



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Berglund Ford Mercury GMC Buick

05/07/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

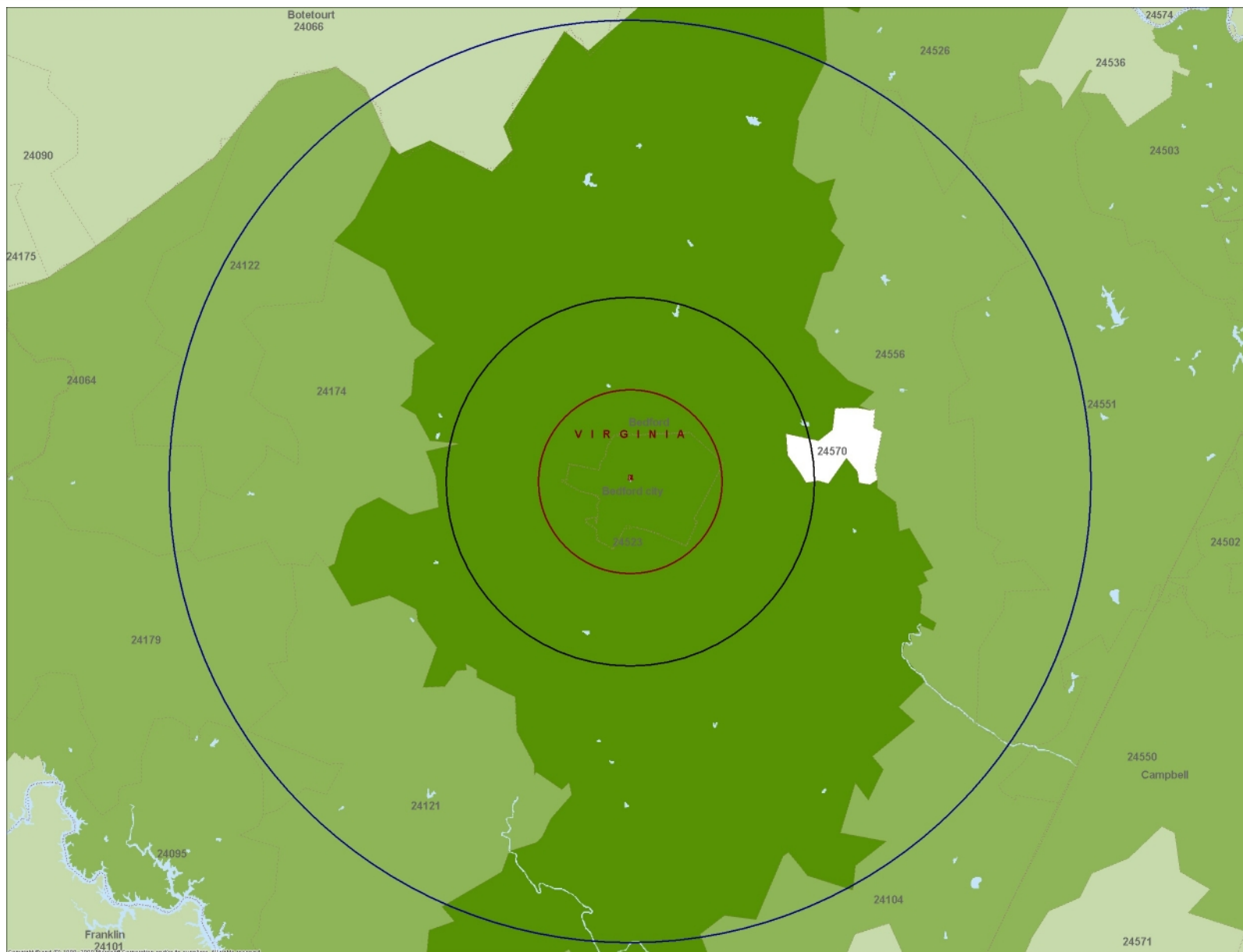
Legend

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 (43)
- ☐ 10 to 99 (33)
- ☐ 100 to 999 (16)
- ☐ 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	8,554	100.00%
Fallout records		
Dates beyond 60 months	30	0.35%
Unrealistic drive time	753	8.80%
Non-Mailable	73	0.85%
Non-Dealer Makes	2,513	29.38%
Total Fallout records	3,369	39.39%
Existing customer records	5,185	60.61%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

123

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**.

71

"Recent" Customers

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

38

"Inactive" Customers

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

14

"Lost" Customers

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

14

13-24 months

0

25-36 months

0

37-48 months

0

49-60 months

0

1,298

644

3,243

850

894

790

709

5

4

1

1

w/email

21
w/email

11
w/email

79
w/email

5,185

111
w/email

Total "Recovery" Customers

3,887

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

32

w/email

Total Same Make "Conquest" Customers

19,746

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

857

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

How: Expires your date:

Endorse Here:

OPC00E1

ABC DEALERSHIP
Automotive Service Specialists

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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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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: **\$50.00 OFF Any Parts or Service \$50.00 OFF**

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

Security Code: 23012

How: Expires your date:

Endorse Here:

OPC00E2

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 Manager

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Security Code: 23012

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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

How: 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...
OUR RECORDS SHOW YOUR
2009 ALTIMA

Michelle Williams
5555 West Main Street
Anytown, US 55555

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

Drive

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$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
5555 West Main Street
Anytown, US 55555

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

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

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

How: Expires your date:

Endorse Here:

OPC00E4

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:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

3up Check

2nd Recovery

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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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Sincerely,
Service Manager Name
Service Manager

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INCLUDES:
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• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$19.95

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INCLUDES:
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• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$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.

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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INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$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

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$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 Say It Right

Expires 2/28/10

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Synthetic Oil
• 17-Point Inspection
• Same People Say It Right

Expires 2/28/10

\$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.

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 Say It Right

Expires 2/28/10

\$19.95

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Expires 2/28/10

\$50.00 OFF
ANY PARTS & SERVICE

Post Card

Service Conquest by Zip Code

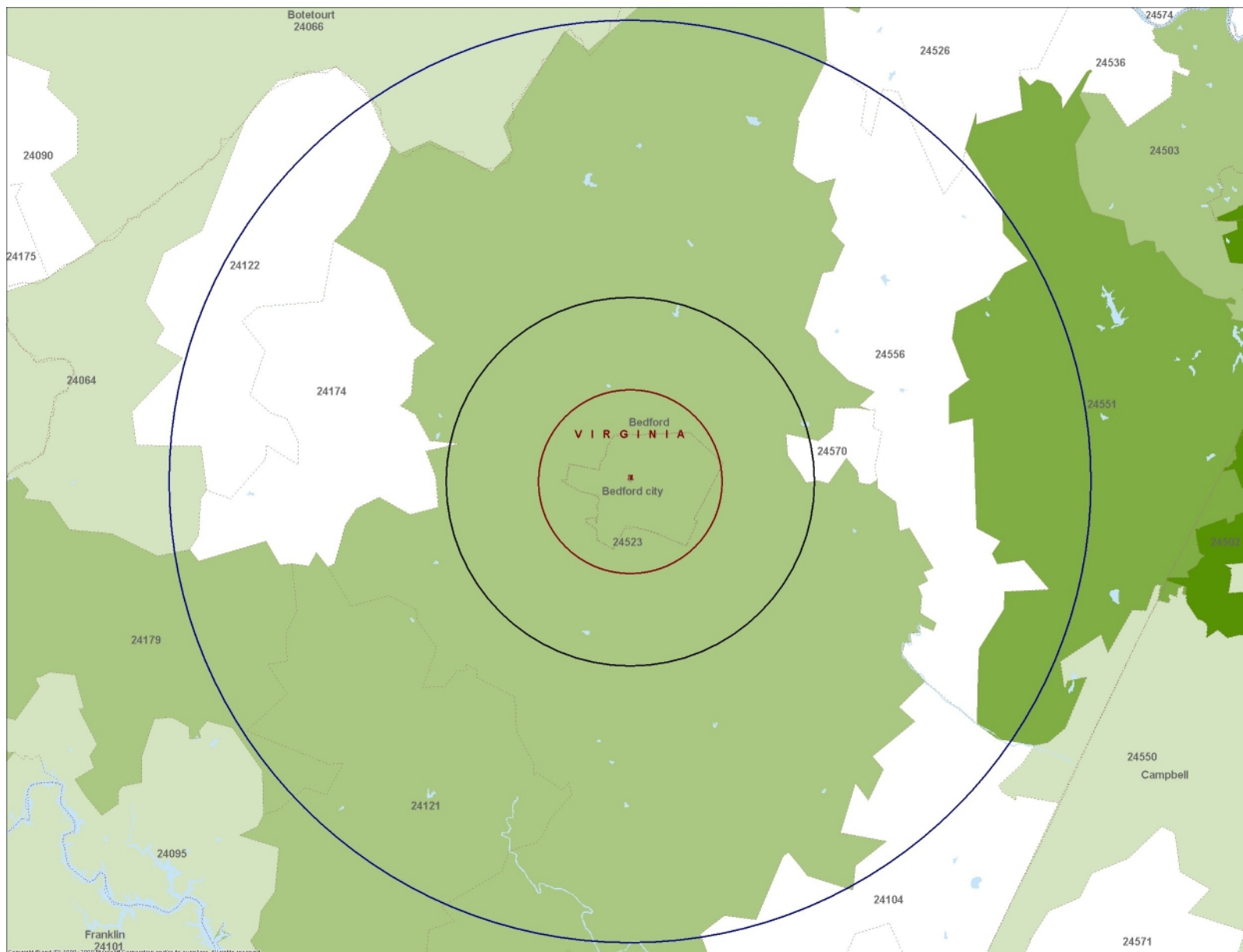
Legend

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 599 (21)
- 600 to 1199 (7)
- 1200 to 1799 (5)
- 1800 to 2399 (1)
- 2400 to 3000 (1)



Service Conquest by ZIP Code

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

Same Make Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Buick	Ford	Gmc	Mercury	Total Conquest
24523	BEDFORD, VA	0.0	2000	26	1974	577	255	1142	54.4%	139	1230	195	88	1652
24570	LOWRY, VA	6.7	1	--	1	1	--	--	25.0%	--	1	--	2	3
24556	GOODE, VA	7.3	220	4	216	58	28	130	38.6%	22	257	46	18	343
24174	THAXTON, VA	7.6	150	1	149	39	19	91	32.3%	14	267	21	11	313
24122	MONTVALE, VA	11.1	76	2	74	12	11	51	19.6%	21	259	21	3	304
24551	FOREST, VA	12.7	391	16	375	88	49	238	16.7%	152	1339	280	94	1865
24095	GOODVIEW, VA	14.4	58	--	58	7	7	44	7.3%	30	646	36	22	734
24064	BLUE RIDGE, VA	14.6	59	3	56	12	4	40	6.7%	41	651	55	28	775
24121	MONETA, VA	14.9	488	8	480	119	51	310	28.0%	79	977	125	52	1233
24526	BIG ISLAND, VA	14.9	124	--	124	34	27	63	39.4%	11	136	37	7	191
24550	EVINGTON, VA	15.2	84	2	82	20	4	58	7.8%	56	739	120	53	968
24066	BUCHANAN, VA	15.8	33	1	32	6	6	20	4.8%	26	552	41	17	636
24104	HUDDLESTON, VA	16.0	270	3	267	60	31	176	37.6%	34	312	82	16	444
24536	COLEMAN FALLS, VA	16.0	7	--	7	--	2	5	16.3%	2	27	4	3	36
24571	LYNCH STATION, VA	16.6	16	1	15	5	3	7	4.4%	18	235	54	16	323
24101	HARDY, VA	17.0	42	--	42	8	6	28	6.1%	18	547	54	27	646
24502	LYNCHBURG, VA	17.3	257	11	246	44	29	173	8.0%	241	2094	292	190	2817
24579	NATURAL BRIDGE STATION, VA	17.9	1	--	1	--	--	1	0.5%	22	167	12	8	209
24179	VINTON, VA	18.4	73	2	71	8	8	55	5.4%	78	1083	58	33	1252
24503	LYNCHBURG, VA	18.9	77	2	75	23	6	46	5.8%	122	836	178	76	1212
24505	LYNCHBURG, VA	19.7	6	--	6	--	2	4	30.0%	2	9	1	2	14
24517	ALTAVISTA, VA	20.3	20	2	18	2	2	14	2.6%	39	495	97	34	665
24506	LYNCHBURG, VA	20.4	10	2	8	1	--	7	10.3%	2	53	8	7	70
24501	LYNCHBURG, VA	20.5	89	5	84	12	5	67	5.9%	137	992	107	109	1345

Service Table 1 of 2

Service Totals

Entire evaluation.

			675	302	1363		139	1231	195	90	
			461	253	1407		452	5823	782	305	
			71	41	358		784	8235	1107	602	
5185	123	5062	1227	606	3229	20.8%	1375	15290	2084	997	20603

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	Buick	Ford	Gmc	Mercury	Total Conquest
24175	TROUTVILLE, VA	21.6	23	--	23	5	3	15	6.6%	12	275	30	8	325
24574	MONROE, VA	22.0	12	--	12	1	1	10	9.4%	4	90	10	11	115
24012	ROANOKE, VA	22.1	45	4	41	8	3	30	21.1%	7	137	9	--	153
24184	WIRTZ, VA	22.3	24	--	24	3	3	18	51.1%	3	18	2	--	23
24090	FINCASTLE, VA	22.3	12	--	12	2	1	9	13.5%	3	68	2	4	77
24504	LYNCHBURG, VA	22.5	24	2	22	5	2	15	73.3%	1	5	1	1	8
24563	HURT, VA	22.6	6	--	6	1	--	5	2.0%	9	225	43	23	300
24588	RUSTBURG, VA	23.2	62	--	62	10	8	44	9.3%	28	486	57	32	603
24019	ROANOKE, VA	23.2	28	3	25	4	3	18	--	--	--	--	--	0
24014	ROANOKE, VA	23.5	19	3	16	3	1	12	--	--	--	--	--	0
24572	MADISON HEIGHTS, VA	25.3	52	3	49	9	6	34	67.1%	1	20	3	--	24
24015	ROANOKE, VA	25.4	12	3	9	1	--	8	--	--	--	--	--	0
24557	GRETNA, VA	28.0	15	--	15	--	--	15	18.3%	1	61	3	2	67
24018	ROANOKE, VA	28.3	28	1	27	4	2	21	--	--	--	--	--	0
24554	GLADYS, VA	29.4	14	1	13	--	1	12	--	--	--	--	--	0
24153	SALEM, VA	30.4	33	2	31	3	2	26	--	--	--	--	--	0
24521	AMHERST, VA	30.9	24	--	24	2	2	20	--	--	--	--	--	0
24538	CONCORD, VA	31.0	18	1	17	3	2	12	--	--	--	--	--	0
24151	ROCKY MOUNT, VA	31.5	15	--	15	4	--	11	--	--	--	--	--	0
24522	APPOMATTOX, VA	39.8	28	1	27	3	1	23	--	--	--	--	--	0

Service Table 2 of 2

Service Totals

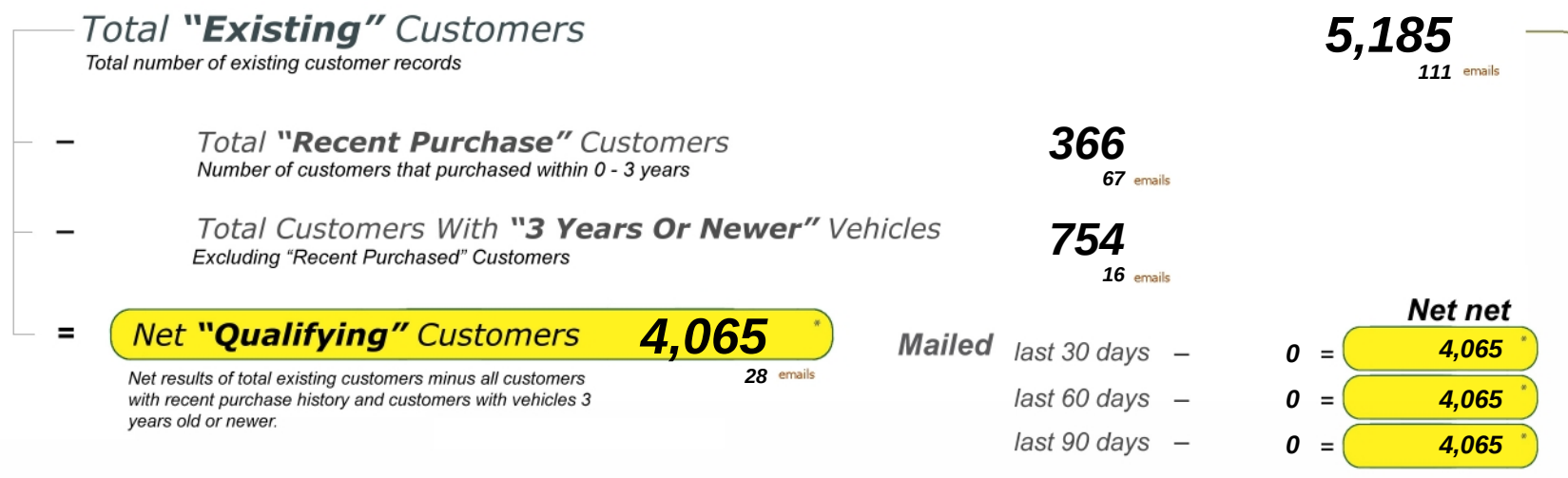
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			675	302	1363		139	1231	195	90	
			461	253	1407		452	5823	782	305	
			71	41	358		784	8235	1107	602	
5185	123	5062	1227	606	3229	20.8%	1375	15290	2084	997	20603

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

Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

19,533

Total Crossover "Conquest"

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

857

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

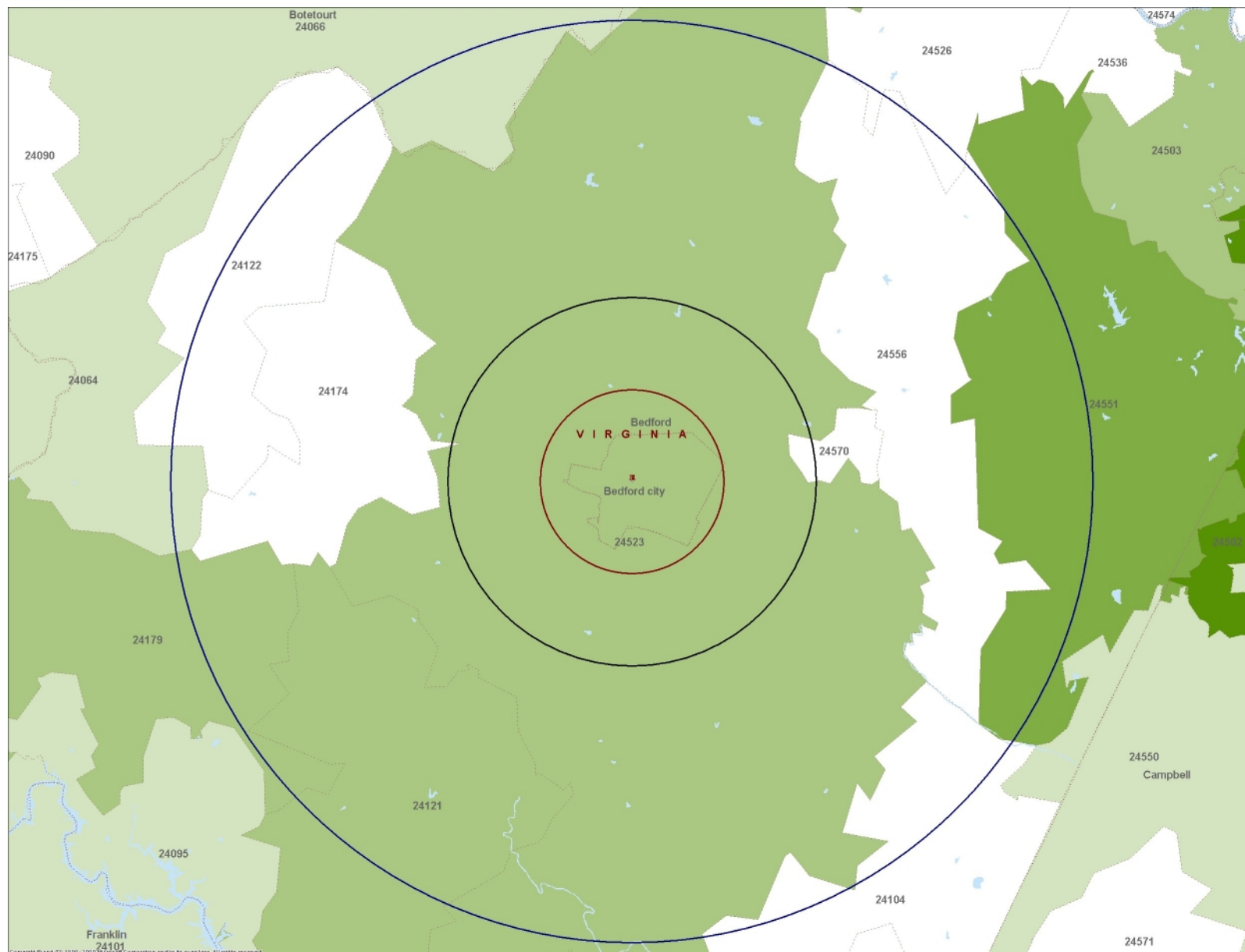
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 1200 to 1799 (5)
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Sales Conquest by ZIP CODE

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	Buick	Ford	Gmc	Mercury	Chevrolet	Toyota	Dodge	Total Conquest
24523	BEDFORD, VA	0.0	1891	1891	--	228	285	304	1074	--	139	1217	195	88	542	147	162	2490
24570	LOWRY, VA	6.7	1	1	--	--	--	1	--	--	--	1	--	2	2	--	1	6
24556	GOODE, VA	7.3	201	201	--	28	37	33	103	--	22	254	45	18	2	--	1	342
24174	THAXTON, VA	7.6	146	146	--	16	20	30	80	--	14	266	21	11	--	--	--	312
24122	MONTVALE, VA	11.1	73	73	--	2	14	8	49	--	21	257	21	3	--	--	--	302
24551	FOREST, VA	12.7	354	354	--	80	74	77	123	--	148	1330	278	92	--	--	--	1848
24095	GOODVIEW, VA	14.4	57	57	--	9	5	15	28	--	28	638	36	22	--	--	--	724
24064	BLUE RIDGE, VA	14.6	55	55	--	7	13	12	23	--	41	649	54	27	--	--	--	771
24121	MONETA, VA	14.9	462	462	--	61	58	99	244	--	79	967	125	52	--	--	--	1223
24526	BIG ISLAND, VA	14.9	119	119	--	15	12	28	64	--	11	136	37	7	--	--	--	191
24550	EVINGTON, VA	15.2	79	79	--	10	19	15	35	--	56	725	119	53	--	--	--	953
24066	BUCHANAN, VA	15.8	31	31	--	9	11	4	7	--	26	540	41	17	--	--	--	624
24104	HUDDLESTON, VA	16.0	258	258	--	27	44	49	138	--	32	307	81	16	--	--	--	436
24536	COLEMAN FALLS, VA	16.0	7	7	--	--	1	2	4	--	2	27	4	3	--	--	--	36
24571	LYNCH STATION, VA	16.6	11	11	--	1	3	2	5	--	18	235	54	16	--	--	--	323
24101	HARDY, VA	17.0	40	40	--	7	9	13	11	--	18	539	54	27	--	--	--	638
24502	LYNCHBURG, VA	17.3	233	233	--	41	54	64	74	--	238	2064	292	186	--	--	--	2780
24579	NATURAL BRIDGE STATION, VA	17.9	1	1	--	--	1	--	--	--	22	166	12	8	--	--	--	208
24179	VINTON, VA	18.4	68	68	--	6	10	15	37	--	78	1069	57	33	--	--	--	1237
24503	LYNCHBURG, VA	18.9	65	65	--	16	21	17	11	--	122	830	177	76	--	--	--	1205
24505	LYNCHBURG, VA	19.7	6	6	--	1	3	--	2	--	2	9	1	2	--	--	--	14
24517	ALTAVISTA, VA	20.3	16	16	--	5	8	2	1	--	38	484	96	34	--	--	--	652
24506	LYNCHBURG, VA	20.4	8	8	--	3	1	3	1	--	2	53	8	7	--	--	--	70
24501	LYNCHBURG, VA	20.5	80	80	--	20	21	18	21	--	137	978	106	109	--	--	--	1330

Sales Table 1 of 2

Sales Totals

Entire evaluation.

			272	342	368	1257												
			320	382	443	878												
			129	125	82	90												
4819	4819	0	754	891	915	2259	19.6%	1361	15110	2072	990	546	147	164	20390			

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	Buick	Ford	Gmc	Mercury	Chevrolet	Toyota	Dodge	Total Conquest
24175	TROUTVILLE, VA	21.6	21	21	--	4	2	4	11	--	10	268	30	8	--	--	--	316
24574	MONROE, VA	22.0	11	11	--	3	3	3	2	--	4	90	10	11	--	--	--	115
24012	ROANOKE, VA	22.1	37	37	--	7	5	9	16	--	7	136	9	--	--	--	--	152
24184	WIRTZ, VA	22.3	21	21	--	3	7	4	7	--	3	18	2	--	--	--	--	23
24090	FINCASTLE, VA	22.3	12	12	--	3	4	4	1	--	3	67	2	4	--	--	--	76
24504	LYNCHBURG, VA	22.5	22	22	--	8	7	3	4	--	1	5	1	1	--	--	--	8
24563	HURT, VA	22.6	5	5	--	1	1	2	1	--	9	225	43	23	--	--	--	300
24588	RUSTBURG, VA	23.2	55	55	--	26	11	10	8	--	28	479	55	32	--	--	--	594
24019	ROANOKE, VA	23.2	25	25	--	6	12	3	4	--	--	--	--	--	--	--	--	0
24014	ROANOKE, VA	23.5	15	15	--	3	3	4	5	--	--	--	--	--	--	--	--	0
24572	MADISON HEIGHTS, VA	25.3	47	47	--	18	16	4	9	--	1	19	3	--	--	--	--	23
24557	GRETNA, VA	28.0	15	15	--	4	7	1	3	--	1	61	3	2	--	--	--	67
24018	ROANOKE, VA	28.3	25	25	--	7	5	4	9	--	--	--	--	--	--	--	--	0
24554	GLADYS, VA	29.4	12	12	--	3	4	4	1	--	--	--	--	--	--	--	--	0
24153	SALEM, VA	30.4	28	28	--	12	6	5	5	--	--	--	--	--	--	--	--	0
24521	AMHERST, VA	30.9	22	22	--	6	7	8	1	--	--	--	--	--	--	--	--	0
24538	CONCORD, VA	31.0	16	16	--	4	10	2	--	--	--	--	--	--	--	--	--	0
24151	ROCKY MOUNT, VA	31.5	11	11	--	4	4	3	--	--	--	--	--	--	--	--	--	0
24522	APPOMATTOX, VA	39.8	26	26	--	7	11	5	3	--	--	--	--	--	--	--	--	0

Sales Table 2 of 2

Sales Totals

Entire evaluation.

			272	342	368	1257												
			320	382	443	878												
			129	125	82	90												
4819	4819	0	754	891	915	2259	19.6%	1361	15110	2072	990	546	147	164	20390			

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