



Voice & Text  
Messaging



Personalized  
Mail



Email &  
Personal URLs

# Market Evaluation

*Prepared for:*

**PAT PECK HONDA**

05/07/2010

## Customer Counts by Zip Code

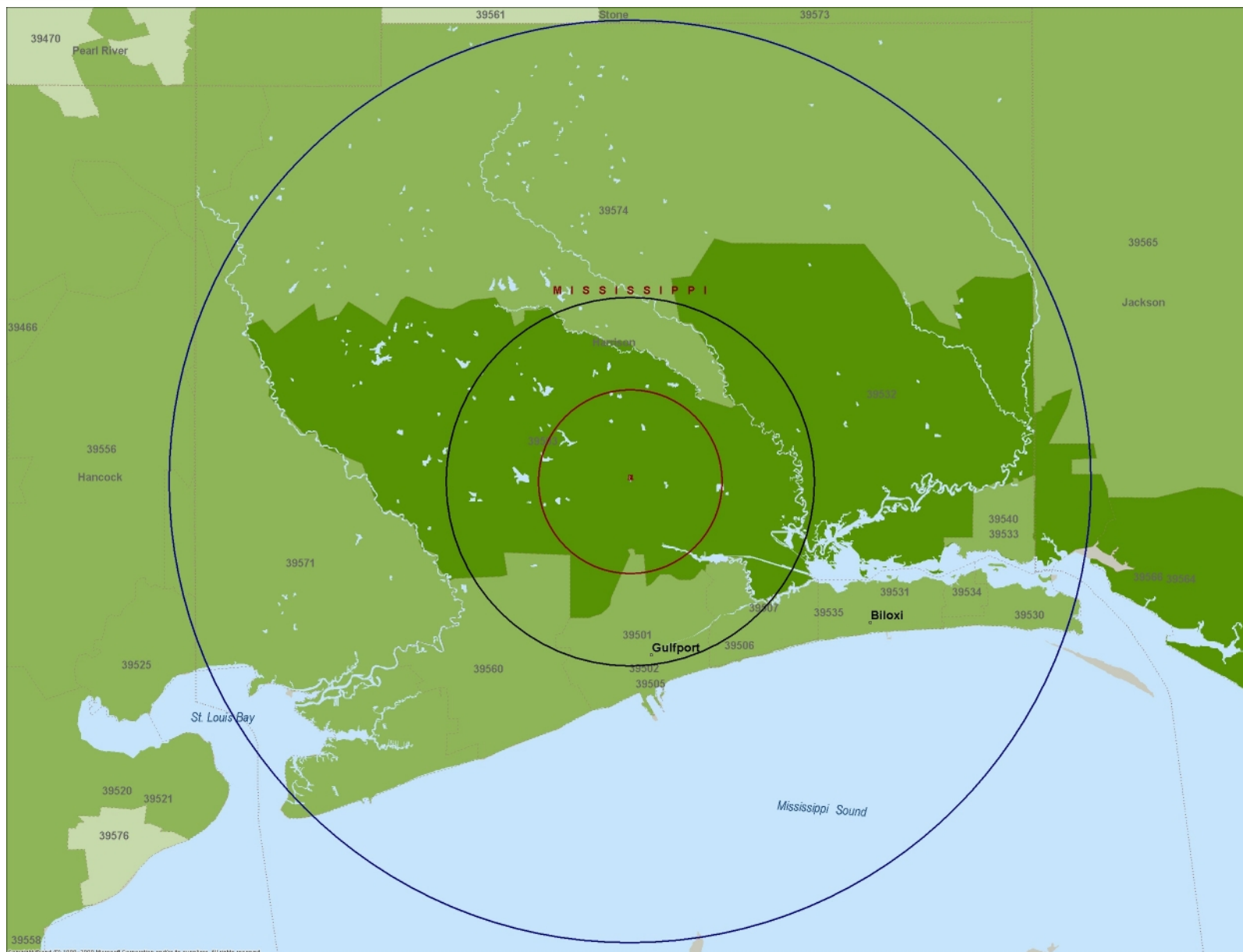
### Legend

#### 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 (31)
- 10 to 99 (25)
- 100 to 999 (21)
- 1000 to 9999 (3)



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.

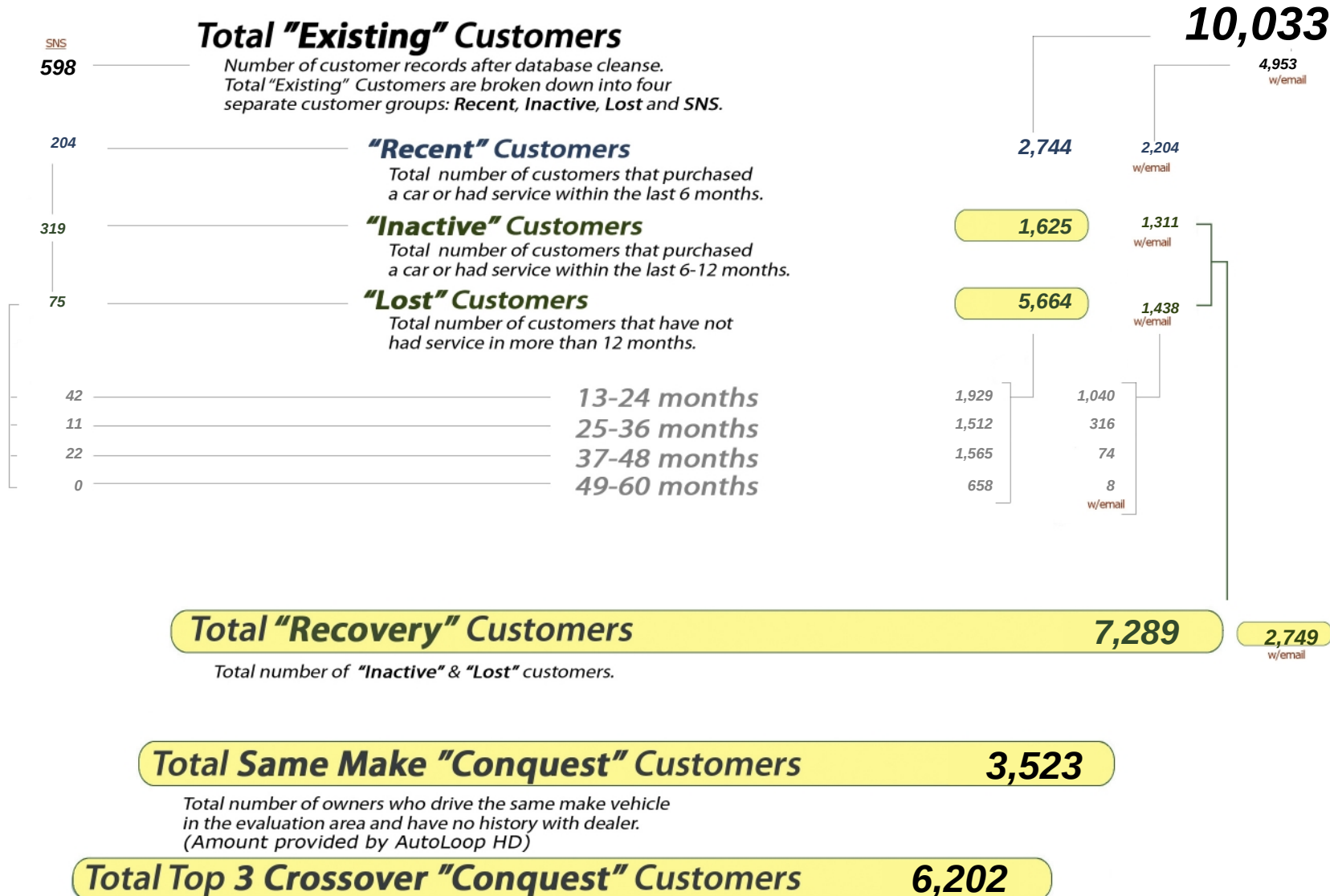
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

|                                    |               |                |
|------------------------------------|---------------|----------------|
| <b>Dealership customer records</b> | <b>15,244</b> | <b>100.00%</b> |
| <b>Fallout records</b>             |               |                |
| Dates beyond 60 months             | 21            | 0.14%          |
| Unrealistic drive time             | 1,782         | 11.69%         |
| Non-Mailable                       | 1,225         | 8.04%          |
| Non-Dealer Makes                   | 2,183         | 14.32%         |
| <b>Total Fallout records</b>       | <b>5,211</b>  | <b>34.18%</b>  |
| <b>Existing customer records</b>   | <b>10,033</b> | <b>65.82%</b>  |

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 35555  
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](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

ABC DEALERSHIP  
3555 West Main Street • Anytown, FL 35555 • 555.555.5555  
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm  
[www.ABCDealership.com](http://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](http://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](http://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](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E3

## Initial Customer Recovery

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

## Scheduled Maintenance

**ABC DEALERSHIP**  
AUTOMOTIVE SERVICE SPECIALISTS

**MICHELLE...  
OUR RECORDS SHOW YOUR  
2009 ALTIMA**

Michelle Williams  
3555 West Main Street  
Anytown, FL 35555  
555.555.5555

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Drive

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

**\$50.00 OFF ANY PARTS & SERVICE**

**\$100.00 OFF ANY PARTS & SERVICE**

Expires 2/28/10

0PC00E4

Self-Mailer

## Declined Services

**ABC DEALERSHIP**  
3555 West Main Street  
Anytown, FL 35555  
555.555.5555

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

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://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  
3555 West Main Street  
Anytown, FL 35555  
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](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E5

Snap w/Check

## Recommended Trigger Mail Campaigns

### 1st Recovery

**ABC DEALERSHIP**  
Automotive Service Specialists

Chris M. Williams  
3555 West Main Street  
Anytown, FL 35555  
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 \$19.95 lube, oil and filter change service to you.

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E6

3up Check

### 2nd Recovery

**ABC DEALERSHIP**  
3555 West Main Street  
Anytown, FL 35555  
555.555.5555

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

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://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**  
**\$50.00 OFF ANY PARTS & SERVICE**

Expires 2/28/10

0PC00E7

Snap

### 3rd Recovery

**ABC DEALERSHIP**  
3555 West Main Street  
Anytown, FL 35555  
555.555.5555

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

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://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 \$19.95 lube, oil and filter change service to you.

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E8

Snap w/Check

### 4th Recovery

**ABC DEALERSHIP**  
3555 West Main Street  
Anytown, FL 35555  
555.555.5555

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

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://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**  
**\$50.00 OFF ANY PARTS & SERVICE**

Expires 2/28/10

0PC00E9

Snap

### 5th Recovery

**ABC DEALERSHIP**  
3555 West Main Street  
Anytown, FL 35555  
555.555.5555

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

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://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 \$19.95 lube, oil and filter change service to you.

Visit your own personal webpage:  
[www.MichelleWilliams.servicemyAuto.us](http://www.MichelleWilliams.servicemyAuto.us)

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E10

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  
• 17mm Oil Filter

**\$50.00 OFF ANY PARTS & SERVICE**

**ABC DEALERSHIP**  
3555 WEST MAIN STREET  
ANYTOWN, FL 35555  
555.555.5555

SERVICE HOURS: MONDAY - FRIDAY: 9AM - 5PM  
[WWW.ABCDEALERSHIP.COM](http://WWW.ABCDEALERSHIP.COM)

**NEEDS SERVICE.**

ABC DEALERSHIP • 3555 WEST MAIN STREET • ANYTOWN, FL 35555 • 555.555.5555 • WWW.ABCDEALERSHIP.COM

Post Card

## Service Conquest by Zip Code

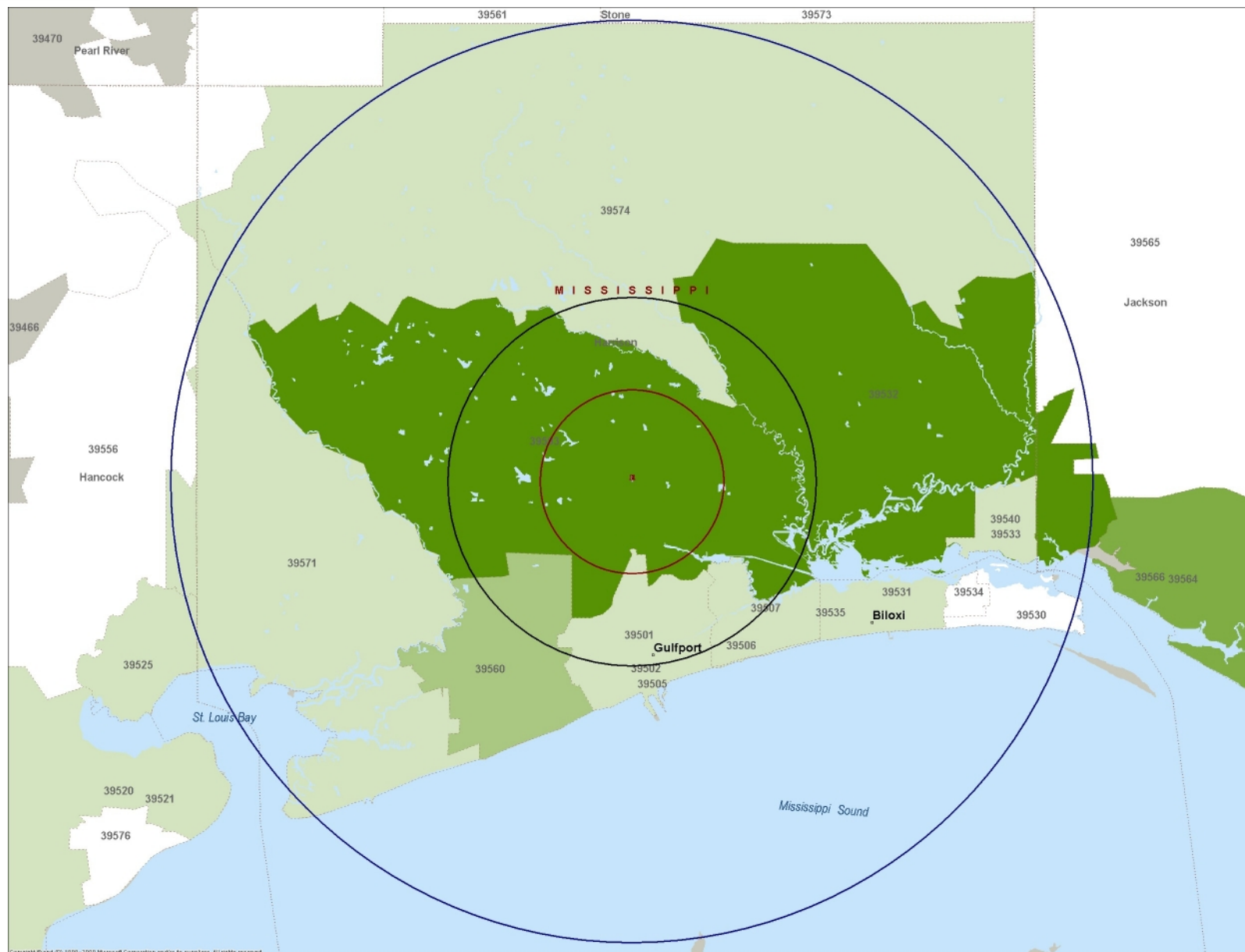
### Legend

#### 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 119 (14)
- 120 to 239 (8)
- 240 to 359 (1)
- 360 to 479 (1)
- 480 to 600 (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 | Honda | Total Conquest |
|-------|--------------------|--------|----------|-----|-------------------|--------|----------|------|--------------|-------|----------------|
| 39503 | GULFPORT, MS       | 0.0    | 1618     | 79  | 1539              | 496    | 217      | 826  | 73.6%        | 553   | 553            |
| 39535 | BILOXI, MS         | 3.8    | 16       | --  | 16                | 6      | 1        | 9    | 48.5%        | 17    | 17             |
| 39534 | BILOXI, MS         | 3.8    | 81       | 5   | 76                | 16     | 8        | 52   | 90.5%        | 8     | 8              |
| 39506 | GULFPORT, MS       | 3.8    | 18       | --  | 18                | 6      | 4        | 8    | 45.0%        | 22    | 22             |
| 39502 | GULFPORT, MS       | 3.8    | 17       | --  | 17                | 4      | 1        | 12   | 42.5%        | 23    | 23             |
| 39505 | GULFPORT, MS       | 3.8    | 24       | --  | 24                | 5      | 2        | 17   | 66.7%        | 12    | 12             |
| 39533 | BILOXI, MS         | 3.8    | 9        | 1   | 8                 | 4      | --       | 4    | 53.3%        | 7     | 7              |
| 39501 | GULFPORT, MS       | 5.6    | 378      | 19  | 359               | 83     | 57       | 219  | 67.4%        | 174   | 174            |
| 39507 | GULFPORT, MS       | 5.9    | 509      | 39  | 470               | 149    | 73       | 248  | 69.8%        | 203   | 203            |
| 39560 | LONG BEACH, MS     | 8.1    | 630      | 41  | 589               | 158    | 86       | 345  | 66.9%        | 292   | 292            |
| 39531 | BILOXI, MS         | 9.3    | 582      | 35  | 547               | 141    | 77       | 329  | 76.3%        | 170   | 170            |
| 39574 | SAUCIER, MS        | 9.6    | 282      | 15  | 267               | 75     | 28       | 164  | 56.6%        | 205   | 205            |
| 39532 | BILOXI, MS         | 10.2   | 1067     | 67  | 1000              | 275    | 144      | 581  | 67.5%        | 482   | 482            |
| 39571 | PASS CHRISTIAN, MS | 11.7   | 367      | 20  | 347               | 106    | 44       | 197  | 64.1%        | 194   | 194            |
| 39540 | DIBERVILLE, MS     | 12.3   | 225      | 15  | 210               | 57     | 30       | 123  | 62.7%        | 125   | 125            |
| 39530 | BILOXI, MS         | 13.5   | 201      | 5   | 196               | 48     | 26       | 122  | 64.1%        | 110   | 110            |
| 39525 | DIAMONDHEAD, MS    | 16.8   | 435      | 26  | 409               | 141    | 48       | 220  | 72.9%        | 152   | 152            |
| 39561 | MC HENRY, MS       | 17.0   | 30       | 4   | 26                | 11     | 7        | 8    | 51.0%        | 25    | 25             |
| 39573 | PERKINSTON, MS     | 17.2   | 105      | 5   | 100               | 26     | 22       | 52   | 87.0%        | 15    | 15             |
| 39556 | KILN, MS           | 19.9   | 94       | 4   | 90                | 25     | 10       | 55   | 62.9%        | 53    | 53             |
| 39564 | OCEAN SPRINGS, MS  | 20.0   | 1193     | 67  | 1126              | 294    | 162      | 670  | 74.9%        | 377   | 377            |
| 39576 | WAVELAND, MS       | 20.5   | 81       | 4   | 77                | 16     | 7        | 54   | 72.6%        | 29    | 29             |
| 39520 | BAY ST LOUIS, MS   | 21.1   | 195      | 3   | 192               | 43     | 21       | 128  | 60.4%        | 126   | 126            |
| 39565 | VANCLEAVE, MS      | 21.7   | 323      | 26  | 297               | 75     | 41       | 181  | 74.6%        | 101   | 101            |

Service Table 1 of 2

## Service Totals

Entire evaluation.

|       |     |      |      |      |      |       |      |      |
|-------|-----|------|------|------|------|-------|------|------|
|       |     |      | 1418 | 698  | 2814 |       | 1019 |      |
|       |     |      | 724  | 356  | 1501 |       | 1578 |      |
|       |     |      | 382  | 240  | 1192 |       | 926  |      |
| 10033 | 598 | 9435 | 2540 | 1306 | 5589 | 74.0% | 3523 | 9725 |

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 | Honda | Total Conquest |
|-------|-------------------|--------|----------|-----|-------------------|--------|----------|------|--------------|-------|----------------|
| 39521 | BAY ST LOUIS, MS  | 23.9   | 18       | 1   | 17                | 4      | 4        | 9    | 42.5%        | 23    | 23             |
| 39553 | GAUTIER, MS       | 27.3   | 272      | 22  | 250               | 70     | 34       | 146  | --           | --    | 0              |
| 39566 | OCEAN SPRINGS, MS | 28.0   | 21       | --  | 21                | 4      | 5        | 12   | 45.7%        | 25    | 25             |
| 39577 | WIGGINS, MS       | 33.6   | 102      | 9   | 93                | 30     | 10       | 53   | --           | --    | 0              |
| 39466 | PICAYUNE, MS      | 33.8   | 115      | 8   | 107               | 10     | 10       | 87   | --           | --    | 0              |
| 39567 | PASCAGOULA, MS    | 33.9   | 77       | 4   | 73                | 12     | 13       | 48   | --           | --    | 0              |
| 39563 | MOSS POINT, MS    | 34.7   | 104      | 6   | 98                | 21     | 14       | 63   | --           | --    | 0              |
| 39581 | PASCAGOULA, MS    | 35.0   | 91       | 4   | 87                | 28     | 9        | 50   | --           | --    | 0              |
| 39426 | CARRIERE, MS      | 35.3   | 89       | 7   | 82                | 18     | 13       | 51   | --           | --    | 0              |
| 39562 | MOSS POINT, MS    | 36.0   | 82       | 9   | 73                | 13     | 6        | 54   | --           | --    | 0              |
| 39470 | POPLARVILLE, MS   | 36.5   | 82       | 7   | 75                | 14     | 14       | 47   | --           | --    | 0              |
| 70461 | SLIDELL, LA       | 39.8   | 69       | 4   | 65                | 2      | 3        | 60   | --           | --    | 0              |
| 39452 | LUCEDALE, MS      | 41.8   | 79       | 8   | 71                | 12     | 12       | 47   | --           | --    | 0              |
| 70458 | SLIDELL, LA       | 42.3   | 27       | --  | 27                | 1      | 2        | 24   | --           | --    | 0              |
| 70460 | SLIDELL, LA       | 43.7   | 11       | --  | 11                | 3      | 1        | 7    | --           | --    | 0              |
| 39455 | LUMBERTON, MS     | 46.0   | 32       | 1   | 31                | 7      | 3        | 21   | --           | --    | 0              |
| 39475 | PURVIS, MS        | 52.1   | 18       | 2   | 16                | 2      | 1        | 13   | --           | --    | 0              |
| 36695 | MOBILE, AL        | 53.2   | 22       | 3   | 19                | 1      | 2        | 16   | --           | --    | 0              |
| 70448 | MANDEVILLE, LA    | 57.4   | 15       | 1   | 14                | --     | 2        | 12   | --           | --    | 0              |
| 39401 | HATTIESBURG, MS   | 57.9   | 43       | 7   | 36                | 5      | 4        | 27   | --           | --    | 0              |
| 70128 | NEW ORLEANS, LA   | 58.4   | 60       | 1   | 59                | 7      | 16       | 36   | --           | --    | 0              |

Service Table 2 of 2

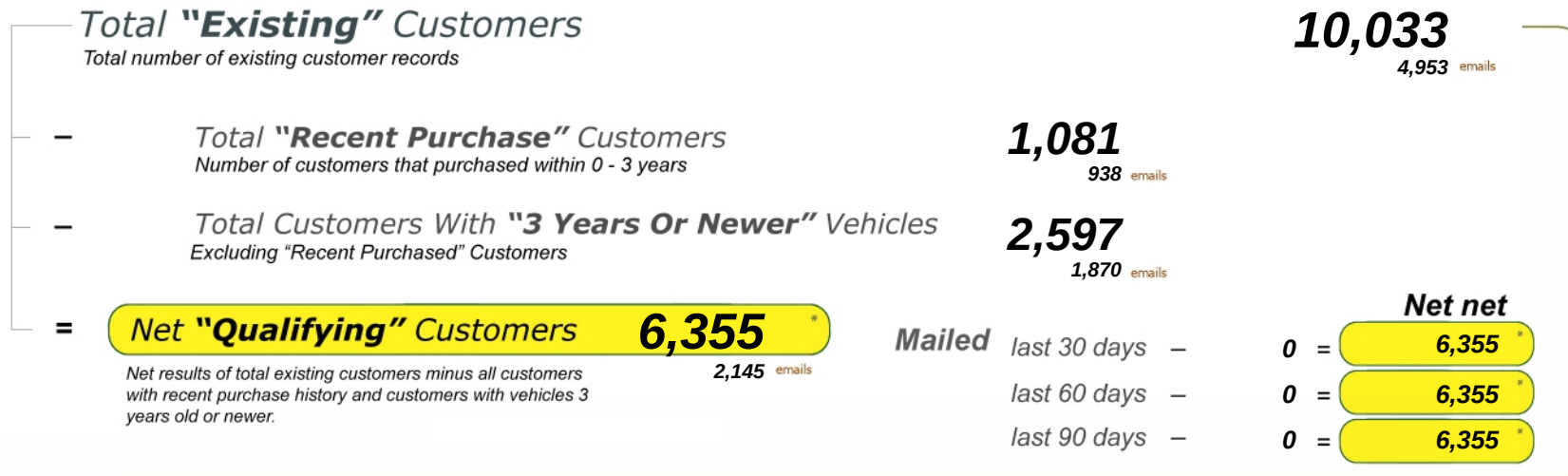
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Entire evaluation.

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## Existing Sales Customer Breakdown



### Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

**3,416**

### Total Crossover "Conquest"

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

**6,202**

## Recommended Sales Campaigns for May 2010

### Memorial Day Weekend



DocId-105MemDay

### Used Car Bail Out



DocId-105UsedBailOut



### Official Book Value Mailers powered by Black Book®

\*Black Book Regional Values will be added for your customers



DocId-105BBMake



A6

SNAP

### Payment Cancellation Notification



DocId-105PCN\_Conquest or Dealer Data

## Sales Conquest by Zip Code

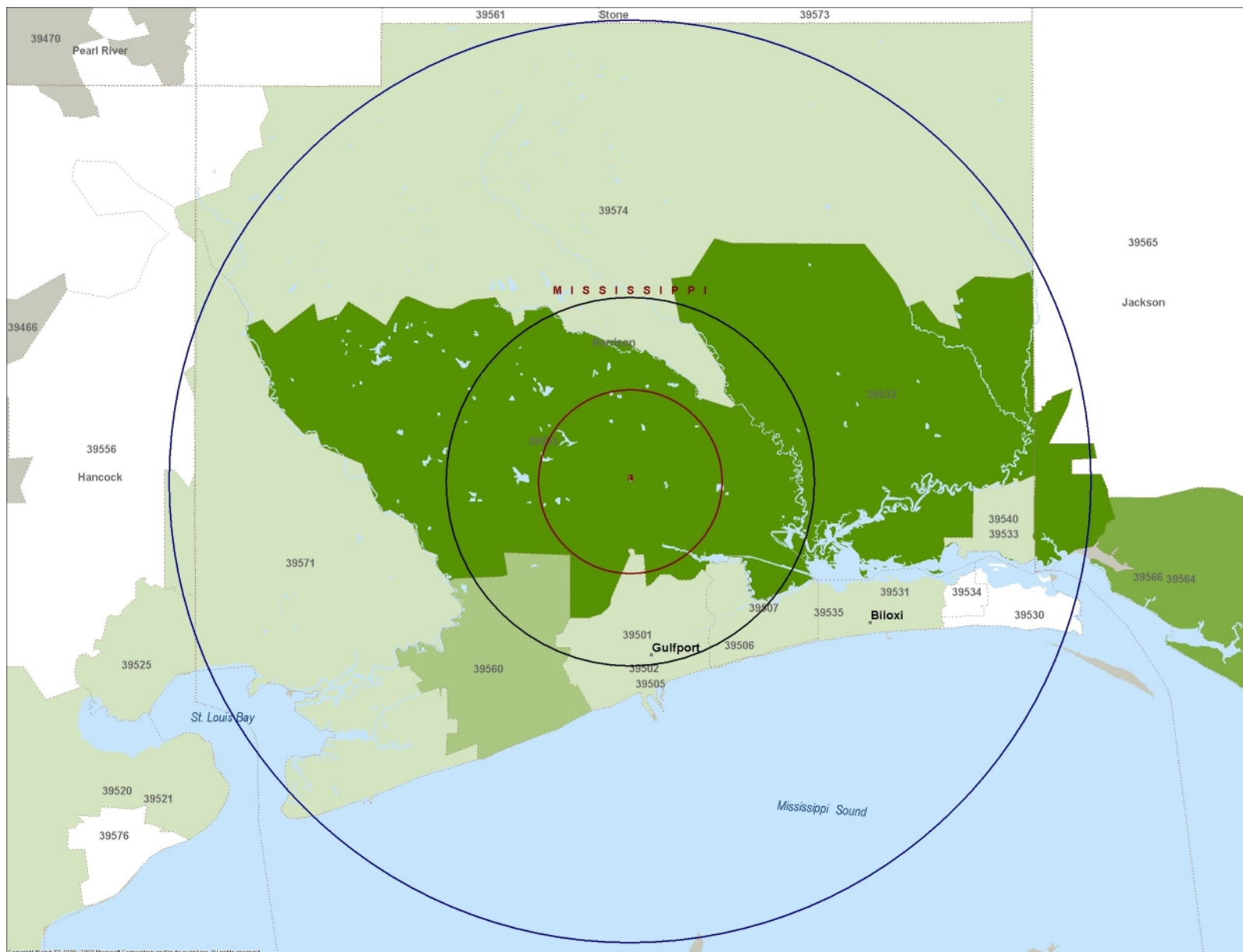
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## Sales Conquest by ZIP Code

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 | Honda | Toyota | Ford | Chevrolet | Total Conquest |
|-------|--------------------|--------|----------|------|----------------|-----------|-----------|-----------|--------|--------------|-------|--------|------|-----------|----------------|
| 39503 | GULFPORT, MS       | 0.0    | 1470     | 1360 | 110            | 417       | 398       | 220       | 435    | 16.9%        | 539   | 1128   | 1844 | 1344      | 4855           |
| 39535 | BILOXI, MS         | 3.8    | 16       | 15   | 1              | 5         | 1         | 9         | 1      | 6.3%         | 15    | --     | --   | --        | 15             |
| 39534 | BILOXI, MS         | 3.8    | 71       | 64   | 7              | 22        | 21        | 12        | 16     | 46.7%        | 8     | --     | --   | --        | 8              |
| 39506 | GULFPORT, MS       | 3.8    | 18       | 17   | 1              | 3         | 7         | 2         | 6      | 4.5%         | 21    | --     | --   | --        | 21             |
| 39502 | GULFPORT, MS       | 3.8    | 17       | 16   | 1              | 2         | 6         | 2         | 7      | 4.2%         | 23    | --     | --   | --        | 23             |
| 39505 | GULFPORT, MS       | 3.8    | 24       | 24   | --             | 5         | 6         | 5         | 8      | --           | 12    | --     | --   | --        | 12             |
| 39533 | BILOXI, MS         | 3.8    | 8        | 8    | --             | 2         | 3         | 1         | 2      | --           | 5     | --     | --   | --        | 5              |
| 39501 | GULFPORT, MS       | 5.6    | 345      | 320  | 25             | 68        | 89        | 63        | 125    | 12.7%        | 172   | 218    | 574  | 386       | 1350           |
| 39507 | GULFPORT, MS       | 5.9    | 442      | 417  | 25             | 105       | 118       | 83        | 136    | 11.3%        | 197   | 282    | 259  | 160       | 898            |
| 39560 | LONG BEACH, MS     | 8.1    | 558      | 523  | 35             | 147       | 161       | 91        | 159    | 11.2%        | 277   | --     | 2    | 5         | 284            |
| 39531 | BILOXI, MS         | 9.3    | 521      | 493  | 28             | 152       | 140       | 73        | 156    | 14.7%        | 162   | --     | --   | --        | 162            |
| 39574 | SAUCIER, MS        | 9.6    | 250      | 227  | 23             | 73        | 69        | 48        | 60     | 10.3%        | 200   | --     | --   | --        | 200            |
| 39532 | BILOXI, MS         | 10.2   | 954      | 896  | 58             | 275       | 254       | 153       | 272    | 11.1%        | 466   | --     | --   | --        | 466            |
| 39571 | PASS CHRISTIAN, MS | 11.7   | 322      | 294  | 28             | 91        | 82        | 56        | 93     | 12.8%        | 191   | --     | --   | --        | 191            |
| 39540 | DIBERVILLE, MS     | 12.3   | 201      | 190  | 11             | 62        | 52        | 29        | 58     | 8.7%         | 116   | --     | --   | --        | 116            |
| 39530 | BILOXI, MS         | 13.5   | 186      | 164  | 22             | 51        | 44        | 22        | 69     | 16.8%        | 109   | --     | --   | --        | 109            |
| 39525 | DIAMONDHEAD, MS    | 16.8   | 382      | 346  | 36             | 117       | 117       | 69        | 79     | 20.0%        | 144   | --     | --   | --        | 144            |
| 39561 | MC HENRY, MS       | 17.0   | 26       | 23   | 3              | 6         | 8         | 8         | 4      | 11.1%        | 24    | --     | --   | --        | 24             |
| 39573 | PERKINSTON, MS     | 17.2   | 91       | 81   | 10             | 41        | 26        | 11        | 13     | 40.0%        | 15    | --     | --   | --        | 15             |
| 39556 | KILN, MS           | 19.9   | 86       | 78   | 8              | 27        | 20        | 16        | 23     | 13.1%        | 53    | --     | --   | --        | 53             |
| 39564 | OCEAN SPRINGS, MS  | 20.0   | 1065     | 985  | 80             | 289       | 314       | 177       | 285    | 17.8%        | 370   | --     | --   | --        | 370            |
| 39576 | WAVELAND, MS       | 20.5   | 76       | 74   | 2              | 20        | 23        | 15        | 18     | 6.5%         | 29    | --     | --   | --        | 29             |
| 39520 | BAY ST LOUIS, MS   | 21.1   | 184      | 164  | 20             | 53        | 59        | 27        | 45     | 13.8%        | 125   | --     | --   | --        | 125            |
| 39565 | VANCLEAVE, MS      | 21.7   | 280      | 254  | 26             | 85        | 78        | 40        | 77     | 20.8%        | 99    | --     | --   | --        | 99             |

Sales Table 1 of 2

## Sales Totals

Entire evaluation.

|      |      |     |      |      |      |      |       |      |      |      |      |      |  |  |  |
|------|------|-----|------|------|------|------|-------|------|------|------|------|------|--|--|--|
|      |      |     | 1276 | 1273 | 762  | 1383 |       |      |      |      |      |      |  |  |  |
|      |      |     | 704  | 686  | 403  | 642  |       |      |      |      |      |      |  |  |  |
|      |      |     | 573  | 486  | 235  | 415  |       |      |      |      |      |      |  |  |  |
| 8952 | 8290 | 662 | 2597 | 2477 | 1414 | 2464 | 71.8% | 3416 | 1628 | 2679 | 1895 | 9618 |  |  |  |

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 | Honda | Toyota | Ford | Chevrolet | Total Conquest |
|-------|-------------------|--------|----------|-----|----------------|-----------|-----------|-----------|--------|--------------|-------|--------|------|-----------|----------------|
| 39521 | BAY ST LOUIS, MS  | 23.9   | 15       | 13  | 2              | 6         | 2         | 2         | 5      | 8.7%         | 21    | --     | --   | --        | 21             |
| 39553 | GAUTIER, MS       | 27.3   | 238      | 222 | 16             | 59        | 67        | 36        | 76     | --           | --    | --     | --   | --        | 0              |
| 39566 | OCEAN SPRINGS, MS | 28.0   | 21       | 21  | --             | 2         | 6         | 4         | 9      | --           | 23    | --     | --   | --        | 23             |
| 39577 | WIGGINS, MS       | 33.6   | 82       | 78  | 4              | 28        | 16        | 12        | 26     | --           | --    | --     | --   | --        | 0              |
| 39466 | PICAYUNE, MS      | 33.8   | 104      | 90  | 14             | 32        | 30        | 18        | 24     | --           | --    | --     | --   | --        | 0              |
| 39567 | PASCAGOULA, MS    | 33.9   | 71       | 67  | 4              | 13        | 26        | 10        | 22     | --           | --    | --     | --   | --        | 0              |
| 39563 | MOSS POINT, MS    | 34.7   | 97       | 92  | 5              | 13        | 23        | 15        | 46     | --           | --    | --     | --   | --        | 0              |
| 39581 | PASCAGOULA, MS    | 35.0   | 80       | 76  | 4              | 22        | 27        | 11        | 20     | --           | --    | --     | --   | --        | 0              |
| 39426 | CARRIERE, MS      | 35.3   | 72       | 65  | 7              | 29        | 27        | 8         | 8      | --           | --    | --     | --   | --        | 0              |
| 39562 | MOSS POINT, MS    | 36.0   | 72       | 66  | 6              | 17        | 23        | 12        | 20     | --           | --    | --     | --   | --        | 0              |
| 39470 | POPLARVILLE, MS   | 36.5   | 69       | 63  | 6              | 32        | 18        | 10        | 9      | --           | --    | --     | --   | --        | 0              |
| 70461 | SLIDELL, LA       | 39.8   | 65       | 60  | 5              | 45        | 13        | 2         | 5      | --           | --    | --     | --   | --        | 0              |
| 39452 | LUCEDALE, MS      | 41.8   | 64       | 59  | 5              | 29        | 15        | 11        | 9      | --           | --    | --     | --   | --        | 0              |
| 70458 | SLIDELL, LA       | 42.3   | 26       | 22  | 4              | 9         | 14        | 2         | 1      | --           | --    | --     | --   | --        | 0              |
| 39455 | LUMBERTON, MS     | 46.0   | 31       | 28  | 3              | 7         | 14        | 5         | 5      | --           | --    | --     | --   | --        | 0              |
| 39475 | PURVIS, MS        | 52.1   | 15       | 14  | 1              | 6         | 7         | 2         | --     | --           | --    | --     | --   | --        | 0              |
| 36695 | MOBILE, AL        | 53.2   | 18       | 16  | 2              | 6         | 8         | 3         | 1      | --           | --    | --     | --   | --        | 0              |
| 70448 | MANDEVILLE, LA    | 57.4   | 14       | 14  | --             | 4         | 6         | --        | 4      | --           | --    | --     | --   | --        | 0              |
| 39401 | HATTIESBURG, MS   | 57.9   | 34       | 29  | 5              | 19        | 7         | 5         | 3      | --           | --    | --     | --   | --        | 0              |
| 70128 | NEW ORLEANS, LA   | 58.4   | 57       | 57  | --             | 57        | --        | --        | --     | --           | --    | --     | --   | --        | 0              |

Sales Table 2 of 2

## Sales Totals

Entire evaluation.

|      |      |     |      |      |      |      |       |      |      |      |      |      |  |  |
|------|------|-----|------|------|------|------|-------|------|------|------|------|------|--|--|
|      |      |     | 1276 | 1273 | 762  | 1383 |       |      |      |      |      |      |  |  |
|      |      |     | 704  | 686  | 403  | 642  |       |      |      |      |      |      |  |  |
|      |      |     | 573  | 486  | 235  | 415  |       |      |      |      |      |      |  |  |
| 8952 | 8290 | 662 | 2597 | 2477 | 1414 | 2464 | 71.8% | 3416 | 1628 | 2679 | 1895 | 9618 |  |  |

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