



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Cory Fairbanks Mazda

05/07/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

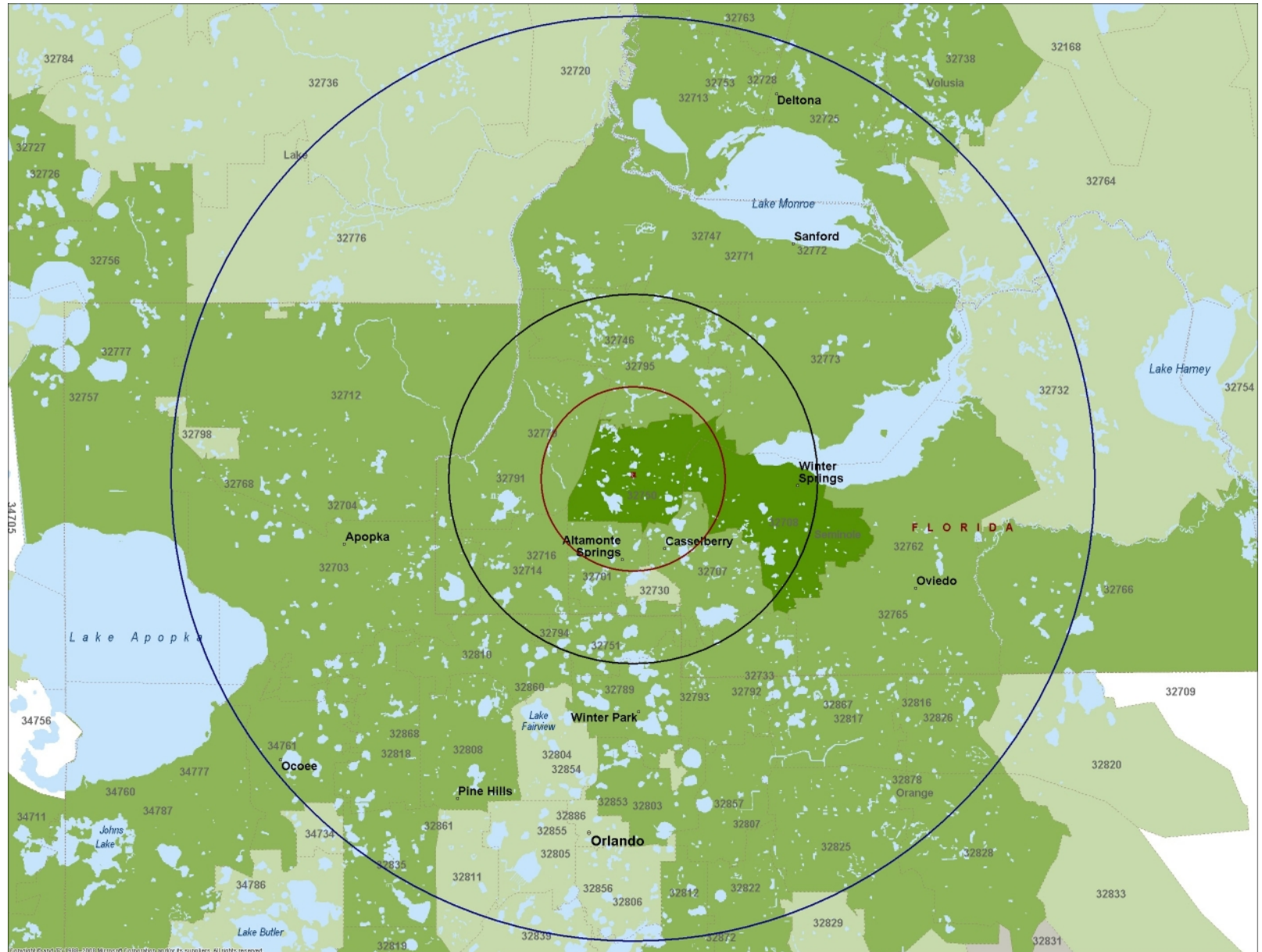
Legend

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 (118)
- 10 to 99 (80)
- 100 to 999 (37)
- 1000 to 9999 (2)



Customer Map is generated based on cleansed dealer data.

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Customer Counts by ZIP CODE

Identify Identify Identify



THIS MARKET EVALUATION ANALYSIS WILL HELP YOU COVER THE FOLLOWING:

- 1. Identify the dealership's "**Effective Market Area**", determined by the historical transactions of the dealer's customer base. This evaluation uses both sales and service customers to accurately portray the Effective Market Area.
- 2. Identify the dealership's "**Existing Customers**", and place into Relationship Marketing Groups known as **Recent, Inactive, Lost** and **Sold Never Serviced**.
- 3. Identify the dealership's total "**Recovery Customers**", this total is determined by the dealership's "**Inactive**" & "**Lost**" customers.
- 4. Identify the dealership's "**Conquest Customers**", those who drive the same make and currently do business with the dealer's primary competitors.

THE STUDY AREA FOR THIS PROJECT MAY INCLUDE ANY MILE RADIUS THAT REPRESENTS THE DEALERSHIP'S MARKET AREA.

During the gathering, processing, and evaluation of data used in this study, the dealership's database was "Cleaned". A clean database is critical for mail campaigns and for on-going customer retention programs.

The study will provide information to establish a direction for improved collection of data, marketing and operating results. A portion, if not all of this analysis is from data contained within the dealership's computer system. The quality of this data will influence the results of this evaluation. A long-term benefit resulting from this analysis can be an increased awareness on the importance of properly collected and maintained data and the influence that it may have on the results.

Database Cleanse Breakdown

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

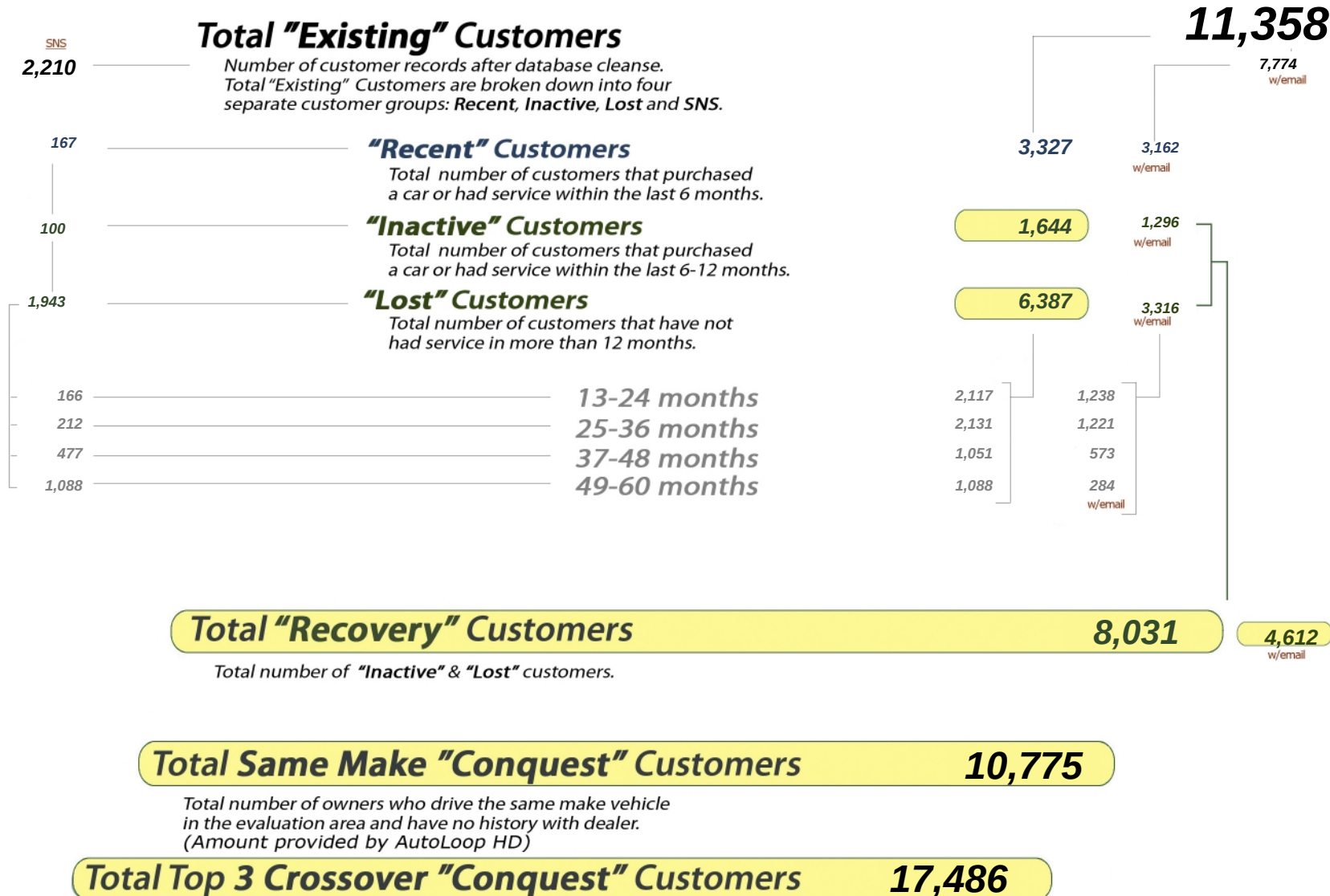
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	16,145	100.00%
Fallout records		
Dates beyond 60 months	1,855	11.49%
Unrealistic drive time	836	5.18%
Non-Mailable	728	4.51%
Non-Dealer Makes	1,368	8.47%
Total Fallout records	4,787	29.65%
Existing customer records	11,358	70.35%

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

Chris M. Palumbo, Owner
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 "make" 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

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

How 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

How 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

How 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
5555 West Main Street
Anytown, US 55555

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

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
5555 West Main Street
Anytown, US 55555

To the order of: ABC Dealership

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

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

Security Code: 23012

How Expires your date: _____

Endorse Here: _____

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP

Chris M. Palumbo, Owner
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 "make" 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

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 program.

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

How 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
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

How 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

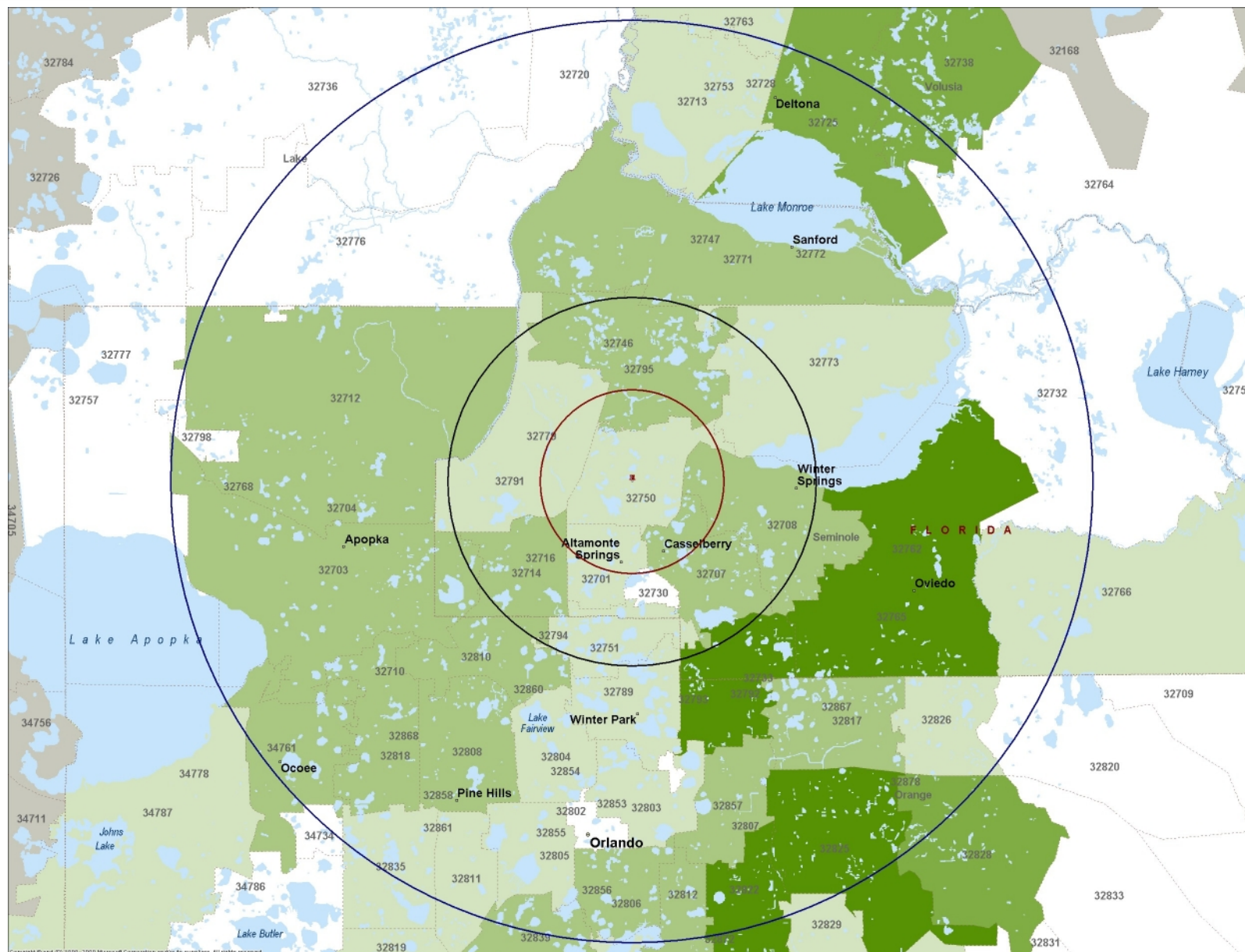
Legend

Radius Ring Distances

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

Zip Code Results

- 0 to 99 (62)
- 100 to 199 (19)
- 200 to 299 (16)
- 300 to 399 (3)
- 400 to 500 (4)



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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	Mazda	Total Conquest
32750	LONGWOOD, FL	0.0	357	31	326	123	54	149	62.6%	195	195
32701	ALTAMONTE SPRINGS, FL	2.7	279	36	243	87	52	104	65.1%	130	130
32707	CASSELBERRY, FL	3.5	473	68	405	168	65	172	60.6%	263	263
32730	FERN PARK, FL	3.5	48	7	41	10	9	22	50.6%	40	40
32779	LONGWOOD, FL	3.8	378	46	332	133	51	148	71.1%	135	135
32746	LAKE MARY, FL	3.9	544	61	483	175	84	224	70.5%	202	202
32714	ALTAMONTE SPRINGS, FL	4.4	459	81	378	135	71	172	59.4%	258	258
32708	WINTER SPRINGS, FL	4.6	725	83	642	247	121	274	69.7%	279	279
32751	MAITLAND, FL	5.2	168	17	151	67	22	62	48.6%	160	160
32773	SANFORD, FL	6.5	314	31	283	122	44	117	62.1%	173	173
32810	ORLANDO, FL	7.3	201	35	166	57	23	86	45.1%	202	202
32789	WINTER PARK, FL	7.3	98	21	77	30	10	37	31.4%	168	168
32792	WINTER PARK, FL	7.3	231	45	186	63	28	95	29.7%	440	440
32771	SANFORD, FL	8.0	521	55	466	186	82	198	62.0%	286	286
32795	LAKE MARY, FL	8.4	14	--	14	5	--	9	45.2%	17	17
32762	OVIEDO, FL	8.4	7	--	7	--	3	4	31.8%	15	15
32716	ALTAMONTE SPRINGS, FL	8.4	11	--	11	3	1	7	45.8%	13	13
32718	CASSELBERRY, FL	8.4	4	--	4	1	3	--	57.1%	3	3
32791	LONGWOOD, FL	8.4	3	--	3	1	--	2	60.0%	2	2
32752	LONGWOOD, FL	8.4	4	--	4	2	1	1	44.4%	5	5
32715	ALTAMONTE SPRINGS, FL	8.4	3	--	3	--	1	2	50.0%	3	3
32733	GOLDENROD, FL	8.5	2	--	2	1	--	1	33.3%	4	4
32747	LAKE MONROE, FL	8.6	4	1	3	--	--	3	18.8%	13	13
32804	ORLANDO, FL	9.0	74	16	58	24	10	24	31.7%	125	125

Service Table 1 of 6

Service Totals

Entire evaluation.

			2080	965	2477		1835	
			811	398	1302		7495	
			232	154	557		1412	
11358	2210	9148	3160	1544	4444	51.3%	10775	28261

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	Mazda	Total Conquest
32765	OVIEDO, FL	9.3	564	82	482	165	99	218	52.7%	433	433
32772	SANFORD, FL	9.5	7	--	7	2	3	2	46.7%	8	8
32703	APOPKA, FL	9.6	264	32	232	86	47	99	45.0%	283	283
32817	ORLANDO, FL	10.1	123	30	93	33	16	44	25.7%	269	269
32803	ORLANDO, FL	10.1	87	22	65	20	8	37	29.4%	156	156
32712	APOPKA, FL	10.3	334	39	295	111	47	137	58.2%	212	212
32808	ORLANDO, FL	10.4	77	17	60	23	10	27	17.9%	276	276
32704	APOPKA, FL	11.1	10	2	8	--	2	6	33.3%	16	16
32860	ORLANDO, FL	11.1	2	--	2	1	--	1	20.0%	8	8
32814	ORLANDO, FL	11.1	21	7	14	5	3	6	27.5%	37	37
32867	ORLANDO, FL	11.1	4	--	4	3	--	1	30.8%	9	9
32790	WINTER PARK, FL	11.1	3	--	3	2	--	1	33.3%	6	6
32854	ORLANDO, FL	11.1	2	--	2	--	--	2	13.3%	13	13
32777	TANGERINE, FL	11.1	1	--	1	--	--	1	33.3%	2	2
32872	ORLANDO, FL	11.1	1	--	1	1	--	--	9.1%	10	10
32794	MAITLAND, FL	11.1	4	--	4	--	1	3	44.4%	5	5
32793	WINTER PARK, FL	11.1	5	--	5	1	--	4	31.3%	11	11
32857	ORLANDO, FL	11.1	1	--	1	--	1	--	50.0%	1	1
32869	ORLANDO, FL	11.1	1	--	1	--	--	1	8.3%	11	11
32853	ORLANDO, FL	11.1	1	--	1	--	--	1	16.7%	5	5
32868	ORLANDO, FL	11.1	2	--	2	--	--	2	7.7%	24	24
32878	ORLANDO, FL	11.1	4	--	4	--	--	4	26.7%	11	11
32861	ORLANDO, FL	11.1	1	--	1	--	--	1	3.8%	25	25
32807	ORLANDO, FL	11.2	83	20	63	19	8	36	17.5%	297	297

Service Table 2 of 6

Service Totals

Entire evaluation.

			2080	965	2477		1835	
			811	398	1302		7495	
			232	154	557		1412	
11358	2210	9148	3160	1544	4444	51.3%	10775	28261

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	Mazda	Total Conquest
32801	ORLANDO, FL	11.3	33	9	24	6	7	11	27.9%	62	62
32856	ORLANDO, FL	11.5	2	--	2	2	--	--	18.2%	9	9
32818	ORLANDO, FL	11.6	110	23	87	26	17	44	29.2%	211	211
32805	ORLANDO, FL	12.3	14	3	11	5	1	5	9.5%	105	105
32753	DEBARY, FL	12.7	6	--	6	1	--	5	46.2%	7	7
32802	ORLANDO, FL	12.8	5	1	4	2	1	1	36.4%	7	7
32825	ORLANDO, FL	12.9	160	52	108	41	15	52	18.0%	493	493
32713	DEBARY, FL	13.0	175	29	146	42	28	76	54.3%	123	123
32826	ORLANDO, FL	13.1	107	19	88	21	20	47	39.3%	136	136
32806	ORLANDO, FL	13.1	61	19	42	9	8	25	16.3%	215	215
32776	SORRENTO, FL	13.1	55	11	44	18	2	24	37.9%	72	72
32768	PLYMOUTH, FL	13.1	2	--	2	--	--	2	20.0%	8	8
32811	ORLANDO, FL	13.4	64	18	46	15	7	24	20.0%	184	184
32798	ZELLWOOD, FL	13.5	13	3	10	1	2	7	40.0%	15	15
34761	OCOE, FL	13.9	112	26	86	26	13	47	27.4%	228	228
32835	ORLANDO, FL	14.3	146	47	99	25	13	61	34.6%	187	187
32812	ORLANDO, FL	14.6	85	27	58	15	11	32	17.0%	284	284
32766	OVIEDO, FL	14.9	158	18	140	54	23	63	54.9%	115	115
32822	ORLANDO, FL	15.0	122	38	84	34	12	38	16.7%	418	418
32839	ORLANDO, FL	15.1	40	15	25	4	1	20	10.6%	211	211
32732	GENEVA, FL	15.1	33	9	24	9	3	12	30.8%	54	54
32828	ORLANDO, FL	15.2	255	71	184	71	26	87	32.3%	385	385
32725	DELTONA, FL	15.2	307	67	240	73	46	121	40.5%	352	352
34734	GOTHA, FL	15.2	16	6	10	2	1	7	21.7%	36	36

Service Table 3 of 6

Service Totals

Entire evaluation.

			2080	965	2477		1835	
			811	398	1302		7495	
			232	154	557		1412	
11358	2210	9148	3160	1544	4444	51.3%	10775	28261

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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	Mazda	Total Conquest
32829	ORLANDO, FL	15.6	55	16	39	18	6	15	20.2%	154	154
32809	ORLANDO, FL	16.7	19	3	16	7	3	6	10.2%	141	141
32736	EUSTIS, FL	16.8	39	6	33	12	5	16	34.7%	62	62
32763	ORANGE CITY, FL	17.0	83	12	71	22	10	39	33.5%	141	141
32738	DELTONA, FL	17.5	312	49	263	86	44	133	40.8%	382	382
32820	ORLANDO, FL	17.9	43	11	32	10	7	15	29.9%	75	75
34786	WINDERMERE, FL	18.1	69	10	59	24	8	27	68.6%	27	27
32764	OSTEEN, FL	18.1	15	4	11	2	3	6	33.3%	22	22
32819	ORLANDO, FL	18.2	75	20	55	23	9	23	26.4%	153	153
32757	MOUNT DORA, FL	18.5	111	15	96	26	9	61	62.7%	57	57
32855	ORLANDO, FL	18.5	3	--	3	1	--	2	30.0%	7	7
34787	WINTER GARDEN, FL	18.6	92	27	65	17	9	39	31.1%	144	144
34777	WINTER GARDEN, FL	19.0	1	--	1	1	--	--	33.3%	2	2
32827	ORLANDO, FL	19.5	18	4	14	7	1	6	24.6%	43	43
32862	ORLANDO, FL	19.8	1	--	1	--	--	1	14.3%	6	6
32824	ORLANDO, FL	20.3	55	18	37	13	7	17	55.2%	30	30
32833	ORLANDO, FL	20.8	35	12	23	6	4	13	47.9%	25	25
32744	LAKE HELEN, FL	20.8	6	1	5	2	1	2	33.3%	10	10
32720	DELAND, FL	22.0	36	12	24	8	7	9	66.7%	12	12
32837	ORLANDO, FL	22.3	94	36	58	12	11	35	--	--	0
32726	EUSTIS, FL	22.3	74	12	62	14	9	39	--	--	0
32821	ORLANDO, FL	22.8	22	12	10	3	1	6	--	--	0
32836	ORLANDO, FL	23.4	43	14	29	9	3	17	--	--	0
32724	DELAND, FL	23.7	46	13	33	8	7	18	63.5%	19	19

Service Table 4 of 6

Service Totals

Entire evaluation.

			2080	965	2477		1835	
			811	398	1302		7495	
			232	154	557		1412	
11358	2210	9148	3160	1544	4444	51.3%	10775	28261

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Report Analysis
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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	Mazda	Total Conquest
32778	TAVARES, FL	23.9	56	9	47	16	5	26	--	--	0
32832	ORLANDO, FL	23.9	30	6	24	8	6	10	72.7%	9	9
32129	PORT ORANGE, FL	24.7	21	6	15	6	3	6	--	--	0
32739	DELTONA, FL	24.7	5	--	5	1	1	3	35.7%	9	9
34715	MINNEOLA, FL	24.7	39	14	25	4	4	17	--	--	0
32728	DELTONA, FL	24.7	5	--	5	1	2	2	20.8%	19	19
32774	ORANGE CITY, FL	24.7	2	--	2	--	1	1	25.0%	6	6
32709	CHRISTMAS, FL	25.5	3	2	1	--	--	1	16.7%	5	5
34743	KISSIMMEE, FL	26.1	33	12	21	2	4	15	--	--	0
34711	CLERMONT, FL	26.3	136	42	94	25	17	52	--	--	0
32735	GRAND ISLAND, FL	27.0	18	--	18	5	3	10	--	--	0
32784	UMATILLA, FL	27.3	14	1	13	4	--	9	--	--	0
34744	KISSIMMEE, FL	27.3	54	20	34	13	5	16	--	--	0
34741	KISSIMMEE, FL	28.1	41	15	26	1	3	22	--	--	0
32754	MIMS, FL	28.1	16	6	10	4	1	5	62.5%	6	6
34788	LEESBURG, FL	28.2	32	7	25	3	3	19	--	--	0
34746	KISSIMMEE, FL	29.6	36	15	21	5	2	14	--	--	0
34747	CELEBRATION, FL	29.8	29	6	23	8	5	10	--	--	0
34714	CLERMONT, FL	30.3	19	6	13	5	1	7	--	--	0
34771	SAINT CLOUD, FL	31.4	17	7	10	1	4	5	--	--	0
32796	TITUSVILLE, FL	31.6	19	4	15	4	1	10	--	--	0
34769	SAINT CLOUD, FL	31.7	13	3	10	1	1	8	--	--	0
32128	PORT ORANGE, FL	32.0	21	10	11	--	3	8	--	--	0
32168	NEW SMYRNA BEACH, FL	32.3	18	8	10	3	1	6	--	--	0

Service Table 5 of 6

Service Totals

Entire evaluation.

			2080	965	2477		1835	
			811	398	1302		7495	
			232	154	557		1412	
11358	2210	9148	3160	1544	4444	51.3%	10775	28261

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	Mazda	Total Conquest
34736	GROVELAND, FL	32.4	22	8	14	4	1	9	--	--	0
34748	LEESBURG, FL	32.8	41	15	26	10	3	13	--	--	0
33897	DAVENPORT, FL	33.3	26	9	17	5	2	10	--	--	0
32780	TITUSVILLE, FL	34.0	37	15	22	4	3	15	--	--	0
34772	SAINT CLOUD, FL	35.3	22	8	14	3	1	10	--	--	0
32169	NEW SMYRNA, FL	35.4	11	2	9	--	1	8	--	--	0
32127	PORT ORANGE, FL	36.4	18	7	11	2	2	7	--	--	0
34758	KISSIMMEE, FL	37.2	32	14	18	6	3	9	--	--	0
33837	DAVENPORT, FL	37.3	17	5	12	2	3	7	--	--	0
32927	COCOA, FL	37.3	23	12	11	2	1	8	--	--	0
32159	LADY LAKE, FL	38.7	14	10	4	1	1	2	--	--	0
32114	DAYTONA BEACH, FL	39.6	20	14	6	1	1	4	--	--	0
32162	LADY LAKE, FL	41.9	16	5	11	--	3	8	--	--	0
34759	KISSIMMEE, FL	42.9	27	14	13	4	3	6	--	--	0
32174	ORMOND BEACH, FL	43.0	42	17	25	7	4	14	--	--	0
32953	MERRITT ISLAND, FL	45.0	16	6	10	2	1	7	--	--	0
32955	ROCKLEDGE, FL	47.0	16	9	7	4	1	2	--	--	0
32940	MELBOURNE, FL	52.2	22	12	10	--	3	7	--	--	0
32164	PALM COAST, FL	55.6	21	12	9	1	3	5	--	--	0

Service Table 6 of 6

Service Totals

Entire evaluation.

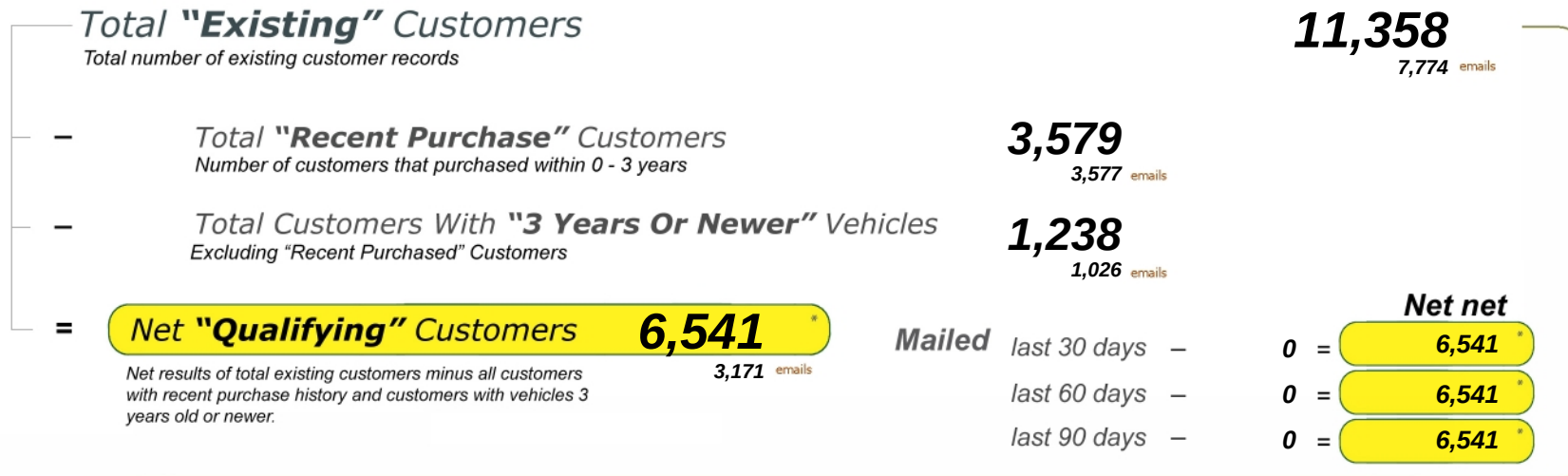
			2080	965	2477		1835	
			811	398	1302		7495	
			232	154	557		1412	
11358	2210	9148	3160	1544	4444	51.3%	10775	28261

Report Analysis

Service Conquest by ZIP Code

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

Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

10,496

Total Crossover "Conquest"

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

17,486

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

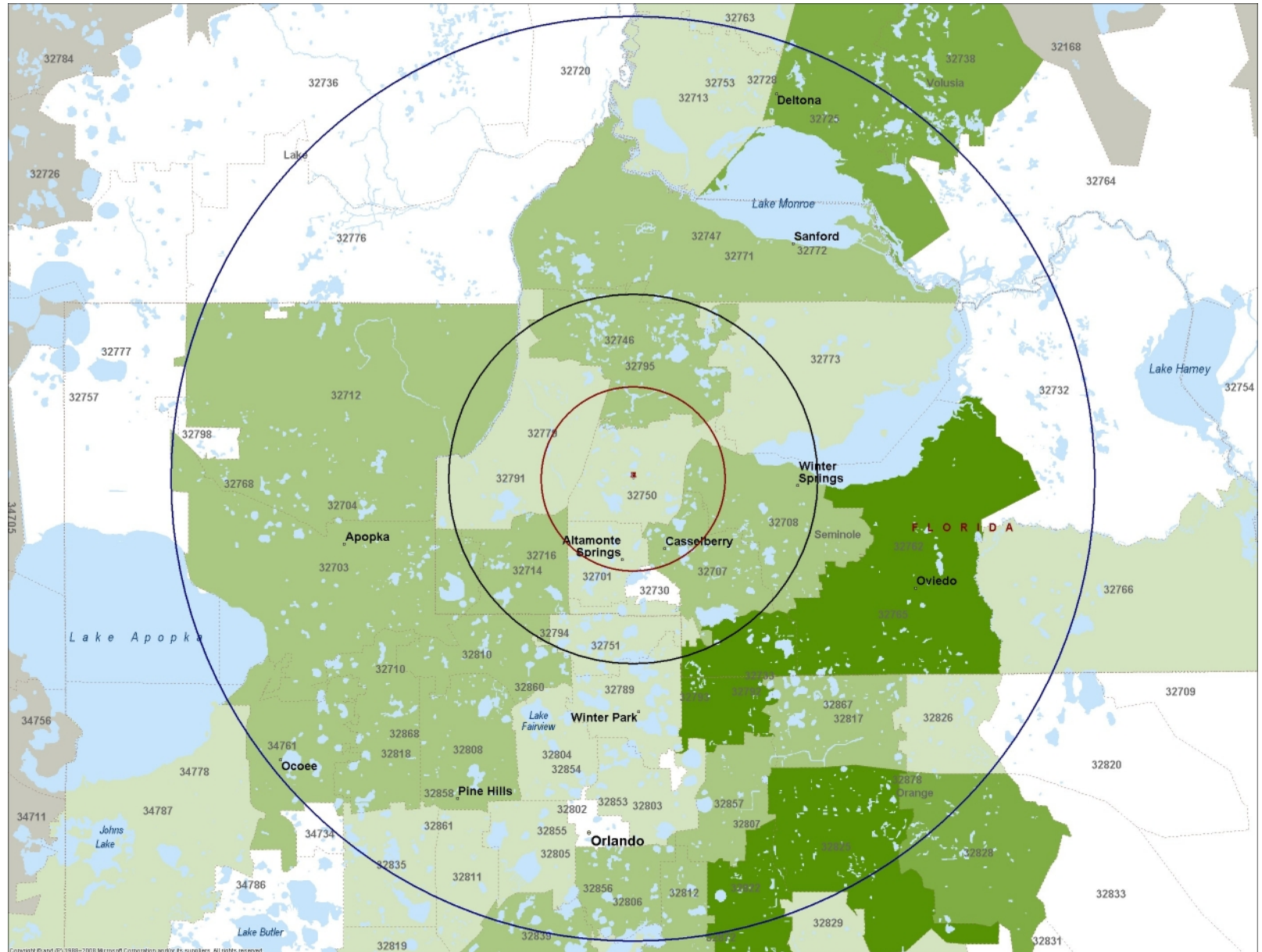
Legend

Radius Ring Distances

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

Zip Code Results

- 0 to 99 (62)
- 100 to 199 (19)
- 200 to 299 (16)
- 300 to 399 (3)
- 400 to 500 (4)



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	Mazda	Honda	Ford	Toyota	Total Conquest
32750	LONGWOOD, FL	0.0	264	168	96	37	77	63	87	33.4%	191	725	1275	735	2926
32701	ALTAMONTE SPRINGS, FL	2.7	209	119	90	30	78	42	59	41.1%	129	554	806	503	1992
32707	CASSELBERRY, FL	3.5	331	165	166	39	121	74	97	39.2%	258	859	1413	991	3521
32730	FERN PARK, FL	3.5	36	17	19	2	16	8	10	32.2%	40	130	266	133	569
32779	LONGWOOD, FL	3.8	265	151	114	43	86	58	78	46.2%	133	255	308	203	899
32746	LAKE MARY, FL	3.9	392	236	156	56	130	81	125	43.8%	200	778	905	773	2656
32714	ALTAMONTE SPRINGS, FL	4.4	313	155	158	41	109	72	91	38.9%	248	130	177	117	672
32708	WINTER SPRINGS, FL	4.6	501	264	237	81	162	106	152	47.0%	267	833	1262	901	3263
32751	MAITLAND, FL	5.2	112	64	48	9	40	29	34	24.1%	151	306	318	253	1028
32773	SANFORD, FL	6.5	216	115	101	32	70	51	63	37.3%	170	284	700	279	1433
32810	ORLANDO, FL	7.3	139	67	72	15	57	29	38	26.8%	197	--	--	--	197
32789	WINTER PARK, FL	7.3	63	30	33	10	20	18	15	17.2%	159	--	--	--	159
32792	WINTER PARK, FL	7.3	166	63	103	18	74	39	35	19.7%	420	3	10	3	436
32771	SANFORD, FL	8.0	368	207	161	69	120	84	95	36.5%	280	--	--	--	280
32719	WINTER SPRINGS, FL	8.4	4	2	2	1	1	1	1	100.0%	--	8	13	18	39
32795	LAKE MARY, FL	8.4	12	10	2	1	3	2	6	12.5%	14	44	113	51	222
32762	OVIEDO, FL	8.4	6	4	2	1	1	1	3	11.8%	15	--	--	--	15
32716	ALTAMONTE SPRINGS, FL	8.4	10	9	1	1	1	1	7	7.1%	13	--	--	--	13
32718	CASSELBERRY, FL	8.4	3	3	--	--	--	--	3	--	3	13	21	17	54
32791	LONGWOOD, FL	8.4	3	3	--	--	--	--	3	--	2	--	--	--	2
32752	LONGWOOD, FL	8.4	3	2	1	--	1	1	1	16.7%	5	--	--	--	5
32715	ALTAMONTE SPRINGS, FL	8.4	3	3	--	--	--	1	2	--	3	--	--	--	3
32733	GOLDENROD, FL	8.5	1	1	--	--	--	--	1	--	4	--	--	--	4
32747	LAKE MONROE, FL	8.6	3	2	1	1	--	--	2	7.1%	13	--	--	--	13

Sales Table 1 of 6

Sales Totals

Entire evaluation.

			661	1541	995	1272									
			354	971	432	447									
			163	401	139	142									
7779	3663	4116	1238	3045	1607	1889	41.9%	10496	4922	7587	4977	27982			

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • 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	Mazda	Honda	Ford	Toyota	Total Conquest
32804	ORLANDO, FL	9.0	49	22	27	11	18	13	7	17.9%	124	--	--	--	124
32765	OVIEDO, FL	9.3	376	203	173	64	120	96	96	29.5%	414	--	--	--	414
32772	SANFORD, FL	9.5	6	5	1	--	2	--	4	11.1%	8	--	--	--	8
32703	APOPKA, FL	9.6	180	110	70	32	64	34	50	20.0%	280	--	--	--	280
32817	ORLANDO, FL	10.1	85	31	54	10	40	15	20	17.3%	259	--	--	--	259
32803	ORLANDO, FL	10.1	55	24	31	7	25	13	10	17.5%	146	--	--	--	146
32712	APOPKA, FL	10.3	239	121	118	40	86	54	59	36.3%	207	--	--	--	207
32808	ORLANDO, FL	10.4	56	25	31	10	19	9	18	10.3%	271	--	--	--	271
32704	APOPKA, FL	11.1	8	3	5	1	2	3	2	23.8%	16	--	--	--	16
32860	ORLANDO, FL	11.1	2	2	--	--	--	--	2	--	8	--	--	--	8
32814	ORLANDO, FL	11.1	14	3	11	4	9	1	--	23.4%	36	--	--	--	36
32867	ORLANDO, FL	11.1	4	2	2	1	1	1	1	18.2%	9	--	--	--	9
32790	WINTER PARK, FL	11.1	3	3	--	--	--	--	3	--	6	--	--	--	6
32854	ORLANDO, FL	11.1	1	1	--	--	--	--	1	--	13	--	--	--	13
32777	TANGERINE, FL	11.1	1	1	--	--	--	1	--	--	2	--	--	--	2
32872	ORLANDO, FL	11.1	--	--	--	--	--	--	--	--	9	--	--	--	9
32794	MAITLAND, FL	11.1	4	3	1	--	--	1	3	16.7%	5	--	--	--	5
32793	WINTER PARK, FL	11.1	5	1	4	1	2	2	--	26.7%	11	--	--	--	11
32857	ORLANDO, FL	11.1	1	--	1	--	--	--	1	50.0%	1	--	--	--	1
32869	ORLANDO, FL	11.1	1	--	1	--	1	--	--	9.1%	10	--	--	--	10
32853	ORLANDO, FL	11.1	1	--	1	--	1	--	--	16.7%	5	--	--	--	5
32868	ORLANDO, FL	11.1	2	2	--	1	--	--	1	--	23	--	--	--	23
32878	ORLANDO, FL	11.1	2	1	1	--	1	--	1	8.3%	11	--	--	--	11
32861	ORLANDO, FL	11.1	1	--	1	1	--	--	--	4.2%	23	--	--	--	23

Sales Table 2 of 6

Sales Totals

Entire evaluation.

			661	1541	995	1272								
			354	971	432	447								
			163	401	139	142								
7779	3663	4116	1238	3045	1607	1889	41.9%	10496	4922	7587	4977	27982		

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	Mazda	Honda	Ford	Toyota	Total Conquest
32807	ORLANDO, FL	11.2	50	19	31	6	20	18	6	9.7%	289	--	--	--	289
32801	ORLANDO, FL	11.3	20	9	11	3	9	1	7	16.2%	57	--	--	--	57
32856	ORLANDO, FL	11.5	2	1	1	1	1	--	--	10.0%	9	--	--	--	9
32818	ORLANDO, FL	11.6	79	36	43	8	33	14	24	17.4%	204	--	--	--	204
32805	ORLANDO, FL	12.3	11	6	5	3	4	--	4	4.6%	104	--	--	--	104
32753	DEBARY, FL	12.7	5	3	2	--	2	1	2	22.2%	7	--	--	--	7
32802	ORLANDO, FL	12.8	4	3	1	--	1	--	3	14.3%	6	--	--	--	6
32825	ORLANDO, FL	12.9	102	26	76	11	60	18	13	13.6%	484	--	--	--	484
32713	DEBARY, FL	13.0	132	76	56	19	54	28	31	31.3%	123	--	--	--	123
32826	ORLANDO, FL	13.1	78	27	51	11	38	16	13	28.0%	131	--	--	--	131
32806	ORLANDO, FL	13.1	43	14	29	5	18	12	8	12.2%	209	--	--	--	209
32776	SORRENTO, FL	13.1	39	20	19	6	10	10	13	20.9%	72	--	--	--	72
32768	PLYMOUTH, FL	13.1	2	1	1	--	--	1	1	11.1%	8	--	--	--	8
32811	ORLANDO, FL	13.4	46	14	32	11	23	5	7	15.0%	181	--	--	--	181
32798	ZELLWOOD, FL	13.5	9	4	5	--	5	--	4	25.0%	15	--	--	--	15
34761	OCOE, FL	13.9	73	32	41	15	26	16	16	15.6%	221	--	--	--	221
32835	ORLANDO, FL	14.3	89	21	68	19	50	11	9	27.9%	176	--	--	--	176
32812	ORLANDO, FL	14.6	55	17	38	8	27	10	10	12.0%	278	--	--	--	278
32766	OVIEDO, FL	14.9	95	42	53	12	43	23	17	32.3%	111	--	--	--	111
32822	ORLANDO, FL	15.0	82	28	54	11	42	16	13	11.7%	409	--	--	--	409
32839	ORLANDO, FL	15.1	21	8	13	5	12	2	2	5.8%	211	--	--	--	211
32732	GENEVA, FL	15.1	25	9	16	2	10	8	5	22.9%	54	--	--	--	54
32828	ORLANDO, FL	15.2	160	50	110	29	72	35	24	23.0%	369	--	--	--	369
32725	DELTONA, FL	15.2	221	117	104	33	95	42	51	23.0%	348	--	--	--	348

Sales Table 3 of 6

Sales Totals

Entire evaluation.

			661	1541	995	1272								
			354	971	432	447								
			163	401	139	142								
7779	3663	4116	1238	3045	1607	1889	41.9%	10496	4922	7587	4977	27982		

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

Report Analysis

Sales Conquest by ZIP Code

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Mazda	Honda	Ford	Toyota	Total Conquest
34734	GOTHA, FL	15.2	10	1	9	--	6	2	2	20.5%	35	--	--	--	35
32829	ORLANDO, FL	15.6	36	12	24	10	15	5	6	13.9%	149	--	--	--	149
32809	ORLANDO, FL	16.7	15	5	10	3	6	3	3	6.7%	140	--	--	--	140
32736	EUSTIS, FL	16.8	31	11	20	10	13	3	5	24.4%	62	--	--	--	62
32763	ORANGE CITY, FL	17.0	55	30	25	5	20	15	15	15.1%	141	--	--	--	141
32738	DELTONA, FL	17.5	232	121	111	35	92	53	52	22.7%	377	--	--	--	377
32820	ORLANDO, FL	17.9	25	9	16	5	12	2	6	17.8%	74	--	--	--	74
34786	WINDERMERE, FL	18.1	34	15	19	6	14	7	7	41.3%	27	--	--	--	27
32764	OSTEEN, FL	18.1	11	7	4	3	3	2	3	16.0%	21	--	--	--	21
32819	ORLANDO, FL	18.2	46	18	28	10	22	9	5	16.3%	144	--	--	--	144
32757	MOUNT DORA, FL	18.5	85	50	35	17	31	17	20	38.0%	57	--	--	--	57
32855	ORLANDO, FL	18.5	3	3	--	--	--	--	3	--	7	--	--	--	7
34787	WINTER GARDEN, FL	18.6	57	19	38	8	30	6	13	21.1%	142	--	--	--	142
34777	WINTER GARDEN, FL	19.0	1	1	--	--	--	--	1	--	2	--	--	--	2
32827	ORLANDO, FL	19.5	7	1	6	2	3	1	1	12.2%	43	--	--	--	43
32862	ORLANDO, FL	19.8	1	1	--	--	--	--	1	--	6	--	--	--	6
32824	ORLANDO, FL	20.3	29	6	23	7	14	6	2	43.4%	30	--	--	--	30
32833	ORLANDO, FL	20.8	29	8	21	6	14	5	4	46.7%	24	--	--	--	24
32744	LAKE HELEN, FL	20.8	4	1	3	--	4	--	--	23.1%	10	--	--	--	10
32720	DELAND, FL	22.0	19	6	13	4	10	2	3	52.0%	12	--	--	--	12
32837	ORLANDO, FL	22.3	57	15	42	10	33	7	7	--	--	--	--	--	0
32726	EUSTIS, FL	22.3	53	25	28	9	20	10	14	--	--	--	--	--	0
32821	ORLANDO, FL	22.8	14	6	8	3	7	4	--	--	--	--	--	--	0
32836	ORLANDO, FL	23.4	30	9	21	4	14	3	9	--	--	--	--	--	0

Sales Table 4 of 6

Sales Totals

Entire evaluation.

			661	1541	995	1272									
			354	971	432	447									
			163	401	139	142									
7779	3663	4116	1238	3045	1607	1889	41.9%	10496	4922	7587	4977	27982			

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	Mazda	Honda	Ford	Toyota	Total Conquest
32724	DELAND, FL	23.7	31	16	15	7	10	9	5	45.5%	18	--	--	--	18
32778	TAVARES, FL	23.9	41	23	18	6	12	13	10	--	--	--	--	--	0
32832	ORLANDO, FL	23.9	18	10	8	8	5	3	2	47.1%	9	--	--	--	9
32739	DELTONA, FL	24.7	5	3	2	1	1	1	2	18.2%	9	--	--	--	9
34715	MINNEOLA, FL	24.7	24	5	19	4	12	7	1	--	--	--	--	--	0
32728	DELTONA, FL	24.7	3	1	2	--	--	2	1	9.5%	19	--	--	--	19
32774	ORANGE CITY, FL	24.7	2	--	2	1	1	--	--	25.0%	6	--	--	--	6
32709	CHRISTMAS, FL	25.5	2	--	2	--	1	1	--	28.6%	5	--	--	--	5
34743	KISSIMMEE, FL	26.1	22	5	17	4	11	3	4	--	--	--	--	--	0
34711	CLERMONT, FL	26.3	95	32	63	18	49	10	18	--	--	--	--	--	0
32735	GRAND ISLAND, FL	27.0	12	6	6	2	3	2	5	--	--	--	--	--	0
32784	UMATILLA, FL	27.3	11	7	4	1	4	2	4	--	--	--	--	--	0
34744	KISSIMMEE, FL	27.3	32	10	22	6	19	5	2	--	--	--	--	--	0
34741	KISSIMMEE, FL	28.1	34	8	26	8	15	5	6	--	--	--	--	--	0
32754	MIMS, FL	28.1	14	7	7	--	5	3	6	53.8%	6	--	--	--	6
34788	LEESBURG, FL	28.2	20	10	10	2	10	3	5	--	--	--	--	--	0
34746	KISSIMMEE, FL	29.6	23	3	20	6	12	3	2	--	--	--	--	--	0
34747	CELEBRATION, FL	29.8	14	6	8	2	6	4	2	--	--	--	--	--	0
34771	SAINT CLOUD, FL	31.4	13	4	9	1	6	5	1	--	--	--	--	--	0
32796	TITUSVILLE, FL	31.6	13	3	10	3	7	1	2	--	--	--	--	--	0
32128	PORT ORANGE, FL	32.0	11	--	11	3	7	1	--	--	--	--	--	--	0
32168	NEW SMYRNA BEACH, FL	32.3	12	3	9	5	3	--	4	--	--	--	--	--	0
34736	GROVELAND, FL	32.4	16	5	11	3	11	2	--	--	--	--	--	--	0
34748	LEESBURG, FL	32.8	34	12	22	5	15	7	7	--	--	--	--	--	0

Sales Table 5 of 6

Sales Totals

Entire evaluation.

			661	1541	995	1272								
			354	971	432	447								
			163	401	139	142								
7779	3663	4116	1238	3045	1607	1889	41.9%	10496	4922	7587	4977	27982		

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	Mazda	Honda	Ford	Toyota	Total Conquest
33897	DAVENPORT, FL	33.3	17	7	10	2	7	5	3	--	--	--	--	--	0
32780	TITUSVILLE, FL	34.0	27	4	23	4	16	4	3	--	--	--	--	--	0
34772	SAINT CLOUD, FL	35.3	13	1	12	4	7	--	2	--	--	--	--	--	0
34758	KISSIMMEE, FL	37.2	20	2	18	6	6	5	3	--	--	--	--	--	0
32927	COCOA, FL	37.3	11	1	10	3	5	2	1	--	--	--	--	--	0
32159	LADY LAKE, FL	38.7	12	2	10	4	7	--	1	--	--	--	--	--	0
32114	DAYTONA BEACH, FL	39.6	14	3	11	3	8	1	2	--	--	--	--	--	0
34759	KISSIMMEE, FL	42.9	17	3	14	--	13	3	1	--	--	--	--	--	0
32174	ORMOND BEACH, FL	43.0	17	2	15	6	9	1	1	--	--	--	--	--	0
32940	MELBOURNE, FL	52.2	11	3	8	3	5	--	3	--	--	--	--	--	0
32164	PALM COAST, FL	55.6	11	--	11	2	9	--	--	--	--	--	--	--	0

Sales Table 6 of 6

Sales Totals

Entire evaluation.

			661	1541	995	1272							
			354	971	432	447							
			163	401	139	142							
7779	3663	4116	1238	3045	1607	1889	41.9%	10496	4922	7587	4977	27982	

Report Analysis

Sales Conquest by ZIP Code



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

HD AUTO INFO

9427 Corporate Lake Dr.
Tampa, FL 33634
Ph: 877-899-3900 Fax: 813-886-5862

www.AutoLoopHD.com