



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Delray Kia

05/07/2010

Customer Counts by Zip Code

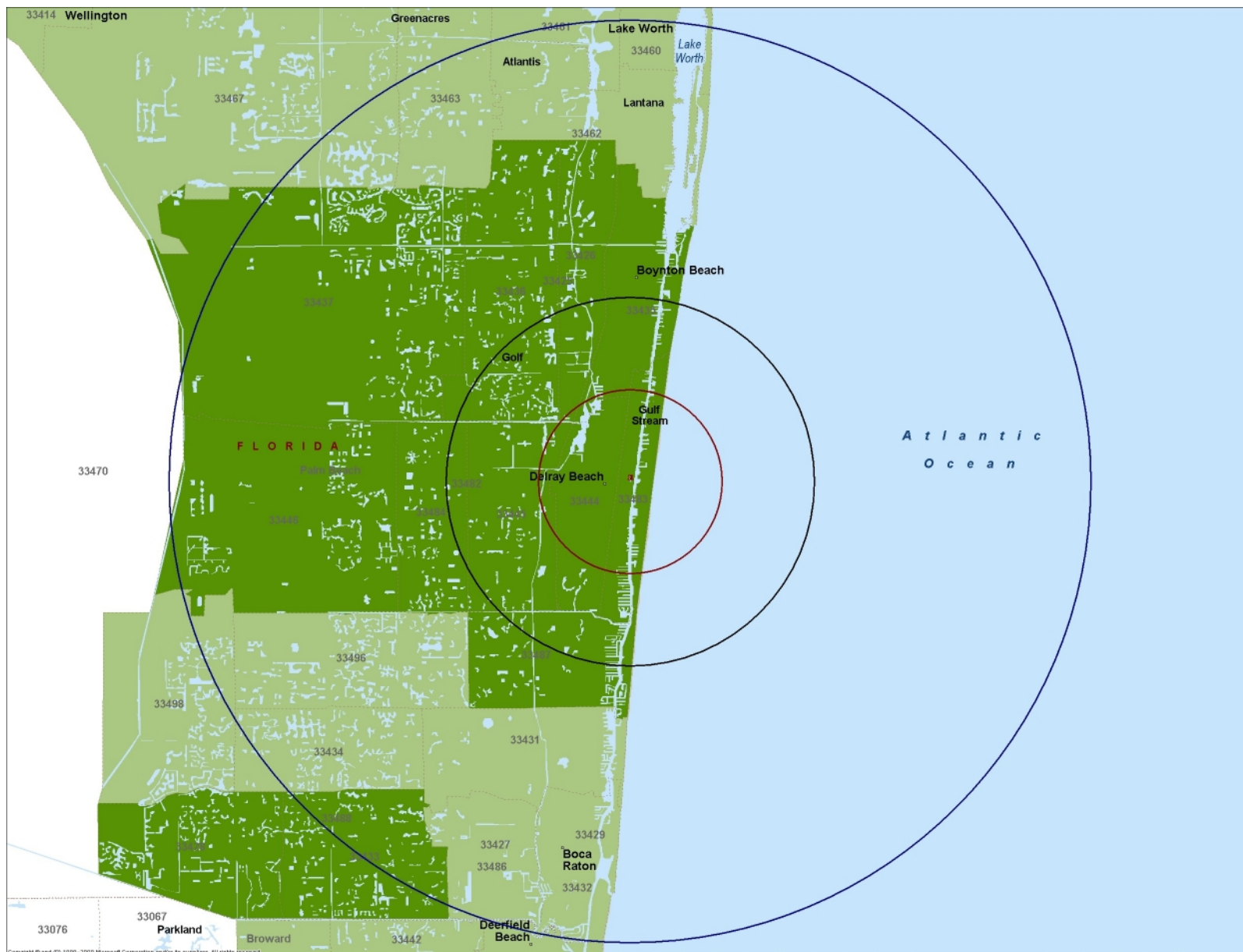
Legend

Radius Ring Distances

- Inner Circle 4 mile radius
- Middle Circle 1 8 mile radius
- Middle Circle 2 20 mile radius

Zip Code Results

- 1 to 9 (70)
- 10 to 99 (22)
- 100 to 999 (12)



Customer Map is generated based on cleansed dealer data.

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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	3,281	100.00%
Fallout records		
Dates beyond 60 months	0	0.00%
Unrealistic drive time	202	6.16%
Non-Mailable	273	8.32%
Non-Dealer Makes	46	1.40%
Total Fallout records	521	15.88%
Existing customer records	2,760	84.12%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

88

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**.

77

"Recent" Customers

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

11

"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

2,760

707
w/email

1,359

579
w/email

479

55
w/email

922

73
w/email

635

287

0

0

46

27

0

0

w/email

Total "Recovery" Customers

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

1,401

128
w/email

Total Same Make "Conquest" Customers

5,359

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

11,012

Customer Records
Existing Customer Breakdown

Recommended Service Campaign

ABC DEALERSHIP
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 "smoke" discounts include:

- One Lube, Oil and Filter Change for only \$12.95
- \$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
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
Variable Street Address
Variable City, ST Zipcode

Date: 00-124875

To the order of: ABC Dealership

The sum of: **One Lube, Oil and Filter Change for only \$12.95 \$12.95**

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

Security Code: 23012

Now Expires your date:

Endorse Here

0PC00E1

ABC DEALERSHIP
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 "smoke" discounts include:

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Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124875

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date:

Endorse Here

0PC00E2

ABC DEALERSHIP
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 "smoke" discounts include:

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- \$100.00 OFF Any Parts or Service

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Service Manager

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www.MichelleWilliams.servicemyAuto.us

Security Code: 23012

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
Variable Street Address
Variable City, ST Zipcode

Date: 00-124875

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date:

Endorse Here

0PC00E3

Initial Customer Recovery

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

Scheduled Maintenance

ABC DEALERSHIP
Automotive Service Specialists

MICHELLE...
OUR RECORDS SHOW YOUR
2009 ALTIMA

Michelle Williams
1007 Corporate Lake Dr
Anytown, FL 32000-0000

Drive

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People, Day to Day

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People, Day to Day

\$50.00 OFF
ANY PARTS & SERVICE

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People, Day to Day

\$100.00 OFF
ANY PARTS & SERVICE

Self-Mailer

Declined Services

ABC DEALERSHIP
Automotive Service Specialists

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
1007 Corporate Lake Dr
Anytown, FL 32000-0000

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

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

Security Code: 23012

Now Expires your date:

Endorse Here

0PC00E4

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP
Automotive Service Specialists

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:
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• 17-Point Inspection
• Same People, Day to Day

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People, Day to Day

\$50.00 OFF
ANY PARTS & SERVICE

3up Check

2nd Recovery

ABC DEALERSHIP
Automotive Service Specialists

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.

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• Same People, Day to Day

\$50.00 OFF
ANY PARTS & SERVICE

Snap

3rd Recovery

ABC DEALERSHIP
Automotive Service Specialists

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.

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• 17-Point Inspection
• Same People, Day to Day

\$50.00 OFF
ANY PARTS & SERVICE

Snap w/Check

4th Recovery

ABC DEALERSHIP
Automotive Service Specialists

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

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• Same People, Day to Day

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People, Day to Day

\$50.00 OFF
ANY PARTS & SERVICE

Snap

5th Recovery

ABC DEALERSHIP
Automotive Service Specialists

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 Synthetic Oil
• 17-Point Inspection
• Same People, Day to Day

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People, Day to Day

\$50.00 OFF
ANY PARTS & SERVICE

Snap w/Check

6th Recovery

ABC DEALERSHIP
Automotive Service Specialists

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.

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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

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• Same People, Day to Day

\$19.95

LUBE, OIL & FILTER CHANGE
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• 17-Point Inspection
• Same People, Day to Day

\$50.00 OFF
ANY PARTS & SERVICE

Post Card

Service Conquest by Zip Code

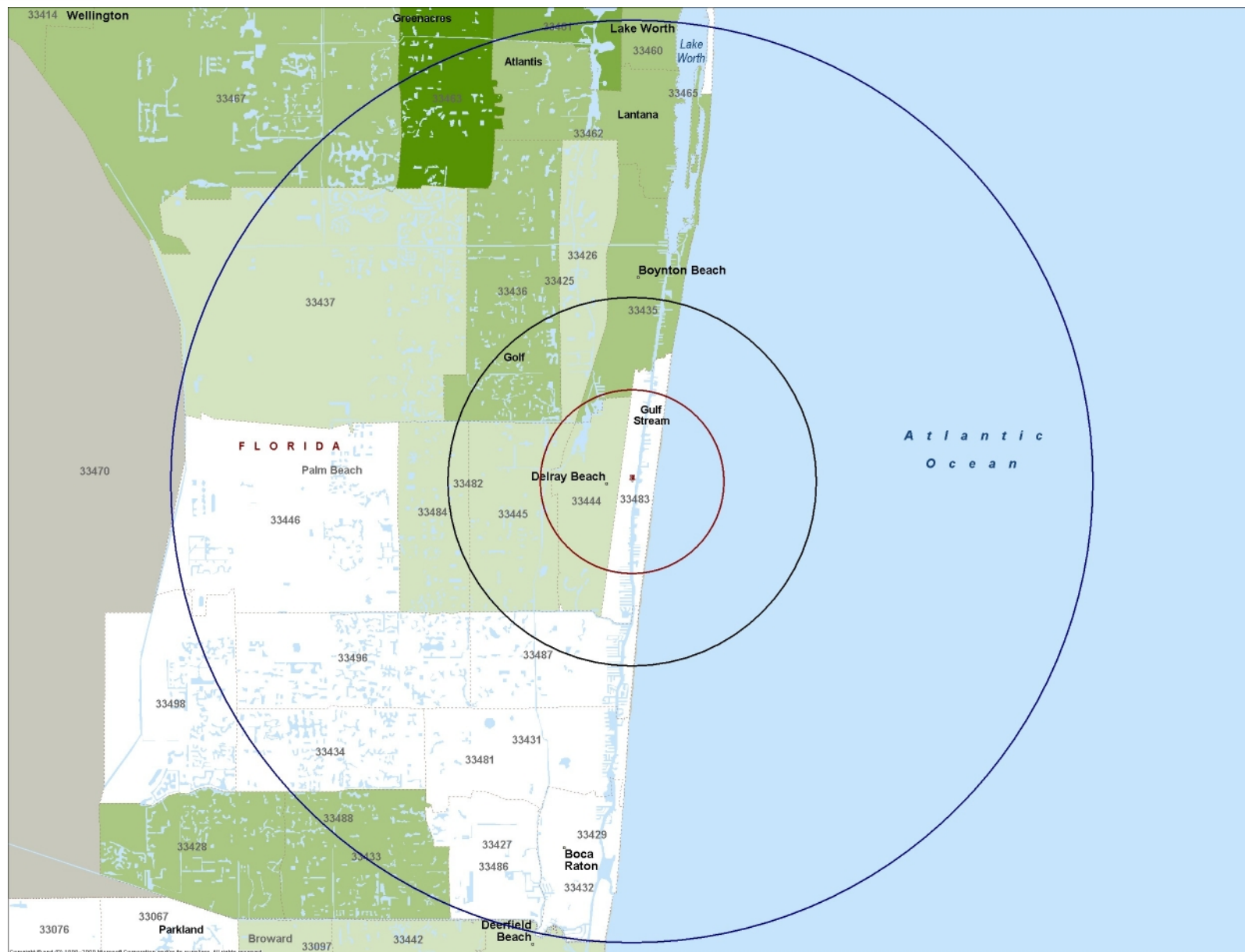
Legend

Radius Ring Distances

- Inner Circle 4 mile radius
- Middle Circle 1 8 mile radius
- Middle Circle 2 20 mile radius

Zip Code Results

- 0 to 49 (41)
- 50 to 99 (18)
- 100 to 149 (12)
- 150 to 199 (3)
- 200 to 250 (6)



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	Kia	Total Conquest
33483	DELRAY BEACH, FL	0.0	94	2	92	53	16	23	74.8%	31	31
33473	BOYNTON BEACH, FL	--	5	--	5	1	1	3	62.5%	3	3
33444	DELRAY BEACH, FL	0.9	111	1	110	44	18	48	61.5%	69	69
33445	DELRAY BEACH, FL	2.5	212	3	209	107	37	65	70.4%	88	88
33435	BOYNTON BEACH, FL	4.1	146	1	145	74	21	50	50.9%	140	140
33487	BOCA RATON, FL	4.1	105	3	102	53	20	29	76.7%	31	31
33484	DELRAY BEACH, FL	4.4	190	8	182	102	33	47	65.7%	95	95
33426	BOYNTON BEACH, FL	4.6	125	1	124	61	17	46	56.4%	96	96
33436	BOYNTON BEACH, FL	5.1	208	5	203	100	34	69	59.4%	139	139
33431	BOCA RATON, FL	6.1	70	3	67	28	16	23	62.6%	40	40
33446	DELRAY BEACH, FL	6.2	129	2	127	67	21	39	77.9%	36	36
33437	BOYNTON BEACH, FL	6.6	205	2	203	112	43	48	77.8%	58	58
33427	BOCA RATON, FL	6.7	1	--	1	--	--	1	50.0%	1	1
33496	BOCA RATON, FL	7.4	65	3	62	32	12	18	65.3%	33	33
33462	HYPOLUXO, FL	8.0	54	1	53	21	12	20	26.5%	147	147
33432	BOCA RATON, FL	8.2	43	2	41	23	7	11	50.0%	41	41
33434	BOCA RATON, FL	8.5	60	1	59	24	11	24	60.8%	38	38
33486	BOCA RATON, FL	8.8	44	1	43	23	9	11	50.0%	43	43
33433	BOCA RATON, FL	9.9	106	3	103	58	14	31	48.8%	108	108
33463	LAKE WORTH, FL	10.7	63	--	63	31	8	24	21.3%	233	233
33460	LAKE WORTH, FL	10.7	26	1	25	9	5	11	18.9%	107	107
33498	BOCA RATON, FL	10.8	44	1	43	22	7	14	60.6%	28	28
33461	LAKE WORTH, FL	10.9	30	3	27	9	8	10	13.6%	171	171
33441	DEERFIELD BEACH, FL	10.9	11	--	11	4	1	6	10.8%	91	91

Service Table 1 of 3

Service Totals

Entire evaluation.

			1101	384	694		880	
			151	59	162		2322	
			9	10	15		2027	
2760	88	2672	1282	468	922	34.0%	5359	16371

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	Kia	Total Conquest
33442	DEERFIELD BEACH, FL	11.8	25	--	25	13	5	7	22.7%	85	85
33467	LAKE WORTH, FL	11.8	81	4	77	35	13	29	34.1%	149	149
33428	BOCA RATON, FL	12.5	98	8	90	41	11	38	37.8%	148	148
33073	COCONUT CREEK, FL	13.2	9	--	9	4	3	2	10.7%	75	75
33064	POMPANO BEACH, FL	13.2	15	--	15	10	2	3	6.3%	223	223
33406	WEST PALM BEACH, FL	13.5	6	--	6	1	1	4	3.7%	156	156
33415	WEST PALM BEACH, FL	14.0	13	2	11	4	2	5	4.2%	250	250
33416	WEST PALM BEACH, FL	14.0	1	--	1	--	--	1	7.7%	12	12
33405	WEST PALM BEACH, FL	14.2	3	1	2	--	1	1	2.3%	84	84
33067	CORAL SPRINGS, FL	15.2	6	1	5	2	--	3	14.3%	30	30
33062	HILLSBORO BEACH, FL	15.9	6	1	5	3	1	1	6.7%	70	70
33066	COCONUT CREEK, FL	16.2	4	1	3	--	--	3	4.8%	60	60
33060	POMPANO BEACH, FL	16.5	3	--	3	1	--	2	2.9%	100	100
33401	WEST PALM BEACH, FL	17.0	6	--	6	1	--	5	14.6%	35	35
33409	WEST PALM BEACH, FL	17.0	9	--	9	2	1	6	12.9%	61	61
33076	CORAL SPRINGS, FL	17.2	4	--	4	2	--	2	9.3%	39	39
33063	MARGATE, FL	17.3	18	2	16	4	4	8	7.0%	212	212
33069	POMPANO BEACH, FL	17.3	6	--	6	3	--	3	6.6%	85	85
33480	SOUTH PALM BEACH, FL	17.4	10	1	9	6	1	2	47.4%	10	10
33414	WELLINGTON, FL	17.7	15	--	15	5	1	9	11.1%	120	120
33417	WEST PALM BEACH, FL	17.7	5	--	5	2	1	2	7.7%	60	60
33065	CORAL SPRINGS, FL	17.8	5	--	5	1	--	4	2.1%	237	237
33308	FORT LAUDERDALE, FL	19.1	2	--	2	1	--	1	3.1%	63	63
33068	NORTH LAUDERDALE, FL	19.6	3	--	3	1	1	1	1.9%	158	158

Service Table 2 of 3

Service Totals

Entire evaluation.

			1101	384	694		880	
			151	59	162		2322	
			9	10	15		2027	
2760	88	2672	1282	468	922	34.0%	5359	16371

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	Kia	Total Conquest
33071	CORAL SPRINGS, FL	19.8	5	--	5	1	1	3	3.8%	126	126
33334	OAKLAND PARK, FL	20.0	4	--	4	1	2	1	3.8%	102	102
33411	ROYAL PALM BEACH, FL	20.1	30	4	26	6	7	13	36.6%	45	45
33309	OAKLAND PARK, FL	20.4	5	--	5	1	1	3	4.2%	114	114
33321	TAMARAC, FL	21.4	5	--	5	1	1	3	2.4%	207	207
33319	TAMARAC, FL	21.7	6	1	5	--	1	4	5.6%	85	85
33305	WILTON MANORS, FL	21.9	2	--	2	--	1	1	5.3%	36	36
33304	FORT LAUDERDALE, FL	23.0	1	--	1	--	1	--	20.0%	4	4
33311	WILTON MANORS, FL	23.5	2	--	2	1	--	1	3.8%	51	51
33351	SUNRISE, FL	23.5	3	--	3	--	2	1	75.0%	1	1
33454	GREENACRES, FL	25.8	1	--	1	--	--	1	33.3%	2	2
33425	BOYNTON BEACH, FL	25.8	6	--	6	3	2	1	60.0%	4	4
33424	BOYNTON BEACH, FL	25.8	2	--	2	1	--	1	66.7%	1	1
33482	DELRAY BEACH, FL	25.8	5	--	5	2	2	1	45.5%	6	6
33429	BOCA RATON, FL	25.8	1	--	1	--	--	1	33.3%	2	2
33488	BOCA RATON, FL	25.8	1	--	1	1	--	--	50.0%	1	1
33472	BOYNTON BEACH, FL	5,610.7	77	4	73	40	13	20	66.4%	37	37
33449	LAKE WORTH, FL	5,610.7	6	--	6	3	--	3	27.3%	16	16

Service Table 3 of 3

Service Totals

Entire evaluation.

			1101	384	694		880	
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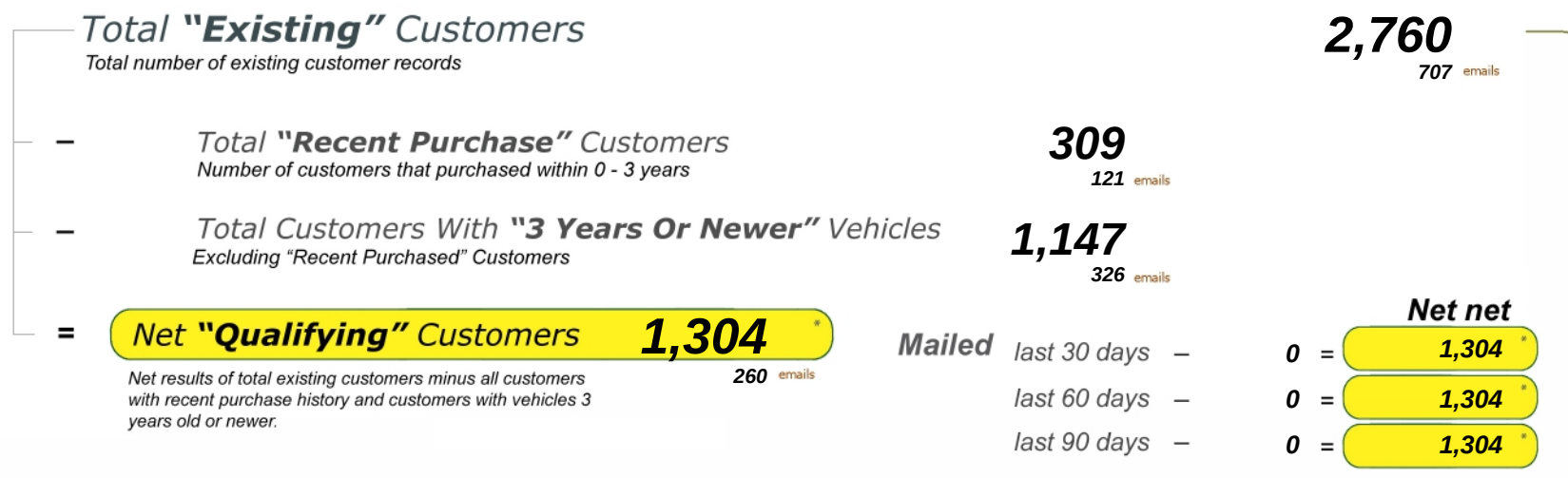
Report Analysis

Service Conquest by ZIP Code

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

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Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

5,177

Total Crossover "Conquest"

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

11,012

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

Customer Records
 Existing Sales Customer Breakdown

Sales Conquest by Zip Code

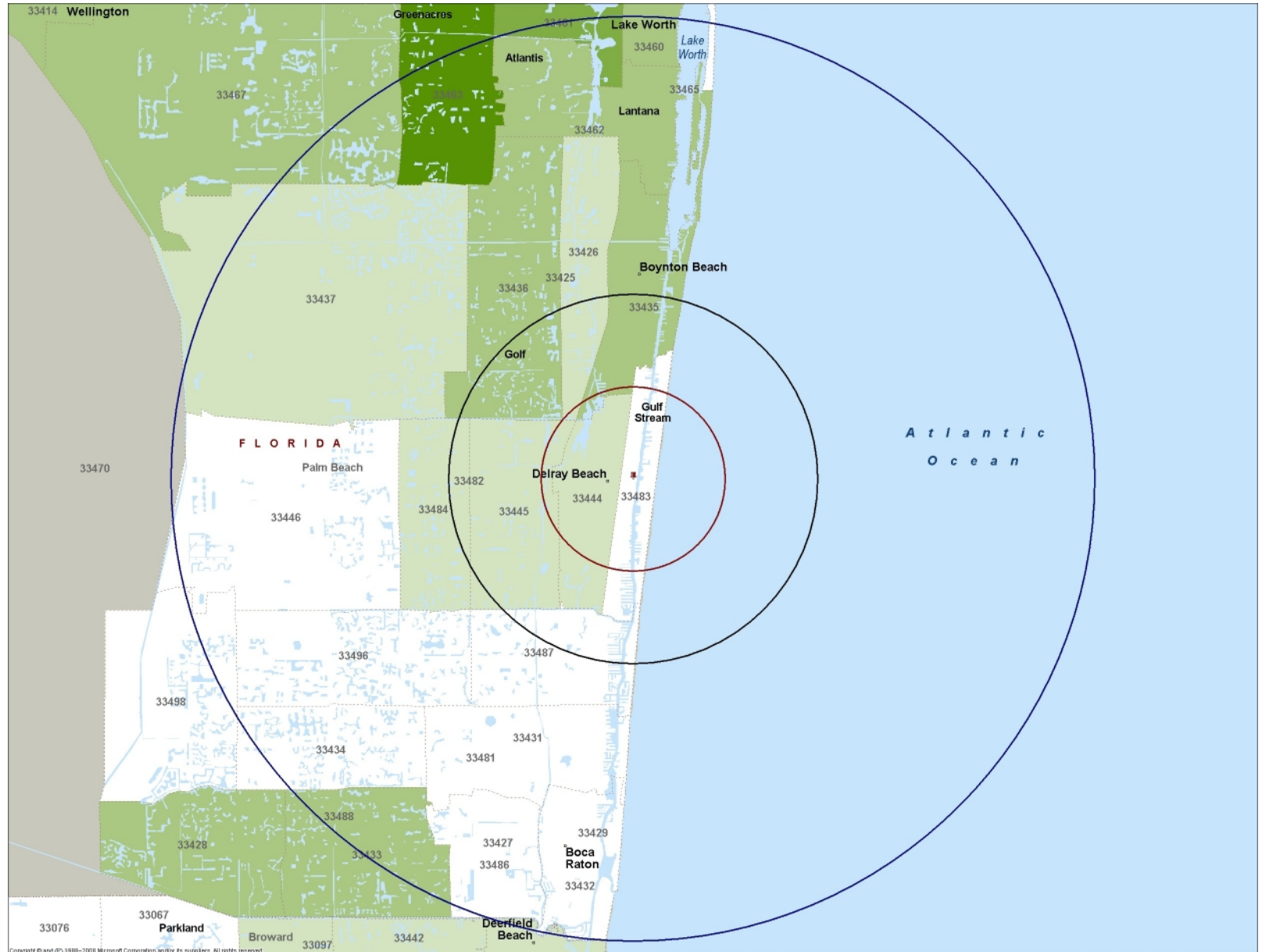
Legend

Radius Ring Distances

- Inner Circle 4 mile radius
- Middle Circle 1 8 mile radius
- Middle Circle 2 20 mile radius

Zip Code Results

- 0 to 49 (41)
- 50 to 99 (18)
- 100 to 149 (12)
- 150 to 199 (3)
- 200 to 250 (6)



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	Kia	Ford	Chevrolet	Toyota	Total Conquest
33483	DELRAY BEACH, FL	0.0	81	81	--	43	15	12	11	--	30	327	185	372	914
33473	BOYNTON BEACH, FL	--	5	5	--	2	2	1	--	--	3	--	--	--	3
33444	DELRAY BEACH, FL	0.9	104	104	--	45	30	15	14	--	64	854	370	552	1840
33445	DELRAY BEACH, FL	2.5	194	194	--	90	53	32	19	--	81	880	445	1250	2656
33435	BOYNTON BEACH, FL	4.1	135	135	--	60	36	24	15	--	133	125	65	72	395
33487	BOCA RATON, FL	4.1	94	94	--	38	32	15	9	--	28	442	224	621	1315
33484	DELRAY BEACH, FL	4.4	168	168	--	76	43	34	15	--	89	436	238	1133	1896
33426	BOYNTON BEACH, FL	4.6	110	110	--	45	30	23	12	--	92	21	7	28	148
33436	BOYNTON BEACH, FL	5.1	182	182	--	81	55	30	16	--	136	15	12	67	230
33431	BOCA RATON, FL	6.1	62	62	--	22	25	11	4	--	40	500	238	574	1352
33446	DELRAY BEACH, FL	6.2	119	119	--	59	35	14	11	--	34	39	24	79	176
33437	BOYNTON BEACH, FL	6.6	189	189	--	104	52	23	10	--	56	--	--	--	56
33427	BOCA RATON, FL	6.7	1	1	--	--	--	1	--	--	1	--	--	--	1
33496	BOCA RATON, FL	7.4	55	55	--	23	15	11	6	--	32	65	42	155	294
33462	HYPOLUXO, FL	8.0	50	50	--	24	13	6	7	--	135	--	--	--	135
33432	BOCA RATON, FL	8.2	39	39	--	20	7	8	4	--	39	118	59	121	337
33434	BOCA RATON, FL	8.5	56	56	--	24	12	12	8	--	35	12	3	20	70
33486	BOCA RATON, FL	8.8	41	41	--	13	15	10	3	--	41	24	17	43	125
33433	BOCA RATON, FL	9.9	99	99	--	42	31	18	8	--	102	--	--	--	102
33463	LAKE WORTH, FL	10.7	55	55	--	19	17	17	2	--	224	--	--	--	224
33460	LAKE WORTH, FL	10.7	22	22	--	10	7	4	1	--	102	--	--	--	102
33498	BOCA RATON, FL	10.8	40	40	--	15	16	7	2	--	27	--	--	--	27
33461	LAKE WORTH, FL	10.9	26	26	--	14	4	5	3	--	163	--	--	--	163
33441	DEERFIELD BEACH, FL	10.9	10	10	--	3	4	3	--	--	88	--	--	--	88

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			907	568	351	183									
			175	64	67	27									
			18	9	4	2									
2451	2451	0	1147	655	433	216	31.4%	5177	3905	1965	5142	16189			

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	Kia	Ford	Chevrolet	Toyota	Total Conquest
33442	DEERFIELD BEACH, FL	11.8	21	21	--	13	2	4	2	--	80	--	--	--	80
33467	LAKE WORTH, FL	11.8	71	71	--	39	10	16	6	--	144	--	--	--	144
33428	BOCA RATON, FL	12.5	80	80	--	32	21	22	5	--	148	--	--	--	148
33073	COCONUT CREEK, FL	13.2	8	8	--	6	--	2	--	--	72	--	--	--	72
33064	POMPANO BEACH, FL	13.2	12	12	--	8	2	1	1	--	221	--	--	--	221
33406	WEST PALM BEACH, FL	13.5	6	6	--	2	1	2	1	--	153	--	--	--	153
33415	WEST PALM BEACH, FL	14.0	11	11	--	8	2	1	--	--	240	--	--	--	240
33416	WEST PALM BEACH, FL	14.0	1	1	--	1	--	--	--	--	10	--	--	--	10
33405	WEST PALM BEACH, FL	14.2	2	2	--	1	1	--	--	--	81	--	--	--	81
33067	CORAL SPRINGS, FL	15.2	5	5	--	3	2	--	--	--	30	--	--	--	30
33062	HILLSBORO BEACH, FL	15.9	5	5	--	3	1	--	1	--	65	--	--	--	65
33066	COCONUT CREEK, FL	16.2	3	3	--	1	--	2	--	--	60	--	--	--	60
33060	POMPANO BEACH, FL	16.5	2	2	--	1	--	1	--	--	96	--	--	--	96
33401	WEST PALM BEACH, FL	17.0	5	5	--	2	1	2	--	--	33	--	--	--	33
33409	WEST PALM BEACH, FL	17.0	9	9	--	3	2	1	3	--	60	--	--	--	60
33076	CORAL SPRINGS, FL	17.2	3	3	--	1	1	--	1	--	38	--	--	--	38
33063	MARGATE, FL	17.3	15	15	--	9	3	2	1	--	209	--	--	--	209
33069	POMPANO BEACH, FL	17.3	6	6	--	3	2	1	--	--	83	--	--	--	83
33480	SOUTH PALM BEACH, FL	17.4	7	7	--	2	4	--	1	--	10	--	--	--	10
33414	WELLINGTON, FL	17.7	13	13	--	7	1	5	--	--	118	--	--	--	118
33417	WEST PALM BEACH, FL	17.7	4	4	--	4	--	--	--	--	59	--	--	--	59
33065	CORAL SPRINGS, FL	17.8	4	4	--	2	--	1	1	--	228	--	--	--	228
33308	FORT LAUDERDALE, FL	19.1	1	1	--	1	--	--	--	--	60	--	--	--	60
33068	NORTH LAUDERDALE, FL	19.6	3	3	--	2	1	--	--	--	155	--	--	--	155

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			907	568	351	183								
			175	64	67	27								
			18	9	4	2								
2451	2451	0	1147	655	433	216	31.4%	5177	3905	1965	5142	16189		

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	Kia	Ford	Chevrolet	Toyota	Total Conquest
33071	CORAL SPRINGS, FL	19.8	4	4	--	3	--	1	--	--	126	--	--	--	126
33334	OAKLAND PARK, FL	20.0	3	3	--	2	--	--	1	--	102	--	--	--	102
33411	ROYAL PALM BEACH, FL	20.1	24	24	--	13	6	3	2	--	45	--	--	--	45
33309	OAKLAND PARK, FL	20.4	5	5	--	3	1	--	1	--	114	--	--	--	114
33321	TAMARAC, FL	21.4	4	4	--	2	1	1	--	--	195	--	--	--	195
33319	TAMARAC, FL	21.7	5	5	--	4	1	--	--	--	84	--	--	--	84
33305	WILTON MANORS, FL	21.9	2	2	--	1	--	1	--	--	35	--	--	--	35
33304	FORT LAUDERDALE, FL	23.0	1	1	--	1	--	--	--	--	4	--	--	--	4
33311	WILTON MANORS, FL	23.5	2	2	--	1	--	1	--	--	51	--	--	--	51
33351	SUNRISE, FL	23.5	3	3	--	2	1	--	--	--	1	--	--	--	1
33454	GREENACRES, FL	25.8	1	1	--	--	1	--	--	--	2	--	--	--	2
33425	BOYNTON BEACH, FL	25.8	6	6	--	1	3	1	1	--	4	--	--	--	4
33424	BOYNTON BEACH, FL	25.8	2	2	--	2	--	--	--	--	1	--	--	--	1
33482	DELRAY BEACH, FL	25.8	5	5	--	4	1	--	--	--	4	34	25	45	108
33429	BOCA RATON, FL	25.8	1	1	--	--	--	--	1	--	2	--	--	--	2
33488	BOCA RATON, FL	25.8	1	1	--	--	1	--	--	--	1	--	--	--	1
33472	BOYNTON BEACH, FL	5,610.7	67	67	--	31	19	14	3	--	36	--	--	--	36
33449	LAKE WORTH, FL	5,610.7	5	5	--	4	--	1	--	--	16	--	--	--	16

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			907	568	351	183								
			175	64	67	27								
			18	9	4	2								
2451	2451	0	1147	655	433	216	31.4%	5177	3905	1965	5142	16189		

Report Analysis

Sales Conquest by ZIP Code

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