



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

DAYTONA NISSAN

05/07/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

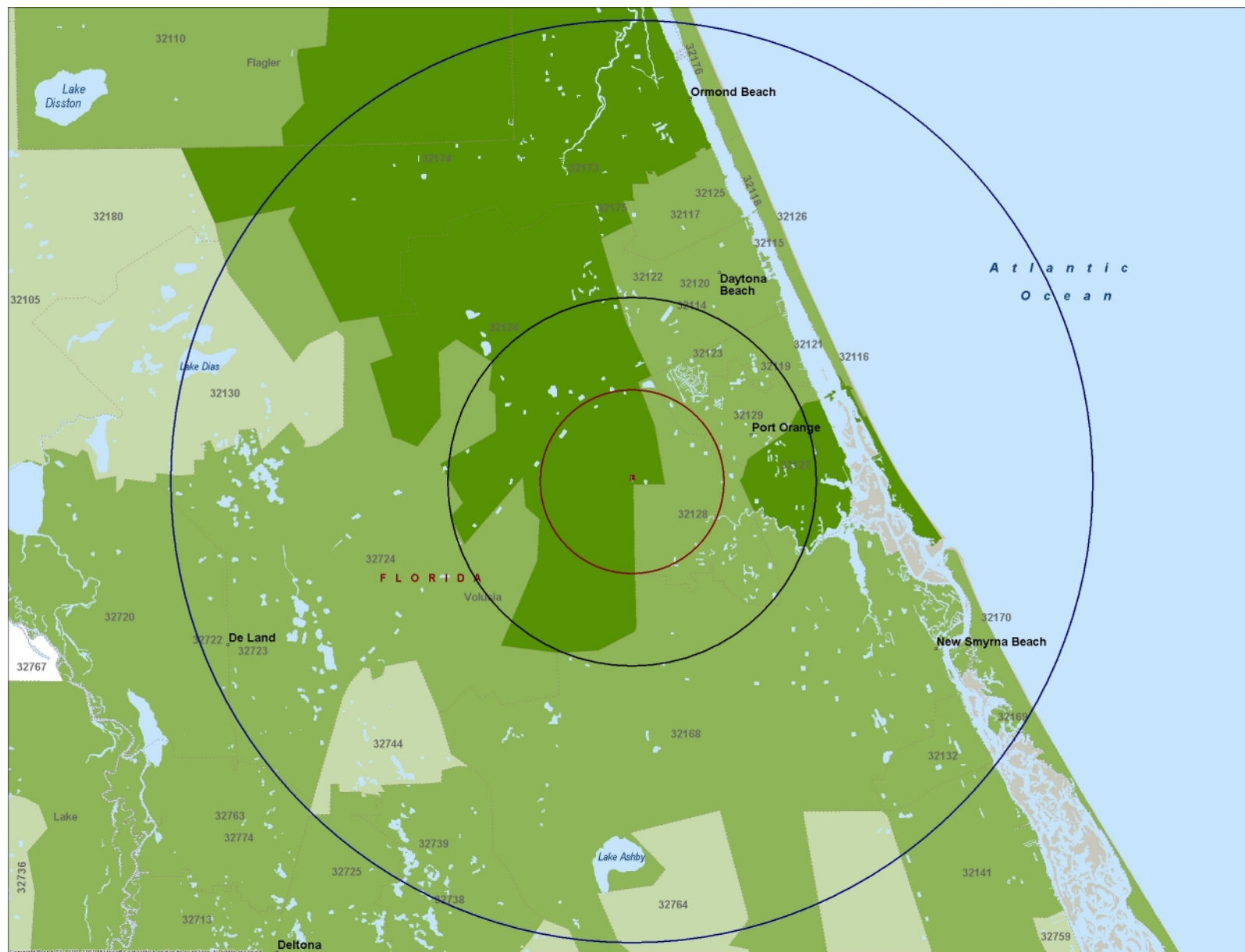
Legend

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 (84)
☐ 10 to 99 (62)
☐ 100 to 999 (19)
☐ 1000 to 9999 (5)



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.

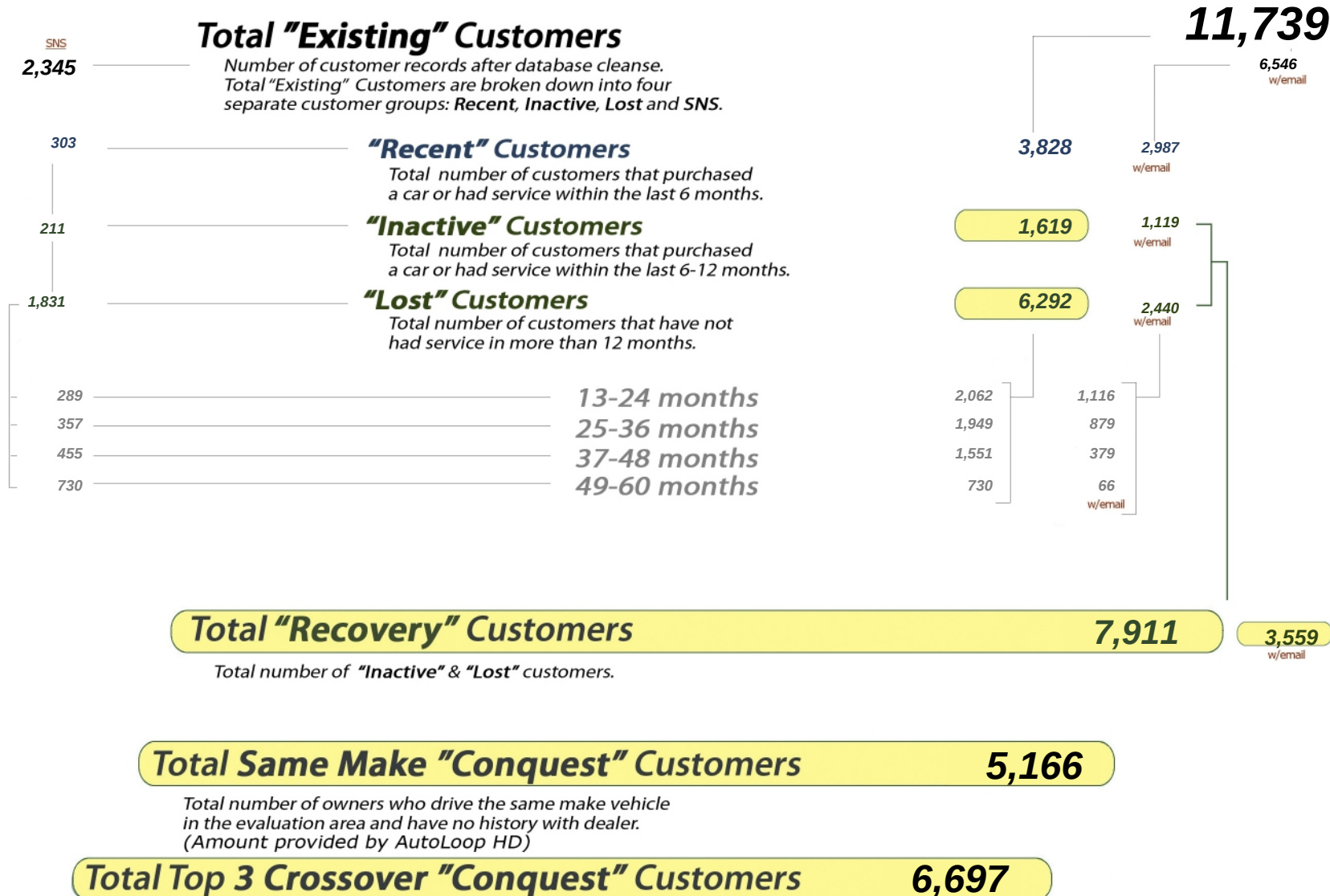
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	19,271	100.00%
Fallout records		
Dates beyond 60 months	1,579	8.19%
Unrealistic drive time	1,952	10.13%
Non-Mailable	966	5.01%
Non-Dealer Makes	3,035	15.75%
Total Fallout records	7,532	39.08%
Existing customer records	11,739	60.92%

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

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 checks' discounts include:

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

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

Security Code: 23012

ABC DEALERSHIP
3555 West Main Street • Anytown, FL 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: --

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

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E2

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E3

Initial Customer Recovery

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

Recommended Trigger Mail Campaigns

1st Recovery

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,

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 Altima inspection program.

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

3up Check

2nd Recovery

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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Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

Snap

3rd Recovery

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,

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ABC Dealership, is extending 2009 Altima inspection program.

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Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

Snap w/Check

4th Recovery

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,

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

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ABC Dealership, is extending 2009 Altima inspection program.

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

Snap

Scheduled Maintenance

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,

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

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ABC Dealership, is extending 2009 Altima inspection program.

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

Self-Mailer

Declined Services

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,

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

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Visit your own personal webpage:
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Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

Snap w/Check

5th Recovery

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,

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 Altima inspection program.

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

Snap w/Check

6th Recovery

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,

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 Altima inspection program.

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: --

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

0PC00E2

Post Card

Service Conquest by Zip Code

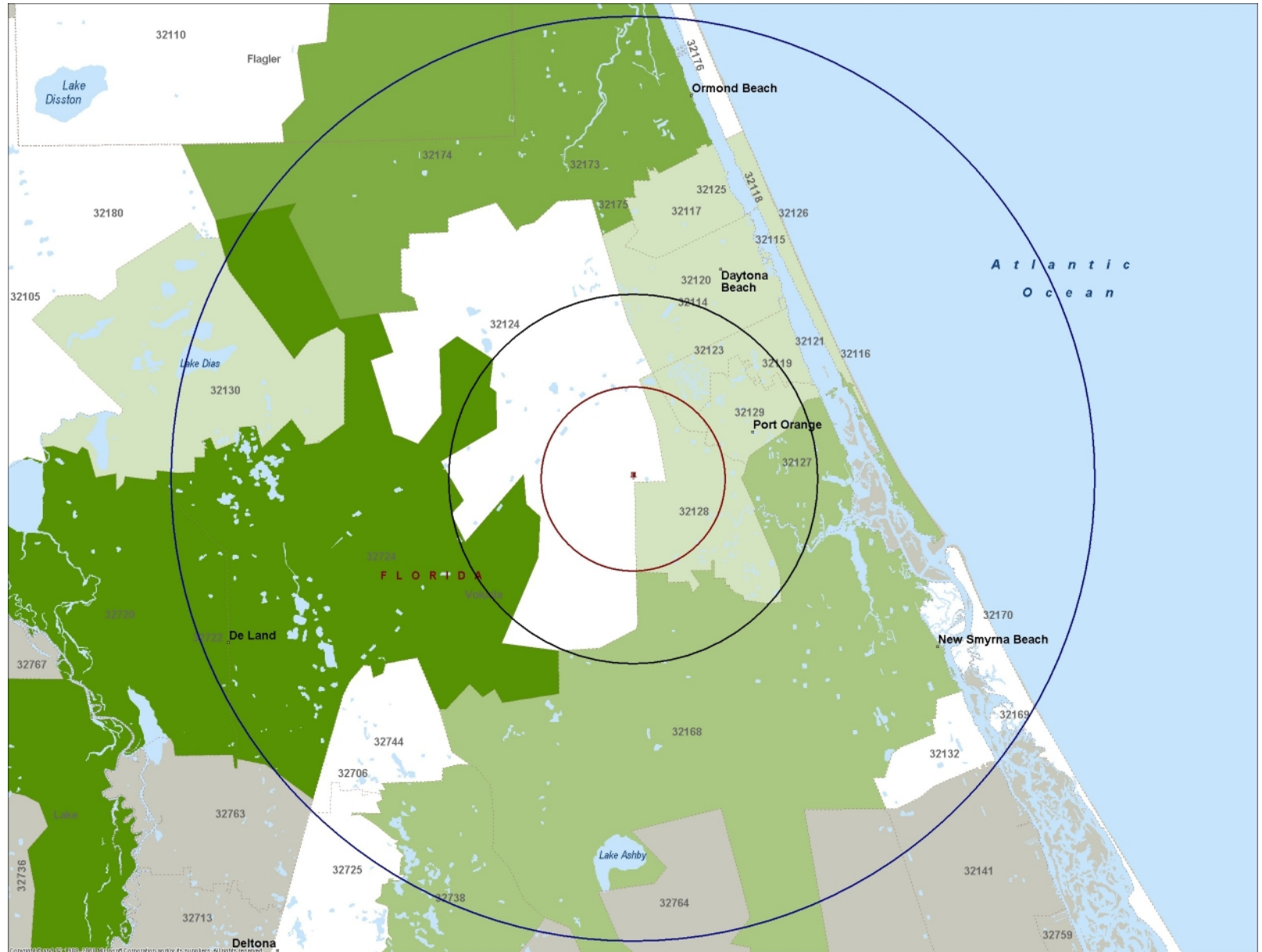
Legend

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 (26)
- 140 to 279 (7)
- 280 to 419 (3)
- 420 to 559 (1)
- 560 to 700 (2)



Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Nissan	Total Conquest
32124	DAYTONA BEACH, FL	0.0	147	16	131	63	17	51	81.9%	29	29
32128	PORT ORANGE, FL	3.0	596	79	517	204	92	221	75.4%	169	169
32119	DAYTONA BEACH, FL	5.1	523	69	454	190	64	200	68.4%	210	210
32116	DAYTONA BEACH, FL	6.2	3	--	3	2	1	--	75.0%	1	1
32127	PORT ORANGE, FL	6.4	757	127	630	235	110	285	67.7%	300	300
32114	DAYTONA BEACH, FL	7.5	634	88	546	249	79	218	67.7%	260	260
32175	ORMOND BEACH, FL	7.7	17	--	17	5	--	12	70.8%	7	7
32129	PORT ORANGE, FL	7.7	586	79	507	193	82	232	69.5%	223	223
32125	DAYTONA BEACH, FL	7.7	9	2	7	--	--	7	70.0%	3	3
32120	DAYTONA BEACH, FL	7.7	27	1	26	8	4	14	53.1%	23	23
32115	DAYTONA BEACH, FL	7.7	15	1	14	1	3	10	63.6%	8	8
32170	NEW SMYRNA BEACH, FL	7.7	13	2	11	4	2	5	20.8%	42	42
32173	ORMOND BEACH, FL	7.7	15	2	13	4	1	8	48.1%	14	14
32123	PORT ORANGE, FL	7.7	2	--	2	2	--	--	66.7%	1	1
32121	DAYTONA BEACH, FL	7.7	5	1	4	1	1	2	66.7%	2	2
32722	GLENWOOD, FL	7.7	1	--	1	--	1	--	8.3%	11	11
32126	DAYTONA BEACH, FL	7.7	2	--	2	1	--	1	33.3%	4	4
32118	DAYTONA BEACH, FL	8.8	403	50	353	138	44	171	67.1%	173	173
32117	HOLLY HILL, FL	9.4	491	65	426	169	60	197	63.0%	250	250
32168	NEW SMYRNA BEACH, FL	9.9	394	59	335	130	46	159	48.8%	351	351
32744	LAKE HELEN, FL	12.2	24	9	15	7	1	7	12.0%	110	110
32174	ORMOND BEACH, FL	12.5	1683	180	1503	625	236	642	73.4%	546	546
32724	DELAND, FL	12.5	189	63	126	43	25	58	15.5%	685	685
32132	EDGEWATER, FL	13.6	111	23	88	26	13	49	68.8%	40	40

Service Table 1 of 3

Service Totals

Entire evaluation.

			1599	607	1793		709	
			1121	452	1381		3504	
			767	335	1164		948	
11739	2345	9394	3525	1408	4461	69.4%	5166	11863

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

Report Analysis
Service Conquest by ZIP Code

Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Nissan	Total Conquest
32176	ORMOND BEACH, FL	14.7	374	43	331	122	48	161	75.6%	107	107
32169	NEW SMYRNA BEACH, FL	14.7	186	24	162	58	26	78	64.5%	89	89
32738	DELTONA, FL	14.8	242	92	150	49	21	80	34.3%	287	287
32721	DELAND, FL	14.9	7	1	6	2	1	3	8.3%	66	66
32130	DE LEON SPRINGS, FL	15.8	36	11	25	8	5	12	11.0%	202	202
32720	DELAND, FL	16.0	141	66	75	18	11	46	11.5%	579	579
32141	EDGEWATER, FL	16.0	323	58	265	92	38	135	--	--	0
32725	DELTONA, FL	17.0	206	76	130	46	22	62	87.2%	19	19
32763	ORANGE CITY, FL	17.2	85	42	43	15	3	25	--	--	0
32713	DEBARY, FL	20.3	64	30	34	10	2	22	--	--	0
32105	BARBERVILLE, FL	20.4	2	1	1	--	--	1	5.9%	16	16
32759	OAK HILL, FL	21.6	22	5	17	3	6	8	--	--	0
32180	PIERSON, FL	23.7	28	6	22	9	5	8	59.5%	15	15
32771	SANFORD, FL	24.2	40	10	30	3	2	25	--	--	0
32136	FLAGLER BEACH, FL	25.4	200	23	177	68	24	85	68.3%	82	82
32773	SANFORD, FL	25.9	11	6	5	--	2	3	--	--	0
32110	BUNNELL, FL	26.9	121	25	96	26	16	54	78.0%	27	27
32135	PALM COAST, FL	27.6	64	9	55	16	10	29	41.4%	78	78
32164	PALM COAST, FL	28.5	1184	214	970	369	140	461	88.1%	131	131
32746	LAKE MARY, FL	28.5	28	14	14	5	2	7	--	--	0
32102	ASTOR, FL	29.2	14	2	12	6	2	4	--	--	0
32754	MIMS, FL	30.0	27	15	12	1	2	9	--	--	0
32736	EUSTIS, FL	30.1	13	7	6	1	1	4	--	--	0
32765	OVIEDO, FL	32.0	18	9	9	2	--	7	--	--	0

Service Table 2 of 3

Service Totals

Entire evaluation.

			1599	607	1793		709	
			1121	452	1381		3504	
			767	335	1164		948	
11739	2345	9394	3525	1408	4461	69.4%	5166	11863

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	Nissan	Total Conquest
32766	CHULUOTA, FL	32.3	14	7	7	2	1	4	--	--	0
32137	PALM COAST, FL	33.9	857	170	687	228	105	354	99.9%	1	1
32112	CRESCENT CITY, FL	36.0	19	4	15	6	4	5	--	--	0
32796	TITUSVILLE, FL	36.5	31	18	13	2	--	11	--	--	0
32817	ORLANDO, FL	36.9	14	8	6	1	--	5	--	--	0
32712	APOPKA, FL	37.9	18	9	9	2	3	4	--	--	0
32828	ORLANDO, FL	39.4	21	12	9	1	--	8	--	--	0
32703	APOPKA, FL	39.9	11	9	2	--	--	2	--	--	0
32825	ORLANDO, FL	40.1	17	11	6	--	1	5	--	--	0
32780	TITUSVILLE, FL	40.9	30	16	14	3	1	10	--	--	0
32822	ORLANDO, FL	44.0	16	8	8	--	--	8	--	--	0
32145	HASTINGS, FL	44.3	15	9	6	1	--	5	--	--	0
32189	SATSUMA, FL	45.9	13	7	6	1	1	4	--	--	0
32927	COCOA, FL	47.2	31	26	5	1	--	4	--	--	0
32086	ST AUGUSTINE, FL	50.6	38	23	15	3	3	9	--	--	0
32080	SAINT AUGUSTINE, FL	51.9	18	10	8	2	2	4	--	--	0
32177	PALATKA, FL	52.5	48	34	14	--	1	13	--	--	0
32084	ST AUGUSTINE, FL	54.4	35	24	11	5	1	5	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

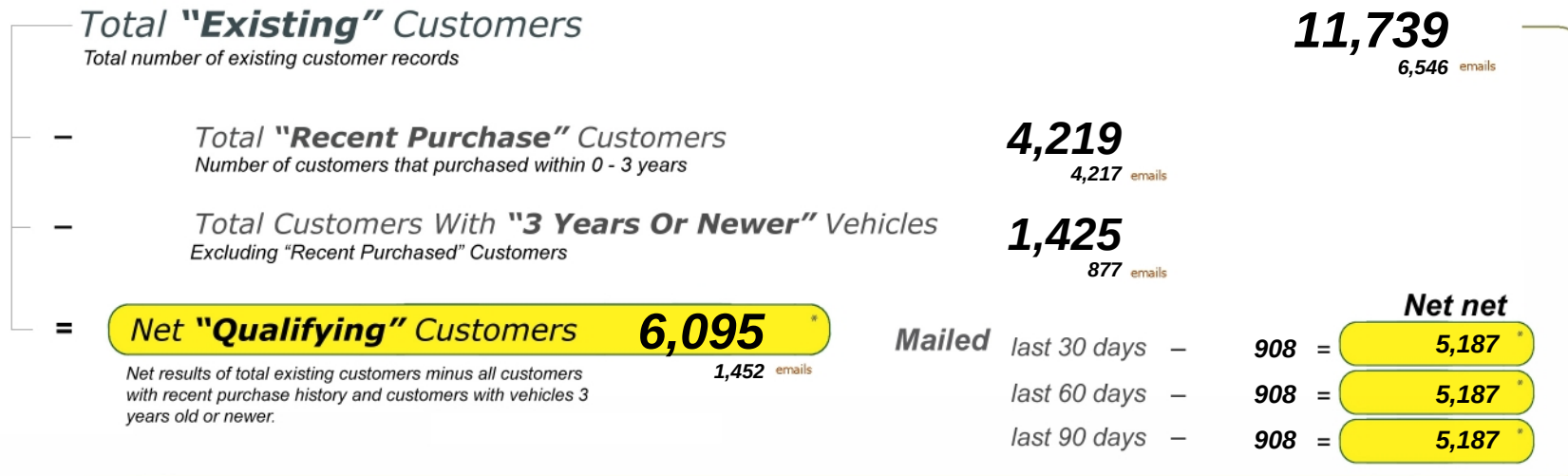
			1599	607	1793		709	
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			767	335	1164		948	
11739	2345	9394	3525	1408	4461	69.4%	5166	11863

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

4,955

Total Crossover "Conquest"

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

6,697

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

Sales Conquest by Zip Code

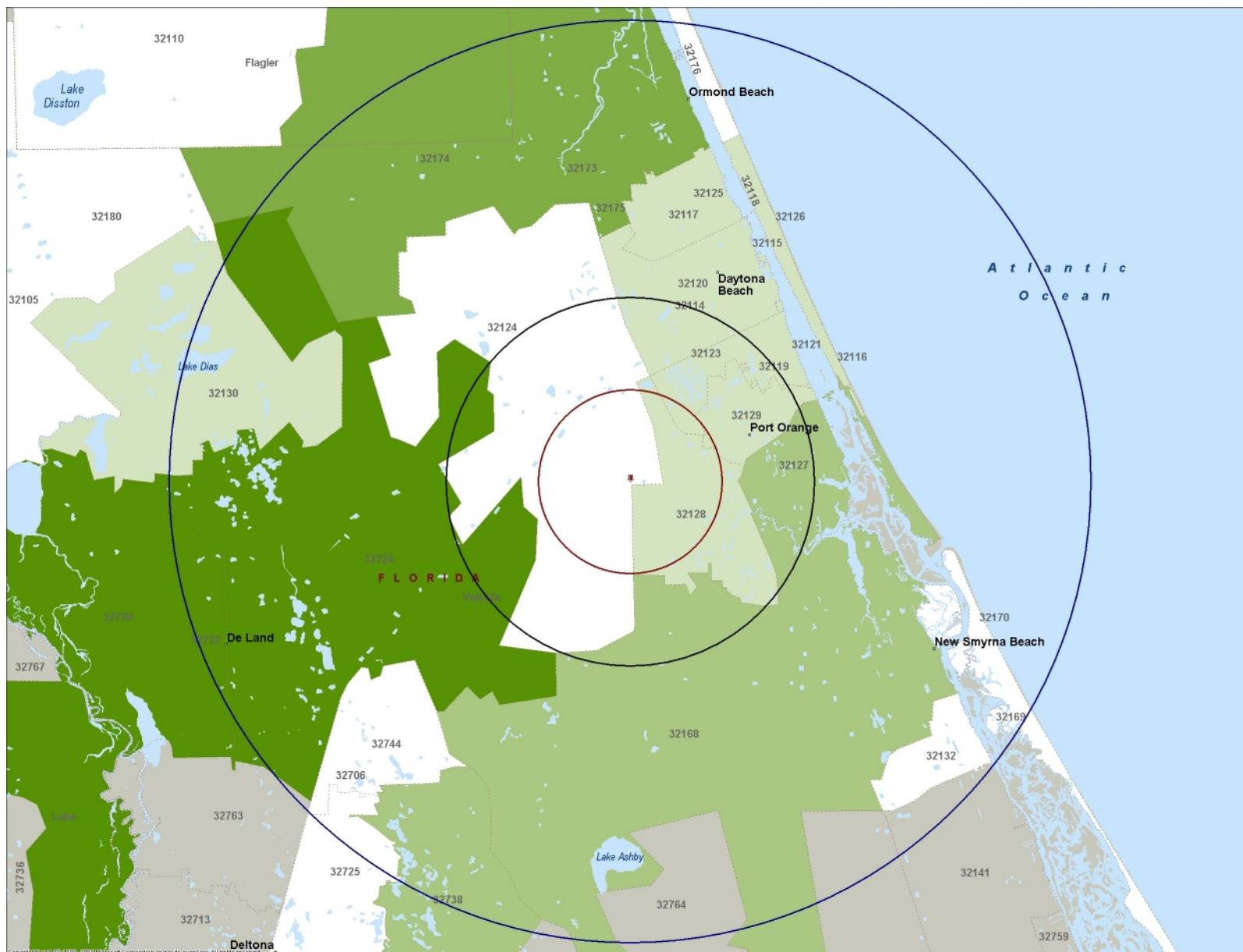
Legend

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 (26)
- 140 to 279 (7)
- 280 to 419 (3)
- 420 to 559 (1)
- 560 to 700 (2)



Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Nissan	Toyota	Ford	Chevrolet	Total Conquest
32124	DAYTONA BEACH, FL	0.0	94	69	25	19	35	17	23	49.0%	26	48	52	27	153
32128	PORT ORANGE, FL	3.0	392	218	174	91	181	59	61	51.9%	161	--	--	--	161
32119	DAYTONA BEACH, FL	5.1	345	190	155	59	154	66	66	43.9%	198	28	22	11	259
32116	DAYTONA BEACH, FL	6.2	1	1	--	--	--	--	1	--	1	--	--	--	1
32127	PORT ORANGE, FL	6.4	488	271	217	92	208	89	99	43.6%	281	--	--	--	281
32114	DAYTONA BEACH, FL	7.5	451	286	165	94	177	71	109	39.8%	250	267	563	489	1569
32175	ORMOND BEACH, FL	7.7	12	8	4	1	6	4	1	40.0%	6	8	32	23	69
32129	PORT ORANGE, FL	7.7	353	191	162	62	139	69	83	43.1%	214	--	--	--	214
32125	DAYTONA BEACH, FL	7.7	7	2	5	--	6	1	--	62.5%	3	9	29	19	60
32120	DAYTONA BEACH, FL	7.7	22	13	9	2	9	5	6	28.1%	23	28	71	62	184
32115	DAYTONA BEACH, FL	7.7	14	7	7	3	8	2	1	46.7%	8	--	--	--	8
32170	NEW SMYRNA BEACH, FL	7.7	7	3	4	1	3	2	1	9.1%	40	--	--	--	40
32173	ORMOND BEACH, FL	7.7	14	7	7	2	8	2	2	35.0%	13	25	42	38	118
32121	DAYTONA BEACH, FL	7.7	3	2	1	--	2	--	1	33.3%	2	--	--	--	2
32722	GLENWOOD, FL	7.7	1	--	1	1	--	--	--	9.1%	10	--	--	--	10
32126	DAYTONA BEACH, FL	7.7	--	--	--	--	--	--	--	--	4	--	--	--	4
32122	DAYTONA BEACH, FL	7.7	--	--	--	--	--	--	--	--	--	--	2	3	5
32118	DAYTONA BEACH, FL	8.8	272	174	98	37	115	55	65	37.4%	164	--	--	--	164
32117	HOLLY HILL, FL	9.4	319	179	140	59	134	49	77	36.0%	249	415	1079	850	2593
32168	NEW SMYRNA BEACH, FL	9.9	255	124	131	68	115	34	38	27.6%	343	--	--	--	343
32744	LAKE HELEN, FL	12.2	9	5	4	1	5	1	2	3.6%	108	--	--	--	108
32174	ORMOND BEACH, FL	12.5	1106	570	536	222	434	244	206	50.8%	520	779	1048	628	2975
32724	DELAND, FL	12.5	106	34	72	21	65	12	8	9.8%	659	--	--	--	659
32132	EDGEWATER, FL	13.6	73	37	36	14	37	13	9	47.4%	40	--	--	--	40

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			591	1300	525	634									
			436	1084	453	359									
			325	928	294	229									
7520	3665	3855	1425	3546	1306	1243	59.3%	4955	1607	2940	2150	11652			

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

Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Nissan	Toyota	Ford	Chevrolet	Total Conquest
32176	ORMOND BEACH, FL	14.7	256	142	114	39	104	61	52	52.5%	103	--	--	--	103
32169	NEW SMYRNA BEACH, FL	14.7	117	72	45	23	46	27	21	34.4%	86	--	--	--	86
32738	DELTONA, FL	14.8	141	34	107	27	86	18	10	28.0%	275	--	--	--	275
32721	DELAND, FL	14.9	4	3	1	--	2	1	1	1.5%	64	--	--	--	64
32130	DE LEON SPRINGS, FL	15.8	21	9	12	3	12	3	3	5.7%	200	--	--	--	200
32720	DELAND, FL	16.0	83	20	63	20	51	6	6	10.3%	547	--	--	--	547
32141	EDGEWATER, FL	16.0	216	96	120	27	114	45	30	--	--	--	--	--	0
32725	DELTONA, FL	17.0	116	26	90	28	68	14	6	82.6%	19	--	--	--	19
32763	ORANGE CITY, FL	17.2	45	9	36	6	31	4	4	--	--	--	--	--	0
32713	DEBARY, FL	20.3	37	7	30	5	27	4	1	--	--	--	--	--	0
32105	BARBERVILLE, FL	20.4	2	--	2	--	2	--	--	11.1%	16	--	--	--	16
32759	OAK HILL, FL	21.6	19	6	13	3	10	5	1	--	--	--	--	--	0
32180	PIERSON, FL	23.7	14	7	7	2	11	1	--	33.3%	14	--	--	--	14
32771	SANFORD, FL	24.2	27	9	18	3	16	6	2	--	--	--	--	--	0
32136	FLAGLER BEACH, FL	25.4	132	72	60	26	59	20	27	42.9%	80	--	--	--	80
32110	BUNNELL, FL	26.9	87	32	55	18	48	13	8	68.8%	25	--	--	--	25
32135	PALM COAST, FL	27.6	47	27	20	8	19	11	9	21.3%	74	--	--	--	74
32164	PALM COAST, FL	28.5	700	326	374	145	353	107	95	75.1%	124	--	--	--	124
32746	LAKE MARY, FL	28.5	17	7	10	--	13	2	2	--	--	--	--	--	0
32754	MIMS, FL	30.0	13	3	10	3	9	1	--	--	--	--	--	--	0
32765	OVIEDO, FL	32.0	13	5	8	4	8	1	--	--	--	--	--	--	0
32137	PALM COAST, FL	33.9	561	241	320	88	284	107	82	99.7%	1	--	--	--	1
32796	TITUSVILLE, FL	36.5	18	4	14	3	7	8	--	--	--	--	--	--	0
32780	TITUSVILLE, FL	40.9	14	1	13	2	11	1	--	--	--	--	--	--	0

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			591	1300	525	634									
			436	1084	453	359									
			325	928	294	229									
7520	3665	3855	1425	3546	1306	1243	59.3%	4955	1607	2940	2150	11652			

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

Report Analysis
Sales Conquest by ZIP Code

Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Nissan	Toyota	Ford	Chevrolet	Total Conquest
32822	ORLANDO, FL	44.0	11	5	6	1	9	--	1	--	--	--	--	--	0
32927	COCOA, FL	47.2	19	2	17	3	15	1	--	--	--	--	--	--	0
32086	ST AUGUSTINE, FL	50.6	25	4	21	5	17	2	1	--	--	--	--	--	0
32080	SAINT AUGUSTINE, FL	51.9	11	4	7	2	7	1	1	--	--	--	--	--	0
32177	PALATKA, FL	52.5	30	2	28	4	22	4	--	--	--	--	--	--	0
32084	ST AUGUSTINE, FL	54.4	18	4	14	5	10	3	--	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			591	1300	525	634									
			436	1084	453	359									
			325	928	294	229									
7520	3665	3855	1425	3546	1306	1243	59.3%	4955	1607	2940	2150	11652			

Report Analysis

Sales Conquest by ZIP Code

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