



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

JARRETT SCOTT FORD

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 (183)
- 10 to 99 (83)
- 100 to 999 (27)
- 1000 to 9999 (7)



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	23,155	100.00%
Fallout records		
Dates beyond 60 months	6,003	25.93%
Unrealistic drive time	964	4.16%
Non-Mailable	618	2.67%
Non-Dealer Makes	2,677	11.56%
Total Fallout records	10,262	44.32%
Existing customer records	12,893	55.68%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

241

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**.

108

"Recent" Customers

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

48

"Inactive" Customers

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

85

"Lost" Customers

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

75

13-24 months

10

25-36 months

0

37-48 months

0

49-60 months

12,893

1,526
w/email

3,156

1,187
w/email

1,284

248
w/email

8,453

91
w/email

1,939

2,017

2,081

2,416

89

2

0

0

w/email

Total "Recovery" Customers

9,737

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

339

w/email

Total Same Make "Conquest" Customers

33,075

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

3,026

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 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

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: _____

OPC00E1

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
5300 East Main Street
West Palm Beach, FL 33409-9999

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-18000
• Same Model Day to Day

\$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
5300 East Main Street
West Palm Beach, FL 33409-9999

To the order of: **ABC Dealership**

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

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

Security Code: 23012

How Expires your date: _____

Endorse Here: _____

OPC00E2

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 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

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
INCLUDES:
• 5-30 Castrol
• 17-18000
• Same Model Day to Day

\$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
5300 East Main Street
West Palm Beach, FL 33409-9999

To the order of: **ABC Dealership**

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

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

Security Code: 23012

How Expires your date: _____

Endorse Here: _____

OPC00E3

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
INCLUDES:
• 5-30 Castrol
• 17-18000
• Same Model Day to Day

\$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
5300 East Main Street
West Palm Beach, FL 33409-9999

To the order of: **ABC Dealership**

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

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

Security Code: 23012

How Expires your date: _____

Endorse Here: _____

OPC00E4

Snap w/Check

6th Recovery

**MICHELLE
SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS**

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-18000
• Same Model Day to Day

\$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
WWW.ABCDEALERSHIP.COM

NEEDS SERVICE.

ABC DEALERSHIP • 5555 WEST MAIN STREET • ANYTOWN, US 55555 • 555.555.5555 • WWW.ABCDEALERSHIP.COM

Post Card

Service Conquest by Zip Code

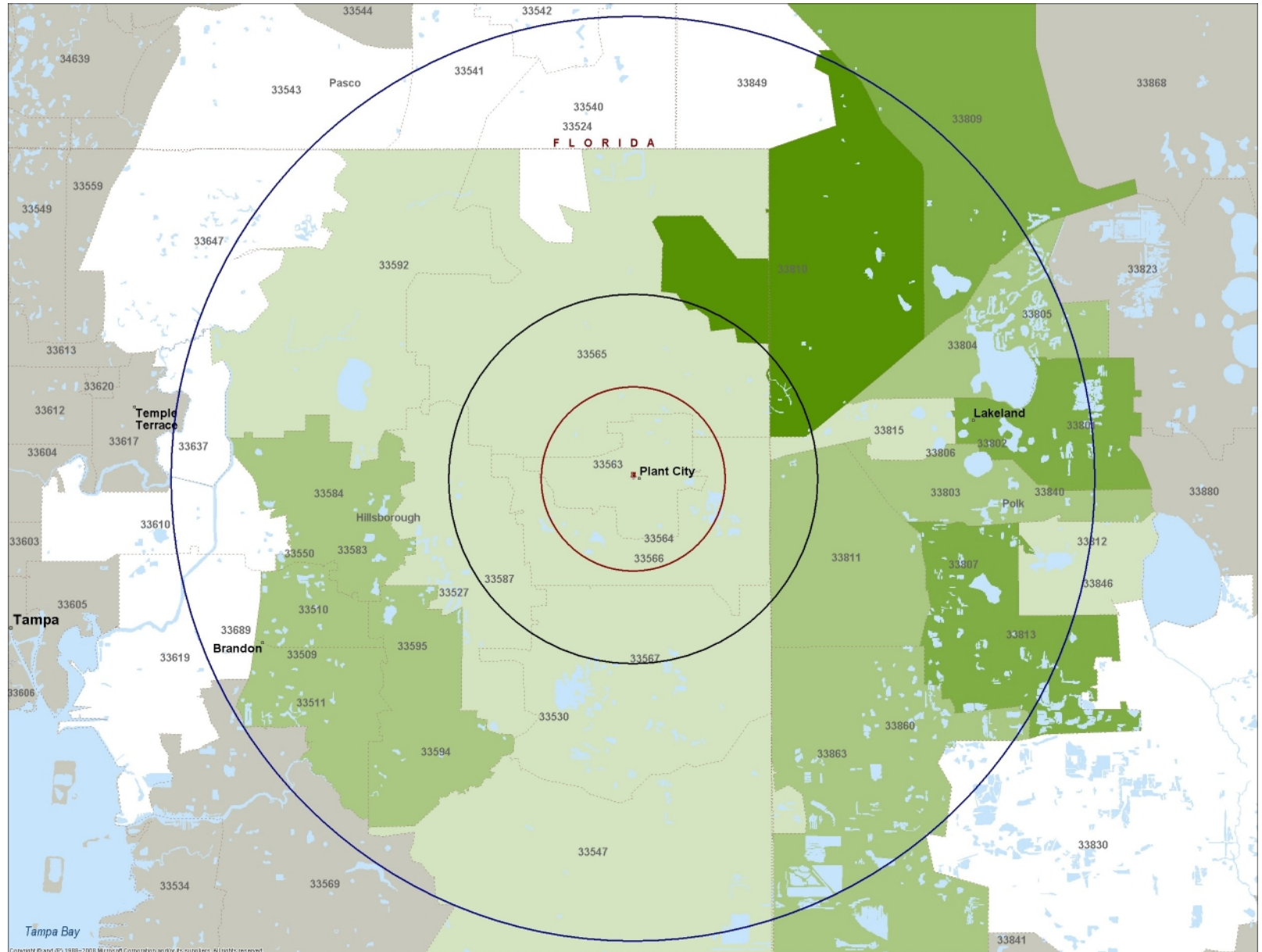
Legend

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 599 (27)
- 600 to 1199 (9)
- 1200 to 1799 (8)
- 1800 to 2399 (3)
- 2400 to 3000 (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	Ford	Total Conquest
33563	PLANT CITY, FL	0.0	1939	10	1929	551	218	1160	62.1%	1178	1178
33566	PLANT CITY, FL	0.8	1583	10	1573	422	192	959	64.7%	859	859
33564	PLANT CITY, FL	1.0	87	1	86	34	11	41	68.8%	39	39
33567	PLANT CITY, FL	2.6	680	3	677	187	79	411	51.3%	642	642
33565	PLANT CITY, FL	3.5	1453	10	1443	450	166	827	55.5%	1158	1158
33527	DOVER, FL	5.6	565	2	563	151	41	371	36.9%	962	962
33811	LAKELAND, FL	7.8	467	7	460	108	42	310	24.1%	1446	1446
33812	LAKELAND, FL	8.2	59	--	59	11	1	47	6.6%	832	832
33530	DURANT, FL	8.2	37	--	37	15	4	18	41.1%	53	53
33802	LAKELAND, FL	8.8	10	--	10	1	1	8	4.4%	215	215
33815	LAKELAND, FL	9.0	143	2	141	37	9	95	15.3%	781	781
33810	LAKELAND, FL	9.5	641	8	633	122	50	461	17.6%	2960	2960
33584	SEFFNER, FL	10.0	193	3	190	45	19	126	10.0%	1715	1715
33594	VALRICO, FL	10.2	315	7	308	74	23	211	18.2%	1383	1383
33803	LAKELAND, FL	10.8	174	3	171	35	11	125	10.1%	1519	1519
33805	LAKELAND, FL	11.1	105	1	104	19	8	77	7.4%	1300	1300
33510	BRANDON, FL	11.2	129	3	126	28	11	87	9.1%	1254	1254
33592	THONOTOSASSA, FL	11.2	80	3	77	14	3	60	7.9%	900	900
33524	CRYSTAL SPRINGS, FL	11.5	10	--	10	2	--	8	13.0%	67	67
33508	BRANDON, FL	11.8	3	--	3	--	--	3	17.6%	14	14
33511	BRANDON, FL	12.5	219	6	213	39	26	148	10.6%	1791	1791
33801	LAKELAND, FL	12.6	120	5	115	15	7	93	5.7%	1898	1898
33596	VALRICO, FL	12.6	240	3	237	44	25	168	16.0%	1242	1242
33809	LAKELAND, FL	13.0	249	6	243	46	20	177	11.8%	1820	1820

Service Table 1 of 4

Service Totals

Entire evaluation.

			2243	867	5170		4838	
			604	281	2192		26395	
			129	55	587		1842	
12893	241	12652	3048	1236	8368	28.0%	33075	36101

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	Ford	Total Conquest
33860	MULBERRY, FL	13.0	393	7	386	87	26	273	19.6%	1581	1581
33813	LAKELAND, FL	13.1	234	6	228	38	24	166	10.1%	2022	2022
33637	TEMPLE TERRACE, FL	14.4	19	--	19	5	1	13	36.5%	33	33
33540	ZEPHYRHILLS, FL	15.3	32	1	31	4	--	27	14.8%	178	178
33541	ZEPHYRHILLS, FL	15.7	72	3	69	9	10	50	20.5%	268	268
33542	ZEPHYRHILLS, FL	15.7	63	1	62	12	3	47	19.7%	253	253
33619	TAMPA, FL	15.8	73	2	71	13	11	47	74.7%	24	24
33547	LITHIA, FL	15.9	597	16	581	136	63	382	40.7%	846	846
33647	TAMPA, FL	16.1	47	3	44	12	5	27	39.3%	68	68
33849	KATHLEEN, FL	16.3	32	--	32	6	2	24	42.7%	43	43
33617	TAMPA, FL	16.3	54	2	52	6	3	43	--	--	0
33543	WESLEY CHAPEL, FL	16.4	30	1	29	8	--	21	36.7%	50	50
33846	HIGHLAND CITY, FL	16.4	3	--	3	--	--	3	2.5%	119	119
33569	RIVERVIEW, FL	16.5	77	3	74	12	7	55	--	--	0
33610	TAMPA, FL	17.2	55	--	55	12	5	38	11.7%	417	417
33579	RIVERVIEW, FL	18.3	51	1	50	12	7	31	--	--	0
33534	GIBSONTOWN, FL	19.5	14	--	14	4	--	10	--	--	0
33612	TAMPA, FL	19.8	17	2	15	3	--	12	--	--	0
33559	LUTZ, FL	20.0	14	--	14	2	2	10	--	--	0
33604	TAMPA, FL	20.0	22	--	22	4	1	17	--	--	0
33823	AUBURNDALE, FL	20.2	65	4	61	9	5	47	--	--	0
33830	BARTOW, FL	20.3	40	3	37	3	6	28	94.9%	2	2
33509	BRANDON, FL	21.0	18	1	17	3	1	13	9.2%	168	168
33548	LUTZ, FL	21.4	12	--	12	1	1	10	--	--	0

Service Table 2 of 4

Service Totals

Entire evaluation.

			2243	867	5170		4838	
			604	281	2192		26395	
			129	55	587		1842	
12893	241	12652	3048	1236	8368	28.0%	33075	36101

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	Ford	Total Conquest
33587	SYDNEY, FL	21.4	44	--	44	13	4	27	57.1%	33	33
33550	MANGO, FL	21.4	5	--	5	1	--	4	6.2%	76	76
33583	SEFFNER, FL	21.4	19	--	19	3	3	13	11.2%	151	151
33595	VALRICO, FL	21.4	15	--	15	8	1	6	13.5%	96	96
33689	TAMPA, FL	21.4	2	--	2	--	--	2	14.3%	12	12
33606	TAMPA, FL	21.5	14	1	13	5	1	7	--	--	0
33544	WESLEY CHAPEL, FL	21.6	23	2	21	3	1	17	--	--	0
33868	POLK CITY, FL	22.0	50	1	49	7	3	39	--	--	0
33549	LUTZ, FL	22.4	14	1	13	3	1	9	--	--	0
33618	TAMPA, FL	22.6	30	2	28	6	2	20	--	--	0
33578	RIVERVIEW, FL	23.0	77	4	73	13	7	53	56.2%	57	57
33614	TAMPA, FL	23.1	20	--	20	4	1	15	--	--	0
33525	DADE CITY, FL	23.3	33	2	31	4	1	26	--	--	0
33880	WINTER HAVEN, FL	23.4	46	2	44	2	1	41	--	--	0
33572	APOLLO BEACH, FL	24.2	36	--	36	6	5	25	--	--	0
33629	TAMPA, FL	24.2	23	1	22	2	--	20	--	--	0
33624	TAMPA, FL	24.4	18	2	16	4	--	12	--	--	0
33611	TAMPA, FL	24.6	19	--	19	3	1	15	--	--	0
33881	WINTER HAVEN, FL	24.8	18	1	17	4	--	13	--	--	0
34639	LAND O LAKES, FL	24.9	28	1	27	7	--	20	--	--	0
33573	SUN CITY CENTER, FL	25.3	17	2	15	5	--	10	--	--	0
33598	WIMAUMA, FL	25.4	33	2	31	4	4	23	--	--	0
33634	TAMPA, FL	25.7	11	1	10	1	2	7	--	--	0
33625	TAMPA, FL	26.4	13	1	12	2	--	10	--	--	0

Service Table 3 of 4

Service Totals

Entire evaluation.

			2243	867	5170		4838	
			604	281	2192		26395	
			129	55	587		1842	
12893	241	12652	3048	1236	8368	28.0%	33075	36101

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	Ford	Total Conquest
33884	WINTER HAVEN, FL	27.3	25	2	23	--	--	23	--	--	0
33841	FORT MEADE, FL	27.9	13	1	12	--	--	12	--	--	0
33570	RUSKIN, FL	29.0	19	--	19	3	2	14	--	--	0
33523	DADE CITY, FL	29.1	22	1	21	1	1	19	--	--	0
33556	ODESSA, FL	29.5	12	--	12	1	3	8	--	--	0
33804	LAKELAND, FL	31.2	16	1	15	3	2	10	6.6%	211	211
33806	LAKELAND, FL	31.2	4	--	4	1	1	2	8.9%	41	41
33807	LAKELAND, FL	31.2	16	--	16	5	2	9	11.5%	123	123
33863	NICHOLS, FL	31.2	2	--	2	--	1	1	10.0%	18	18
33844	HAINES CITY, FL	31.4	16	--	16	1	1	14	--	--	0
33840	EATON PARK, FL	36.1	3	--	3	--	--	3	1.9%	157	157
33898	LAKE WALES, FL	39.4	17	--	17	--	2	15	--	--	0

Same Make Conquest

Service Table 4 of 4

Service Totals

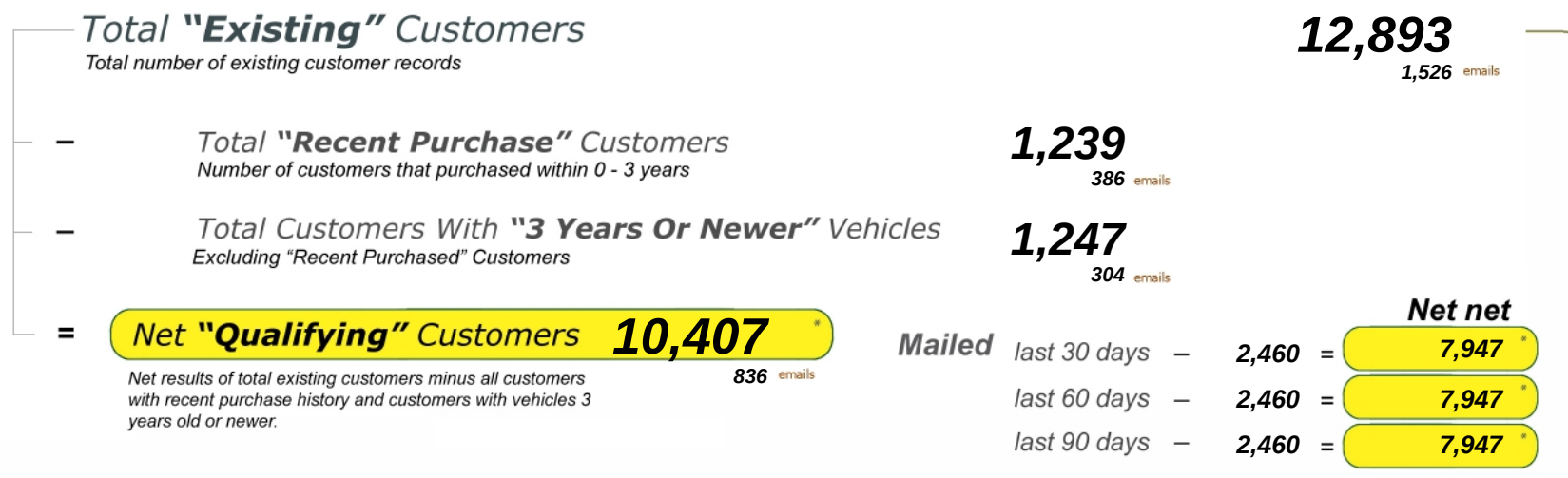
Entire evaluation.

			2243	867	5170		4838	
			604	281	2192		26395	
			129	55	587		1842	
12893	241	12652	3048	1236	8368	28.0%	33075	36101

Report Analysis

Service Conquest by ZIP Code

Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

31,856

Total Crossover "Conquest"

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

3,026

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

Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Sales Conquest by Zip Code

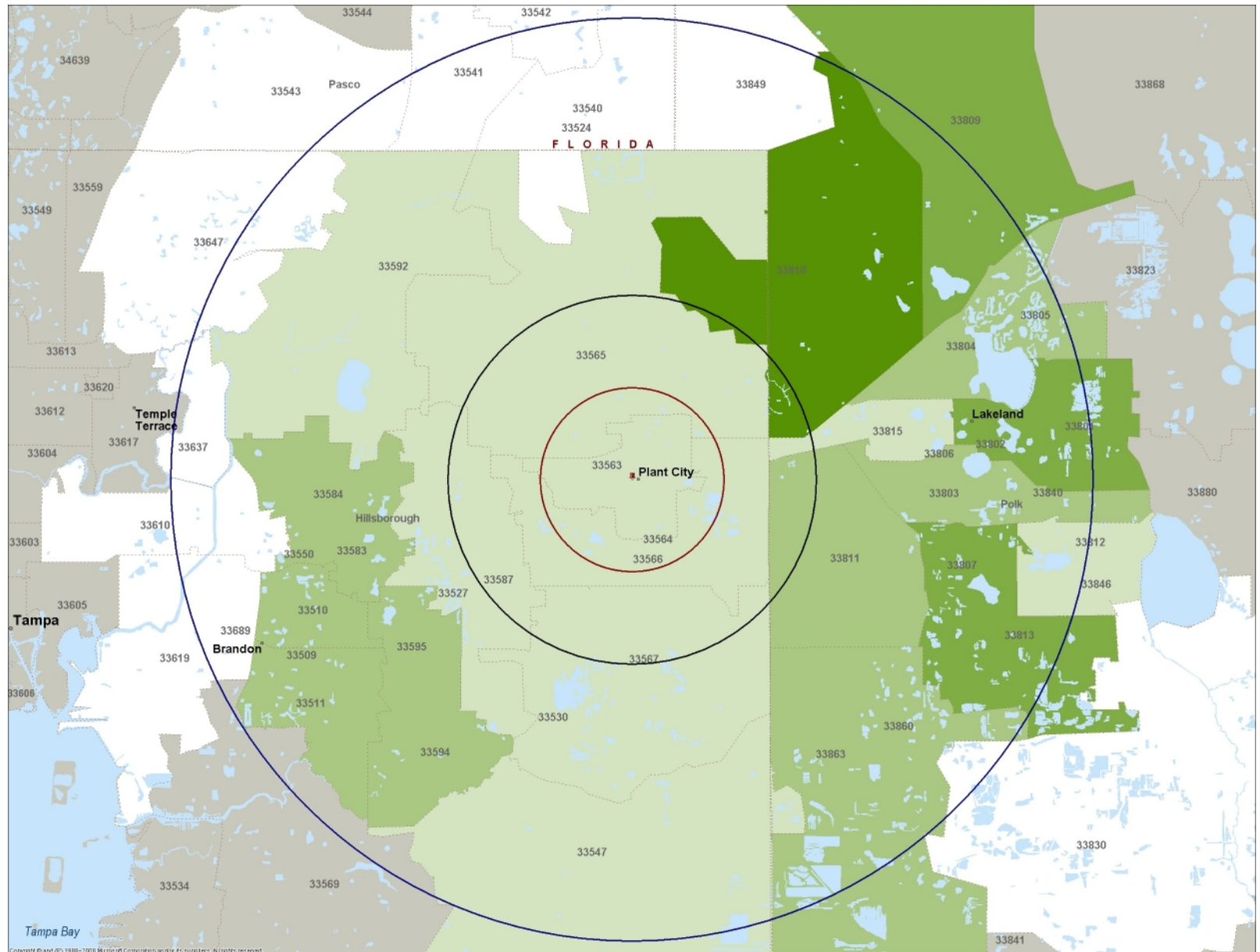
Legend

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 599 (27)
- 600 to 1199 (9)
- 1200 to 1799 (8)
- 1800 to 2399 (3)
- 2400 to 3000 (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	Ford	Chevrolet	Toyota	Dodge	Total Conquest
33563	PLANT CITY, FL	0.0	1782	1782	--	183	304	357	938	--	1145	721	355	218	2439
33566	PLANT CITY, FL	0.8	1471	1471	--	150	321	365	635	--	834	414	252	89	1589
33564	PLANT CITY, FL	1.0	78	78	--	12	16	13	37	--	38	30	11	8	87
33567	PLANT CITY, FL	2.6	643	643	--	58	142	132	311	--	627	97	52	25	801
33565	PLANT CITY, FL	3.5	1337	1337	--	130	256	284	667	--	1123	319	126	94	1662
33527	DOVER, FL	5.6	526	526	--	49	101	98	278	--	942	--	--	--	942
33811	LAKE LAND, FL	7.8	438	438	--	35	116	96	191	--	1370	37	66	14	1487
33812	LAKE LAND, FL	8.2	52	52	--	7	14	20	11	--	783	--	--	--	783
33530	DURANT, FL	8.2	34	34	--	2	6	7	19	--	52	--	--	--	52
33802	LAKE LAND, FL	8.8	10	10	--	--	2	2	6	--	213	--	--	--	213
33815	LAKE LAND, FL	9.0	134	134	--	12	24	25	73	--	741	19	10	4	774
33810	LAKE LAND, FL	9.5	582	582	--	61	145	157	219	--	2829	45	16	4	2894
33584	SEFFNER, FL	10.0	170	170	--	19	46	45	60	--	1656	--	--	--	1656
33594	VALRICO, FL	10.2	280	280	--	30	85	62	103	--	1317	--	--	--	1317
33803	LAKE LAND, FL	10.8	152	152	--	17	37	33	65	--	1456	--	--	--	1456
33805	LAKE LAND, FL	11.1	96	96	--	7	30	18	41	--	1273	--	--	--	1273
33510	BRANDON, FL	11.2	105	105	--	14	33	23	35	--	1221	--	--	--	1221
33592	THONOTOSASSA, FL	11.2	70	70	--	5	22	17	26	--	847	--	--	--	847
33524	CRYSTAL SPRINGS, FL	11.5	10	10	--	2	4	2	2	--	66	--	--	--	66
33508	BRANDON, FL	11.8	3	3	--	--	2	--	1	--	14	--	--	--	14
33511	BRANDON, FL	12.5	190	190	--	31	53	40	66	--	1722	--	--	--	1722
33801	LAKE LAND, FL	12.6	107	107	--	6	25	35	41	--	1833	--	--	--	1833
33596	VALRICO, FL	12.6	207	207	--	20	80	49	58	--	1181	--	--	--	1181
33809	LAKE LAND, FL	13.0	222	222	--	21	66	51	84	--	1764	--	--	--	1764

Sales Table 1 of 4

Sales Totals

Entire evaluation.

			765	1615	1696	3613									
			335	777	665	1011									
			98	206	164	233									
11654	11654	0	1247	2763	2635	5009	26.1%	31856	1682	888	456	34882			

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	Ford	Chevrolet	Toyota	Dodge	Total Conquest
33860	MULBERRY, FL	13.0	356	356	--	36	78	80	162	--	1523	--	--	--	1523
33813	LAKELAND, FL	13.1	210	210	--	24	55	60	71	--	1930	--	--	--	1930
33637	TEMPLE TERRACE, FL	14.4	16	16	--	2	4	5	5	--	33	--	--	--	33
33540	ZEPHYRHILLS, FL	15.3	30	30	--	4	9	9	8	--	177	--	--	--	177
33541	ZEPHYRHILLS, FL	15.7	64	64	--	10	11	20	23	--	260	--	--	--	260
33542	ZEPHYRHILLS, FL	15.7	57	57	--	7	18	16	16	--	248	--	--	--	248
33619	TAMPA, FL	15.8	65	65	--	16	14	14	21	--	24	--	--	--	24
33547	LITHIA, FL	15.9	543	543	--	74	124	122	223	--	825	--	--	--	825
33647	TAMPA, FL	16.1	34	34	--	8	11	9	6	--	67	--	--	--	67
33849	KATHLEEN, FL	16.3	29	29	--	2	12	8	7	--	41	--	--	--	41
33617	TAMPA, FL	16.3	50	50	--	6	12	13	19	--	--	--	--	--	0
33543	WESLEY CHAPEL, FL	16.4	21	21	--	5	8	5	3	--	49	--	--	--	49
33846	HIGHLAND CITY, FL	16.4	3	3	--	1	1	--	1	--	118	--	--	--	118
33569	RIVERVIEW, FL	16.5	63	63	--	6	20	18	19	--	--	--	--	--	0
33610	TAMPA, FL	17.2	50	50	--	7	18	9	16	--	406	--	--	--	406
33579	RIVERVIEW, FL	18.3	46	46	--	8	19	6	13	--	--	--	--	--	0
33534	GIBSONTOWN, FL	19.5	12	12	--	4	4	3	1	--	--	--	--	--	0
33612	TAMPA, FL	19.8	12	12	--	1	2	3	6	--	--	--	--	--	0
33559	LUTZ, FL	20.0	11	11	--	--	5	--	6	--	--	--	--	--	0
33604	TAMPA, FL	20.0	18	18	--	2	6	3	7	--	--	--	--	--	0
33823	AUBURNDALE, FL	20.2	54	54	--	3	17	18	16	--	--	--	--	--	0
33830	BARTOW, FL	20.3	34	34	--	3	14	9	8	--	2	--	--	--	2
33509	BRANDON, FL	21.0	16	16	--	6	2	2	6	--	158	--	--	--	158
33548	LUTZ, FL	21.4	12	12	--	1	2	5	4	--	--	--	--	--	0

Sales Table 2 of 4

Sales Totals

Entire evaluation.

			765	1615	1696	3613									
			335	777	665	1011									
			98	206	164	233									
11654	11654	0	1247	2763	2635	5009	26.1%	31856	1682	888	456	34882			

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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	Ford	Chevrolet	Toyota	Dodge	Total Conquest
33587	SYDNEY, FL	21.4	43	43	--	1	6	8	28	--	33	--	--	--	33
33550	MANGO, FL	21.4	5	5	--	--	1	3	1	--	75	--	--	--	75
33583	SEFFNER, FL	21.4	17	17	--	2	2	6	7	--	150	--	--	--	150
33595	VALRICO, FL	21.4	15	15	--	2	3	6	4	--	93	--	--	--	93
33689	TAMPA, FL	21.4	2	2	--	1	--	--	1	--	12	--	--	--	12
33606	TAMPA, FL	21.5	13	13	--	1	4	2	6	--	--	--	--	--	0
33544	WESLEY CHAPEL, FL	21.6	17	17	--	2	7	2	6	--	--	--	--	--	0
33868	POLK CITY, FL	22.0	44	44	--	6	15	10	13	--	--	--	--	--	0
33549	LUTZ, FL	22.4	11	11	--	2	4	2	3	--	--	--	--	--	0
33618	TAMPA, FL	22.6	25	25	--	5	9	4	7	--	--	--	--	--	0
33578	RIVERVIEW, FL	23.0	64	64	--	13	14	22	15	--	51	--	--	--	51
33614	TAMPA, FL	23.1	20	20	--	7	3	5	5	--	--	--	--	--	0
33525	DADE CITY, FL	23.3	28	28	--	2	6	7	13	--	--	--	--	--	0
33880	WINTER HAVEN, FL	23.4	39	39	--	3	7	15	14	--	--	--	--	--	0
33572	APOLLO BEACH, FL	24.2	34	34	--	4	15	7	8	--	--	--	--	--	0
33629	TAMPA, FL	24.2	21	21	--	2	10	1	8	--	--	--	--	--	0
33624	TAMPA, FL	24.4	13	13	--	1	4	5	3	--	--	--	--	--	0
33611	TAMPA, FL	24.6	16	16	--	3	5	3	5	--	--	--	--	--	0
33881	WINTER HAVEN, FL	24.8	15	15	--	5	4	2	4	--	--	--	--	--	0
34639	LAND O LAKES, FL	24.9	25	25	--	3	11	5	6	--	--	--	--	--	0
33573	SUN CITY CENTER, FL	25.3	14	14	--	2	4	4	4	--	--	--	--	--	0
33598	WIMAUMA, FL	25.4	28	28	--	3	7	4	14	--	--	--	--	--	0
33625	TAMPA, FL	26.4	12	12	--	3	4	3	2	--	--	--	--	--	0
33884	WINTER HAVEN, FL	27.3	23	23	--	--	7	8	8	--	--	--	--	--	0

Sales Table 3 of 4

Sales Totals

Entire evaluation.

			765	1615	1696	3613							
			335	777	665	1011							
			98	206	164	233							
11654	11654	0	1247	2763	2635	5009	26.1%	31856	1682	888	456	34882	

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

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	Ford	Chevrolet	Toyota	Dodge	Total Conquest
33841	FORT MEADE, FL	27.9	12	12	--	--	6	5	1	--	--	--	--	--	0
33570	RUSKIN, FL	29.0	16	16	--	2	3	2	9	--	--	--	--	--	0
33523	DADE CITY, FL	29.1	19	19	--	2	11	2	4	--	--	--	--	--	0
33556	ODESSA, FL	29.5	11	11	--	2	6	2	1	--	--	--	--	--	0
33804	LAKELAND, FL	31.2	14	14	--	3	4	2	5	--	203	--	--	--	203
33806	LAKELAND, FL	31.2	4	4	--	2	--	--	2	--	40	--	--	--	40
33807	LAKELAND, FL	31.2	16	16	--	5	7	2	2	--	118	--	--	--	118
33863	NICHOLS, FL	31.2	2	2	--	--	1	--	1	--	18	--	--	--	18
33844	HAINES CITY, FL	31.4	15	15	--	2	5	3	5	--	--	--	--	--	0
33840	EATON PARK, FL	36.1	3	3	--	--	--	2	1	--	155	--	--	--	155
33898	LAKE WALES, FL	39.4	17	17	--	--	7	3	7	--	--	--	--	--	0

Sales Table 4 of 4

Sales Totals

Entire evaluation.

			765	1615	1696	3613							
			335	777	665	1011							
			98	206	164	233							
11654	11654	0	1247	2763	2635	5009	26.1%	31856	1682	888	456	34882	

Report Analysis

Sales Conquest by ZIP Code



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