



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Lokey Nissan

05/07/2010

Customer Counts by Zip Code

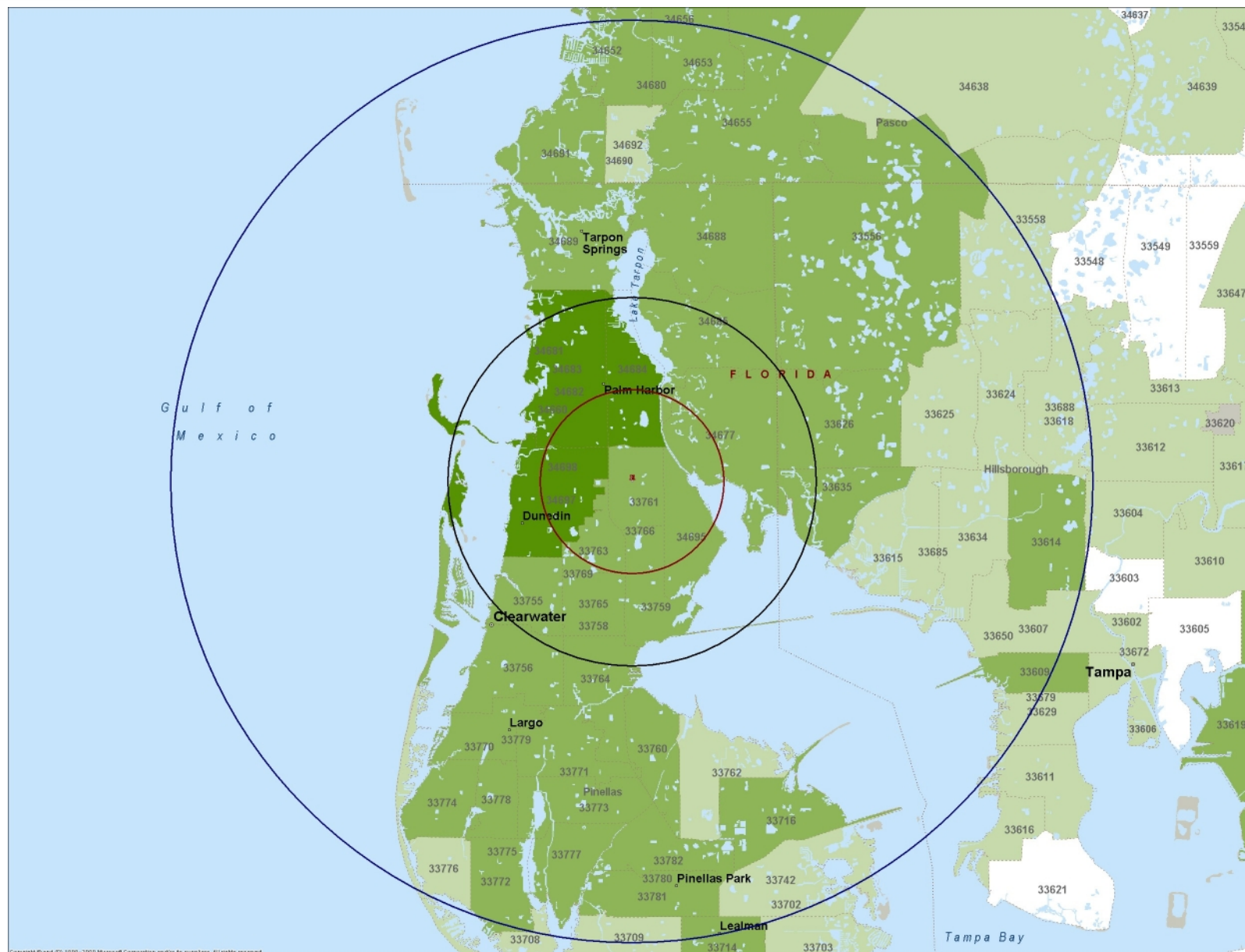
Legend

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 (92)
- 10 to 99 (70)
- 100 to 999 (38)
- 1000 to 9999 (3)



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	17,557	100.00%
Fallout records		
Dates beyond 60 months	0	0.00%
Unrealistic drive time	1,202	6.85%
Non-Mailable	11	0.06%
Non-Dealer Makes	9,561	54.46%
Total Fallout records	10,774	61.37%
Existing customer records	6,783	38.63%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

167

Total "Existing" Customers

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

167

"Recent" Customers

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

0

"Inactive" Customers

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

0

"Lost" Customers

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

0

13-24 months

0

25-36 months

0

37-48 months

0

49-60 months

0

6,783

2,214
w/email

2,863

1,097
w/email

1,189

361
w/email

2,731

756
w/email

1,489

1,242

0

0

419

337

0

0
w/email

Total "Recovery" Customers

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

3,920

1,117
w/email

Total Same Make "Conquest" Customers

32,939

Total number of owners who drive the same make vehicle in the evaluation area and have no history with dealer.
(Amount provided by AutoLoop HD)

Total Top 3 Crossover "Conquest" Customers

17,945

Customer Records
Existing Customer Breakdown

Recommended Service Campaign

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, I would like to give you these exclusive discount checks. These checks are yours to use in our service department on any vehicle you own. You can also give them to friends and family as a gift. They are fully personalized with your current name and address so just sign the endorsement line to validate them. Your exclusive checks' discounts include:

- One Lube, Oil and Filter Change for only \$19.95
- \$50.00 OFF Any Parts or Service
- \$100.00 OFF Any Parts or Service

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

Security Code: 23012

ABC DEALERSHIP
3555 West Main Street • Anytown, FL 35555 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, I would like to give you these exclusive discount checks. These checks are yours to use in our service department on any vehicle you own. You can also give them to friends and family as a gift. They are fully personalized with your current name and address so just sign the endorsement line to validate them. Your exclusive checks' discounts include:

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- \$100.00 OFF Any Parts or Service

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

Security Code: 23012

ABC DEALERSHIP
3555 West Main Street • Anytown, FL 35555 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

To the order of: ABC Dealership

The sum of: **\$50.00 OFF Any Parts or Service \$50.00 OFF**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E2

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

As a loyal customer, I would like to give you these exclusive discount checks. These checks are yours to use in our service department on any vehicle you own. You can also give them to friends and family as a gift. They are fully personalized with your current name and address so just sign the endorsement line to validate them. Your exclusive checks' discounts include:

- One Lube, Oil and Filter Change for only \$19.95
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We are extending this generous unbeatable Customer Service offer.

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Sincerely,
Service Manager Name
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Security Code: 23012

ABC DEALERSHIP
3555 West Main Street • Anytown, FL 35555 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

To the order of: ABC Dealership

The sum of: **\$100.00 OFF Any Parts or Service \$100.00 OFF**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E3

Initial Customer Recovery

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

Scheduled Maintenance

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

MICHELLE... OUR RECORDS SHOW YOUR 2009 ALTIMA

Drive

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-Point Inspection
• Same As New Oil & Filter

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE

\$100.00 OFF
ANY PARTS & SERVICE

Expires 2/28/10

0PC00E4

Self-Mailer

Declined Services

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E5

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E6

3up Check

2nd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

To the order of: ABC Dealership

The sum of: **\$50.00 OFF ANY PARTS & SERVICE \$50.00 OFF**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E7

Snap

3rd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E8

Snap w/Check

4th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

To the order of: ABC Dealership

The sum of: **\$50.00 OFF ANY PARTS & SERVICE \$50.00 OFF**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E9

Snap

5th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E10

Snap w/Check

6th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 35555
555.555.5555

To the order of: ABC Dealership

The sum of: **\$50.00 OFF ANY PARTS & SERVICE \$50.00 OFF**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

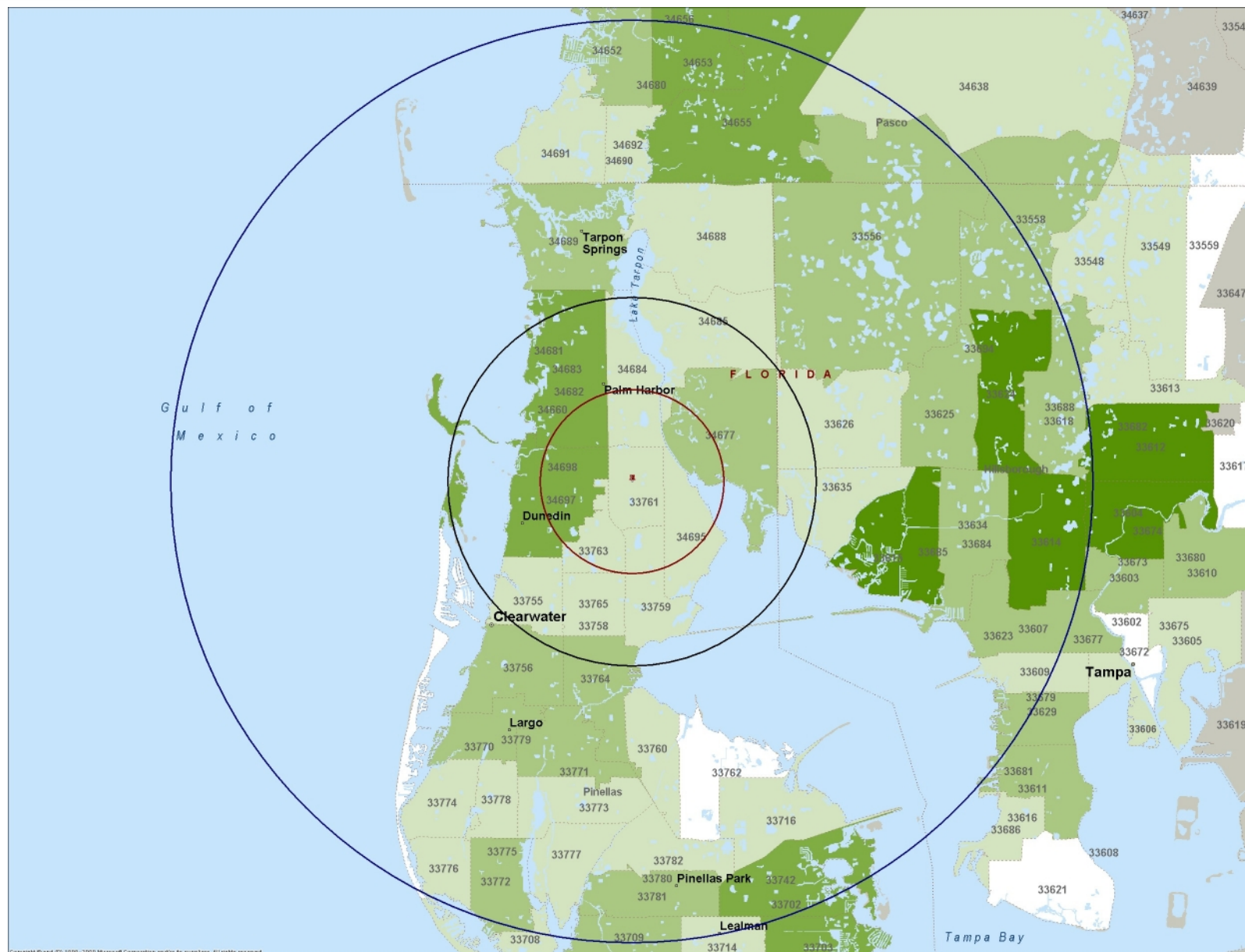
0PC00E11

Post Card

Radius Ring Distances

- ### Zip Code Results

- 0 to 199 (54)
 200 to 399 (35)
 400 to 599 (22)
 600 to 799 (7)
 800 to 1000 (6)



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	Nissan	Total Conquest
33761	CLEARWATER, FL	0.0	408	3	405	180	68	157	57.6%	298	298
33763	CLEARWATER, FL	2.5	319	6	313	146	56	111	59.5%	213	213
34695	SAFETY HARBOR, FL	2.7	275	9	266	146	44	76	45.3%	321	321
34677	OLDSMAR, FL	3.0	352	11	341	157	70	114	45.8%	403	403
34698	DUNEDIN, FL	3.1	589	11	578	244	120	214	49.0%	601	601
34684	PALM HARBOR, FL	3.4	452	7	445	186	89	170	53.4%	389	389
34683	PALM HARBOR, FL	3.7	675	15	660	277	114	269	50.7%	643	643
33759	CLEARWATER, FL	3.7	228	1	227	101	35	91	44.1%	288	288
34660	OZONA, FL	4.0	4	1	3	--	2	1	17.6%	14	14
33765	CLEARWATER, FL	4.4	162	1	161	70	33	58	43.0%	213	213
34685	PALM HARBOR, FL	5.0	363	9	354	162	56	136	56.5%	273	273
33755	CLEARWATER, FL	5.0	176	2	174	69	37	68	31.4%	381	381
34681	CRYSTAL BEACH, FL	5.0	20	1	19	5	7	7	24.7%	58	58
33767	CLEARWATER BEACH, FL	7.0	72	2	70	44	7	19	43.8%	90	90
33764	CLEARWATER, FL	7.0	162	4	158	74	21	63	26.7%	434	434
33626	TAMPA, FL	7.1	143	4	139	57	18	64	26.7%	381	381
33756	CLEARWATER, FL	7.2	137	3	134	52	21	61	23.5%	437	437
33635	TAMPA, FL	7.3	54	4	50	17	8	25	15.0%	284	284
33733	ST PETERSBURG, FL	7.6	2	--	2	1	1	--	4.8%	40	40
34689	TARPON SPRINGS, FL	8.3	180	5	175	67	32	76	27.3%	465	465
33760	CLEARWATER, FL	8.7	51	1	50	20	9	21	13.1%	332	332
33771	LARGO, FL	8.9	81	1	80	36	12	32	15.4%	439	439
33615	TAMPA, FL	9.2	38	2	36	14	7	15	4.2%	829	829
33770	LARGO, FL	9.3	75	--	75	30	16	29	14.9%	428	428

Service Table 1 of 5

Service Totals

Entire evaluation.

			2246	926	1993		4095	
			372	200	544		17916	
			32	25	84		10054	
6783	167	6616	2696	1189	2731	17.1%	32939	50884

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	Nissan	Total Conquest
34688	TARPON SPRINGS, FL	9.8	102	1	101	38	18	45	33.3%	202	202
34682	PALM HARBOR, FL	9.8	9	--	9	3	3	3	42.9%	12	12
33757	CLEARWATER, FL	9.8	6	--	6	--	3	3	75.0%	2	2
33758	CLEARWATER, FL	9.8	7	1	6	3	2	1	18.8%	26	26
34697	DUNEDIN, FL	9.8	1	--	1	1	--	--	14.3%	6	6
33743	ST PETERSBURG, FL	9.8	1	--	1	1	--	--	6.7%	14	14
33732	SAINT PETERSBURG, FL	9.8	1	--	1	--	--	1	9.1%	10	10
33744	BAY PINES, FL	9.8	2	--	2	1	--	1	40.0%	3	3
33731	SAINT PETERSBURG, FL	9.8	1	--	1	--	--	1	5.6%	17	17
33786	BELLEAIR BEACH, FL	10.2	15	--	15	5	2	8	40.5%	22	22
33773	LARGO, FL	10.5	39	1	38	15	5	18	9.8%	350	350
33625	TAMPA, FL	10.6	17	2	15	6	1	8	2.5%	578	578
33762	CLEARWATER, FL	10.7	21	1	20	6	6	8	12.8%	136	136
34690	HOLIDAY, FL	10.9	25	2	23	8	2	13	8.0%	266	266
33634	TAMPA, FL	10.9	12	1	11	4	1	6	2.6%	419	419
34691	HOLIDAY, FL	11.0	49	2	47	19	2	26	11.1%	378	378
33778	LARGO, FL	11.1	29	1	28	5	11	12	8.9%	288	288
33556	ODESSA, FL	11.3	53	1	52	18	10	24	9.8%	478	478
33774	LARGO, FL	11.9	35	1	34	14	5	15	8.2%	382	382
33782	PINELLAS PARK, FL	11.9	26	--	26	9	3	14	6.9%	353	353
33716	ST PETERSBURG, FL	12.0	46	1	45	16	6	23	15.5%	246	246
33785	INDIAN ROCKS BEACH, FL	12.5	17	--	17	6	4	7	11.6%	130	130
34655	NEW PORT RICHEY, FL	12.7	154	6	148	51	29	68	17.0%	722	722
33624	TAMPA, FL	12.7	23	1	22	8	4	10	2.4%	882	882

Service Table 2 of 5

Service Totals

Entire evaluation.

			2246	926	1993		4095	
			372	200	544		17916	
			32	25	84		10054	
6783	167	6616	2696	1189	2731	17.1%	32939	50884

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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	Nissan	Total Conquest
33777	SEMINOLE, FL	12.8	38	2	36	15	6	15	8.9%	368	368
33781	PINELLAS PARK, FL	13.4	36	1	35	8	9	18	7.8%	416	416
33614	TAMPA, FL	13.5	36	1	35	8	11	16	3.4%	993	993
33772	SEMINOLE, FL	13.7	29	--	29	11	2	16	5.4%	506	506
33779	LARGO, FL	13.7	1	--	1	1	--	--	3.1%	31	31
33776	SEMINOLE, FL	13.9	31	1	30	13	5	12	8.6%	317	317
33702	ST PETERSBURG, FL	14.0	39	1	38	11	4	23	5.1%	700	700
34652	NEW PRT RCHY, FL	14.2	35	2	33	14	5	14	7.5%	408	408
33618	TAMPA, FL	14.4	13	--	13	4	3	6	2.2%	590	590
33609	TAMPA, FL	14.8	7	1	6	2	1	3	1.8%	333	333
33607	TAMPA, FL	14.9	14	1	13	5	5	3	2.2%	567	567
34653	NEW PORT RICHEY, FL	15.0	36	--	36	13	3	20	5.2%	657	657
33709	KENNETH CITY, FL	15.0	31	--	31	11	8	12	5.4%	539	539
33714	ST PETERSBURG, FL	15.2	17	--	17	5	2	10	4.7%	343	343
33629	TAMPA, FL	15.3	8	1	7	3	--	4	1.7%	412	412
33558	LUTZ, FL	15.5	14	--	14	5	7	2	3.4%	400	400
33708	ST PETERSBURG, FL	15.8	18	1	17	5	3	9	6.3%	255	255
33703	SAINT PETERSBURG, FL	16.1	22	1	21	8	3	10	3.2%	630	630
33604	TAMPA, FL	16.5	5	1	4	2	--	2	0.5%	821	821
33611	TAMPA, FL	16.6	11	--	11	2	2	7	1.9%	579	579
33612	TAMPA, FL	16.8	9	--	9	3	--	6	1.0%	858	858
33616	TAMPA, FL	16.8	7	--	7	3	--	4	2.6%	259	259
33710	ST PETERSBURG, FL	16.9	35	2	33	12	5	16	3.7%	868	868
33606	TAMPA, FL	17.0	11	1	10	2	5	3	4.0%	239	239

Service Table 3 of 5

Service Totals

Entire evaluation.

			2246	926	1993		4095	
			372	200	544		17916	
			32	25	84		10054	
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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	Nissan	Total Conquest
33613	TAMPA, FL	17.1	3	--	3	1	--	2	0.8%	395	395
33704	ST PETERSBURG, FL	17.2	6	--	6	3	1	2	1.5%	389	389
33602	TAMPA, FL	17.2	6	1	5	--	2	3	2.7%	180	180
33713	ST PETERSBURG, FL	17.2	23	2	21	5	2	14	2.8%	733	733
33621	TAMPA, FL	17.4	1	--	1	--	1	--	20.0%	4	4
33549	LUTZ, FL	17.6	3	--	3	1	--	2	1.1%	262	262
34668	PORT RICHEY, FL	18.6	28	1	27	4	8	15	5.2%	494	494
33605	TAMPA, FL	18.6	1	--	1	--	--	1	0.3%	302	302
33701	ST PETERSBURG, FL	18.9	9	--	9	2	--	7	4.5%	190	190
33707	ST PETERSBURG, FL	19.1	24	2	22	9	5	8	4.7%	443	443
34654	NEW PORT RICHEY, FL	19.3	29	--	29	4	6	19	10.7%	242	242
33610	TAMPA, FL	19.5	7	1	6	3	--	3	1.0%	580	580
33711	ST PETERSBURG, FL	19.7	6	--	6	4	1	1	2.0%	289	289
33712	ST PETERSBURG, FL	20.2	12	--	12	4	1	7	5.6%	203	203
33706	ST PETE BEACH, FL	20.2	19	1	18	6	4	8	8.5%	194	194
33617	TAMPA, FL	20.3	7	2	5	2	--	3	6.3%	74	74
33705	ST PETERSBURG, FL	20.8	16	1	15	5	2	8	9.5%	143	143
33559	LUTZ, FL	20.8	5	--	5	--	--	5	6.2%	76	76
34638	LAND O LAKES, FL	20.8	10	--	10	5	1	4	4.0%	240	240
33548	LUTZ, FL	20.8	2	--	2	--	1	1	0.9%	223	223
33685	TAMPA, FL	20.8	2	--	2	1	1	--	5.1%	37	37
33688	TAMPA, FL	20.8	1	--	1	1	--	--	3.8%	25	25
33623	TAMPA, FL	20.8	1	--	1	--	1	--	8.3%	11	11
33672	TAMPA, FL	20.8	1	--	1	--	--	1	11.1%	8	8

Service Table 4 of 5

Service Totals

Entire evaluation.

			2246	926	1993		4095	
			372	200	544		17916	
			32	25	84		10054	
6783	167	6616	2696	1189	2731	17.1%	32939	50884

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	Nissan	Total Conquest
33619	TAMPA, FL	22.2	82	--	82	9	17	56	--	--	0
34667	HUDSON, FL	23.8	17	3	14	7	1	6	--	--	0
34656	NEW PORT RICHEY, FL	25.1	2	--	2	2	--	--	8.7%	21	21
34673	PORT RICHEY, FL	25.1	3	--	3	2	--	1	11.5%	23	23
34680	ELFERS, FL	25.1	1	--	1	--	--	1	5.0%	19	19
33543	WESLEY CHAPEL, FL	27.2	11	--	11	5	3	3	--	--	0
34606	SPRING HILL, FL	31.3	11	--	11	4	2	5	--	--	0
34609	SPRING HILL, FL	33.5	19	2	17	3	2	12	--	--	0

Service Table 5 of 5

Service Totals

Entire evaluation.

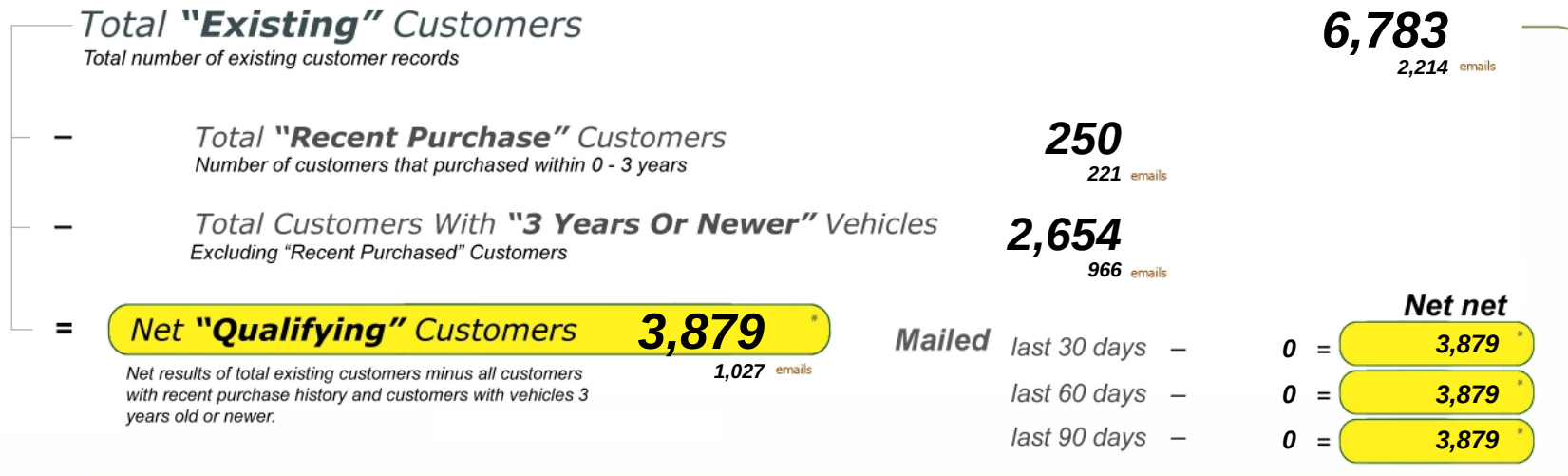
			2246	926	1993		4095	
			372	200	544		17916	
			32	25	84		10054	
6783	167	6616	2696	1189	2731	17.1%	32939	50884

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

31,744

Total Crossover "Conquest"

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

17,945

Recommended Sales Campaigns for May 2010

Memorial Day Weekend



DocId-105MemDay

Used Car Bail Out



DocId-105UsedBailOut



Official Book Value Mailers powered by Black Book®

*Black Book Regional Values will be added for your customers



DocId-105BBMake



A6



SNAP

Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Sales Conquest by Zip Code

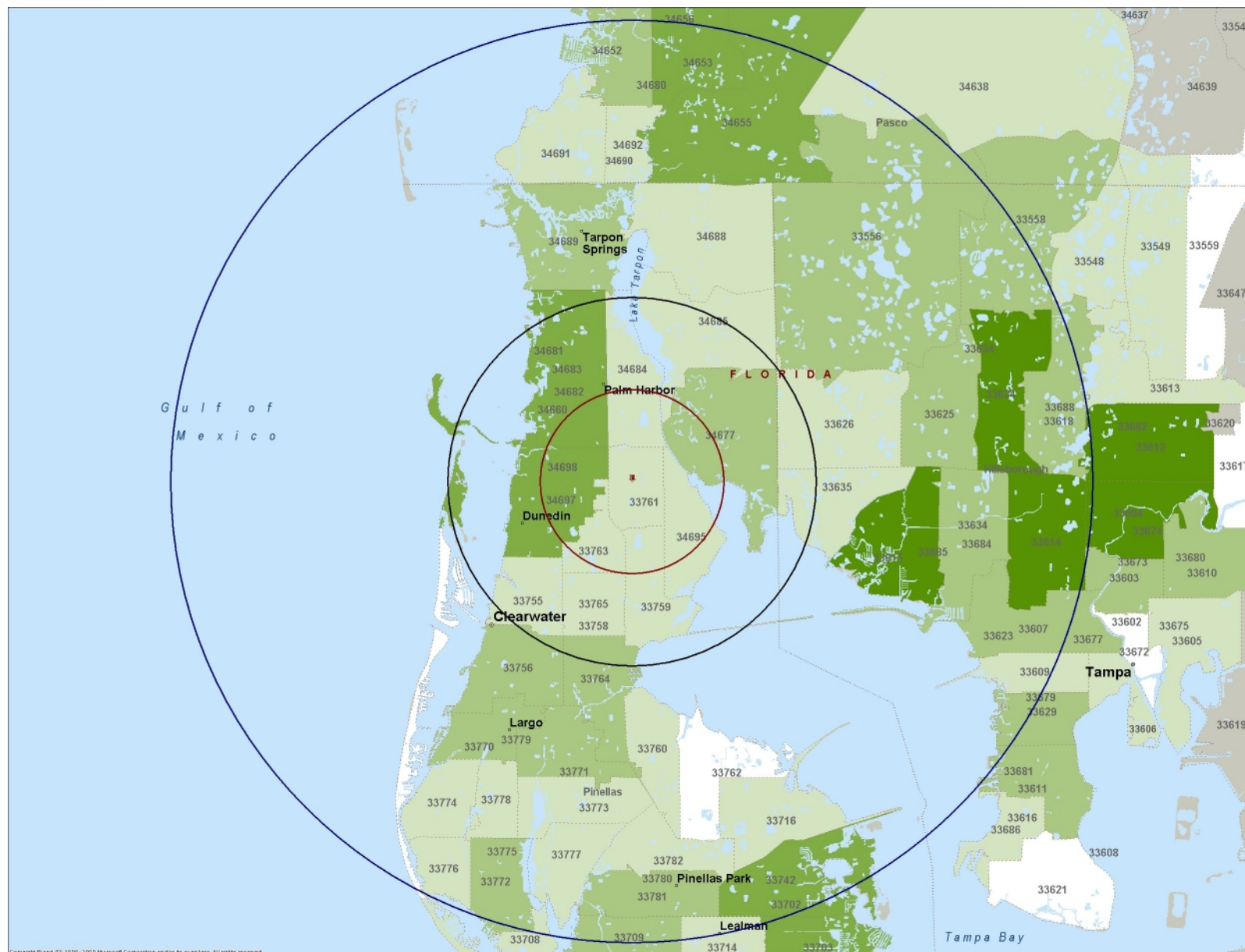
Legend

Radius Ring Distances

- Inner Circle 6 mile radius
- Middle Circle 1 12 mile radius
- Middle Circle 2 30 mile radius

Zip Code Results

- 0 to 199 (54)
- 200 to 399 (35)
- 400 to 599 (22)
- 600 to 799 (7)
- 800 to 1000 (6)



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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	Nissan	Toyota	Honda	Ford	Total Conquest
33761	CLEARWATER, FL	0.0	403	403	--	145	101	63	94	--	285	763	358	384	1790
33763	CLEARWATER, FL	2.5	310	310	--	116	85	42	67	--	204	583	233	380	1400
34695	SAFETY HARBOR, FL	2.7	263	263	--	120	65	35	43	--	312	735	363	462	1872
34677	OLDSMAR, FL	3.0	338	338	--	118	100	70	50	--	388	724	387	566	2065
34698	DUNEDIN, FL	3.1	571	571	--	187	173	100	111	--	582	1322	633	1203	3740
34684	PALM HARBOR, FL	3.4	437	437	--	150	140	59	88	--	374	832	353	492	2051
34683	PALM HARBOR, FL	3.7	655	655	--	240	185	115	115	--	617	969	429	803	2818
33759	CLEARWATER, FL	3.7	225	225	--	90	49	35	51	--	269	556	243	458	1526
34660	OZONA, FL	4.0	3	3	--	--	3	--	--	--	14	32	10	40	96
33765	CLEARWATER, FL	4.4	158	158	--	60	44	21	33	--	208	355	178	389	1130
34685	PALM HARBOR, FL	5.0	352	352	--	160	76	61	55	--	266	102	65	49	482
33755	CLEARWATER, FL	5.0	173	173	--	59	39	30	45	--	372	658	238	794	2062
34681	CRYSTAL BEACH, FL	5.0	19	19	--	5	6	6	2	--	58	--	--	--	58
33767	CLEARWATER BEACH, FL	7.0	69	69	--	33	16	12	8	--	84	--	--	--	84
33764	CLEARWATER, FL	7.0	157	157	--	68	32	25	32	--	430	152	87	112	781
33626	TAMPA, FL	7.1	134	134	--	66	27	19	22	--	346	--	--	--	346
33756	CLEARWATER, FL	7.2	133	133	--	44	38	24	27	--	421	21	16	41	499
33635	TAMPA, FL	7.3	48	48	--	24	7	9	8	--	270	--	--	--	270
33733	ST PETERSBURG, FL	7.6	2	2	--	--	2	--	--	--	39	--	--	--	39
34689	TARPON SPRINGS, FL	8.3	175	175	--	72	47	29	27	--	450	--	--	--	450
33760	CLEARWATER, FL	8.7	47	47	--	16	16	3	12	--	324	--	--	--	324
33771	LARGO, FL	8.9	80	80	--	39	24	10	7	--	415	--	--	--	415
33615	TAMPA, FL	9.2	34	34	--	13	10	7	4	--	770	--	--	--	770
33770	LARGO, FL	9.3	75	75	--	36	16	13	10	--	421	--	--	--	421

Sales Table 1 of 5

Sales Totals

Entire evaluation.

			1964	1362	831	955									
			536	259	157	143									
			52	47	29	10									
6533	6533	0	2654	1715	1040	1124	16.6%	31744	7939	3661	6345	49689			

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	Nissan	Toyota	Honda	Ford	Total Conquest
34688	TARPON SPRINGS, FL	9.8	100	100	--	41	22	21	16	--	196	--	--	--	196
34682	PALM HARBOR, FL	9.8	9	9	--	4	2	1	2	--	11	20	14	43	88
33757	CLEARWATER, FL	9.8	6	6	--	--	1	4	1	--	2	--	--	--	2
33758	CLEARWATER, FL	9.8	6	6	--	3	1	--	2	--	24	66	38	75	203
34697	DUNEDIN, FL	9.8	1	1	--	1	--	--	--	--	6	37	12	48	103
33743	ST PETERSBURG, FL	9.8	1	1	--	1	--	--	--	--	14	--	--	--	14
33732	SAINT PETERSBURG, FL	9.8	1	1	--	--	--	--	1	--	10	--	--	--	10
33744	BAY PINES, FL	9.8	2	2	--	--	--	1	1	--	3	--	--	--	3
33731	SAINT PETERSBURG, FL	9.8	1	1	--	1	--	--	--	--	16	--	--	--	16
33766	CLEARWATER, FL	9.8	2	2	--	--	--	1	1	--	--	12	4	6	22
33786	BELLEAIR BEACH, FL	10.2	15	15	--	5	7	--	3	--	20	--	--	--	20
33773	LARGO, FL	10.5	38	38	--	20	8	4	6	--	345	--	--	--	345
33625	TAMPA, FL	10.6	15	15	--	5	5	4	1	--	557	--	--	--	557
33762	CLEARWATER, FL	10.7	20	20	--	10	2	2	6	--	132	--	--	--	132
34690	HOLIDAY, FL	10.9	23	23	--	8	11	2	2	--	266	--	--	--	266
33634	TAMPA, FL	10.9	11	11	--	4	2	3	2	--	410	--	--	--	410
34691	HOLIDAY, FL	11.0	47	47	--	19	15	7	6	--	373	--	--	--	373
33778	LARGO, FL	11.1	28	28	--	10	11	4	3	--	281	--	--	--	281
33556	ODESSA, FL	11.3	50	50	--	22	10	9	9	--	458	--	--	--	458
33774	LARGO, FL	11.9	32	32	--	17	5	5	5	--	378	--	--	--	378
33782	PINELLAS PARK, FL	11.9	26	26	--	8	7	6	5	--	344	--	--	--	344
33716	ST PETERSBURG, FL	12.0	44	44	--	20	11	5	8	--	233	--	--	--	233
33785	INDIAN ROCKS BEACH, FL	12.5	17	17	--	13	2	2	--	--	125	--	--	--	125
34655	NEW PORT RICHEY, FL	12.7	146	146	--	67	38	24	17	--	694	--	--	--	694

Sales Table 2 of 5

Sales Totals

Entire evaluation.

			1964	1362	831	955									
			536	259	157	143									
			52	47	29	10									
6533	6533	0	2654	1715	1040	1124	16.6%	31744	7939	3661	6345	49689			

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

Report Analysis
Sales Conquest by ZIP Code

Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Nissan	Toyota	Honda	Ford	Total Conquest
33624	TAMPA, FL	12.7	22	22	--	8	8	2	4	--	855	--	--	--	855
33777	SEMINOLE, FL	12.8	36	36	--	21	3	4	8	--	349	--	--	--	349
33781	PINELLAS PARK, FL	13.4	34	34	--	12	8	4	10	--	407	--	--	--	407
33614	TAMPA, FL	13.5	34	34	--	20	8	3	3	--	959	--	--	--	959
33772	SEMINOLE, FL	13.7	28	28	--	16	7	2	3	--	490	--	--	--	490
33779	LARGO, FL	13.7	1	1	--	--	--	1	--	--	30	--	--	--	30
33776	SEMINOLE, FL	13.9	30	30	--	13	11	3	3	--	305	--	--	--	305
33702	ST PETERSBURG, FL	14.0	38	38	--	21	8	5	4	--	674	--	--	--	674
34652	NEW PRT RCHY, FL	14.2	32	32	--	16	5	5	6	--	386	--	--	--	386
33618	TAMPA, FL	14.4	13	13	--	3	1	5	4	--	558	--	--	--	558
33609	TAMPA, FL	14.8	6	6	--	5	1	--	--	--	314	--	--	--	314
33607	TAMPA, FL	14.9	13	13	--	11	--	1	1	--	537	--	--	--	537
34653	NEW PORT RICHEY, FL	15.0	35	35	--	16	8	6	5	--	635	--	--	--	635
33709	KENNETH CITY, FL	15.0	30	30	--	19	6	2	3	--	522	--	--	--	522
33714	ST PETERSBURG, FL	15.2	16	16	--	9	4	3	--	--	328	--	--	--	328
33629	TAMPA, FL	15.3	7	7	--	4	3	--	--	--	395	--	--	--	395
33558	LUTZ, FL	15.5	14	14	--	11	--	1	2	--	388	--	--	--	388
33708	ST PETERSBURG, FL	15.8	17	17	--	7	2	5	3	--	235	--	--	--	235
33703	SAINT PETERSBURG, FL	16.1	21	21	--	12	5	1	3	--	610	--	--	--	610
33604	TAMPA, FL	16.5	4	4	--	2	1	--	1	--	781	--	--	--	781
33611	TAMPA, FL	16.6	11	11	--	4	5	1	1	--	564	--	--	--	564
33612	TAMPA, FL	16.8	9	9	--	7	--	1	1	--	825	--	--	--	825
33616	TAMPA, FL	16.8	7	7	--	3	3	--	1	--	253	--	--	--	253
33710	ST PETERSBURG, FL	16.9	32	32	--	16	7	5	4	--	849	--	--	--	849

Sales Table 3 of 5

Sales Totals

Entire evaluation.

			1964	1362	831	955								
			536	259	157	143								
			52	47	29	10								
6533	6533	0	2654	1715	1040	1124	16.6%	31744	7939	3661	6345	49689		

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

Report Analysis
Sales Conquest by ZIP Code

Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Nissan	Toyota	Honda	Ford	Total Conquest
33606	TAMPA, FL	17.0	9	9	--	5	2	2	--	--	232	--	--	--	232
33613	TAMPA, FL	17.1	3	3	--	1	1	--	1	--	371	--	--	--	371
33704	ST PETERSBURG, FL	17.2	5	5	--	1	3	1	--	--	369	--	--	--	369
33602	TAMPA, FL	17.2	5	5	--	2	1	2	--	--	176	--	--	--	176
33713	ST PETERSBURG, FL	17.2	20	20	--	9	6	2	3	--	721	--	--	--	721
33621	TAMPA, FL	17.4	1	1	--	--	--	1	--	--	4	--	--	--	4
33549	LUTZ, FL	17.6	3	3	--	--	2	1	--	--	256	--	--	--	256
34668	PORT RICHEY, FL	18.6	27	27	--	14	5	5	3	--	470	--	--	--	470
33605	TAMPA, FL	18.6	1	1	--	1	--	--	--	--	293	--	--	--	293
33701	ST PETERSBURG, FL	18.9	9	9	--	2	3	4	--	--	183	--	--	--	183
33707	ST PETERSBURG, FL	19.1	22	22	--	9	7	3	3	--	425	--	--	--	425
34654	NEW PORT RICHEY, FL	19.3	29	29	--	20	4	3	2	--	234	--	--	--	234
33610	TAMPA, FL	19.5	6	6	--	3	2	--	1	--	568	--	--	--	568
33711	ST PETERSBURG, FL	19.7	6	6	--	3	2	1	--	--	280	--	--	--	280
33712	ST PETERSBURG, FL	20.2	12	12	--	2	6	3	1	--	201	--	--	--	201
33706	ST PETE BEACH, FL	20.2	18	18	--	9	3	4	2	--	179	--	--	--	179
33617	TAMPA, FL	20.3	4	4	--	2	--	2	--	--	70	--	--	--	70
33705	ST PETERSBURG, FL	20.8	15	15	--	6	6	1	2	--	140	--	--	--	140
33559	LUTZ, FL	20.8	5	5	--	5	--	--	--	--	75	--	--	--	75
34638	LAND O LAKES, FL	20.8	9	9	--	6	3	--	--	--	235	--	--	--	235
33548	LUTZ, FL	20.8	2	2	--	2	--	--	--	--	223	--	--	--	223
33685	TAMPA, FL	20.8	2	2	--	2	--	--	--	--	35	--	--	--	35
33688	TAMPA, FL	20.8	--	--	--	--	--	--	--	--	25	--	--	--	25
33623	TAMPA, FL	20.8	1	1	--	--	--	--	1	--	11	--	--	--	11

Sales Table 4 of 5

Sales Totals

Entire evaluation.

			1964	1362	831	955								
			536	259	157	143								
			52	47	29	10								
6533	6533	0	2654	1715	1040	1124	16.6%	31744	7939	3661	6345	49689		

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

Report Analysis
Sales Conquest by ZIP Code

Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Nissan	Toyota	Honda	Ford	Total Conquest
33672	TAMPA, FL	20.8	1	1	--	--	--	--	1	--	8	--	--	--	8
33619	TAMPA, FL	22.2	81	81	--	23	32	19	7	--	--	--	--	--	0
34667	HUDSON, FL	23.8	12	12	--	8	2	1	1	--	--	--	--	--	0
34656	NEW PORT RICHEY, FL	25.1	2	2	--	1	--	1	--	--	20	--	--	--	20
34673	PORT RICHEY, FL	25.1	3	3	--	2	1	--	--	--	22	--	--	--	22
34680	ELFERS, FL	25.1	1	1	--	1	--	--	--	--	18	--	--	--	18
33543	WESLEY CHAPEL, FL	27.2	11	11	--	6	1	3	1	--	--	--	--	--	0
34606	SPRING HILL, FL	31.3	11	11	--	4	4	2	1	--	--	--	--	--	0
34609	SPRING HILL, FL	33.5	17	17	--	7	7	3	--	--	--	--	--	--	0

Sales Table 5 of 5

Sales Totals

Entire evaluation.

			1964	1362	831	955									
			536	259	157	143									
			52	47	29	10									
6533	6533	0	2654	1715	1040	1124	16.6%	31744	7939	3661	6345	49689			

Report Analysis

Sales Conquest by ZIP Code

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