	--	12
01843	LAWRENCE, MA	13.1	16	14	2	--	6	5	5	4.9%	39	--	--	--	39
02215	BOSTON, MA	13.1	8	4	4	3	4	1	--	12.1%	29	--	--	--	29

Sales Table 3 of 7

Sales Totals

Entire evaluation.

			826	1260	1237	2705							
			269	493	430	804							
			45	71	45	115							
8523	6798	1725	1174	1885	1762	3702	46.9%	9292	879	989	12273	23433	

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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	Mercedes	Bmw	Lexus	Toyota	Total Conquest
02115	BOSTON, MA	13.2	7	5	2	1	5	--	1	4.8%	40	--	--	--	40
02118	BOSTON, MA	13.3	28	19	9	8	7	6	7	14.3%	54	--	--	--	54
02127	BOSTON, MA	13.4	24	17	7	5	1	9	9	14.0%	43	--	--	--	43
02472	WATERTOWN, MA	13.4	23	16	7	2	6	5	10	7.0%	93	--	--	--	93
02446	BROOKLINE, MA	13.5	12	8	4	4	1	3	4	3.9%	99	--	--	--	99
01731	HANSCOM AFB, MA	13.5	2	2	--	--	--	1	1	--	2	--	--	--	2
02452	WALTHAM, MA	13.6	12	8	4	2	3	4	3	7.7%	48	--	--	--	48
01862	N BILLERICA, MA	13.8	16	14	2	--	5	2	9	12.5%	14	--	--	--	14
01944	MANCHESTER, MA	13.9	121	102	19	12	21	28	60	29.2%	46	--	--	--	46
02135	BRIGHTON, MA	14.0	15	8	7	5	2	4	4	11.7%	53	--	--	--	53
02120	ROXBURY CROSSING, MA	14.0	4	1	3	--	1	2	1	21.4%	11	--	--	--	11
01833	GEORGETOWN, MA	14.1	45	35	10	6	15	8	16	26.3%	28	--	--	--	28
01840	LAWRENCE, MA	14.1	1	1	--	--	--	--	1	--	7	--	--	--	7
02196	BOSTON, MA	14.2	--	--	--	--	--	--	--	--	1	--	--	--	1
02112	BOSTON, MA	14.2	2	2	--	1	--	--	1	--	2	--	--	--	2
02117	BOSTON, MA	14.2	2	2	--	1	1	--	--	--	2	--	--	--	2
01938	IPSWICH, MA	14.4	108	89	19	18	21	24	45	23.5%	62	--	--	--	62
01969	ROWLEY, MA	14.4	33	26	7	5	5	8	15	21.2%	26	--	--	--	26
02119	ROXBURY, MA	14.4	6	4	2	--	2	2	2	3.0%	64	--	--	--	64
02458	NEWTON, MA	14.5	6	5	1	1	--	3	2	1.4%	68	--	--	--	68
01841	LAWRENCE, MA	14.5	4	3	1	--	--	2	2	2.0%	48	--	--	--	48
01929	ESSEX, MA	14.6	28	18	10	4	12	4	8	41.7%	14	--	--	--	14
02451	WALTHAM, MA	14.6	17	14	3	2	3	7	5	5.5%	52	--	--	--	52
02125	DORCHESTER, MA	14.7	6	4	2	1	3	1	1	4.0%	48	--	--	--	48

Sales Table 4 of 7

Sales Totals

Entire evaluation.

			826	1260	1237	2705								
			269	493	430	804								
			45	71	45	115								
8523	6798	1725	1174	1885	1762	3702	46.9%	9292	879	989	12273	23433		

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	Mercedes	Bmw	Lexus	Toyota	Total Conquest
02460	NEWTONVILLE, MA	15.2	5	4	1	1	3	1	--	2.2%	45	--	--	--	45
02445	BROOKLINE, MA	15.2	9	6	3	--	1	2	6	3.2%	91	--	--	--	91
02453	WALTHAM, MA	15.2	9	9	--	--	4	2	3	--	46	--	--	--	46
01834	GROVELAND, MA	15.4	11	9	2	--	8	1	2	7.4%	25	--	--	--	25
02121	DORCHESTER, MA	15.5	5	5	--	--	1	1	3	--	74	--	--	--	74
01852	LOWELL, MA	15.6	13	10	3	1	4	3	5	4.2%	69	--	--	--	69
01773	LINCOLN, MA	15.7	16	13	3	1	5	2	8	4.5%	63	--	--	--	63
02130	JAMAICA PLAIN, MA	15.7	5	2	3	2	1	--	2	3.8%	75	--	--	--	75
02465	WEST NEWTON, MA	15.9	6	3	3	--	2	2	2	4.2%	68	--	--	--	68
01844	METHUEN, MA	16.0	36	30	6	7	5	15	9	3.1%	190	--	--	--	190
02467	CHESTNUT HILL, MA	16.0	12	9	3	1	6	3	2	1.9%	157	--	--	--	157
02122	DORCHESTER, MA	16.1	10	6	4	2	4	3	1	8.5%	43	--	--	--	43
01835	HAVERHILL, MA	16.2	10	7	3	2	2	2	4	5.1%	56	--	--	--	56
01741	CARLISLE, MA	16.4	21	19	2	7	3	2	9	2.9%	66	--	--	--	66
02454	WALTHAM, MA	16.4	2	2	--	--	--	1	1	--	4	--	--	--	4
02459	NEWTON CENTER, MA	16.6	19	15	4	1	6	5	7	2.3%	167	--	--	--	167
01850	LOWELL, MA	16.6	4	3	1	1	--	--	3	4.0%	24	--	--	--	24
02171	QUINCY, MA	16.8	12	10	2	--	3	4	5	2.2%	87	--	--	--	87
02124	DORCHESTER CENTER, MA	16.8	10	8	2	1	2	2	5	1.8%	109	--	--	--	109
02466	AUBURNDALE, MA	16.8	2	2	--	--	--	1	1	--	35	--	--	--	35
01922	BYFIELD, MA	16.9	21	18	3	1	4	6	10	27.3%	8	--	--	--	8
01851	LOWELL, MA	17.0	39	31	8	4	8	6	21	10.7%	67	--	--	--	67
02461	NEWTON, MA	17.1	6	5	1	1	--	1	4	2.0%	48	--	--	--	48
01824	CHELMSFORD, MA	17.3	27	22	5	1	9	4	13	6.3%	75	--	--	--	75

Sales Table 5 of 7

Sales Totals

Entire evaluation.

			826	1260	1237	2705							
			269	493	430	804							
			45	71	45	115							
8523	6798	1725	1174	1885	1762	3702	46.9%	9292	879	989	12273	23433	

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

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	Mercedes	Bmw	Lexus	Toyota	Total Conquest
02468	WABAN, MA	17.4	3	2	1	3	--	--	--	1.9%	51	--	--	--	51
02131	ROSLINDALE, MA	17.6	8	6	2	--	2	1	5	3.3%	58	--	--	--	58
01854	LOWELL, MA	17.7	15	11	4	3	2	3	7	10.0%	36	--	--	--	36
02493	WESTON, MA	17.7	19	14	5	1	4	4	10	1.7%	282	--	--	--	282
02464	NEWTON UPPER FALLS, MA	17.9	4	3	1	--	3	1	--	16.7%	5	--	--	--	5
01826	DRACUT, MA	17.9	34	21	13	4	15	4	11	22.0%	46	--	--	--	46
01830	HAVERHILL, MA	17.9	13	11	2	1	3	1	8	3.7%	52	--	--	--	52
01832	HAVERHILL, MA	18.0	15	11	4	--	3	5	7	8.5%	43	--	--	--	43
02126	MATTAPAN, MA	18.0	8	6	2	2	--	3	3	2.2%	89	--	--	--	89
02170	QUINCY, MA	18.0	4	3	1	1	2	1	--	1.6%	61	--	--	--	61
01742	CONCORD, MA	18.3	26	23	3	3	8	6	9	3.1%	93	--	--	--	93
02045	HULL, MA	18.4	2	1	1	--	--	--	2	1.9%	52	--	--	--	52
01985	WEST NEWBURY, MA	18.4	16	14	2	1	4	2	9	6.1%	31	--	--	--	31
02132	WEST ROXBURY, MA	18.5	1	--	1	--	1	--	--	1.0%	96	--	--	--	96
02494	NEEDHAM, MA	19.0	5	3	2	1	--	--	4	3.8%	50	--	--	--	50
01930	GLOUCESTER, MA	19.2	172	140	32	28	29	33	82	33.7%	63	--	--	--	63
02169	QUINCY, MA	19.2	29	18	11	4	11	5	9	7.7%	131	--	--	--	131
01951	NEWBURY, MA	19.2	16	10	6	1	4	6	5	75.0%	2	--	--	--	2
02186	MILTON, MA	19.2	19	14	5	4	3	4	8	2.1%	234	--	--	--	234
02481	WELLESLEY, MA	19.5	9	8	1	--	4	--	5	0.5%	201	--	--	--	201
02136	HYDE PARK, MA	19.7	5	3	2	1	2	1	1	2.1%	92	--	--	--	92
01863	NORTH CHELMSFORD, MA	20.0	6	6	--	--	--	4	2	--	2	--	--	--	2
02492	NEEDHAM, MA	20.2	4	3	1	1	--	1	2	1.8%	56	--	--	--	56
02191	N WEYMOUTH, MA	20.2	2	1	1	--	1	1	--	3.1%	31	--	--	--	31

Sales Table 6 of 7

Sales Totals

Entire evaluation.

			826	1260	1237	2705								
			269	493	430	804								
			45	71	45	115								
8523	6798	1725	1174	1885	1762	3702	46.9%	9292	879	989	12273	23433		

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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	Mercedes	Bmw	Lexus	Toyota	Total Conquest
03079	SALEM, NH	20.6	29	18	11	7	8	6	8	37.9%	18	--	--	--	18
03076	PELHAM, NH	20.7	10	9	1	2	4	--	4	50.0%	1	--	--	--	1
02026	DEDHAM, MA	20.8	5	4	1	--	1	3	1	2.1%	47	--	--	--	47
01778	WAYLAND, MA	21.0	7	3	4	1	2	2	2	11.1%	32	--	--	--	32
01950	NEWBURYPORT, MA	21.2	57	44	13	11	16	9	21	--	--	--	--	--	0
01886	WESTFORD, MA	21.3	33	26	7	5	9	2	17	63.6%	4	--	--	--	4
01720	ACTON, MA	21.4	8	7	1	2	1	2	3	10.0%	9	--	--	--	9
02184	BRAINTREE, MA	22.1	5	2	3	--	2	2	1	10.3%	26	--	--	--	26
02043	HINGHAM, MA	22.1	15	13	2	4	3	3	5	2.4%	82	--	--	--	82
02188	WEYMOUTH, MA	22.1	4	4	--	--	1	--	3	--	7	--	--	--	7
02189	EAST WEYMOUTH, MA	22.5	1	--	1	--	1	--	--	16.7%	5	--	--	--	5
02025	COHASSET, MA	22.7	10	8	2	--	3	3	4	8.0%	23	--	--	--	23
01888	WOBURN, MA	22.7	2	1	1	2	--	--	--	50.0%	1	--	--	--	1
01853	LOWELL, MA	22.7	1	1	--	--	1	--	--	--	8	--	--	--	8
02471	WATERTOWN, MA	22.7	1	1	--	1	--	--	--	--	1	--	--	--	1
01966	ROCKPORT, MA	22.8	56	48	8	7	13	8	28	--	--	--	--	--	0
01913	AMESBURY, MA	23.1	24	16	8	3	6	6	9	--	--	--	--	--	0
03087	WINDHAM, NH	23.6	26	20	6	4	7	4	11	--	--	--	--	--	0
02447	BROOKLINE VILLAGE, MA	24.3	1	--	1	--	1	--	--	50.0%	1	--	--	--	1
02368	RANDOLPH, MA	24.5	11	7	4	3	--	2	6	--	--	--	--	--	0
03062	NASHUA, NH	27.3	14	12	2	2	5	2	5	--	--	--	--	--	0

Sales Table 7 of 7

Sales Totals

Entire evaluation.

			826	1260	1237	2705							
			269	493	430	804							
			45	71	45	115							
8523	6798	1725	1174	1885	1762	3702	46.9%	9292	879	989	12273	23433	

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