



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Eagle Buick GMC

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 (96)
- 10 to 99 (49)
- 100 to 999 (21)
- 1000 to 9999 (4)



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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	15,981	100.00%
Fallout records		
Dates beyond 60 months	419	2.62%
Unrealistic drive time	1,750	10.95%
Non-Mailable	12	0.08%
Non-Dealer Makes	4,905	30.69%
Total Fallout records	7,086	44.34%
Existing customer records	8,895	55.66%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

637

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**.

180

"Recent" Customers

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

79

"Inactive" Customers

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

378

"Lost" Customers

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

123

13-24 months

71

25-36 months

76

37-48 months

108

49-60 months

8,895

1,727

0
w/email

903

0
w/email

6,265

3
w/email

1,450

0

1,545

3

1,530

0

1,740

0

w/email

3
w/email

Total "Recovery" Customers

7,168

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

3

w/email

Total Same Make "Conquest" Customers

4,312

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

3,239

Customer Records
Existing Customer Breakdown

Recommended Service Campaign

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
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 "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

Security Code: 23012

ABC DEALERSHIP
3555 West Main Street • Anytown, FL 32608 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124075

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 32608
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

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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 32608 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124075

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 32608
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 "make" discounts include:

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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 32608 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124075

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 32608
555.555.5555

MICHELLE... OUR RECORDS SHOW YOUR 2009 ALTIMA

Drive

LUBE, OIL & FILTER CHANGE \$19.95

\$50.00 OFF ANY PARTS & SERVICE

\$100.00 OFF ANY PARTS & SERVICE

Self-Mailer

Declined Services

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

\$50.00 OFF ANY PARTS & SERVICE

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

\$19.95 Lube, Oil and Filter Change

3up Check

2nd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

\$19.95 Lube, Oil and Filter Change

\$50.00 OFF ANY PARTS & SERVICE

Snap

3rd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

\$19.95 Lube, Oil and Filter Change

Snap w/Check

4th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

\$19.95 Lube, Oil and Filter Change

\$50.00 OFF ANY PARTS & SERVICE

Snap

5th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

\$19.95 Lube, Oil and Filter Change

Snap w/Check

6th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

\$19.95 Lube, Oil and Filter Change

\$50.00 OFF ANY PARTS & SERVICE

Post Card

Service Conquest by Zip Code

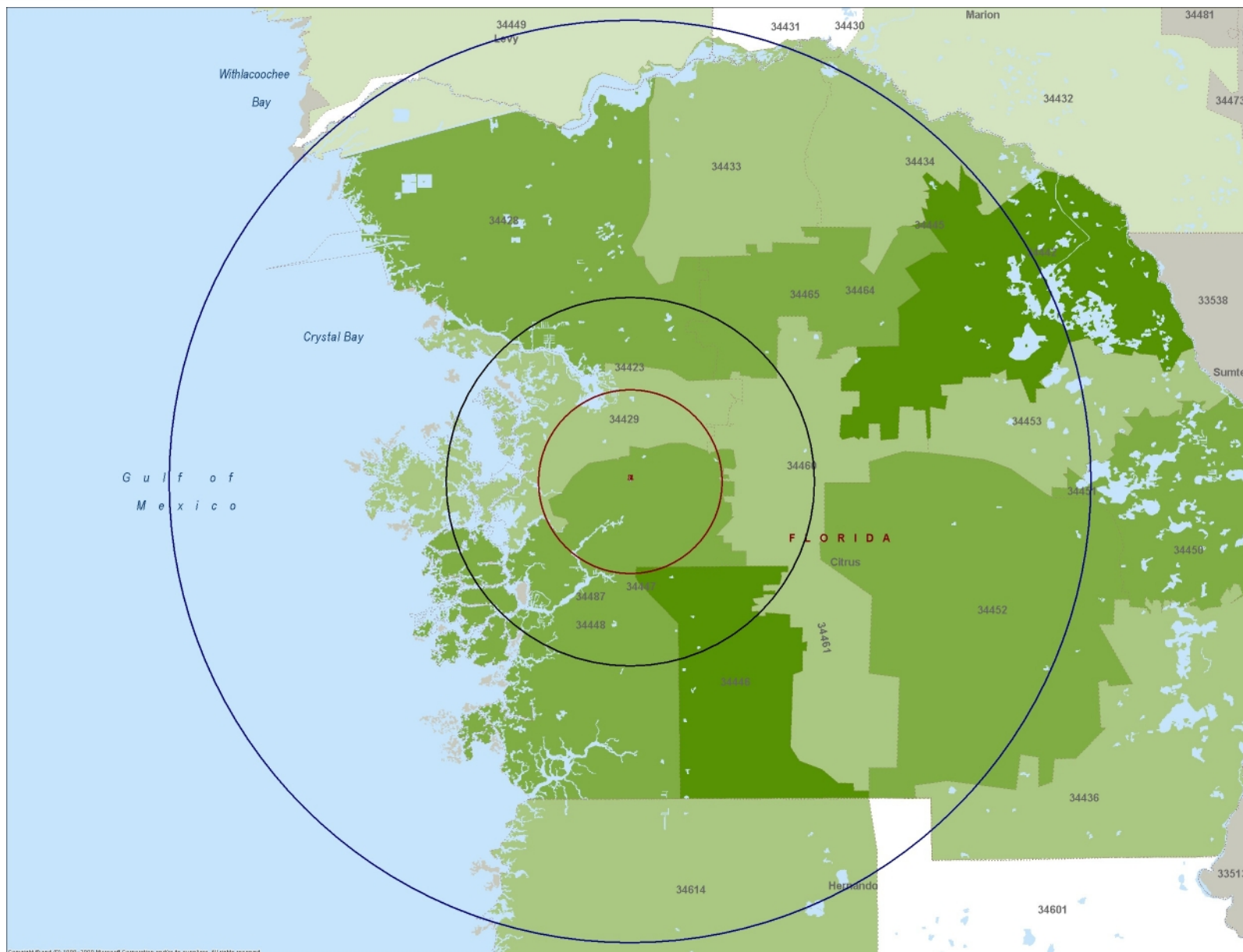
Legend

Radius Ring Distances

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

Zip Code Results

- 0 to 79 (11)
- 80 to 159 (3)
- 160 to 239 (7)
- 240 to 319 (5)
- 320 to 400 (2)



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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	Buick	Gmc	Total Conquest
34423	CRYSTAL RIVER, FL	1.7	71	2	69	10	13	46	64.5%	14	24	38
34429	CRYSTAL RIVER, FL	2.2	567	31	536	118	49	369	71.9%	107	102	209
34447	HOMOSASSA SPRINGS, FL	2.7	81	2	79	11	8	60	69.3%	11	24	35
34448	HOMOSASSA, FL	3.3	631	44	587	124	49	414	67.1%	133	155	288
34487	HOMOSASSA, FL	4.4	37	--	37	2	5	30	63.8%	12	9	21
34460	LECANTO, FL	4.4	25	4	21	1	1	19	46.7%	9	15	24
34464	BEVERLY HILLS, FL	4.4	20	1	19	5	2	12	73.1%	2	5	7
34461	LECANTO, FL	6.0	478	28	450	106	46	298	65.7%	111	124	235
34446	HOMOSASSA, FL	7.3	1094	51	1043	219	110	714	73.9%	184	184	368
34428	CRYSTAL RIVER, FL	7.7	441	24	417	77	47	293	62.7%	112	136	248
34465	BEVERLY HILLS, FL	8.7	905	35	870	206	106	558	77.5%	156	97	253
34433	DUNNELLON, FL	11.6	212	13	199	34	30	135	46.9%	88	137	225
34445	HOLDER, FL	12.7	4	--	4	--	--	4	28.6%	6	4	10
34442	HERNANDO, FL	12.8	634	29	605	130	77	398	63.6%	170	176	346
34434	DUNNELLON, FL	12.9	216	10	206	37	20	149	48.4%	95	125	220
34453	INVERNESS, FL	13.4	275	14	261	50	25	186	52.2%	137	102	239
34452	INVERNESS, FL	14.3	344	26	318	46	31	241	50.0%	160	158	318
34614	WEEKI WACHEE, FL	15.1	42	3	39	3	7	29	15.1%	72	147	219
34498	YANKEETOWN, FL	15.5	22	1	21	4	2	15	53.8%	7	11	18
34451	INVERNESS, FL	15.9	27	1	26	9	4	13	46.4%	11	19	30
34449	INGLIS, FL	17.2	125	11	114	17	10	87	53.3%	40	60	100
34450	INVERNESS, FL	17.6	321	18	303	54	27	222	55.3%	132	113	245
34436	FLORAL CITY, FL	19.0	137	13	124	15	14	95	36.6%	99	116	215
34613	WEEKI WACHEE, FL	20.1	182	14	168	21	10	137	61.1%	43	64	107

Service Table 1 of 3

Service Totals

Entire evaluation.

			879	436	2813		399	458	
			488	287	1914		1198	1296	
			157	93	927		456	505	
8895	637	8258	1547	824	5887	67.4%	2053	2259	7551

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	Buick	Gmc	Total Conquest
34432	DUNNELLO, FL	20.3	194	10	184	44	16	124	62.6%	64	46	110
34431	DUNNELLO, FL	20.5	122	5	117	24	14	79	60.3%	33	44	77
34601	BROOKSVILLE, FL	22.7	114	13	101	10	8	83	67.3%	12	37	49
34607	WEEKI WACHEE, FL	22.7	65	7	58	6	3	49	--	--	--	0
34608	SPRING HILL, FL	24.9	154	9	145	23	13	109	--	--	--	0
34481	OCALA, FL	24.9	70	7	63	6	5	52	--	--	--	0
34609	SPRING HILL, FL	25.9	203	19	184	22	16	146	--	--	--	0
34606	SPRING HILL, FL	25.9	185	18	167	26	10	131	--	--	--	0
34473	OCALA, FL	26.0	11	1	10	1	1	8	--	--	--	0
34604	BROOKSVILLE, FL	26.4	31	2	29	3	1	25	--	--	--	0
34476	OCALA, FL	27.7	101	9	92	9	13	70	--	--	--	0
33513	BUSHNELL, FL	29.4	17	3	14	2	--	12	--	--	--	0
34602	BROOKSVILLE, FL	29.6	18	3	15	--	2	13	--	--	--	0
32668	MORRISTON, FL	30.5	21	2	19	7	--	12	--	--	--	0
34610	SPRING HILL, FL	31.0	18	5	13	--	--	13	--	--	--	0
34667	HUDSON, FL	33.0	35	5	30	10	1	19	--	--	--	0
34474	OCALA, FL	33.3	18	3	15	1	1	13	--	--	--	0
34482	OCALA, FL	33.4	15	5	10	2	1	7	--	--	--	0
34491	SUMMERFIELD, FL	35.0	25	6	19	3	--	16	--	--	--	0
32625	CEDAR KEY, FL	35.4	14	--	14	1	2	11	--	--	--	0
34480	OCALA, FL	35.8	14	6	8	1	1	6	--	--	--	0
32162	THE VILLAGES, FL	36.5	20	7	13	1	3	9	--	--	--	0
34471	OCALA, FL	36.6	18	4	14	2	--	12	--	--	--	0
32696	WILLISTON, FL	36.7	22	4	18	3	2	13	--	--	--	0

Service Table 2 of 3

Service Totals

Entire evaluation.

			879	436	2813		399	458	
			488	287	1914		1198	1296	
			157	93	927		456	505	
8895	637	8258	1547	824	5887	67.4%	2053	2259	7551

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	Buick	Gmc	Total Conquest
33523	DADE CITY, FL	36.7	11	2	9	--	1	8	--	--	--	0
34668	PORT RICHEY, FL	38.2	21	2	19	2	2	15	--	--	--	0
34430	DUNNELLON, FL	40.5	46	4	42	10	4	28	42.0%	33	25	58
32621	BRONSON, FL	41.8	14	2	12	1	--	11	--	--	--	0
33526	DADE CITY, FL	42.1	11	2	9	--	--	9	--	--	--	0
34748	LEESBURG, FL	42.2	11	6	5	--	1	4	--	--	--	0
32626	CHIEFLAND, FL	45.6	35	5	30	5	2	23	--	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

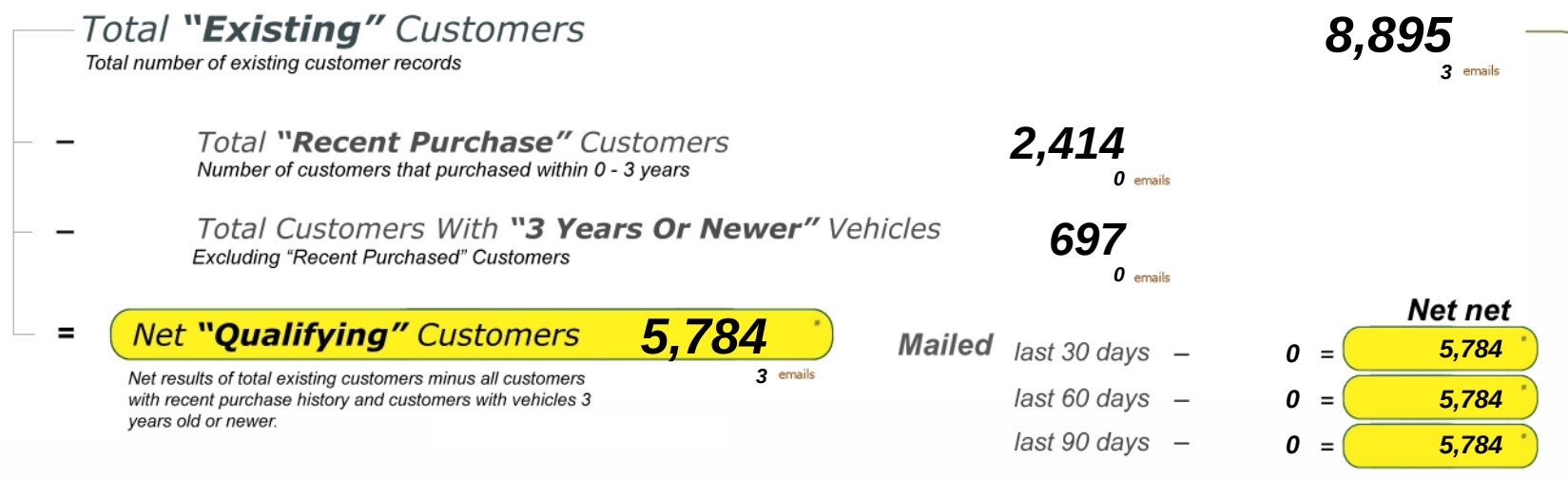
			879	436	2813		399	458	
			488	287	1914		1198	1296	
			157	93	927		456	505	
8895	637	8258	1547	824	5887	67.4%	2053	2259	7551

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

4,205

Total Crossover "Conquest"

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

3,239

Recommended Sales Campaigns for May 2010

Memorial Day Weekend



DocId-105MemDay

Used Car Bail Out



DocId-105UsedBailOut



Official Book Value Mailers powered by Black Book®

*Black Book Regional Values will be added for your customers



DocId-105BBMake



A6



SNAP

Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Customer Records
Existing Sales Customer Breakdown

Sales Conquest by Zip Code

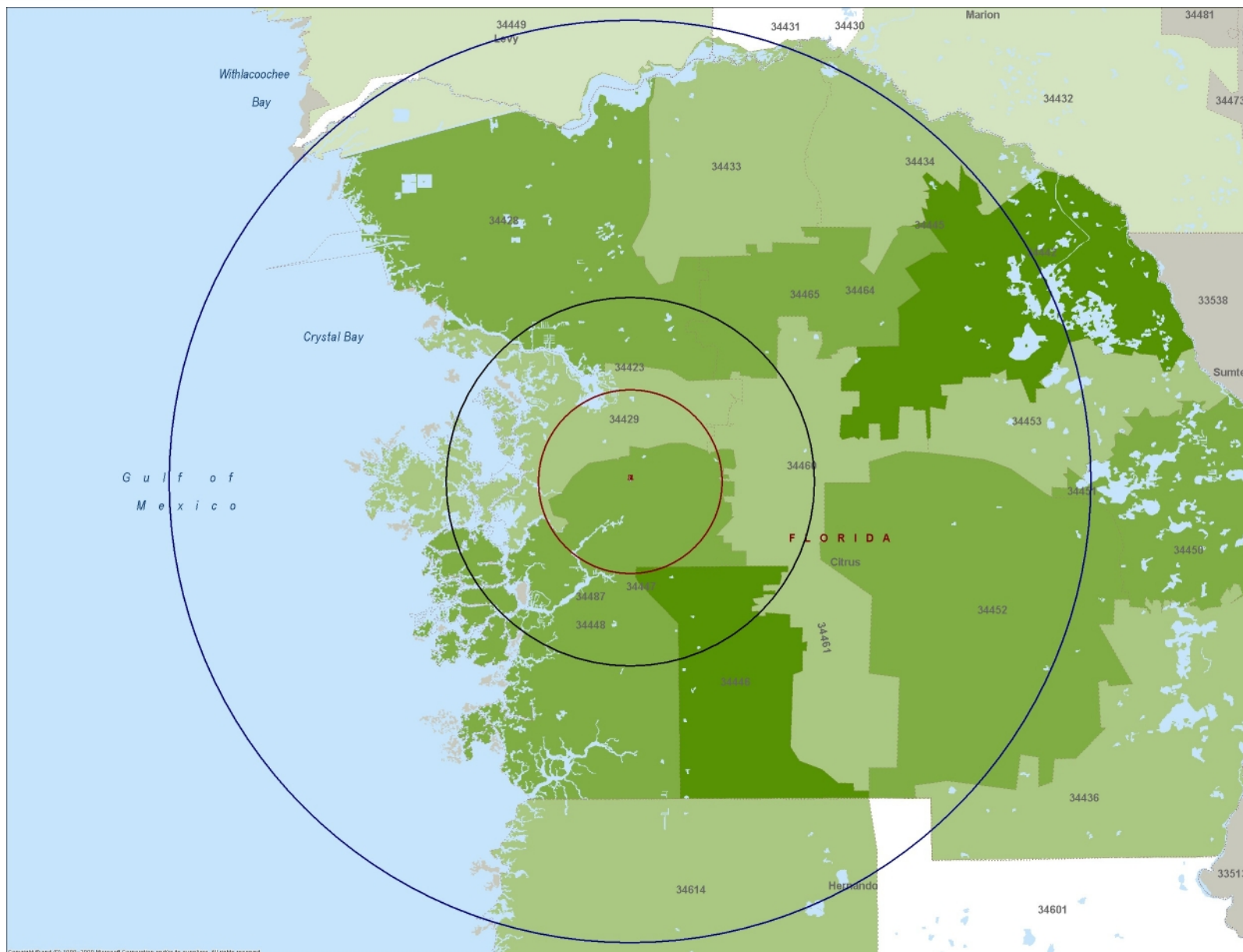
Legend

Radius Ring Distances

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

Zip Code Results

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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	Buick	Gmc	Chevrolet	Ford	Cadillac	Total Conquest
34423	CRYSTAL RIVER, FL	1.7	52	36	16	4	11	17	20	29.6%	14	24	81	83	5	207
34429	CRYSTAL RIVER, FL	2.2	420	288	132	43	110	116	151	39.9%	100	99	393	423	32	1047
34447	HOMOSASSA SPRINGS, FL	2.7	65	38	27	8	17	13	27	43.5%	11	24	100	104	8	247
34448	HOMOSASSA, FL	3.3	474	295	179	41	153	109	171	39.3%	125	152	498	457	27	1259
34487	HOMOSASSA, FL	4.4	30	17	13	3	8	10	9	38.2%	12	9	39	37	3	100
34460	LECANTO, FL	4.4	20	13	7	2	3	3	12	22.6%	9	15	--	--	--	24
34464	BEVERLY HILLS, FL	4.4	16	10	6	1	4	4	7	46.2%	2	5	--	--	--	7
34461	LECANTO, FL	6.0	360	232	128	51	108	90	111	36.1%	103	124	109	106	7	449
34446	HOMOSASSA, FL	7.3	838	555	283	79	242	197	320	44.3%	172	184	217	178	13	764
34428	CRYSTAL RIVER, FL	7.7	320	218	102	36	84	79	121	29.3%	111	135	154	149	6	555
34465	BEVERLY HILLS, FL	8.7	676	463	213	53	199	177	247	47.0%	143	97	3	5	2	250
34433	DUNNELLON, FL	11.6	159	107	52	14	51	38	56	19.3%	85	132	--	--	--	217
34445	HOLDER, FL	12.7	3	3	--	--	--	1	2	--	6	4	--	--	--	10
34442	HERNANDO, FL	12.8	494	326	168	54	156	129	155	33.1%	166	174	--	--	--	340
34434	DUNNELLON, FL	12.9	154	98	56	12	56	46	40	20.4%	94	125	--	--	--	219
34453	INVERNESS, FL	13.4	201	131	70	24	62	43	72	23.8%	124	100	--	--	--	224
34452	INVERNESS, FL	14.3	265	185	80	23	63	81	98	20.4%	156	156	--	--	--	312
34614	WEEKI WACHEE, FL	15.1	28	12	16	4	10	6	8	6.8%	72	146	--	--	--	218
34498	YANKEETOWN, FL	15.5	15	14	1	--	3	7	5	5.3%	7	11	--	--	--	18
34451	INVERNESS, FL	15.9	20	16	4	--	3	5	12	11.8%	11	19	--	--	--	30
34449	INGLIS, FL	17.2	89	59	30	10	26	24	29	23.1%	40	60	--	--	--	100
34450	INVERNESS, FL	17.6	240	153	87	12	75	77	76	26.8%	126	112	--	--	--	238
34436	FLORAL CITY, FL	19.0	109	65	44	10	35	16	48	17.0%	99	116	--	--	--	215
34613	WEEKI WACHEE, FL	20.1	127	60	67	20	58	29	20	39.2%	43	61	--	--	--	104

Sales Table 1 of 2

Sales Totals

Entire evaluation.

			321	939	815	1196										
			217	675	559	687										
			103	347	176	134										
6481	3953	2528	697	2099	1619	2066	60.0%	1971	2234	1594	1542	103	7444			

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	Buick	Gmc	Chevrolet	Ford	Cadillac	Total Conquest
34432	DUNNELLON, FL	20.3	137	87	50	18	42	33	44	31.8%	63	44	--	--	--	107
34431	DUNNELLON, FL	20.5	97	51	46	16	35	24	22	37.7%	32	44	--	--	--	76
34601	BROOKSVILLE, FL	22.7	75	31	44	4	30	26	15	47.3%	12	37	--	--	--	49
34607	WEEKI WACHEE, FL	22.7	50	26	24	10	22	10	8	--	--	--	--	--	--	0
34608	SPRING HILL, FL	24.9	106	46	60	15	49	24	18	--	--	--	--	--	--	0
34481	OCALA, FL	24.9	45	17	28	5	24	13	3	--	--	--	--	--	--	0
34609	SPRING HILL, FL	25.9	130	49	81	20	68	19	23	--	--	--	--	--	--	0
34606	SPRING HILL, FL	25.9	125	47	78	13	63	30	19	--	--	--	--	--	--	0
34604	BROOKSVILLE, FL	26.4	19	6	13	7	5	4	3	--	--	--	--	--	--	0
34476	OCALA, FL	27.7	71	27	44	12	34	19	6	--	--	--	--	--	--	0
34602	BROOKSVILLE, FL	29.6	13	1	12	1	7	3	2	--	--	--	--	--	--	0
34610	SPRING HILL, FL	31.0	14	3	11	1	5	3	5	--	--	--	--	--	--	0
34667	HUDSON, FL	33.0	18	7	11	2	11	2	3	--	--	--	--	--	--	0
34491	SUMMERFIELD, FL	35.0	15	4	11	1	8	4	2	--	--	--	--	--	--	0
32625	CEDAR KEY, FL	35.4	11	8	3	1	2	5	3	--	--	--	--	--	--	0
34668	PORT RICHEY, FL	38.2	11	4	7	--	4	6	1	--	--	--	--	--	--	0
34430	DUNNELLON, FL	40.5	32	20	12	6	3	5	18	17.1%	33	25	--	--	--	58
32626	CHIEFLAND, FL	45.6	25	10	15	5	12	3	5	--	--	--	--	--	--	0

Sales Table 2 of 2

Sales Totals

Entire evaluation.

			321	939	815	1196										
			217	675	559	687										
			103	347	176	134										
6481	3953	2528	697	2099	1619	2066	60.0%	1971	2234	1594	1542	103	7444			

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



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