



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Farrell Chevrolet

05/07/2010

Customer Counts by Zip Code

Legend

Radius Ring Distances

- Inner Circle 5 mile radius
- Middle Circle 1 9 mile radius
- Middle Circle 2 23 mile radius

Zip Code Results

- ☐ 1 to 9 (58)
☐ 10 to 99 (36)
☐ 100 to 999 (21)
☐ 1000 to 9999 (1)



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.

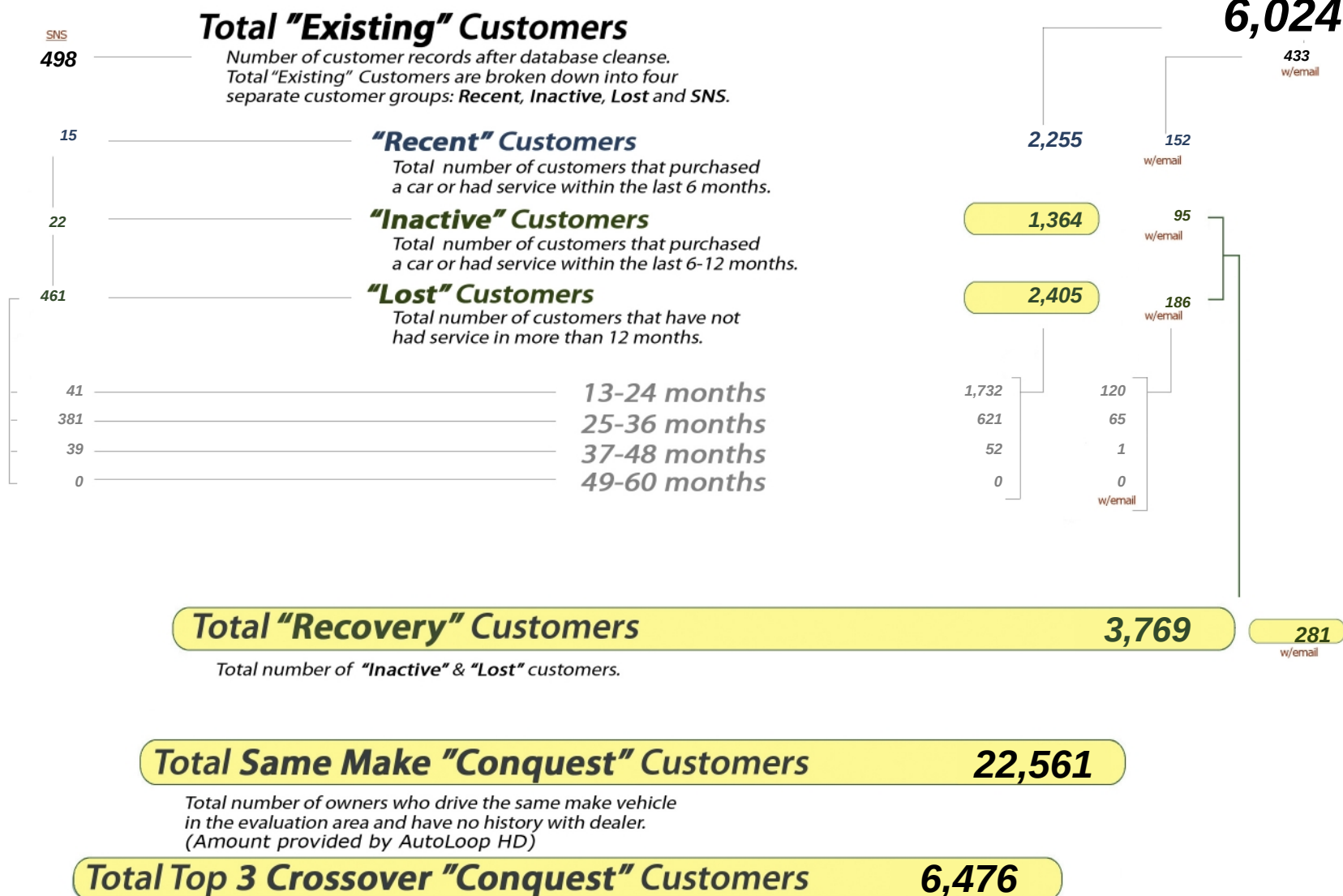
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	10,661	100.00%
Fallout records		
Dates beyond 60 months	1	0.01%
Unrealistic drive time	1,773	16.63%
Non-Mailable	389	3.65%
Non-Dealer Makes	2,474	23.21%
Total Fallout records	4,637	43.49%
Existing customer records	6,024	56.51%

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

OPC00E1

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: **\$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

OPC00E2

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: **\$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

OPC00E3

Initial Customer Recovery

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

Scheduled Maintenance

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

MICHELLE... OUR RECORDS SHOW YOUR 2009 ALTIMA

Drive

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter
Expires 2/28/10

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE
Expires 2/28/10

\$100.00 OFF
ANY PARTS & SERVICE
Expires 2/28/10

Self-Mailer

Declined Services

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

Dear Michelle,

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

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date: --

Endorse Here

OPC00E4

Snap w/Check

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.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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

OPC00E5

3up Check

2nd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter
Expires 2/28/10

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE
Expires 2/28/10

Snap

3rd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 Altima inspection program.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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

OPC00E6

Snap w/Check

4th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter
Expires 2/28/10

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE
Expires 2/28/10

Snap

5th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 Altima inspection program.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
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

OPC00E7

Snap w/Check

6th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

MICHELLE SAVE YOUR VEHICLE & YOUR CASH
Automotive Service Specialists

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter
Expires 2/28/10

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE
Expires 2/28/10

NEEDS SERVICE.

ABC DEALERSHIP • 3555 WEST MAIN STREET • ANYTOWN, FL 32608 • 555.555.5555 • WWW.ABCDEALERSHIP.COM

Post Card

Service Conquest by Zip Code

Legend

Radius Ring Distances

- Inner Circle 5 mile radius
- Middle Circle 1 9 mile radius
- Middle Circle 2 23 mile radius

Zip Code Results

- 0 to 499 (36)
- 500 to 999 (11)
- 1000 to 1499 (5)
- 1500 to 1999 (1)
- 2000 to 2500 (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	Chevrolet	Total Conquest
29303	SPARTANBURG, SC	0.0	620	57	563	222	139	202	37.1%	955	955
29320	ARCADIA, SC	2.6	11	--	11	8	1	2	28.2%	28	28
29368	MAYO, SC	2.9	9	--	9	3	4	2	24.3%	28	28
29333	DRAYTON, SC	3.0	5	--	5	3	2	--	10.9%	41	41
29301	SPARTANBURG, SC	3.2	603	62	541	221	125	195	31.8%	1161	1161
29316	BOILING SPRINGS, SC	3.8	500	30	470	202	110	158	33.2%	944	944
29306	SPARTANBURG, SC	4.1	246	4	242	90	61	91	27.9%	626	626
29307	SPARTANBURG, SC	5.6	341	17	324	157	67	100	27.1%	870	870
29302	SPARTANBURG, SC	5.8	305	8	297	106	78	113	27.9%	769	769
29336	FAIRFOREST, SC	6.4	7	--	7	3	--	4	41.2%	10	10
29348	GRAMLING, SC	6.4	4	--	4	2	--	2	33.3%	8	8
29386	WHITE STONE, SC	6.4	3	--	3	1	1	1	50.0%	3	3
29304	SPARTANBURG, SC	6.9	60	2	58	18	13	27	63.0%	34	34
29329	CONVERSE, SC	7.2	3	--	3	1	--	2	13.6%	19	19
29385	WELLFORD, SC	7.9	68	2	66	34	15	17	13.5%	424	424
29377	STARTEX, SC	8.4	2	--	2	--	--	2	3.8%	50	50
29376	ROEBUCK, SC	8.6	167	7	160	64	37	59	25.7%	463	463
29349	INMAN, SC	8.7	686	80	606	278	134	194	23.8%	1942	1942
29369	MOORE, SC	8.7	243	7	236	119	51	66	28.4%	595	595
29330	COWPENS, SC	9.4	86	4	82	33	21	28	14.0%	504	504
29365	LYMAN, SC	10.7	80	6	74	25	32	17	10.2%	652	652
29334	DUNCAN, SC	11.0	137	10	127	50	30	47	18.2%	569	569
29338	FINGERVILLE, SC	11.1	1	--	1	1	--	--	12.5%	7	7
29323	CHESNEE, SC	11.2	235	17	218	92	61	65	16.3%	1123	1123

Service Table 1 of 3

Service Totals

Entire evaluation.

			1590	891	1282		5477	
			398	282	387		10128	
			210	136	230		6911	
6024	498	5526	2240	1342	1944	21.1%	22561	29037

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	Chevrolet	Total Conquest
29375	REIDVILLE, SC	12.0	9	--	9	2	1	6	47.4%	10	10
29305	SPARTANBURG, SC	12.4	13	--	13	5	5	3	72.2%	5	5
29373	PACOLET MILLS, SC	12.7	1	--	1	1	--	--	5.3%	18	18
29372	PACOLET, SC	13.0	61	7	54	22	12	20	13.3%	352	352
29322	CAMPOBELLO, SC	13.7	140	10	130	48	45	37	14.4%	770	770
29378	UNA, SC	13.7	3	--	3	1	1	1	12.5%	21	21
29374	PAULINE, SC	14.8	93	5	88	32	24	32	19.7%	359	359
29651	GREER, SC	15.3	89	19	70	18	17	35	3.0%	2245	2245
29388	WOODRUFF, SC	16.2	88	6	82	34	17	31	5.4%	1424	1424
29341	GAFFNEY, SC	17.2	83	8	75	24	14	37	6.4%	1097	1097
29342	GAFFNEY, SC	17.3	1	--	1	--	--	1	2.0%	49	49
29650	GREER, SC	17.4	36	3	33	11	9	13	3.9%	805	805
29356	LANDRUM, SC	19.2	76	4	72	25	21	26	17.4%	342	342
29340	GAFFNEY, SC	19.2	46	7	39	12	9	18	3.4%	1095	1095
29353	JONESVILLE, SC	19.4	59	8	51	20	16	15	15.8%	272	272
29687	TAYLORS, SC	21.0	16	2	14	3	5	6	4.1%	325	325
28114	MOORESBORO, NC	21.4	7	3	4	1	--	3	3.3%	116	116
29615	GREENVILLE, SC	21.9	33	6	27	6	10	11	17.1%	131	131
28782	TRYON, NC	22.2	24	1	23	8	9	6	46.9%	26	26
29681	SIMPSONVILLE, SC	22.3	47	10	37	11	4	22	6.9%	496	496
29335	ENOREE, SC	22.3	31	4	27	12	3	12	20.0%	108	108
28722	COLUMBUS, NC	22.5	30	1	29	7	5	17	18.6%	127	127
29321	BUFFALO, SC	23.0	26	2	24	11	7	6	47.1%	27	27
28043	FOREST CITY, NC	23.9	18	4	14	5	4	5	14.7%	81	81

Service Table 2 of 3

Service Totals

Entire evaluation.

			1590	891	1282		5477	
			398	282	387		10128	
			210	136	230		6911	
6024	498	5526	2240	1342	1944	21.1%	22561	29037

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 --

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Same Make Conquest Chevrolet	Total Conquest
29607	GREENVILLE, SC	24.3	60	8	52	19	11	22	--	--	0
29662	MAULDIN, SC	24.3	14	1	13	6	2	5	--	--	0
29644	FOUNTAIN INN, SC	24.8	5	2	3	1	2	--	1.9%	157	157
29609	GREENVILLE, SC	25.6	38	5	33	20	4	9	--	--	0
28139	RUTHERFORDTON, NC	26.4	21	4	17	5	6	6	7.6%	206	206
29680	SIMPSONVILLE, SC	26.4	11	3	8	2	3	3	--	--	0
29379	UNION, SC	27.2	168	8	160	70	39	51	--	--	0
29605	GREENVILLE, SC	27.8	20	2	18	4	5	9	--	--	0
29702	BLACKSBURG, SC	27.9	11	2	9	3	4	2	--	--	0
29652	GREER, SC	29.6	9	--	9	5	--	4	25.0%	27	27
29360	LAURENS, SC	33.2	15	4	11	2	5	4	--	--	0
29673	PIEDMONT, SC	33.5	41	2	39	7	7	25	--	--	0
29640	EASLEY, SC	37.2	11	6	5	2	1	2	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

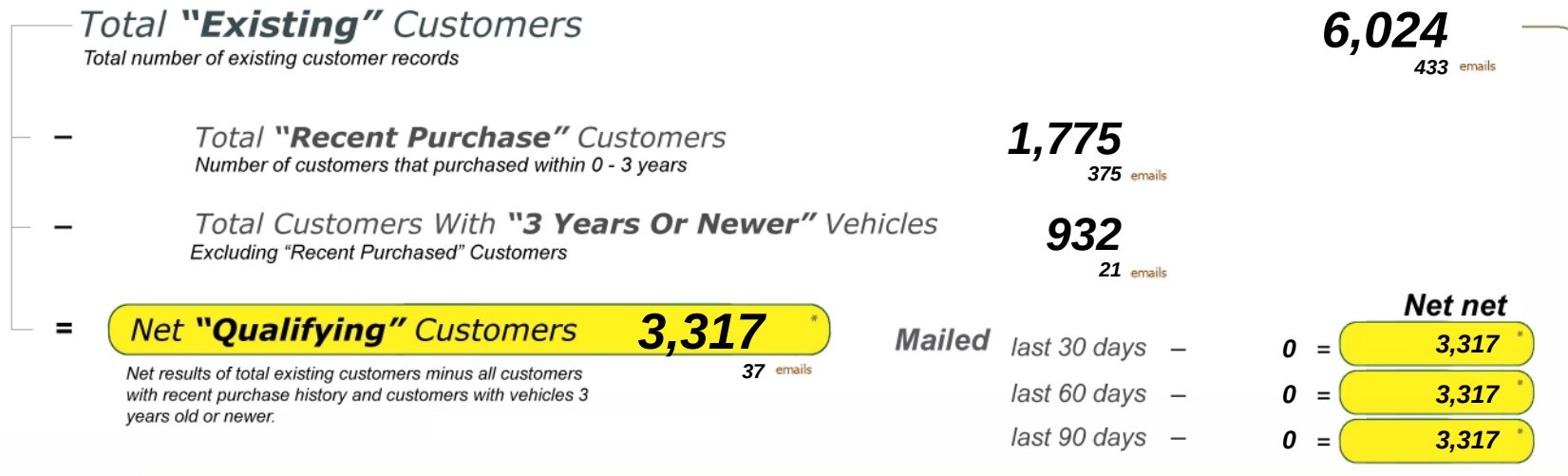
			1590	891	1282		5477	
			398	282	387		10128	
			210	136	230		6911	
6024	498	5526	2240	1342	1944	21.1%	22561	29037

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

22,244

Total Crossover "Conquest"

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

6,476

Customer Records
 Existing Sales Customer Breakdown

Recommended Sales Campaigns for May 2010

Memorial Day Weekend



DocId-105MemDay

Used Car Bail Out



DocId-105UsedBailOut



SELF-MAILER

Official Book Value Mailers powered by Black Book®

*Black Book Regional Values will be added for your customers



DocId-105BBMake



A6



SNAP

Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Sales Conquest by Zip Code

Legend

Radius Ring Distances

- Inner Circle 5 mile radius
- Middle Circle 1 9 mile radius
- Middle Circle 2 23 mile radius

Zip Code Results

- 0 to 499 (36)
- 500 to 999 (11)
- 1000 to 1499 (5)
- 1500 to 1999 (1)
- 2000 to 2500 (1)



29681
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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	Chevrolet	Ford	Toyota	Dodge	Total Conquest
29303	SPARTANBURG, SC	0.0	456	452	4	126	85	102	143	0.4%	943	842	272	189	2246
29320	ARCADIA, SC	2.6	11	11	--	2	--	4	5	--	28	25	13	13	79
29368	MAYO, SC	2.9	6	6	--	2	1	1	2	--	28	--	--	--	28
29333	DRAYTON, SC	3.0	4	4	--	--	1	1	2	--	40	21	8	19	88
29301	SPARTANBURG, SC	3.2	442	438	4	73	99	106	164	0.3%	1147	980	694	166	2987
29316	BOILING SPRINGS, SC	3.8	366	366	--	68	100	83	115	--	938	524	238	98	1798
29306	SPARTANBURG, SC	4.1	201	199	2	45	47	36	73	0.3%	624	462	215	90	1391
29307	SPARTANBURG, SC	5.6	252	249	3	43	59	59	91	0.3%	858	319	244	44	1465
29302	SPARTANBURG, SC	5.8	240	240	--	50	45	69	76	--	755	390	279	57	1481
29336	FAIRFOREST, SC	6.4	7	7	--	3	1	--	3	--	10	14	9	8	41
29348	GRAMLING, SC	6.4	3	3	--	--	--	2	1	--	7	--	--	--	7
29386	WHITE STONE, SC	6.4	3	3	--	1	1	1	--	--	3	--	--	--	3
29304	SPARTANBURG, SC	6.9	55	55	--	6	12	12	25	--	34	61	12	7	114
29329	CONVERSE, SC	7.2	3	3	--	--	1	1	1	--	19	--	--	--	19
29385	WELLFORD, SC	7.9	52	52	--	4	10	13	25	--	406	--	--	--	406
29377	STARTEX, SC	8.4	2	2	--	--	1	1	--	--	50	--	--	--	50
29376	ROEBUCK, SC	8.6	137	136	1	24	33	38	42	0.2%	463	37	12	8	520
29349	INMAN, SC	8.7	462	454	8	98	115	104	145	0.4%	1930	--	--	--	1930
29369	MOORE, SC	8.7	195	194	1	47	41	49	58	0.2%	580	30	23	8	641
29330	COWPENS, SC	9.4	67	66	1	13	12	18	24	0.2%	495	--	--	--	495
29365	LYMAN, SC	10.7	35	35	--	5	5	14	11	--	643	--	--	--	643
29334	DUNCAN, SC	11.0	96	95	1	30	22	19	25	0.2%	565	--	--	--	565
29338	FINGERVILLE, SC	11.1	1	1	--	--	--	--	1	--	7	--	--	--	7
29323	CHESNEE, SC	11.2	168	168	--	31	32	32	73	--	1105	--	--	--	1105

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			610	669	714	1006								
			187	178	178	263								
			102	83	80	77								
4249	4211	38	932	953	993	1371	15.8%	22244	3735	2028	713	28720		

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	Chevrolet	Ford	Toyota	Dodge	Total Conquest
29375	REIDVILLE, SC	12.0	8	8	--	2	3	2	1	--	9	--	--	--	9
29305	SPARTANBURG, SC	12.4	13	13	--	4	1	4	4	--	5	9	5	1	20
29373	PACOLET MILLS, SC	12.7	1	1	--	--	--	1	--	--	18	--	--	--	18
29372	PACOLET, SC	13.0	44	44	--	6	10	7	21	--	352	--	--	--	352
29322	CAMPOBELLO, SC	13.7	100	99	1	20	24	26	30	0.1%	749	--	--	--	749
29378	UNA, SC	13.7	3	3	--	--	1	--	2	--	21	21	4	5	51
29374	PAULINE, SC	14.8	70	69	1	11	17	19	23	0.3%	351	--	--	--	351
29651	GREER, SC	15.3	47	47	--	15	14	10	8	--	2213	--	--	--	2213
29388	WOODRUFF, SC	16.2	65	65	--	18	12	13	22	--	1388	--	--	--	1388
29341	GAFFNEY, SC	17.2	49	49	--	12	11	12	14	--	1080	--	--	--	1080
29342	GAFFNEY, SC	17.3	1	1	--	1	--	--	--	--	48	--	--	--	48
29650	GREER, SC	17.4	18	18	--	10	2	6	--	--	799	--	--	--	799
29356	LANDRUM, SC	19.2	60	59	1	12	18	15	15	0.3%	335	--	--	--	335
29340	GAFFNEY, SC	19.2	24	24	--	7	6	4	7	--	1076	--	--	--	1076
29353	JONESVILLE, SC	19.4	38	38	--	8	5	8	17	--	272	--	--	--	272
29687	TAYLORS, SC	21.0	6	6	--	1	1	3	1	--	321	--	--	--	321
28114	MOORESBORO, NC	21.4	2	2	--	1	1	--	--	--	116	--	--	--	116
29615	GREENVILLE, SC	21.9	21	21	--	10	3	3	5	--	126	--	--	--	126
28782	TRYON, NC	22.2	14	14	--	4	6	1	3	--	26	--	--	--	26
29681	SIMPSONVILLE, SC	22.3	21	21	--	7	3	6	5	--	487	--	--	--	487
29335	ENOREE, SC	22.3	18	16	2	3	3	5	7	1.9%	106	--	--	--	106
28722	COLUMBUS, NC	22.5	24	24	--	3	3	8	10	--	127	--	--	--	127
29321	BUFFALO, SC	23.0	20	20	--	3	7	3	7	--	27	--	--	--	27
28043	FOREST CITY, NC	23.9	11	11	--	2	3	4	2	--	81	--	--	--	81

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			610	669	714	1006								
			187	178	178	263								
			102	83	80	77								
4249	4211	38	932	953	993	1371	15.8%	22244	3735	2028	713	28720		

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

Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Chevrolet	Ford	Toyota	Dodge	Total Conquest
29607	GREENVILLE, SC	24.3	36	36	--	18	12	3	3	--	--	--	--	--	0
29644	FOUNTAIN INN, SC	24.8	2	2	--	1	--	1	--	--	157	--	--	--	157
29609	GREENVILLE, SC	25.6	13	11	2	8	2	2	1	--	--	--	--	--	0
28139	RUTHERFORDTON, NC	26.4	7	7	--	1	2	3	1	--	204	--	--	--	204
29379	UNION, SC	27.2	122	121	1	27	31	35	29	--	--	--	--	--	0
29652	GREER, SC	29.6	9	9	--	1	3	3	2	--	27	--	--	--	27
29673	PIEDMONT, SC	33.5	16	16	--	12	3	--	1	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			610	669	714	1006								
			187	178	178	263								
			102	83	80	77								
4249	4211	38	932	953	993	1371	15.8%	22244	3735	2028	713	28720		

Report Analysis

Sales Conquest by ZIP Code

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

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

www.AutoLoopHD.com