



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

BMW of Mobile

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 (49)
- 10 to 99 (57)
- 100 to 999 (20)
- 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	8,138	100.00%
Fallout records		
Dates beyond 60 months	194	2.38%
Unrealistic drive time	1,570	19.29%
Non-Mailable	37	0.45%
Non-Dealer Makes	1,896	23.30%
Total Fallout records	3,697	45.43%
Existing customer records	4,441	54.57%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

161

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**.

158

"Recent" Customers

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

3

"Inactive" Customers

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

0

"Lost" Customers

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

0	13-24 months
0	25-36 months
0	37-48 months
0	49-60 months

4,441

2,171
w/email

1,750

1,422
w/email

755

464
w/email

1,936

285
w/email

709
477
403
347

188
50
30
17
w/email

Total "Recovery" Customers

2,691

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

749
w/email

Total Same Make "Conquest" Customers

1,288

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

17,786

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 "make" 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

Now Expires your date: _____

Endorse Here: _____

Variable Full Name: _____ Date: ____/____/____ 00-124875

Variable Street Address: _____

Variable City, ST Zipcode: _____

To the order of: **ABC Dealership**

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

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Variable Full Name: _____ Date: ____/____/____ 00-124875

Variable Street Address: _____

Variable City, ST Zipcode: _____

To the order of: **ABC Dealership**

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

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

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:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$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 \$50.00 OFF**

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP

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 "make" 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:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$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

Security Code: 23012

Dear Michelle,

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

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

ABC Dealership, is extending 2009 service inspection program.

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:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE

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:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$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

Security Code: 23012

Dear Michelle,

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

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

ABC Dealership, is extending 2009 service inspection program.

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:
• 5W-30 Motor Oil
• 17mm Spark Plugs
• 17mm Oil Filter

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE

Snap w/Check

6th Recovery

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

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

\$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

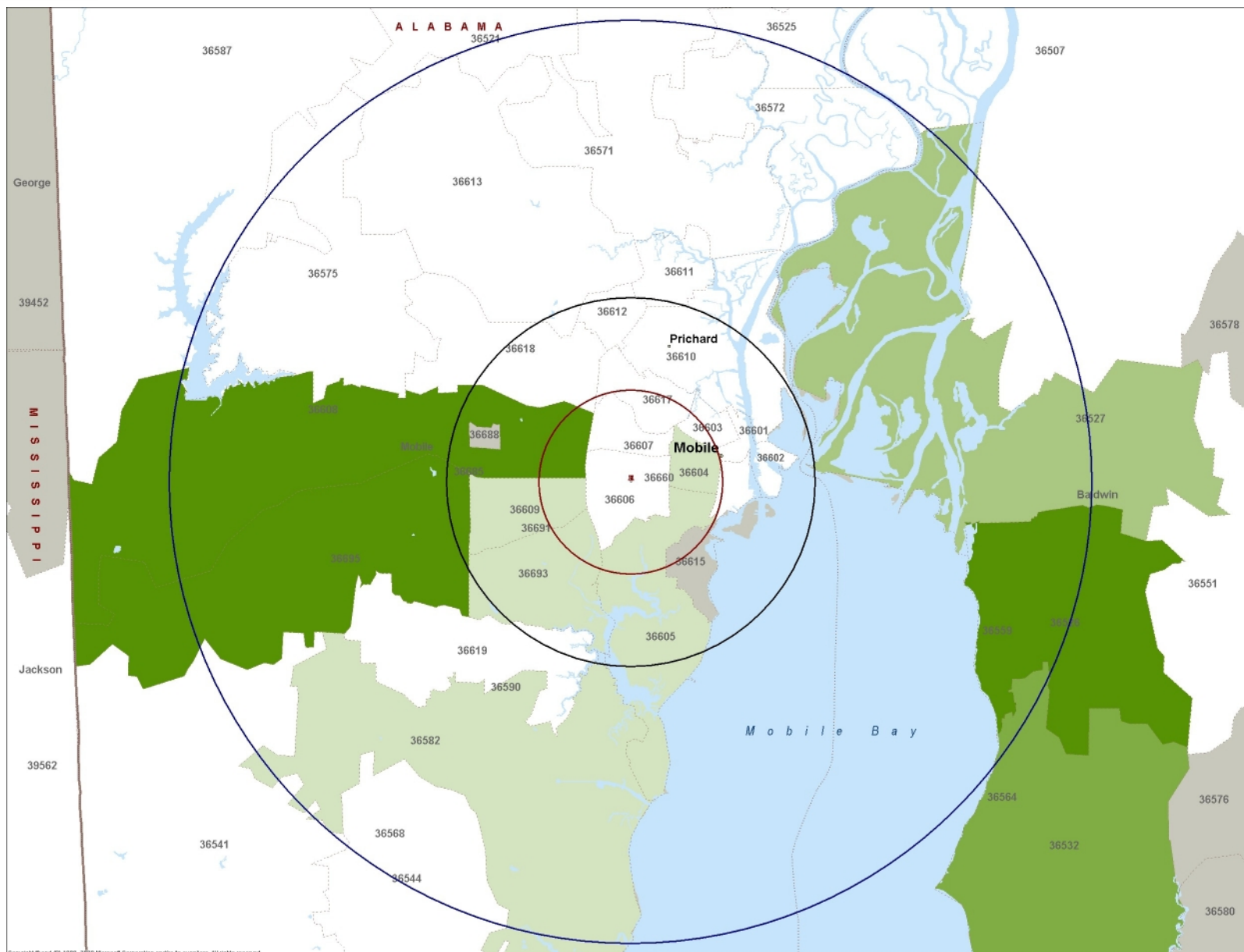
Legend

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 31 (35)
☐ 32 to 63 (5)
☐ 64 to 95 (1)
☐ 96 to 127 (1)
☐ 128 to 160 (3)



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Service Conquest by ZIP CODE

Service Conquest by ZIP Code

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

Same Make
Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Bmw	Total Conquest
36606	MOBILE, AL	--	142	7	135	54	27	54	83.3%	27	27
36607	MOBILE, AL	1.8	55	2	53	22	9	22	69.7%	23	23
36601	MOBILE, AL	1.9	2	--	2	1	--	1	66.7%	1	1
36604	MOBILE, AL	2.2	77	--	77	30	10	37	68.8%	35	35
36605	MOBILE, AL	2.6	98	4	94	31	14	49	65.3%	50	50
36617	MOBILE, AL	3.0	31	1	30	10	6	14	51.7%	28	28
36603	MOBILE, AL	3.1	15	--	15	7	4	4	46.9%	17	17
36609	MOBILE, AL	3.7	156	5	151	59	22	70	75.5%	49	49
36602	MOBILE, AL	3.7	21	1	20	6	3	11	71.4%	8	8
36693	MOBILE, AL	4.3	155	8	147	52	25	70	72.4%	56	56
36610	PRICHARD, AL	4.5	18	1	17	3	6	8	38.6%	27	27
36691	MOBILE, AL	4.6	6	--	6	4	--	2	85.7%	1	1
36685	MOBILE, AL	4.6	5	--	5	3	1	1	71.4%	2	2
36660	MOBILE, AL	4.6	5	--	5	1	1	3	62.5%	3	3
36618	MOBILE, AL	5.4	91	2	89	31	20	38	78.1%	25	25
36612	MOBILE, AL	5.5	10	--	10	5	1	4	52.6%	9	9
36608	MOBILE, AL	5.7	389	14	375	159	76	140	72.8%	140	140
36611	CHICKASAW, AL	6.4	7	1	6	2	--	4	50.0%	6	6
36619	MOBILE, AL	7.8	80	3	77	28	13	36	75.5%	25	25
36695	MOBILE, AL	8.2	437	12	425	189	70	166	76.3%	132	132
36613	EIGHT MILE, AL	9.0	39	1	38	17	3	18	55.9%	30	30
36577	SPANISH FORT, AL	9.7	8	--	8	3	2	3	61.5%	5	5
36582	THEODORE, AL	10.5	81	1	80	31	11	38	67.2%	39	39
36571	SARALAND, AL	10.9	62	1	61	21	8	32	70.1%	26	26

Service Table 1 of 3

Service Totals

Entire evaluation.

			769	332	825		507	
			326	164	436		571	
			442	220	548		207	
4441	161	4280	1592	752	1936	77.5%	1288	19074

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	Bmw	Total Conquest
36575	SEMMES, AL	11.6	58	3	55	23	6	26	66.3%	28	28
36527	SPANISH FORT, AL	12.2	129	4	125	60	17	48	63.1%	73	73
36572	SATSUMA, AL	13.0	33	1	32	10	7	15	66.7%	16	16
36526	DAPHNE, AL	13.6	276	8	268	76	50	142	62.9%	158	158
36559	MONTROSE, AL	14.1	20	--	20	5	5	10	44.4%	25	25
36525	CREOLA, AL	15.3	2	1	1	1	--	--	25.0%	3	3
36544	IRVINGTON, AL	15.7	32	2	30	7	8	15	73.2%	11	11
36532	FAIRHOPE, AL	17.1	278	6	272	94	52	126	72.3%	104	104
36564	POINT CLEAR, AL	17.8	27	--	27	7	5	15	55.1%	22	22
36587	WILMER, AL	18.2	10	--	10	5	1	4	40.0%	15	15
36541	GRAND BAY, AL	18.6	35	1	34	16	6	12	66.7%	17	17
36505	AXIS, AL	18.7	8	--	8	4	1	3	72.7%	3	3
36533	FAIRHOPE, AL	19.5	20	--	20	8	2	10	47.6%	22	22
36509	BAYOU LA BATRE, AL	20.7	11	--	11	4	3	4	73.3%	4	4
36523	CODEN, AL	20.7	6	--	6	2	--	4	66.7%	3	3
36521	CHUNCHULA, AL	20.8	7	--	7	4	1	2	87.5%	1	1
36551	LOXLEY, AL	21.0	25	--	25	12	6	7	78.1%	7	7
36507	BAY MINETTE, AL	24.4	39	--	39	18	8	13	84.8%	7	7
39562	MOSS POINT, MS	26.1	44	1	43	14	13	16	95.6%	2	2
36567	ROBERTSDALE, AL	28.3	13	1	12	2	3	7	--	--	0
36528	DAUPHIN ISLAND, AL	29.3	11	1	10	4	2	4	--	--	0
36535	FOLEY, AL	30.9	49	2	47	12	12	23	--	--	0
39563	MOSS POINT, MS	31.1	39	1	38	17	7	14	--	--	0
39452	LUCEDALE, MS	32.0	47	3	44	18	10	16	--	--	0

Service Table 2 of 3

Service Totals

Entire evaluation.

			769	332	825		507	
			326	164	436		571	
			442	220	548		207	
4441	161	4280	1592	752	1936	77.5%	1288	19074

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	Bmw	Total Conquest
39581	PASCAGOULA, MS	33.3	35	2	33	6	9	18	--	--	0
39567	PASCAGOULA, MS	34.2	38	2	36	13	8	15	--	--	0
36542	GULF SHORES, AL	36.2	53	3	50	21	2	27	--	--	0
39553	GAUTIER, MS	37.8	76	2	74	26	11	37	--	--	0
39565	VANCLEAVE, MS	39.8	39	4	35	16	4	15	--	--	0
36561	ORANGE BEACH, AL	41.7	54	3	51	19	7	25	--	--	0
39564	OCEAN SPRINGS, MS	44.3	247	7	240	88	45	107	--	--	0
36502	ATMORE, AL	46.1	20	1	19	7	2	10	--	--	0
39540	DIBERVILLE, MS	50.0	30	1	29	9	7	13	--	--	0
39530	BILOXI, MS	50.6	29	--	29	10	2	17	--	--	0
39532	BILOXI, MS	51.6	153	9	144	60	21	63	--	--	0
39531	BILOXI, MS	54.5	83	2	81	30	16	35	--	--	0
39507	GULFPORT, MS	59.0	91	3	88	26	17	45	--	--	0
36545	JACKSON, AL	59.1	25	1	24	9	5	10	--	--	0
39574	SAUCIER, MS	60.7	19	--	19	5	3	11	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

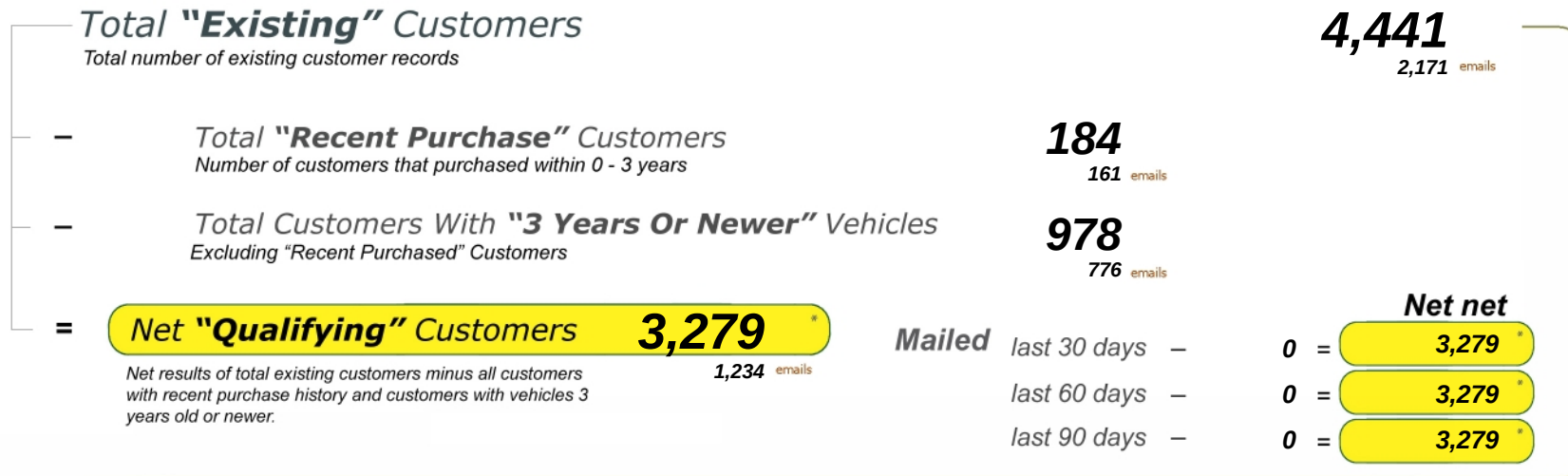
			769	332	825		507	
			326	164	436		571	
			442	220	548		207	
4441	161	4280	1592	752	1936	77.5%	1288	19074

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

1,275

Total Crossover "Conquest"

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

17,786

Customer Records
 Existing Sales Customer Breakdown

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

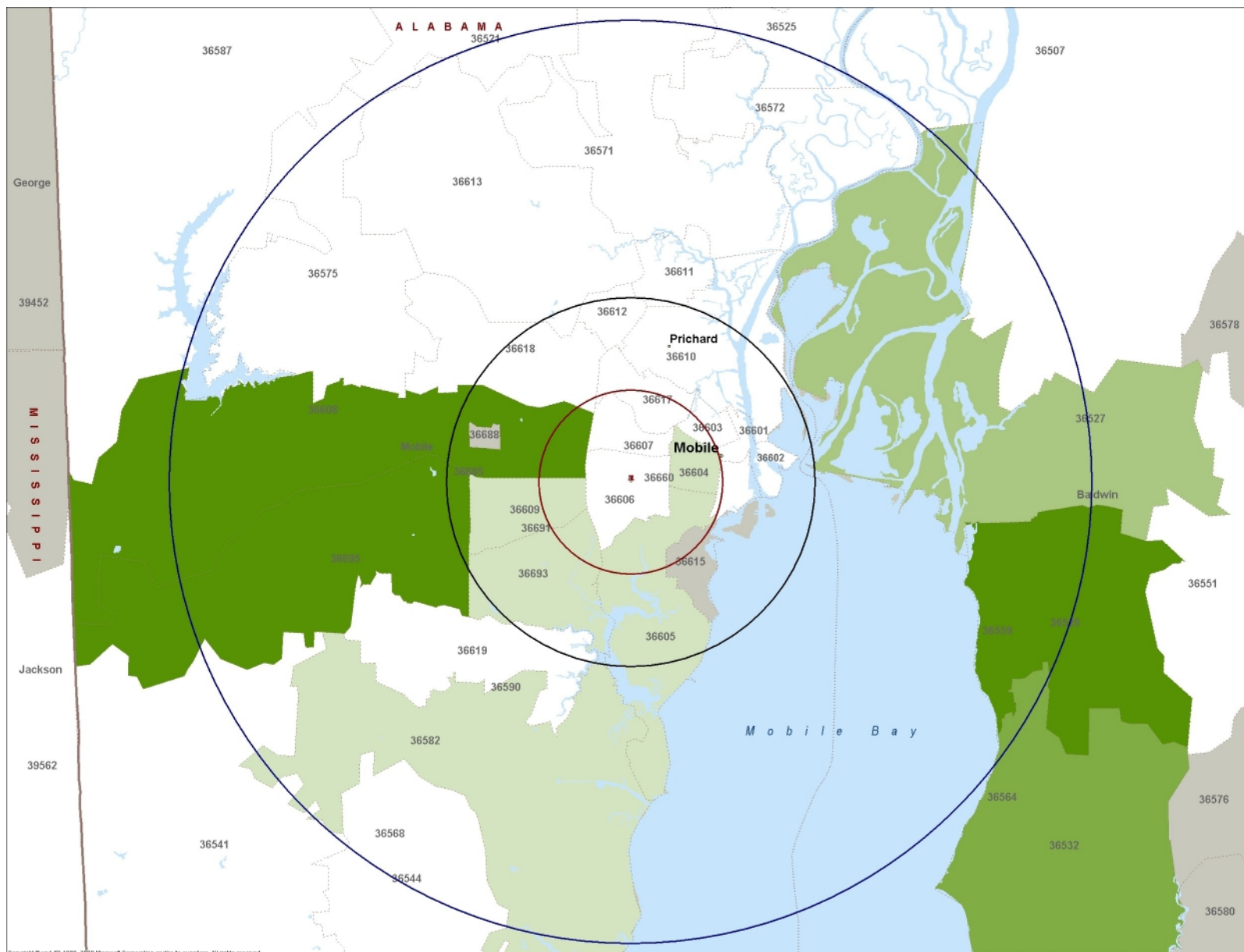
Legend

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 31 (35)
- 32 to 63 (5)
- 64 to 95 (1)
- 96 to 127 (1)
- 128 to 160 (3)



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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	Bmw	Toyota	Ford	Chevrolet	Total Conquest
36606	MOBILE, AL	--	135	135	--	32	27	34	42	--	27	701	702	587	2017
36616	MOBILE, AL	1.5	7	7	--	--	2	1	4	--	--	4	8	4	16
36607	MOBILE, AL	1.8	53	53	--	19	8	11	15	--	21	253	244	269	787
36601	MOBILE, AL	1.9	2	2	--	--	1	--	1	--	1	--	--	--	1
36604	MOBILE, AL	2.2	77	77	--	13	13	14	37	--	35	439	378	261	1113
36605	MOBILE, AL	2.6	93	93	--	15	18	17	43	--	50	833	1258	984	3125
36617	MOBILE, AL	3.0	30	30	--	6	2	8	14	--	28	414	588	502	1532
36603	MOBILE, AL	3.1	15	15	--	1	3	3	8	--	17	185	265	231	698
36615	MOBILE, AL	3.3	1	1	--	1	--	--	--	--	--	8	25	12	45
36609	MOBILE, AL	3.7	151	151	--	38	25	29	59	--	49	1153	807	583	2592
36602	MOBILE, AL	3.7	20	20	--	4	4	3	9	--	8	36	29	24	97
36693	MOBILE, AL	4.3	147	147	--	25	32	27	63	--	56	1129	792	578	2555
36610	PRICHARD, AL	4.5	17	17	--	1	2	4	10	--	27	6	16	12	61
36640	MOBILE, AL	4.6	1	1	--	1	--	--	--	--	--	8	13	25	46
36670	MOBILE, AL	4.6	4	4	--	2	--	1	1	--	--	1	8	1	10
36691	MOBILE, AL	4.6	6	6	--	2	1	--	3	--	1	16	14	19	50
36689	MOBILE, AL	4.6	5	5	--	2	2	1	--	--	--	21	8	14	43
36685	MOBILE, AL	4.6	5	5	--	--	2	1	2	--	2	13	16	9	40
36660	MOBILE, AL	4.6	5	5	--	2	--	--	3	--	3	8	22	20	53
36618	MOBILE, AL	5.4	87	87	--	15	18	20	34	--	25	165	188	173	551
36612	MOBILE, AL	5.5	10	10	--	1	1	2	6	--	9	--	--	--	9
36608	MOBILE, AL	5.7	370	370	--	96	75	86	113	--	140	809	514	502	1965
36611	CHICKASAW, AL	6.4	6	6	--	1	--	--	5	--	6	--	--	--	6
36619	MOBILE, AL	7.8	77	77	--	23	14	14	26	--	24	92	117	76	309

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			430	403	397	703									
			199	228	214	280									
			299	316	238	342									
4257	4257	0	978	994	887	1398	76.8%	1275	6639	6163	4984	19061			

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	Bmw	Toyota	Ford	Chevrolet	Total Conquest
36695	MOBILE, AL	8.2	423	423	--	88	109	88	138	--	132	340	148	95	715
36613	EIGHT MILE, AL	9.0	37	37	--	7	10	6	14	--	30	--	--	--	30
36577	SPANISH FORT, AL	9.7	8	8	--	3	1	--	4	--	5	--	--	--	5
36582	THEODORE, AL	10.5	80	80	--	21	19	18	22	--	39	5	3	3	50
36571	SARALAND, AL	10.9	61	61	--	11	14	9	27	--	25	--	--	--	25
36575	SEMMES, AL	11.6	55	55	--	14	19	9	13	--	28	--	--	--	28
36527	SPANISH FORT, AL	12.2	122	122	--	34	35	21	32	--	67	--	--	--	67
36572	SATSUMA, AL	13.0	32	32	--	4	6	11	11	--	16	--	--	--	16
36526	DAPHNE, AL	13.6	268	268	--	58	63	64	83	--	158	--	--	--	158
36559	MONTROSE, AL	14.1	20	20	--	2	6	8	4	--	25	--	--	--	25
36525	CREOLA, AL	15.3	1	1	--	--	--	1	--	--	3	--	--	--	3
36544	IRVINGTON, AL	15.7	30	30	--	3	8	4	15	--	11	--	--	--	11
36532	FAIRHOPE, AL	17.1	271	271	--	63	66	68	74	--	102	--	--	--	102
36564	POINT CLEAR, AL	17.8	27	27	--	3	8	5	11	--	22	--	--	--	22
36587	WILMER, AL	18.2	10	10	--	1	2	2	5	--	15	--	--	--	15
36541	GRAND BAY, AL	18.6	33	33	--	8	4	5	16	--	17	--	--	--	17
36505	AXIS, AL	18.7	8	8	--	2	2	1	3	--	3	--	--	--	3
36533	FAIRHOPE, AL	19.5	20	20	--	3	5	8	4	--	21	--	--	--	21
36509	BAYOU LA BATRE, AL	20.7	11	11	--	2	2	5	2	--	4	--	--	--	4
36523	CODEN, AL	20.7	6	6	--	1	1	--	4	--	3	--	--	--	3
36521	CHUNCHULA, AL	20.8	7	7	--	1	1	2	3	--	1	--	--	--	1
36551	LOXLEY, AL	21.0	25	25	--	8	8	3	6	--	7	--	--	--	7
36507	BAY MINETTE, AL	24.4	39	39	--	9	14	7	9	--	7	--	--	--	7
39562	MOSS POINT, MS	26.1	43	43	--	8	15	10	10	--	2	--	--	--	2

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			430	403	397	703							
			199	228	214	280							
			299	316	238	342							
4257	4257	0	978	994	887	1398	76.8%	1275	6639	6163	4984	19061	

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	Bmw	Toyota	Ford	Chevrolet	Total Conquest
36567	ROBERTSDALE, AL	28.3	12	12	--	1	4	4	3	--	--	--	--	--	0
36535	FOLEY, AL	30.9	47	47	--	11	15	5	16	--	--	--	--	--	0
39563	MOSS POINT, MS	31.1	38	38	--	7	5	11	15	--	--	--	--	--	0
39452	LUCEDALE, MS	32.0	44	44	--	9	13	6	16	--	--	--	--	--	0
39581	PASCAGOULA, MS	33.3	33	33	--	1	13	9	10	--	--	--	--	--	0
39567	PASCAGOULA, MS	34.2	36	36	--	6	8	7	15	--	--	--	--	--	0
36542	GULF SHORES, AL	36.2	50	50	--	17	11	8	14	--	--	--	--	--	0
39553	GAUTIER, MS	37.8	74	74	--	18	11	15	30	--	--	--	--	--	0
39565	VANCLEAVE, MS	39.8	35	35	--	15	5	6	9	--	--	--	--	--	0
36561	ORANGE BEACH, AL	41.7	51	51	--	17	10	13	11	--	--	--	--	--	0
39564	OCEAN SPRINGS, MS	44.3	238	238	--	63	60	47	68	--	--	--	--	--	0
36502	ATMORE, AL	46.1	19	19	--	7	4	3	5	--	--	--	--	--	0
39540	DIBERVILLE, MS	50.0	29	29	--	5	14	4	6	--	--	--	--	--	0
39530	BILOXI, MS	50.6	29	29	--	6	9	7	7	--	--	--	--	--	0
39532	BILOXI, MS	51.6	143	143	--	38	43	28	34	--	--	--	--	--	0
39531	BILOXI, MS	54.5	81	81	--	20	15	20	26	--	--	--	--	--	0
39507	GULFPORT, MS	59.0	86	86	--	22	29	16	19	--	--	--	--	--	0
36545	JACKSON, AL	59.1	24	24	--	7	3	3	11	--	--	--	--	--	0
39574	SAUCIER, MS	60.7	19	19	--	4	7	6	2	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			430	403	397	703									
			199	228	214	280									
			299	316	238	342									
4257	4257	0	978	994	887	1398	76.8%	1275	6639	6163	4984	19061			

Report Analysis

Sales Conquest by ZIP Code

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