

EASYCARE[®]

Special Owner Services



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Atlanta Classic Cars

05/07/2010

Customer Counts by Zip Code

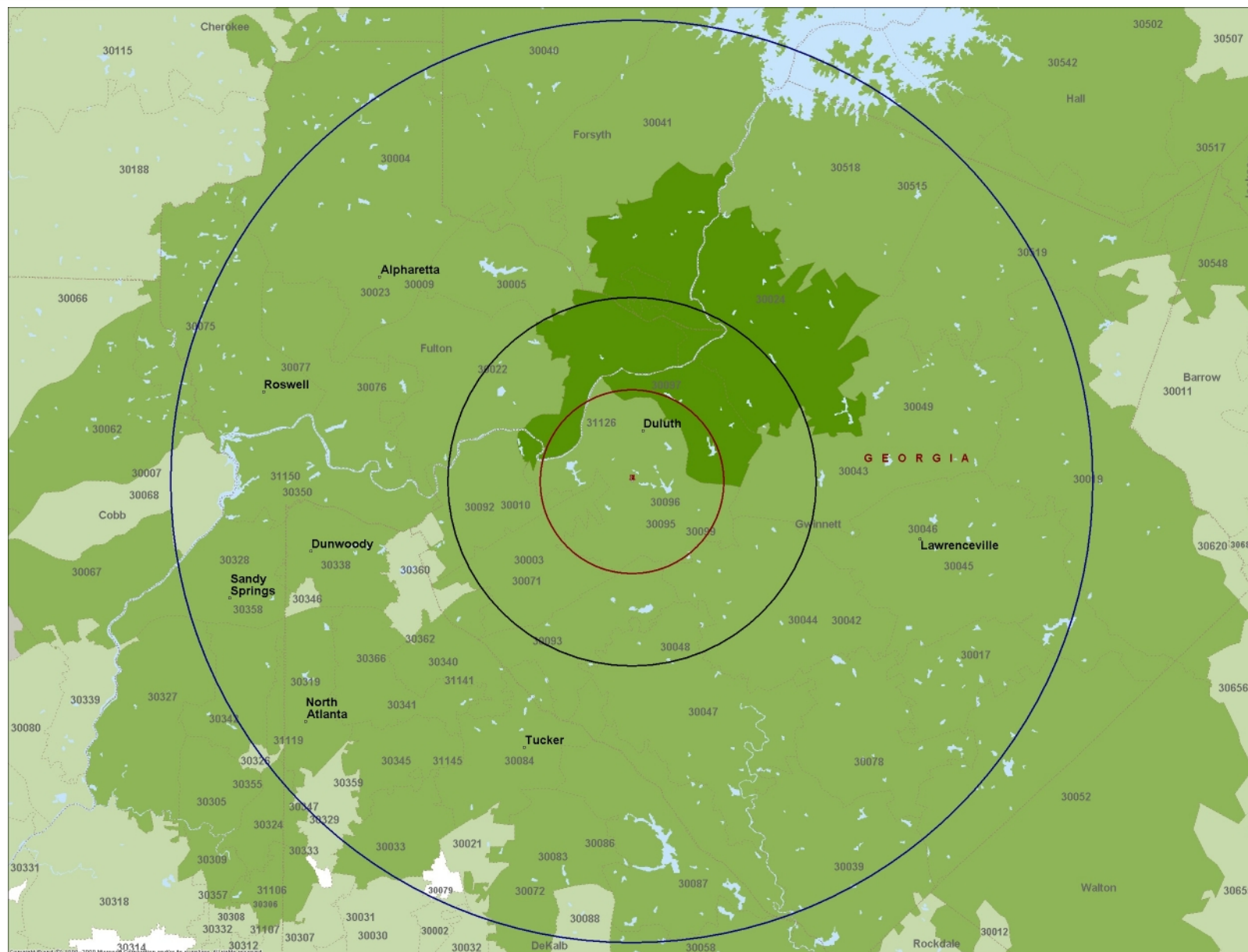
Legend

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 (116)
- 10 to 99 (108)
- 100 to 999 (54)
- 1000 to 9999 (2)



Customer Map is generated based on cleansed dealer data.

Identify Identify Identify



THIS MARKET EVALUATION ANALYSIS WILL HELP YOU COVER THE FOLLOWING:

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

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

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

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

Database Cleanse Breakdown

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

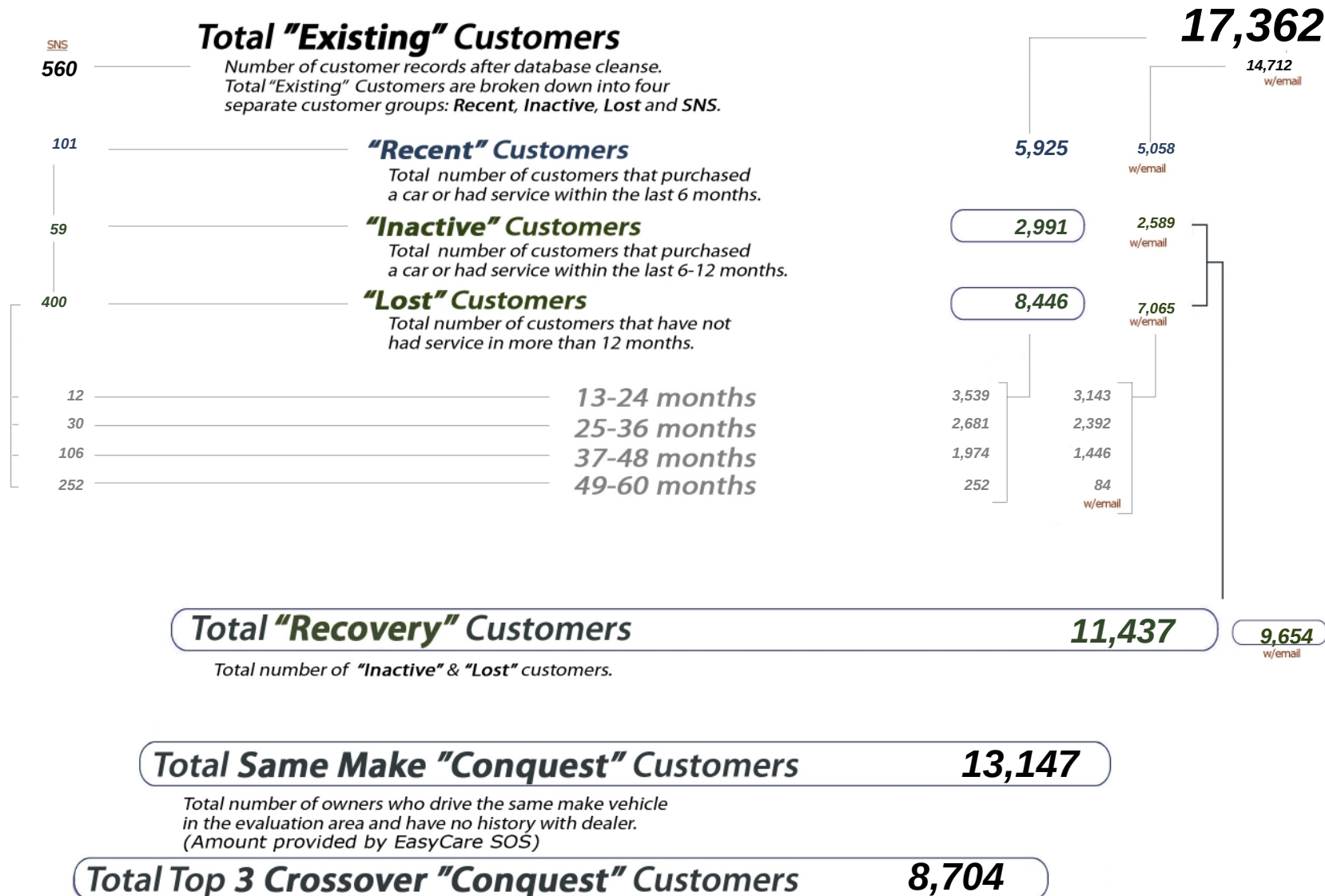
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	20,572	100.00%
Fallout records		
Dates beyond 60 months	413	2.01%
Unrealistic drive time	1,834	8.92%
Non-Mailable	563	2.74%
Non-Dealer Makes	400	1.94%
Total Fallout records	3,210	15.60%
Existing customer records	17,362	84.40%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:



Customer Records
Existing Customer Breakdown

Recommended Service Campaign



ABC DEALERSHIP
Automotive Service Specialists

Dear First Name Only,

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

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

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

Security Code: 23012

ABC DEALERSHIP
5555 West Main Street • Anytown, US 55555 • 555-555-5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Initial Customer Recovery

Variable Full Name: _____ Date: ____/____/____ 00-124875
Variable Street Address: _____
Variable City, ST Zipcode: _____

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Variable Full Name: _____ Date: ____/____/____ 00-124875
Variable Street Address: _____
Variable City, ST Zipcode: _____

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Variable Full Name: _____ Date: ____/____/____ 00-124875
Variable Street Address: _____
Variable City, ST Zipcode: _____

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

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

Scheduled Maintenance



ABC DEALERSHIP
AUTOMOTIVE SERVICE SPECIALISTS

MICHELLE...
OUR RECORDS SHOW YOUR
2009 ALTIMA

Michelle Williams
5555 West Main Street
Anytown, US 55555
Tel: 555-555-5555

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

Drive

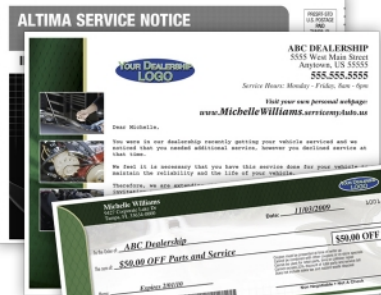
LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• Same As New Oil Filter

\$50.00 OFF ANY PARTS & SERVICE

\$100.00 OFF ANY PARTS & SERVICE

Self-Mailer

Declined Services



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

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

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

Dear Michelle,

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

Michelle Williams
5555 West Main Street
Anytown, US 55555
Tel: 555-555-5555

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery



ABC DEALERSHIP
Automotive Service Specialists

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• Same As New Oil Filter

\$50.00 OFF ANY PARTS & SERVICE

3up Check

2nd Recovery



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

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

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

Security Code: 23012

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

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To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

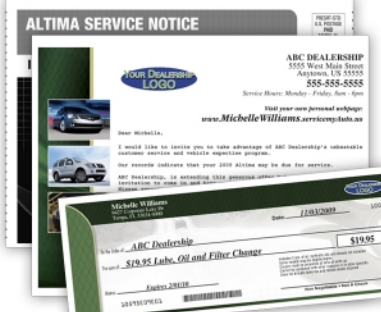
Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• Same As New Oil Filter

\$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

Security Code: 23012

Dear Michelle,

I would like to invite you to take advantage of ABC Dealership's unbeatable customer service and vehicle inspection program.

Our records indicate that your 2009 Altima may be due for service.

ABC Dealership, an authorized 2009 Altima inspection station, is pleased to provide you with this special offer.

Michelle Williams
5555 West Main Street
Anytown, US 55555
Tel: 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: _____

Snap w/Check

4th Recovery



ALTIMA SERVICE NOTICE

YOUR DEALERSHIP LOGO

ABC DEALERSHIP
5555 West Main Street
Anytown, US 55555
555-555-5555

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

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

Security Code: 23012

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

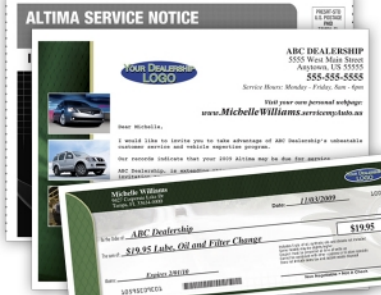
Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• Same As New Oil Filter

\$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

Security Code: 23012

Dear Michelle,

I would like to invite you to take advantage of ABC Dealership's unbeatable customer service and vehicle inspection program.

Our records indicate that your 2009 Altima may be due for service.

ABC Dealership, an authorized 2009 Altima inspection station, is pleased to provide you with this special offer.

Michelle Williams
5555 West Main Street
Anytown, US 55555
Tel: 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: _____

Snap w/Check

6th Recovery



MICHELLE
SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE \$19.95
INCLUDES:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• Same As New Oil Filter

\$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

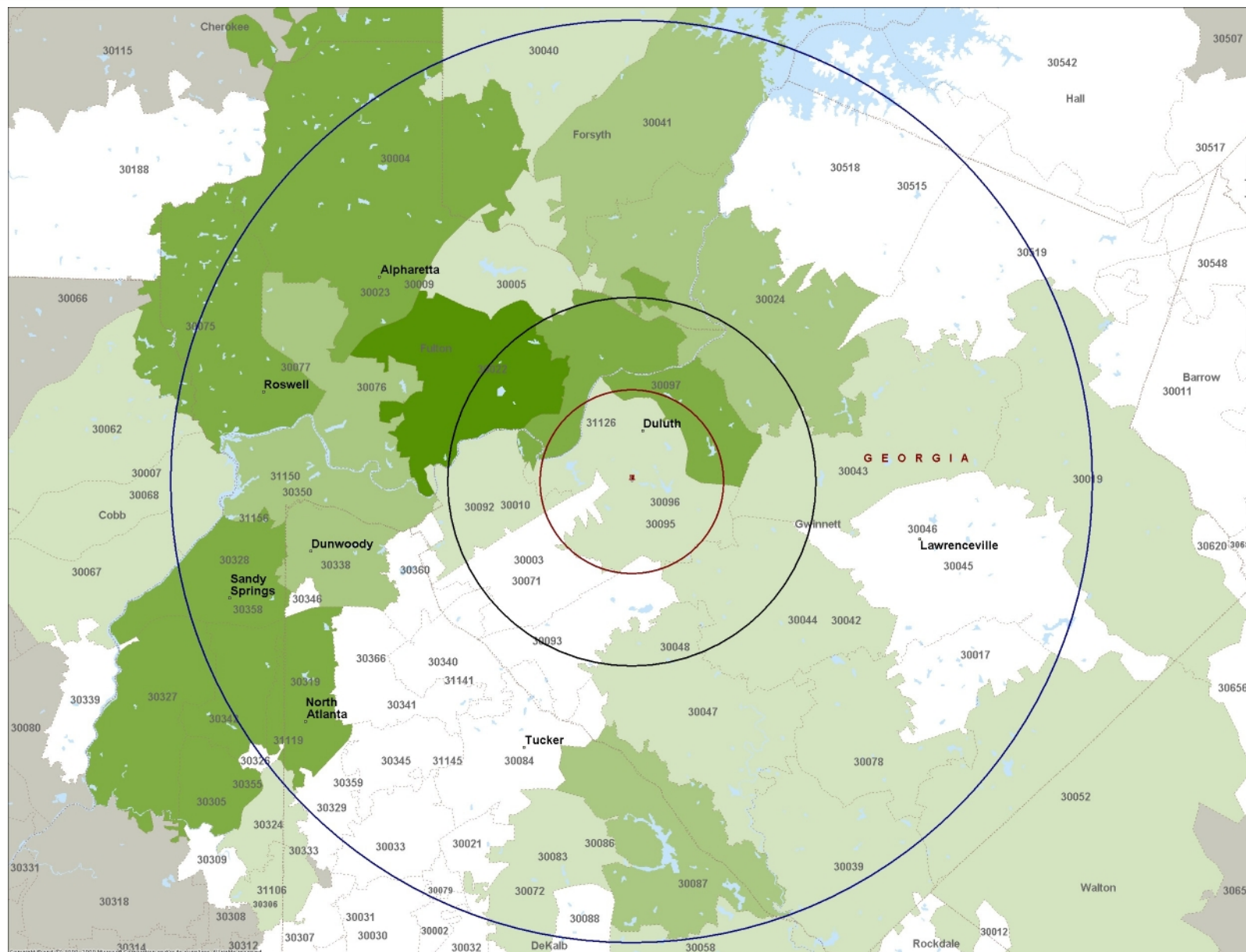
Legend

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 139 (73)
- 140 to 279 (18)
- 280 to 419 (6)
- 420 to 559 (8)
- 560 to 700 (1)



Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Mercedes	Total Conquest
30096	DULUTH, GA	0.0	686	22	664	236	120	308	79.1%	175	175
30097	DULUTH, GA	2.9	1384	38	1346	570	244	532	71.8%	528	528
30095	DULUTH, GA	3.4	7	--	7	3	--	4	63.6%	4	4
30071	NORCROSS, GA	4.1	147	4	143	49	32	62	69.4%	63	63
30042	LAWRENCEVILLE, GA	4.4	10	--	10	1	2	7	50.0%	10	10
30092	NORCROSS, GA	4.7	245	8	237	88	38	111	59.7%	160	160
30093	NORCROSS, GA	5.1	170	4	166	57	32	77	71.9%	65	65
30044	LAWRENCEVILLE, GA	6.0	571	7	564	217	97	250	76.6%	172	172
30022	ALPHARETTA, GA	6.3	473	9	464	138	82	244	41.2%	663	663
30046	LAWRENCEVILLE, GA	6.6	50	3	47	32	11	4	28.1%	120	120
30010	NORCROSS, GA	6.6	11	1	10	1	3	6	45.5%	12	12
30515	BUFORD, GA	6.6	9	--	9	2	3	4	50.0%	9	9
30091	NORCROSS, GA	6.6	6	--	6	3	--	3	40.0%	9	9
30048	LILBURN, GA	6.6	10	--	10	3	1	6	83.3%	2	2
30003	NORCROSS, GA	6.6	3	--	3	1	--	2	50.0%	3	3
30024	SUWANEE, GA	6.7	1046	31	1015	421	186	408	76.1%	319	319
30085	TUCKER, GA	7.5	4	--	4	1	1	2	40.0%	6	6
30036	DECATUR, GA	7.5	3	--	3	--	1	2	23.1%	10	10
30031	DECATUR, GA	7.5	3	--	3	--	1	2	18.8%	13	13
30086	STONE MOUNTAIN, GA	7.5	7	--	7	2	2	3	46.7%	8	8
30074	REDAN, GA	7.5	4	--	4	1	--	3	36.4%	7	7
31145	ATLANTA, GA	7.5	2	--	2	--	--	2	33.3%	4	4
31146	ATLANTA, GA	7.5	2	--	2	1	1	--	33.3%	4	4
30359	ATLANTA, GA	7.5	2	--	2	--	--	2	28.6%	5	5

Service Table 1 of 7

Service Totals

Entire evaluation.

			2760	1352	3245		2314	
			1999	1002	2965		7030	
			957	499	1605		3799	
17362	560	16802	5824	2932	8046	56.9%	13147	21851

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

Report Analysis
Service Conquest by ZIP Code

Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Mercedes	Total Conquest
31141	ATLANTA, GA	7.5	5	--	5	1	1	3	71.4%	2	2
31119	ATLANTA, GA	7.5	4	--	4	1	--	3	28.6%	10	10
30333	ATLANTA, GA	7.5	2	--	2	--	--	2	28.6%	5	5
30366	CHAMBLEE, GA	7.5	1	--	1	--	--	1	50.0%	1	1
30360	ATLANTA, GA	7.6	35	3	32	11	5	16	32.7%	66	66
30356	ATLANTA, GA	7.5	1	--	1	--	1	--	25.0%	3	3
30047	LILBURN, GA	7.7	434	4	430	174	79	177	69.5%	189	189
30043	LAWRENCEVILLE, GA	8.0	816	17	799	325	164	310	79.3%	209	209
30005	ALPHARETTA, GA	8.0	221	8	213	31	26	156	45.8%	252	252
30340	DORAVILLE, GA	8.1	96	3	93	28	19	46	62.0%	57	57
30084	TUCKER, GA	9.5	214	3	211	81	40	90	61.2%	134	134
30045	LAWRENCEVILLE, GA	9.7	488	8	480	162	96	222	81.2%	111	111
30338	ATLANTA, GA	9.9	101	7	94	33	14	47	21.5%	343	343
30350	ATLANTA, GA	10.1	93	11	82	27	15	40	16.7%	408	408
30076	ROSWELL, GA	10.2	95	5	90	22	18	50	23.0%	302	302
30341	ATLANTA, GA	10.3	94	2	92	37	17	38	41.1%	132	132
30358	ATLANTA, GA	11.0	1	--	1	--	--	1	16.7%	5	5
30078	SNELLVILLE, GA	11.2	335	5	330	144	67	119	69.2%	147	147
30087	STONE MOUNTAIN, GA	11.3	518	8	510	173	98	239	60.2%	337	337
30346	ATLANTA, GA	11.4	17	--	17	8	2	7	37.0%	29	29
30345	ATLANTA, GA	11.7	104	2	102	50	12	40	42.9%	136	136
30017	GRAYSON, GA	12.2	235	6	229	96	41	92	70.0%	98	98
30518	BUFORD, GA	12.4	288	8	280	107	55	118	69.0%	126	126
30039	SNELLVILLE, GA	12.7	304	3	301	87	45	169	58.3%	215	215

Service Table 2 of 7

Service Totals

Entire evaluation.

			2760	1352	3245		2314	
			1999	1002	2965		7030	
			957	499	1605		3799	
17362	560	16802	5824	2932	8046	56.9%	13147	21851

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

Report Analysis

Service Conquest by ZIP Code

Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Mercedes	Total Conquest
30021	CLARKSTON, GA	12.8	23	--	23	5	6	12	45.1%	28	28
30319	ATLANTA, GA	13.0	178	9	169	50	24	95	28.4%	427	427
30004	ALPHARETTA, GA	13.0	137	11	126	20	11	95	20.6%	485	485
30083	STONE MOUNTAIN, GA	13.0	124	1	123	28	28	67	40.1%	184	184
30328	ATLANTA, GA	13.4	82	2	80	27	11	42	14.1%	487	487
30072	PINE LAKE, GA	13.4	7	--	7	1	1	5	46.7%	8	8
30033	DECATUR, GA	13.9	91	6	85	34	13	38	43.8%	109	109
30519	BUFORD, GA	14.0	384	6	378	155	54	169	77.8%	108	108
30075	ROSWELL, GA	14.3	73	5	68	21	9	38	11.5%	522	522
30329	ATLANTA, GA	14.4	43	4	39	11	8	20	36.8%	67	67
30079	SCOTTTDALE, GA	14.4	2	--	2	1	--	1	18.2%	9	9
30342	ATLANTA, GA	14.5	82	5	77	22	20	35	14.8%	445	445
30326	ATLANTA, GA	15.0	56	5	51	20	3	28	35.4%	93	93
30088	STONE MOUNTAIN, GA	15.1	79	1	78	26	10	42	36.1%	138	138
30028	CUMMING, GA	15.2	12	--	12	--	3	9	85.7%	2	2
30019	DACULA, GA	15.4	485	12	473	182	102	189	75.9%	150	150
30041	CUMMING, GA	15.7	216	10	206	37	16	153	35.6%	373	373
30002	AVONDALE ESTATES, GA	15.8	18	2	16	8	3	5	43.2%	21	21
30058	LITHONIA, GA	16.2	253	3	250	81	41	128	50.4%	246	246
30324	ATLANTA, GA	16.3	121	7	114	36	16	62	38.4%	183	183
30030	DECATUR, GA	16.5	68	1	67	19	15	33	37.0%	114	114
30068	MARIETTA, GA	16.8	50	4	46	12	7	27	14.9%	263	263
30305	ATLANTA, GA	16.9	147	16	131	45	17	69	19.4%	545	545
30327	ATLANTA, GA	17.3	171	17	154	50	28	76	25.6%	447	447

Service Table 3 of 7

Service Totals

Entire evaluation.

			2760	1352	3245		2314	
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Service Conquest by ZIP Code

Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Mercedes	Total Conquest
30306	ATLANTA, GA	17.6	110	8	102	36	12	54	37.9%	167	167
30040	CUMMING, GA	17.8	89	4	85	12	7	66	25.6%	247	247
30032	DECATUR, GA	17.9	60	1	59	16	13	30	32.1%	125	125
30035	DECATUR, GA	17.9	63	1	62	21	13	28	32.6%	128	128
30307	ATLANTA, GA	18.1	62	3	59	19	11	29	42.1%	81	81
30052	LOGANVILLE, GA	18.3	209	6	203	68	29	106	52.6%	183	183
30011	AUBURN, GA	18.4	51	2	49	20	5	24	53.8%	42	42
30062	MARIETTA, GA	18.6	77	4	73	29	13	31	33.8%	143	143
30309	ATLANTA, GA	18.6	114	7	107	31	16	60	66.0%	55	55
30317	ATLANTA, GA	18.6	20	1	19	5	2	12	38.0%	31	31
30067	MARIETTA, GA	18.9	41	5	36	9	8	19	14.4%	214	214
30339	ATLANTA, GA	19.5	55	2	53	20	7	26	89.8%	6	6
30308	ATLANTA, GA	19.5	44	--	44	15	9	20	--	--	0
30542	FLOWERY BRANCH, GA	19.7	177	1	176	66	30	80	73.9%	62	62
30316	ATLANTA, GA	20.4	37	3	34	9	7	18	--	--	0
30034	DECATUR, GA	20.5	176	1	175	50	38	87	80.3%	43	43
30312	ATLANTA, GA	20.7	33	3	30	3	3	24	--	--	0
30009	MILTON, GA	20.8	31	1	30	7	4	19	21.9%	107	107
30303	ATLANTA, GA	20.8	11	--	11	6	2	3	--	--	0
30355	ATLANTA, GA	20.8	4	--	4	1	2	1	21.1%	15	15
31126	ATLANTA, GA	20.8	1	--	1	--	1	--	9.1%	10	10
31150	ATLANTA, GA	20.8	1	--	1	--	1	--	16.7%	5	5
30077	ROSWELL, GA	20.8	3	--	3	--	1	2	15.0%	17	17
30023	ALPHARETTA, GA	20.8	4	--	4	--	1	3	36.4%	7	7

Service Table 4 of 7

Service Totals

Entire evaluation.

			2760	1352	3245		2314	
			1999	1002	2965		7030	
			957	499	1605		3799	
17362	560	16802	5824	2932	8046	56.9%	13147	21851

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

Report Analysis
Service Conquest by ZIP Code

Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Mercedes	Total Conquest
31106	ATLANTA, GA	20.8	1	--	1	--	1	--	20.0%	4	4
30012	CONYERS, GA	21.0	73	2	71	26	14	31	51.4%	67	67
30038	LITHONIA, GA	21.0	196	4	192	46	28	118	60.4%	126	126
30066	MARIETTA, GA	21.1	43	2	41	15	7	19	--	--	0
30318	ATLANTA, GA	21.1	63	4	59	22	9	28	--	--	0
30188	WOODSTOCK, GA	21.1	32	2	30	7	5	18	85.7%	5	5
30080	SMYRNA, GA	21.5	72	5	67	18	13	36	--	--	0
30115	CANTON, GA	22.2	14	--	14	2	3	9	--	--	0
30548	HOSCHTON, GA	22.9	125	7	118	48	15	55	85.5%	20	20
30315	ATLANTA, GA	22.9	16	1	15	2	1	12	--	--	0
30060	MARIETTA, GA	23.0	23	1	22	8	5	9	--	--	0
30517	BRASELTON, GA	23.1	169	4	165	74	25	66	79.3%	43	43
30566	OAKWOOD, GA	23.2	21	1	20	6	5	9	--	--	0
30082	SMYRNA, GA	23.7	21	1	20	5	6	9	--	--	0
30007	MARIETTA, GA	23.8	1	--	1	--	--	1	50.0%	1	1
30620	BETHLEHEM, GA	24.1	13	--	13	5	2	6	65.0%	7	7
30294	ELLENWOOD, GA	24.4	118	2	116	38	13	65	--	--	0
30680	WINDER, GA	25.3	57	2	55	22	6	27	83.3%	11	11
30094	CONYERS, GA	25.5	115	2	113	25	25	63	98.3%	2	2
30311	ATLANTA, GA	25.5	35	2	33	6	5	22	--	--	0
30013	CONYERS, GA	25.8	178	5	173	70	30	73	99.4%	1	1
30144	KENNESAW, GA	25.9	35	2	33	11	4	18	--	--	0
30189	WOODSTOCK, GA	25.9	18	1	17	6	2	9	--	--	0
30126	MABLETON, GA	26.0	55	4	51	17	5	29	--	--	0

Service Table 5 of 7

Service Totals

Entire evaluation.

			2760	1352	3245		2314	
			1999	1002	2965		7030	
			957	499	1605		3799	
17362	560	16802	5824	2932	8046	56.9%	13147	21851

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 --

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Mercedes	Total Conquest
30064	MARIETTA, GA	26.0	44	2	42	12	7	23	--	--	0
30504	GAINESVILLE, GA	26.0	55	4	51	15	8	28	--	--	0
30656	MONROE, GA	26.2	29	2	27	9	2	16	73.0%	10	10
30114	CANTON, GA	26.6	23	--	23	7	5	11	--	--	0
30344	EAST POINT, GA	27.1	24	1	23	8	3	12	--	--	0
30152	KENNESAW, GA	27.7	37	3	34	13	5	16	--	--	0
30054	OXFORD, GA	27.7	39	--	39	11	5	23	--	--	0
30102	ACWORTH, GA	28.0	18	1	17	4	4	9	--	--	0
30331	ATLANTA, GA	28.3	67	1	66	16	15	35	--	--	0
30273	REX, GA	28.3	14	1	13	5	--	8	--	--	0
30507	GAINESVILLE, GA	28.8	32	2	30	8	6	16	--	--	0
30260	MORROW, GA	29.0	13	--	13	5	1	7	--	--	0
30506	GAINESVILLE, GA	29.1	152	5	147	49	23	75	90.2%	16	16
30655	MONROE, GA	29.2	27	--	27	8	3	16	--	--	0
30501	GAINESVILLE, GA	29.4	75	5	70	22	16	32	--	--	0
30281	STOCKBRIDGE, GA	30.1	88	1	87	29	18	40	--	--	0
30534	DAWSONVILLE, GA	30.3	25	1	24	4	1	19	--	--	0
30101	ACWORTH, GA	31.0	39	4	35	11	7	17	--	--	0
30127	POWDER SPRINGS, GA	31.6	26	1	25	8	3	14	--	--	0
30349	ATLANTA, GA	31.8	52	2	50	7	11	32	--	--	0
30014	COVINGTON, GA	32.5	61	2	59	17	8	34	--	--	0
30666	STATHAM, GA	32.5	16	4	12	5	--	7	--	--	0
30016	COVINGTON, GA	32.7	91	3	88	33	16	39	--	--	0
30274	RIVERDALE, GA	32.7	14	1	13	4	1	8	--	--	0

Service Table 6 of 7

Service Totals

Entire evaluation.

			2760	1352	3245		2314	
			1999	1002	2965		7030	
			957	499	1605		3799	
17362	560	16802	5824	2932	8046	56.9%	13147	21851

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 --

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Mercedes	Total Conquest
30236	JONESBORO, GA	32.9	28	2	26	6	6	14	--	--	0
30296	RIVERDALE, GA	33.1	25	4	21	5	2	14	--	--	0
30549	JEFFERSON, GA	33.9	40	--	40	12	7	21	--	--	0
30291	UNION CITY, GA	35.7	12	1	11	3	--	8	--	--	0
30252	MCDONOUGH, GA	35.8	33	--	33	12	5	16	--	--	0
30238	JONESBORO, GA	36.1	13	--	13	4	3	6	--	--	0
30143	BIG CANOE, GA	36.2	17	--	17	4	3	10	--	--	0
30253	MCDONOUGH, GA	36.3	47	1	46	18	10	18	--	--	0
30622	BOGART, GA	36.6	25	3	22	7	4	11	--	--	0
30134	DOUGLASVILLE, GA	37.3	14	1	13	1	3	9	--	--	0
30213	FAIRBURN, GA	38.3	32	--	32	6	2	24	--	--	0
30135	DOUGLASVILLE, GA	38.8	32	1	31	7	3	21	--	--	0
30558	MAYSVILLE, GA	38.9	13	2	11	2	4	5	--	--	0
30214	FAYETTEVILLE, GA	39.4	14	--	14	3	3	8	--	--	0
30554	LULA, GA	40.0	11	--	11	1	3	7	--	--	0
30228	HAMPTON, GA	40.9	18	1	17	7	1	9	--	--	0
30120	CARTERSVILLE, GA	40.9	11	1	10	1	3	6	--	--	0
30607	ATHENS, GA	41.1	11	--	11	5	--	6	--	--	0
30606	ATHENS, GA	42.2	47	4	43	9	8	26	--	--	0
30290	TYRONE, GA	42.7	12	2	10	3	1	6	--	--	0
30677	WATKINSVILLE, GA	43.4	15	2	13	3	1	9	--	--	0
30248	LOCUST GROVE, GA	43.5	17	--	17	7	3	7	--	--	0
30215	FAYETTEVILLE, GA	43.8	27	--	27	6	4	17	--	--	0
30605	ATHENS, GA	46.4	20	--	20	8	3	9	--	--	0

Service Table 7 of 7

Service Totals

Entire evaluation.

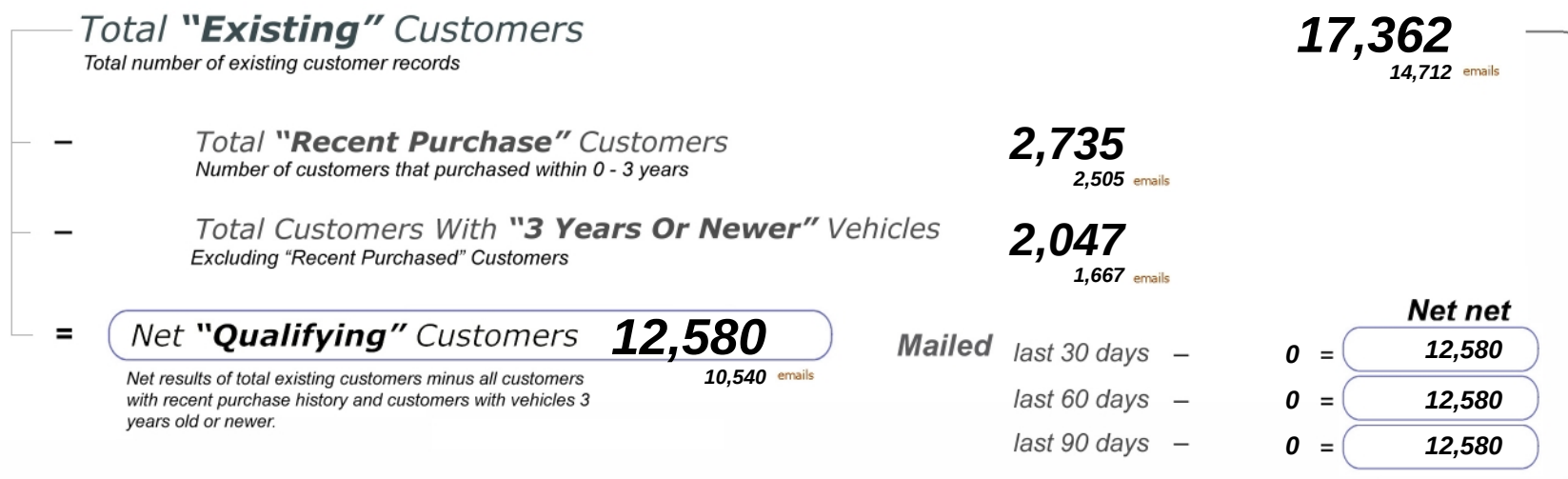
			2760	1352	3245		2314	
			1999	1002	2965		7030	
			957	499	1605		3799	
17362	560	16802	5824	2932	8046	56.9%	13147	21851

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Report Analysis
Service Conquest by ZIP Code

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Existing Sales Customer Breakdown



Total Same Make "Conquest"

Vehicles 3 years and older

12,676

Total Crossover "Conquest"

Vehicles 3 years and older

8,704

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



Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Customer Records
Existing Sale Customer Breakdown

Sales Conquest by Zip Code

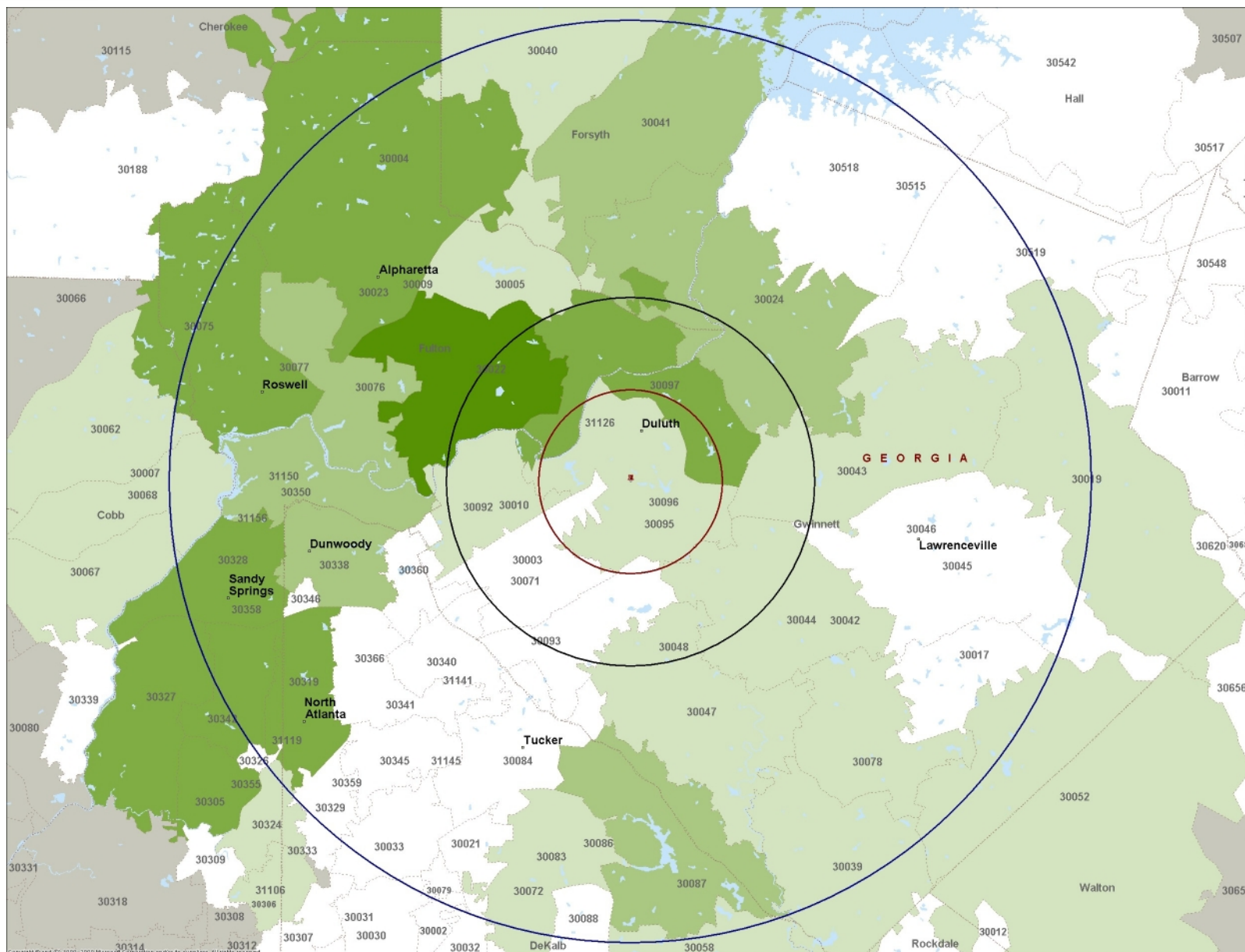
Legend

Radius Ring Distances

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

Zip Code Results

- 0 to 139 (73)
- 140 to 279 (18)
- 280 to 419 (6)
- 420 to 559 (8)
- 560 to 700 (1)



Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Mercedes	Bmw	Toyota	Lexus	Total Conquest
30096	DULUTH, GA	0.0	608	537	71	102	137	130	239	28.9%	175	181	1768	149	2273
30097	DULUTH, GA	2.9	1157	933	224	268	301	228	360	31.1%	497	160	644	189	1490
30095	DULUTH, GA	3.4	7	7	--	1	--	2	4	--	4	--	12	1	17
30071	NORCROSS, GA	4.1	134	108	26	14	34	32	54	29.5%	62	2	42	6	112
30042	LAWRENCEVILLE, GA	4.4	9	9	--	--	--	4	5	--	10	--	--	--	10
30092	NORCROSS, GA	4.7	205	168	37	29	47	48	81	19.1%	157	--	--	--	157
30093	NORCROSS, GA	5.1	156	146	10	15	16	35	90	13.3%	65	15	201	5	286
30044	LAWRENCEVILLE, GA	6.0	509	454	55	38	104	96	271	24.2%	172	181	1897	124	2374
30022	ALPHARETTA, GA	6.3	389	294	95	73	98	87	131	13.1%	631	--	--	--	631
30046	LAWRENCEVILLE, GA	6.6	39	39	--	14	9	4	12	--	119	13	215	22	369
30010	NORCROSS, GA	6.6	11	9	2	1	1	5	4	14.3%	12	--	--	--	12
30515	BUFORD, GA	6.6	8	8	--	--	3	2	3	--	9	--	--	--	9
30091	NORCROSS, GA	6.6	6	6	--	1	2	2	1	--	9	--	--	--	9
30048	LILBURN, GA	6.6	10	8	2	2	2	1	5	50.0%	2	3	50	3	58
30003	NORCROSS, GA	6.6	3	3	--	--	--	--	3	--	3	--	--	--	3
30024	SUWANEE, GA	6.7	868	716	152	166	216	187	299	33.1%	307	66	575	48	996
30085	TUCKER, GA	7.5	4	3	1	--	1	1	2	14.3%	6	--	--	--	6
30036	DECATUR, GA	7.5	3	2	1	--	--	2	1	9.1%	10	--	--	--	10
30031	DECATUR, GA	7.5	3	2	1	--	1	--	2	7.1%	13	--	--	--	13
30086	STONE MOUNTAIN, GA	7.5	7	6	1	1	1	2	3	11.1%	8	--	--	--	8
30074	REDAN, GA	7.5	4	4	--	--	1	1	2	--	7	--	--	--	7
31145	ATLANTA, GA	7.5	2	1	1	--	1	--	1	20.0%	4	--	--	--	4
31146	ATLANTA, GA	7.5	2	2	--	--	--	1	1	--	4	--	--	--	4
30359	ATLANTA, GA	7.5	2	1	1	--	--	2	--	16.7%	5	--	--	--	5

Sales Table 1 of 7

Sales Totals

Entire evaluation.

			998	1454	1347	2649							
			635	1113	1081	2339							
			353	612	519	1117							
14627	11960	2667	2047	3274	3036	6270	52.7%	12676	801	7188	715	21380	

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	Mercedes	Bmw	Toyota	Lexus	Total Conquest
31141	ATLANTA, GA	7.5	5	5	--	--	--	2	3	--	2	--	--	--	2
31119	ATLANTA, GA	7.5	4	3	1	--	1	1	2	10.0%	9	--	--	--	9
30333	ATLANTA, GA	7.5	2	1	1	--	1	--	1	20.0%	4	--	--	--	4
30366	CHAMBLEE, GA	7.5	1	--	1	--	--	1	--	50.0%	1	--	--	--	1
30356	ATLANTA, GA	7.5	1	1	--	--	--	1	--	--	3	--	--	--	3
30360	ATLANTA, GA	7.6	29	25	4	4	9	4	12	5.7%	66	--	--	--	66
30047	LILBURN, GA	7.7	372	324	48	41	80	69	182	20.3%	188	24	333	17	562
30043	LAWRENCEVILLE, GA	8.0	700	595	105	95	135	139	331	34.2%	202	153	1442	142	1939
30005	ALPHARETTA, GA	8.0	183	143	40	18	52	43	70	14.1%	244	--	--	--	244
30340	DORAVILLE, GA	8.1	90	73	17	8	21	18	43	23.0%	57	--	--	--	57
30084	TUCKER, GA	9.5	188	160	28	20	33	49	86	17.4%	133	--	--	--	133
30045	LAWRENCEVILLE, GA	9.7	425	368	57	46	72	82	225	34.1%	110	--	--	--	110
30338	ATLANTA, GA	9.9	82	60	22	11	21	19	31	6.2%	333	--	--	--	333
30350	ATLANTA, GA	10.1	67	46	21	11	14	13	29	5.0%	403	--	--	--	403
30076	ROSWELL, GA	10.2	77	54	23	8	23	20	26	7.4%	288	--	--	--	288
30341	ATLANTA, GA	10.3	76	63	13	11	17	14	34	9.0%	132	--	--	--	132
30358	ATLANTA, GA	11.0	1	--	1	1	--	--	--	16.7%	5	--	--	--	5
30078	SNELLVILLE, GA	11.2	281	239	42	47	60	49	125	22.2%	147	--	--	--	147
30087	STONE MOUNTAIN, GA	11.3	475	421	54	45	74	89	267	14.3%	324	--	--	--	324
30346	ATLANTA, GA	11.4	14	12	2	2	4	1	7	7.1%	26	--	--	--	26
30345	ATLANTA, GA	11.7	84	69	15	8	18	19	39	10.3%	130	--	--	--	130
30017	GRAYSON, GA	12.2	198	170	28	29	38	50	81	22.2%	98	--	--	--	98
30518	BUFORD, GA	12.4	234	197	37	23	54	53	104	22.8%	125	--	--	--	125
30039	SNELLVILLE, GA	12.7	281	257	24	27	43	61	150	10.2%	211	--	--	--	211

Sales Table 2 of 7

Sales Totals

Entire evaluation.

			998	1454	1347	2649									
			635	1113	1081	2339									
			353	612	519	1117									
14627	11960	2667	2047	3274	3036	6270	52.7%	12676	801	7188	715	21380			

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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	Mercedes	Bmw	Toyota	Lexus	Total Conquest
30021	CLARKSTON, GA	12.8	23	22	1	2	--	10	11	3.4%	28	--	--	--	28
30319	ATLANTA, GA	13.0	141	107	34	26	31	28	56	7.8%	404	--	--	--	404
30004	ALPHARETTA, GA	13.0	110	71	39	14	37	24	35	7.7%	467	--	--	--	467
30083	STONE MOUNTAIN, GA	13.0	115	105	10	7	17	22	69	5.2%	182	--	--	--	182
30328	ATLANTA, GA	13.4	63	42	21	12	17	12	22	4.3%	462	--	--	--	462
30072	PINE LAKE, GA	13.4	6	4	2	2	1	2	1	20.0%	8	--	--	--	8
30033	DECATUR, GA	13.9	73	56	17	3	18	13	39	14.0%	104	--	--	--	104
30519	BUFORD, GA	14.0	312	264	48	49	82	62	119	30.8%	108	--	--	--	108
30075	ROSWELL, GA	14.3	55	34	21	8	20	13	14	4.0%	504	--	--	--	504
30329	ATLANTA, GA	14.4	34	29	5	4	9	9	12	7.2%	64	--	--	--	64
30079	SCOTTTDALE, GA	14.4	2	1	1	--	--	1	1	10.0%	9	--	--	--	9
30342	ATLANTA, GA	14.5	60	44	16	8	16	18	18	3.8%	410	--	--	--	410
30326	ATLANTA, GA	15.0	44	29	15	8	12	7	17	15.6%	81	--	--	--	81
30088	STONE MOUNTAIN, GA	15.1	74	69	5	2	11	15	46	3.5%	138	--	--	--	138
30028	CUMMING, GA	15.2	10	6	4	2	2	2	4	66.7%	2	--	--	--	2
30019	DACULA, GA	15.4	394	321	73	45	103	75	171	33.2%	147	--	--	--	147
30041	CUMMING, GA	15.7	189	141	48	19	48	48	74	11.7%	363	--	--	--	363
30002	AVONDALE ESTATES, GA	15.8	12	8	4	4	1	2	5	16.7%	20	--	--	--	20
30058	LITHONIA, GA	16.2	240	224	16	16	38	44	142	6.2%	243	--	--	--	243
30324	ATLANTA, GA	16.3	101	71	30	18	22	21	40	14.8%	173	--	--	--	173
30030	DECATUR, GA	16.5	57	50	7	1	7	7	42	6.0%	109	--	--	--	109
30068	MARIETTA, GA	16.8	38	26	12	5	7	10	16	4.5%	256	--	--	--	256
30305	ATLANTA, GA	16.9	103	65	38	25	31	23	24	7.0%	505	--	--	--	505
30327	ATLANTA, GA	17.3	124	67	57	29	36	19	40	12.0%	419	--	--	--	419

Sales Table 3 of 7

Sales Totals

Entire evaluation.

			998	1454	1347	2649							
			635	1113	1081	2339							
			353	612	519	1117							
14627	11960	2667	2047	3274	3036	6270	52.7%	12676	801	7188	715	21380	

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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	Mercedes	Bmw	Toyota	Lexus	Total Conquest
30306	ATLANTA, GA	17.6	93	66	27	8	21	23	41	14.4%	160	--	--	--	160
30040	CUMMING, GA	17.8	75	52	23	15	16	23	21	8.6%	243	--	--	--	243
30032	DECATUR, GA	17.9	52	46	6	3	5	11	33	4.6%	125	--	--	--	125
30035	DECATUR, GA	17.9	59	55	4	4	7	10	38	3.0%	128	--	--	--	128
30307	ATLANTA, GA	18.1	49	39	10	7	10	9	23	11.8%	75	--	--	--	75
30052	LOGANVILLE, GA	18.3	174	146	28	19	32	40	83	13.5%	179	--	--	--	179
30011	AUBURN, GA	18.4	44	37	7	8	11	14	11	14.9%	40	--	--	--	40
30062	MARIETTA, GA	18.6	58	37	21	13	16	14	15	13.2%	138	--	--	--	138
30309	ATLANTA, GA	18.6	87	57	30	10	29	17	31	40.0%	45	--	--	--	45
30317	ATLANTA, GA	18.6	18	13	5	2	3	4	9	13.9%	31	--	--	--	31
30067	MARIETTA, GA	18.9	25	22	3	4	4	4	13	1.5%	200	--	--	--	200
30339	ATLANTA, GA	19.5	46	34	12	10	11	12	13	66.7%	6	--	--	--	6
30308	ATLANTA, GA	19.5	37	33	4	5	8	11	13	--	--	--	--	--	0
30542	FLOWERY BRANCH, GA	19.7	142	121	21	17	35	28	62	26.3%	59	--	--	--	59
30316	ATLANTA, GA	20.4	32	27	5	1	5	8	18	--	--	--	--	--	0
30034	DECATUR, GA	20.5	160	140	20	9	24	29	98	31.7%	43	--	--	--	43
30312	ATLANTA, GA	20.7	28	19	9	4	7	6	11	--	--	--	--	--	0
30009	MILTON, GA	20.8	28	18	10	5	9	5	9	8.8%	104	--	--	--	104
30355	ATLANTA, GA	20.8	4	3	1	--	1	1	2	6.3%	15	--	--	--	15
31126	ATLANTA, GA	20.8	--	--	--	--	--	--	--	--	10	3	9	9	31
31150	ATLANTA, GA	20.8	1	1	--	--	1	--	--	--	5	--	--	--	5
30077	ROSWELL, GA	20.8	3	3	--	--	--	2	1	--	17	--	--	--	17
30023	ALPHARETTA, GA	20.8	4	3	1	--	1	1	2	12.5%	7	--	--	--	7
31106	ATLANTA, GA	20.8	1	1	--	--	--	--	1	--	4	--	--	--	4

Sales Table 4 of 7

Sales Totals

Entire evaluation.

			998	1454	1347	2649							
			635	1113	1081	2339							
			353	612	519	1117							
14627	11960	2667	2047	3274	3036	6270	52.7%	12676	801	7188	715	21380	

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	Mercedes	Bmw	Toyota	Lexus	Total Conquest
30012	CONYERS, GA	21.0	68	62	6	6	13	18	31	8.2%	67	--	--	--	67
30038	LITHONIA, GA	21.0	179	159	20	12	31	29	107	13.8%	125	--	--	--	125
30066	MARIETTA, GA	21.1	34	25	9	6	10	6	12	--	--	--	--	--	0
30318	ATLANTA, GA	21.1	50	37	13	7	12	18	13	--	--	--	--	--	0
30188	WOODSTOCK, GA	21.1	25	17	8	1	7	6	11	61.5%	5	--	--	--	5
30080	SMYRNA, GA	21.5	53	36	17	6	17	12	18	--	--	--	--	--	0
30115	CANTON, GA	22.2	12	7	5	2	3	3	4	--	--	--	--	--	0
30548	HOSCHTON, GA	22.9	100	79	21	11	32	14	43	51.2%	20	--	--	--	20
30315	ATLANTA, GA	22.9	12	10	2	1	2	3	6	--	--	--	--	--	0
30060	MARIETTA, GA	23.0	15	14	1	4	1	6	4	--	--	--	--	--	0
30517	BRASELTON, GA	23.1	137	102	35	45	32	21	39	50.0%	35	--	--	--	35
30566	OAKWOOD, GA	23.2	17	16	1	4	3	3	7	--	--	--	--	--	0
30082	SMYRNA, GA	23.7	19	13	6	4	3	5	7	--	--	--	--	--	0
30007	MARIETTA, GA	23.8	1	--	1	--	--	1	--	50.0%	1	--	--	--	1
30620	BETHLEHEM, GA	24.1	11	8	3	--	4	2	5	30.0%	7	--	--	--	7
30294	ELLENWOOD, GA	24.4	107	94	13	11	20	20	56	--	--	--	--	--	0
30680	WINDER, GA	25.3	43	38	5	3	14	4	22	31.3%	11	--	--	--	11
30094	CONYERS, GA	25.5	100	85	15	8	23	13	56	88.2%	2	--	--	--	2
30311	ATLANTA, GA	25.5	31	25	6	3	6	4	18	--	--	--	--	--	0
30013	CONYERS, GA	25.8	158	141	17	20	35	31	72	94.4%	1	--	--	--	1
30144	KENNESAW, GA	25.9	25	20	5	5	6	5	9	--	--	--	--	--	0
30189	WOODSTOCK, GA	25.9	15	9	6	4	5	3	3	--	--	--	--	--	0
30126	MABLETON, GA	26.0	43	31	12	6	11	11	15	--	--	--	--	--	0
30064	MARIETTA, GA	26.0	35	24	11	2	9	14	10	--	--	--	--	--	0

Sales Table 5 of 7

Sales Totals

Entire evaluation.

			998	1454	1347	2649									
			635	1113	1081	2339									
			353	612	519	1117									
14627	11960	2667	2047	3274	3036	6270	52.7%	12676	801	7188	715	21380			

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Sales Conquest by ZIP Code

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Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Mercedes	Bmw	Toyota	Lexus	Total Conquest
30504	GAINESVILLE, GA	26.0	46	35	11	6	11	6	23	--	--	--	--	--	0
30656	MONROE, GA	26.2	19	13	6	1	7	--	11	37.5%	10	--	--	--	10
30114	CANTON, GA	26.6	20	15	5	6	3	7	4	--	--	--	--	--	0
30344	EAST POINT, GA	27.1	20	15	5	6	4	2	8	--	--	--	--	--	0
30152	KENNESAW, GA	27.7	23	18	5	5	4	6	8	--	--	--	--	--	0
30054	OXFORD, GA	27.7	35	29	6	7	3	9	16	--	--	--	--	--	0
30102	ACWORTH, GA	28.0	18	14	4	1	5	2	10	--	--	--	--	--	0
30331	ATLANTA, GA	28.3	57	42	15	4	11	12	30	--	--	--	--	--	0
30273	REX, GA	28.3	13	12	1	1	1	3	8	--	--	--	--	--	0
30507	GAINESVILLE, GA	28.8	27	19	8	3	6	6	12	--	--	--	--	--	0
30260	MORROW, GA	29.0	13	10	3	3	5	3	2	--	--	--	--	--	0
30506	GAINESVILLE, GA	29.1	123	90	33	23	30	24	46	67.3%	16	--	--	--	16
30655	MONROE, GA	29.2	20	16	4	2	6	2	10	--	--	--	--	--	0
30501	GAINESVILLE, GA	29.4	65	52	13	16	13	12	24	--	--	--	--	--	0
30281	STOCKBRIDGE, GA	30.1	76	60	16	11	16	12	37	--	--	--	--	--	0
30534	DAWSONVILLE, GA	30.3	21	12	9	4	7	3	7	--	--	--	--	--	0
30101	ACWORTH, GA	31.0	31	23	8	4	9	5	13	--	--	--	--	--	0
30127	POWDER SPRINGS, GA	31.6	23	17	6	--	10	4	9	--	--	--	--	--	0
30349	ATLANTA, GA	31.8	46	36	10	6	9	16	15	--	--	--	--	--	0
30014	COVINGTON, GA	32.5	51	39	12	4	15	12	20	--	--	--	--	--	0
30666	STATHAM, GA	32.5	12	8	4	2	5	3	2	--	--	--	--	--	0
30016	COVINGTON, GA	32.7	80	68	12	3	19	18	40	--	--	--	--	--	0
30274	RIVERDALE, GA	32.7	11	8	3	1	1	3	6	--	--	--	--	--	0
30236	JONESBORO, GA	32.9	25	19	6	3	7	4	11	--	--	--	--	--	0

Sales Table 6 of 7

Sales Totals

Entire evaluation.

			998	1454	1347	2649							
			635	1113	1081	2339							
			353	612	519	1117							
14627	11960	2667	2047	3274	3036	6270	52.7%	12676	801	7188	715	21380	

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Report Analysis
Sales Conquest by ZIP Code

Sales Conquest by ZIP Code

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Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Mercedes	Bmw	Toyota	Lexus	Total Conquest
30296	RIVERDALE, GA	33.1	21	14	7	--	6	2	13	--	--	--	--	--	0
30549	JEFFERSON, GA	33.9	37	26	11	4	12	4	17	--	--	--	--	--	0
30252	MCDONOUGH, GA	35.8	25	19	6	2	6	4	13	--	--	--	--	--	0
30238	JONESBORO, GA	36.1	12	11	1	--	2	4	6	--	--	--	--	--	0
30143	BIG CANOE, GA	36.2	16	13	3	1	6	5	4	--	--	--	--	--	0
30253	MCDONOUGH, GA	36.3	37	26	11	7	9	7	14	--	--	--	--	--	0
30622	BOGART, GA	36.6	18	12	6	6	2	7	3	--	--	--	--	--	0
30134	DOUGLASVILLE, GA	37.3	13	13	--	--	3	5	5	--	--	--	--	--	0
30213	FAIRBURN, GA	38.3	20	18	2	--	6	4	10	--	--	--	--	--	0
30135	DOUGLASVILLE, GA	38.8	27	25	2	1	1	6	19	--	--	--	--	--	0
30214	FAYETTEVILLE, GA	39.4	12	11	1	1	--	5	6	--	--	--	--	--	0
30228	HAMPTON, GA	40.9	15	13	2	4	2	2	7	--	--	--	--	--	0
30606	ATHENS, GA	42.2	33	19	14	9	11	4	9	--	--	--	--	--	0
30290	TYRONE, GA	42.7	11	6	5	2	3	1	5	--	--	--	--	--	0
30248	LOCUST GROVE, GA	43.5	14	10	4	5	4	3	2	--	--	--	--	--	0
30215	FAYETTEVILLE, GA	43.8	23	17	6	4	6	8	5	--	--	--	--	--	0
30605	ATHENS, GA	46.4	15	11	4	1	7	3	4	--	--	--	--	--	0
30269	PEACHTREE CITY, GA	46.8	22	14	8	4	4	8	6	--	--	--	--	--	0
30650	MADISON, GA	47.1	14	6	8	2	5	1	6	--	--	--	--	--	0
30180	VILLA RICA, GA	47.9	13	11	2	2	2	5	4	--	--	--	--	--	0
30528	CLEVELAND, GA	48.1	18	14	4	3	5	1	9	--	--	--	--	--	0
30531	CORNELIA, GA	50.8	20	16	4	2	4	4	10	--	--	--	--	--	0

Sales Table 7 of 7

Sales Totals

Entire evaluation.

			998	1454	1347	2649							
			635	1113	1081	2339							
			353	612	519	1117							
14627	11960	2667	2047	3274	3036	6270	52.7%	12676	801	7188	715	21380	

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Sales Conquest by ZIP Code

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