

EASYCARE[®]

Special Owner Services



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Fields of Daytona

05/07/2010

Customer Counts by Zip Code

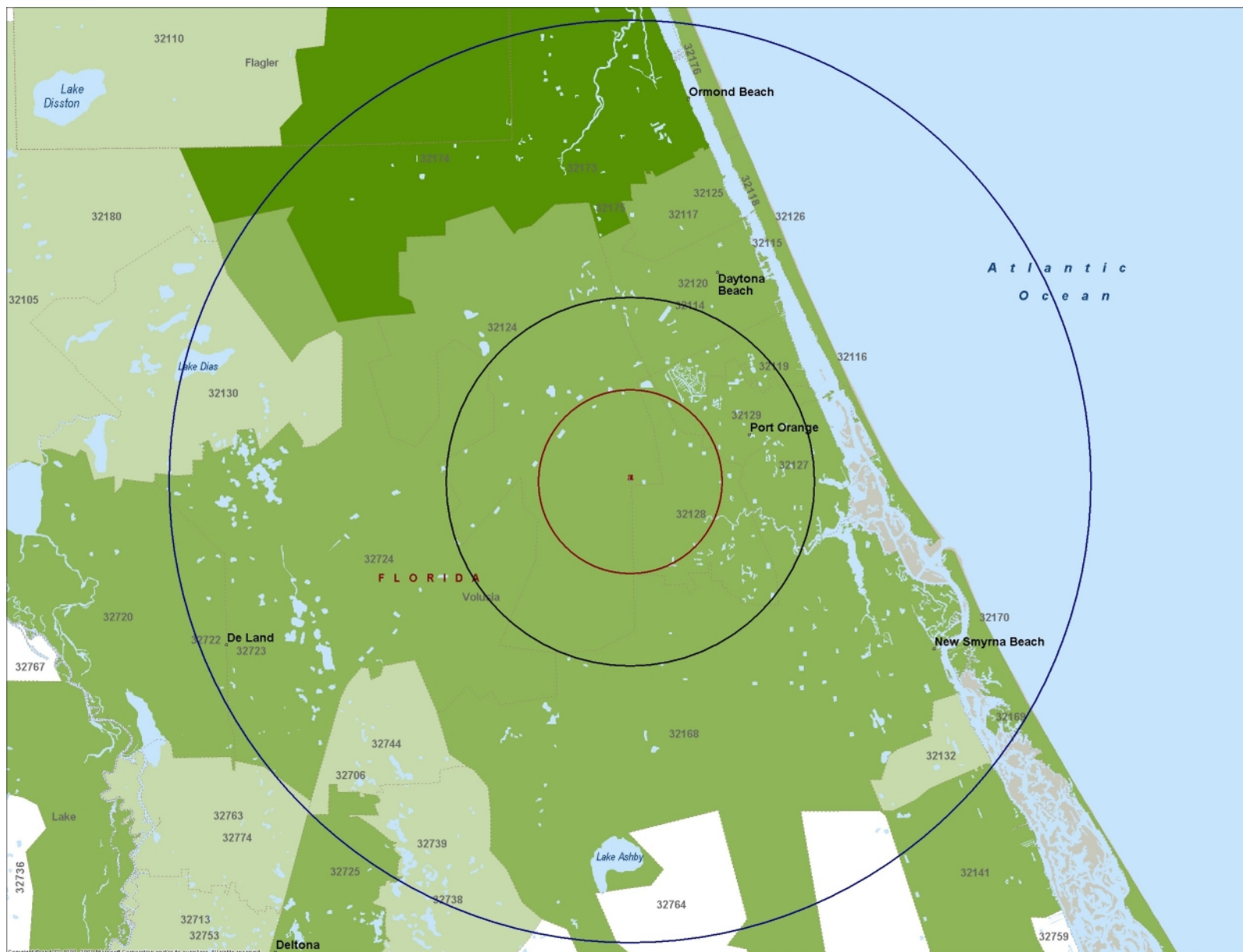
Legend

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 (83)
- 10 to 99 (43)
- 100 to 999 (21)
- 1000 to 9999 (1)



Customer Map is generated based on cleansed dealer data.

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.

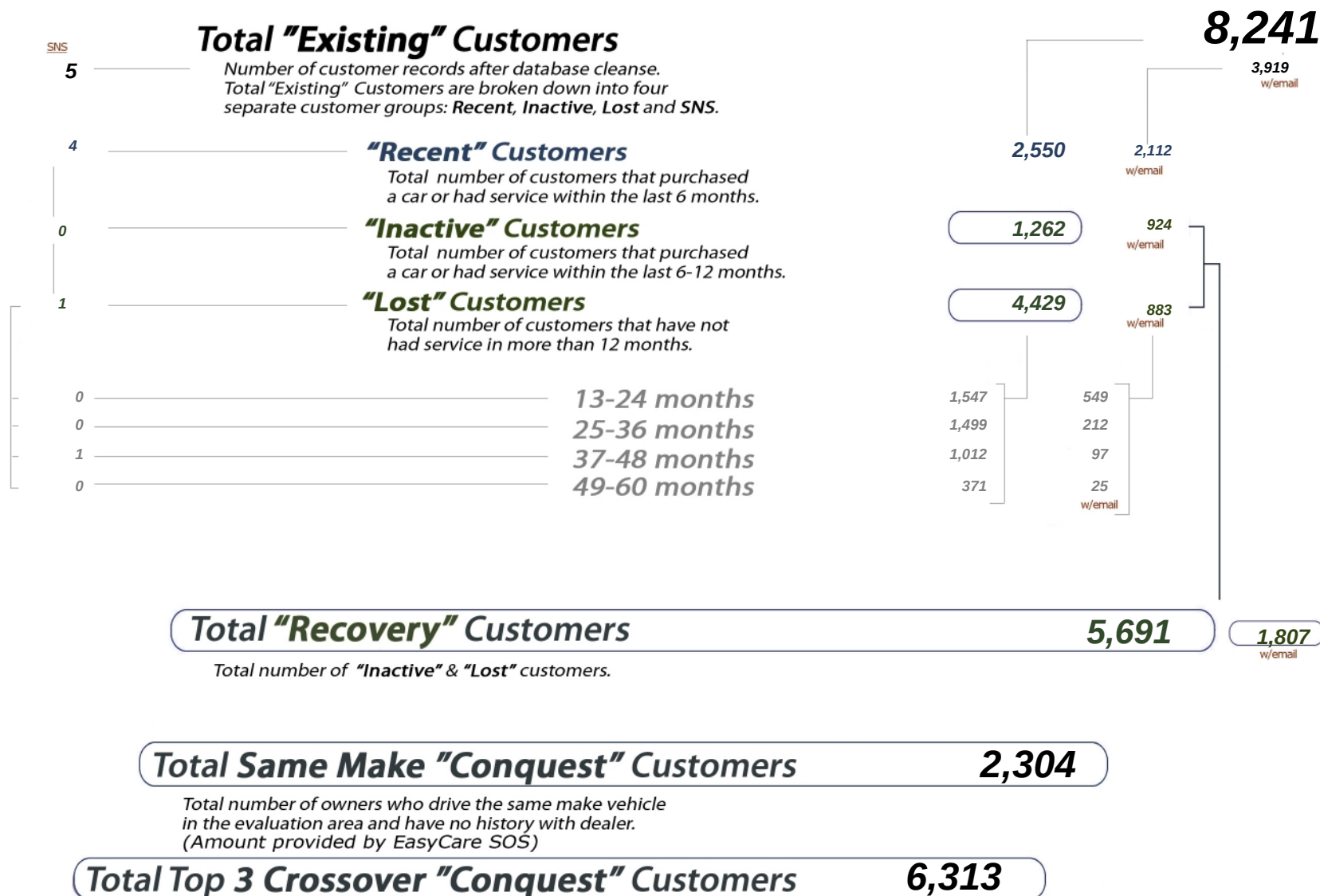
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	11,396	100.00%
Fallout records		
Dates beyond 60 months	544	4.77%
Unrealistic drive time	1,733	15.21%
Non-Mailable	34	0.30%
Non-Dealer Makes	844	7.41%
Total Fallout records	3,155	27.69%
Existing customer records	8,241	72.31%

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

Dear First Name Only,

As a loyal owner, 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 discount discounts include:

- One Lube, Oil and Filter Change for only \$19.95
- \$50.00 OFF Any Parts or Service
- \$100.00 OFF Any Parts or Service

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

Security Code: 23012

ABC DEALERSHIP
5555 West Main Street • Anytown, US 55555 • 555-555-5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Initial Customer Recovery

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: _____

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

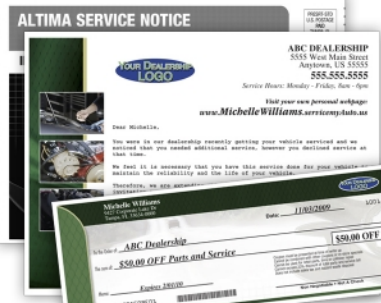
LUBE, OIL & FILTER CHANGE \$19.95

\$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 to maintain the reliability and the life of your vehicle.

Michelle Williams
5555 West Main Street
Anytown, US 55555

To the order of: ABC Dealership

The sum of: **\$50.00 OFF Any 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
Automotive Service Specialists

Dear Michelle,

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

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

ABC Dealership, is extending 2009 Altima inspection program.

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

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.

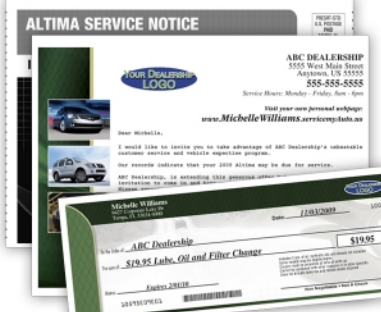
Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE \$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 Altima inspection program.

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

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 \$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 Altima inspection program.

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Snap w/Check

6th Recovery



MICHELLE
SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE \$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

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

Security Code: 23012

Now Expires your date: _____

Endorse Here: _____

Post Card

Service Conquest by Zip Code

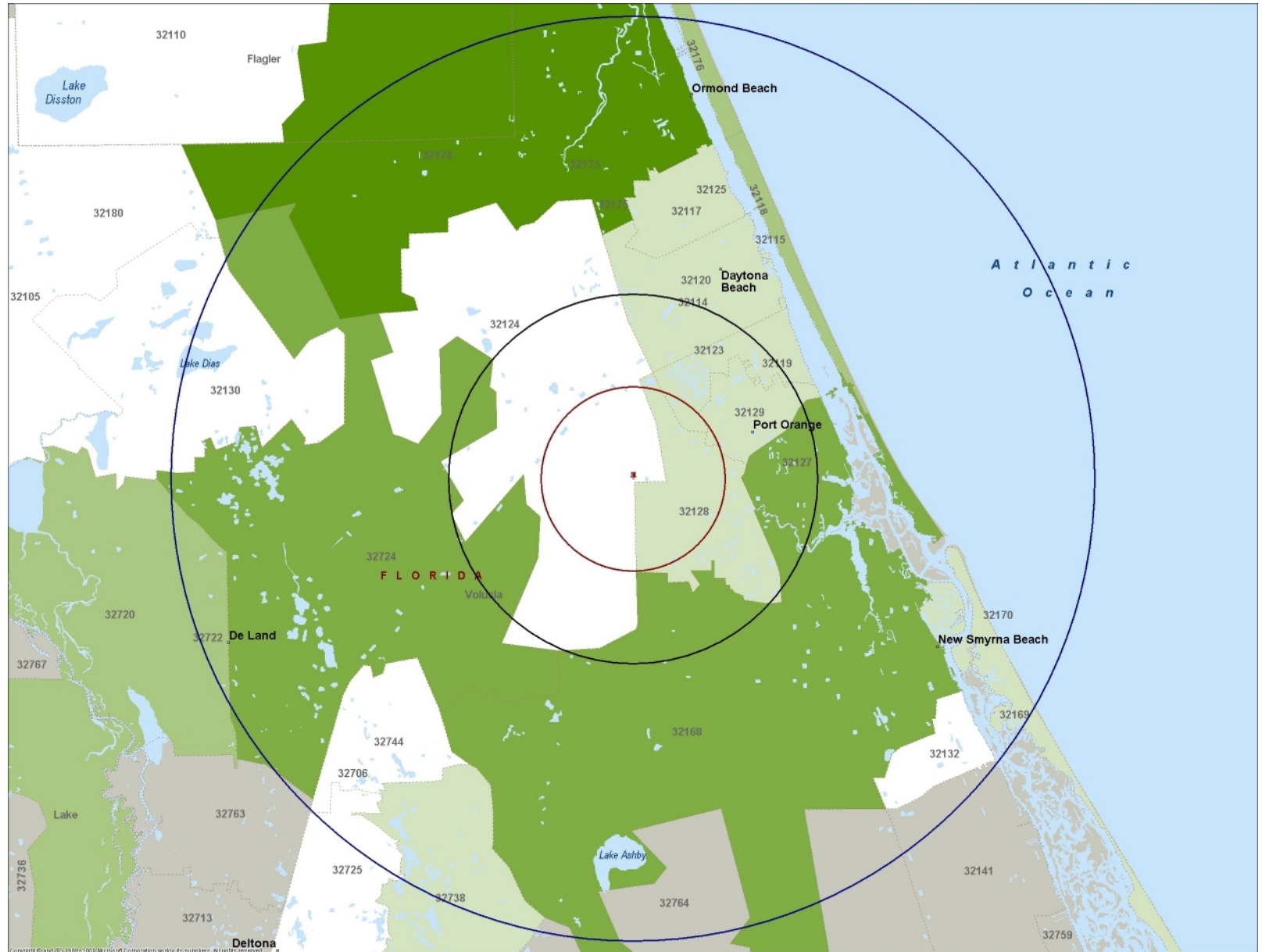
Legend

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 59 (20)
- 60 to 119 (8)
- 120 to 179 (3)
- 180 to 239 (3)
- 240 to 300 (1)



Service Conquest by ZIP Code

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

Same Make Conquest

Zip	Location	Radius	Existing (Bmw)	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Bmw	Volkswag en	Total Conquest
32124	DAYTONA BEACH, FL	0.0	80	--	80	29	21	30	86.0%	9	4	13
32128	PORT ORANGE, FL	3.0	235	--	235	85	42	108	69.9%	55	46	101
32119	SOUTH DAYTONA, FL	5.1	130	--	130	39	29	62	52.8%	67	49	116
32127	PORT ORANGE, FL	6.4	247	1	246	79	52	115	56.9%	108	78	186
32114	DAYTONA BEACH, FL	7.5	161	--	161	46	24	91	61.9%	54	45	99
32129	PORT ORANGE, FL	7.7	127	--	127	43	15	69	62.3%	37	40	77
32173	ORMOND BEACH, FL	7.7	1	--	1	--	--	1	9.1%	9	1	10
32170	NEW SMYRNA BEACH, FL	7.7	6	--	6	3	2	1	26.1%	9	8	17
32120	DAYTONA BEACH, FL	7.7	3	--	3	1	1	1	27.3%	4	4	8
32175	ORMOND BEACH, FL	7.7	6	--	6	--	1	5	46.2%	6	1	7
32115	DAYTONA BEACH, FL	7.7	5	--	5	2	--	3	50.0%	4	1	5
32125	DAYTONA BEACH, FL	7.7	--	--	--	--	--	--	--	1	2	3
32722	GLENWOOD, FL	7.7	2	--	2	1	1	--	22.2%	2	5	7
32118	DAYTONA BEACH, FL	8.8	207	1	206	84	35	87	60.6%	87	47	134
32117	DAYTONA BEACH, FL	9.4	112	--	112	43	17	52	56.0%	40	48	88
32168	NEW SMYRNA BEACH, FL	9.9	147	--	147	48	32	67	44.0%	76	111	187
32744	LAKE HELEN, FL	12.2	8	--	8	2	1	5	19.0%	15	19	34
32174	ORMOND BEACH, FL	12.5	657	--	657	281	104	272	68.7%	165	135	300
32724	DELAND, FL	12.5	148	--	148	60	25	63	41.0%	84	129	213
32706	CASSADAGA, FL	13.3	1	--	1	1	--	--	50.0%	1	--	1
32132	EDGEWATER, FL	13.6	24	--	24	6	1	17	47.1%	15	12	27
32169	NEW SMYRNA BEACH, FL	14.7	143	--	143	53	24	66	58.8%	59	41	100
32176	ORMOND BEACH, FL	14.7	214	--	214	88	28	98	59.1%	90	58	148
32738	DELTONA, FL	14.8	34	1	33	10	9	14	34.4%	28	35	63

Service Table 1 of 3

Service Totals

Entire evaluation.

			503	272	692		239	177	--
			601	227	657		810	767	--
			391	217	713		151	158	--
4446	4	4442	1523	739	2180	78.2%	1200	1104	8617

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 (Bmw)	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Bmw	Volkswag en	Total Conquest
32721	DELAND, FL	14.9	3	--	3	1	1	1	13.0%	14	6	20
32130	DE LEON SPRINGS, FL	15.8	7	--	7	4	1	2	19.4%	10	19	29
32720	DELAND, FL	16.0	104	--	104	48	11	45	39.8%	70	87	157
32141	EDGEWATER, FL	16.0	39	1	38	10	3	25	--	--	--	0
32725	DELTONA, FL	17.0	37	--	37	5	8	24	78.7%	5	5	10
32763	ORANGE CITY, FL	17.2	19	--	19	10	--	9	--	--	--	0
32713	DEBARY, FL	20.3	48	--	48	21	11	16	--	--	--	0
32105	BARBERVILLE, FL	20.4	1	--	1	1	--	--	50.0%	--	1	1
32180	PIERSON, FL	23.7	4	--	4	3	--	1	80.0%	--	1	1
32771	SANFORD, FL	24.2	24	--	24	6	3	15	--	--	--	0
32136	FLAGLER BEACH, FL	25.4	88	--	88	36	18	34	56.8%	39	28	67
32110	BUNNELL, FL	26.9	12	--	12	5	2	5	80.0%	--	3	3
32135	PALM COAST, FL	27.6	13	--	13	6	1	6	31.7%	19	9	28
32164	PALM COAST, FL	28.5	180	--	180	64	35	81	81.1%	18	24	42
32746	HEATHROW, FL	28.5	40	--	40	12	6	22	--	--	--	0
32102	ASTOR, FL	29.2	3	--	3	1	--	2	--	--	--	0
32754	MIMS, FL	30.0	8	--	8	2	--	6	--	--	--	0
32708	WINTER SPRINGS, FL	31.5	8	--	8	--	1	7	--	--	--	0
32765	OVIEDO, FL	32.0	8	--	8	1	1	6	--	--	--	0
32137	PALM COAST, FL	33.9	460	--	460	180	85	195	--	--	--	0
32779	LONGWOOD, FL	34.2	25	--	25	3	3	19	--	--	--	0
32112	CRESCENT CITY, FL	36.0	8	--	8	2	--	6	--	--	--	0
32796	TITUSVILLE, FL	36.5	15	--	15	6	3	6	--	--	--	0
32792	WINTER PARK, FL	37.0	8	--	8	2	2	4	--	--	--	0

Service Table 2 of 3

Service Totals

Entire evaluation.

			503	272	692		239	177	--
			601	227	657		810	767	--
			391	217	713		151	158	--
4446	4	4442	1523	739	2180	78.2%	1200	1104	8617

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 (Bmw)	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Bmw	Volkswagen	Total Conquest
32789	WINTER PARK, FL	38.7	134	--	134	6	20	108	--	--	--	0
32828	ORLANDO, FL	39.4	11	--	11	3	3	5	--	--	--	0
32757	MOUNT DORA, FL	40.4	11	--	11	3	1	7	--	--	--	0
32780	TITUSVILLE, FL	40.9	17	--	17	8	4	5	--	--	--	0
32806	ORLANDO, FL	44.1	9	--	9	1	--	8	--	--	--	0
34761	OCOE, FL	45.5	95	--	95	1	2	92	--	--	--	0
34786	WINDERMERE, FL	50.2	7	--	7	1	--	6	--	--	--	0
32819	ORLANDO, FL	50.3	8	--	8	--	3	5	--	--	--	0
32086	ST AUGUSTINE, FL	50.6	24	--	24	10	4	10	--	--	--	0
32824	ORLANDO, FL	50.8	17	--	17	--	7	10	--	--	--	0
32080	SAINT AUGUSTINE, FL	51.9	64	--	64	21	10	33	--	--	--	0
32084	SAINT AUGUSTINE, FL	54.4	16	--	16	6	3	7	--	--	--	0
34711	CLERMONT, FL	55.7	4	--	4	2	--	2	--	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

			503	272	692		239	177	--
			601	227	657		810	767	--
			391	217	713		151	158	--
4446	4	4442	1523	739	2180	78.2%	1200	1104	8617

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 (Volkswagen)	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Bmw	Volkswagen	Total Conquest
32124	DAYTONA BEACH, FL	0.0	82	--	82	26	9	47	86.3%	9	4	13
32128	PORT ORANGE, FL	3.0	185	--	185	54	27	104	64.7%	55	46	101
32119	SOUTH DAYTONA, FL	5.1	141	--	141	40	24	77	54.9%	67	49	116
32127	PORT ORANGE, FL	6.4	245	--	245	65	29	151	56.8%	108	78	186
32114	DAYTONA BEACH, FL	7.5	219	--	219	49	28	142	68.9%	54	45	99
32129	PORT ORANGE, FL	7.7	155	--	155	36	25	94	66.8%	37	40	77
32173	ORMOND BEACH, FL	7.7	3	--	3	1	1	1	23.1%	9	1	10
32170	NEW SMYRNA BEACH, FL	7.7	2	--	2	--	--	2	10.5%	9	8	17
32120	DAYTONA BEACH, FL	7.7	4	--	4	1	1	2	33.3%	4	4	8
32175	ORMOND BEACH, FL	7.7	4	--	4	1	1	2	36.4%	6	1	7
32115	DAYTONA BEACH, FL	7.7	6	--	6	1	1	4	54.5%	4	1	5
32125	DAYTONA BEACH, FL	7.7	1	--	1	--	--	1	25.0%	1	2	3
32722	GLENWOOD, FL	7.7	1	--	1	--	--	1	12.5%	2	5	7
32118	DAYTONA BEACH, FL	8.8	159	1	158	48	16	94	54.1%	87	47	134
32117	DAYTONA BEACH, FL	9.4	122	--	122	18	19	85	58.1%	40	48	88
32168	NEW SMYRNA BEACH, FL	9.9	153	--	153	45	17	91	45.0%	76	111	187
32744	LAKE HELEN, FL	12.2	8	--	8	2	1	5	19.0%	15	19	34
32174	ORMOND BEACH, FL	12.5	560	--	560	190	84	286	65.1%	165	135	300
32724	DELAND, FL	12.5	106	--	106	23	12	71	33.2%	84	129	213
32706	CASSADAGA, FL	13.3	--	--	--	--	--	--	--	1	--	1
32132	EDGEWATER, FL	13.6	37	--	37	9	5	23	57.8%	15	12	27
32169	NEW SMYRNA BEACH, FL	14.7	91	--	91	26	15	50	47.6%	59	41	100
32176	ORMOND BEACH, FL	14.7	160	--	160	52	22	86	51.9%	90	58	148
32738	DELTONA, FL	14.8	27	--	27	8	1	18	30.0%	28	35	63

Service Table 1 of 3

Service Totals

Entire evaluation.

			385	198	898		239	177	--
			374	179	697		810	767	--
			238	132	551		151	158	--
3795	1	3794	1023	523	2248	78.2%	1200	1104	8617

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 (Volkswagen)	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Bmw	Volkswagen	Total Conquest
32721	DELAND, FL	14.9	3	--	3	--	1	2	13.0%	14	6	20
32130	DE LEON SPRINGS, FL	15.8	19	--	19	6	4	9	39.6%	10	19	29
32720	DELAND, FL	16.0	101	--	101	30	15	56	39.1%	70	87	157
32141	EDGEWATER, FL	16.0	71	--	71	16	11	44	--	--	--	0
32725	DELTONA, FL	17.0	38	--	38	5	7	26	79.2%	5	5	10
32763	ORANGE CITY, FL	17.2	20	--	20	5	--	15	--	--	--	0
32713	DEBARY, FL	20.3	9	--	9	2	1	6	--	--	--	0
32105	BARBERVILLE, FL	20.4	--	--	--	--	--	--	--	--	1	1
32180	PIERSON, FL	23.7	11	--	11	2	1	8	91.7%	--	1	1
32771	SANFORD, FL	24.2	4	--	4	--	--	4	--	--	--	0
32136	FLAGLER BEACH, FL	25.4	78	--	78	25	12	41	53.8%	39	28	67
32110	BUNNELL, FL	26.9	16	--	16	4	1	11	84.2%	--	3	3
32135	PALM COAST, FL	27.6	15	--	15	3	4	8	34.9%	19	9	28
32164	PALM COAST, FL	28.5	243	--	243	57	39	147	85.3%	18	24	42
32746	HEATHROW, FL	28.5	13	--	13	3	2	8	--	--	--	0
32102	ASTOR, FL	29.2	13	--	13	3	1	9	--	--	--	0
32754	MIMS, FL	30.0	9	--	9	4	2	3	--	--	--	0
32708	WINTER SPRINGS, FL	31.5	5	--	5	2	--	3	--	--	--	0
32765	OVIEDO, FL	32.0	5	--	5	1	--	4	--	--	--	0
32137	PALM COAST, FL	33.9	303	--	303	92	44	167	--	--	--	0
32779	LONGWOOD, FL	34.2	3	--	3	--	1	2	--	--	--	0
32112	CRESCENT CITY, FL	36.0	12	--	12	3	1	8	--	--	--	0
32796	TITUSVILLE, FL	36.5	6	--	6	--	1	5	--	--	--	0
32792	WINTER PARK, FL	37.0	5	--	5	--	1	4	--	--	--	0

Service Table 2 of 3

Service Totals

Entire evaluation.

			385	198	898		239	177	--
			374	179	697		810	767	--
			238	132	551		151	158	--
3795	1	3794	1023	523	2248	78.2%	1200	1104	8617

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 (Volkswagen)	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Bmw	Volkswagen	Total Conquest
32789	WINTER PARK, FL	38.7	5	--	5	2	2	1	--	--	--	0
32828	ORLANDO, FL	39.4	9	--	9	1	2	6	--	--	--	0
32757	MOUNT DORA, FL	40.4	3	--	3	3	--	--	--	--	--	0
32780	TITUSVILLE, FL	40.9	7	--	7	3	1	3	--	--	--	0
32806	ORLANDO, FL	44.1	2	--	2	1	--	1	--	--	--	0
34761	OCOE, FL	45.5	60	--	60	1	8	51	--	--	--	0
34786	WINDERMERE, FL	50.2	4	--	4	2	--	2	--	--	--	0
32819	ORLANDO, FL	50.3	3	--	3	2	1	--	--	--	--	0
32086	ST AUGUSTINE, FL	50.6	20	--	20	6	2	12	--	--	--	0
32824	ORLANDO, FL	50.8	14	--	14	--	2	12	--	--	--	0
32080	SAINT AUGUSTINE, FL	51.9	38	--	38	13	3	22	--	--	--	0
32084	SAINT AUGUSTINE, FL	54.4	7	--	7	1	--	6	--	--	--	0
34711	CLERMONT, FL	55.7	8	--	8	4	1	3	--	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

			385	198	898		239	177	--
			374	179	697		810	767	--
			238	132	551		151	158	--
3795	1	3794	1023	523	2248	78.2%	1200	1104	8617

Report Analysis
Service Conquest by ZIP Code

Existing Sales Customer Breakdown



Total Same Make "Conquest"

Vehicles 3 years and older

2,246

Total Crossover "Conquest"

Vehicles 3 years and older

6,313

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



Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Customer Records
 Existing Sale Customer Breakdown

Sales Conquest by Zip Code

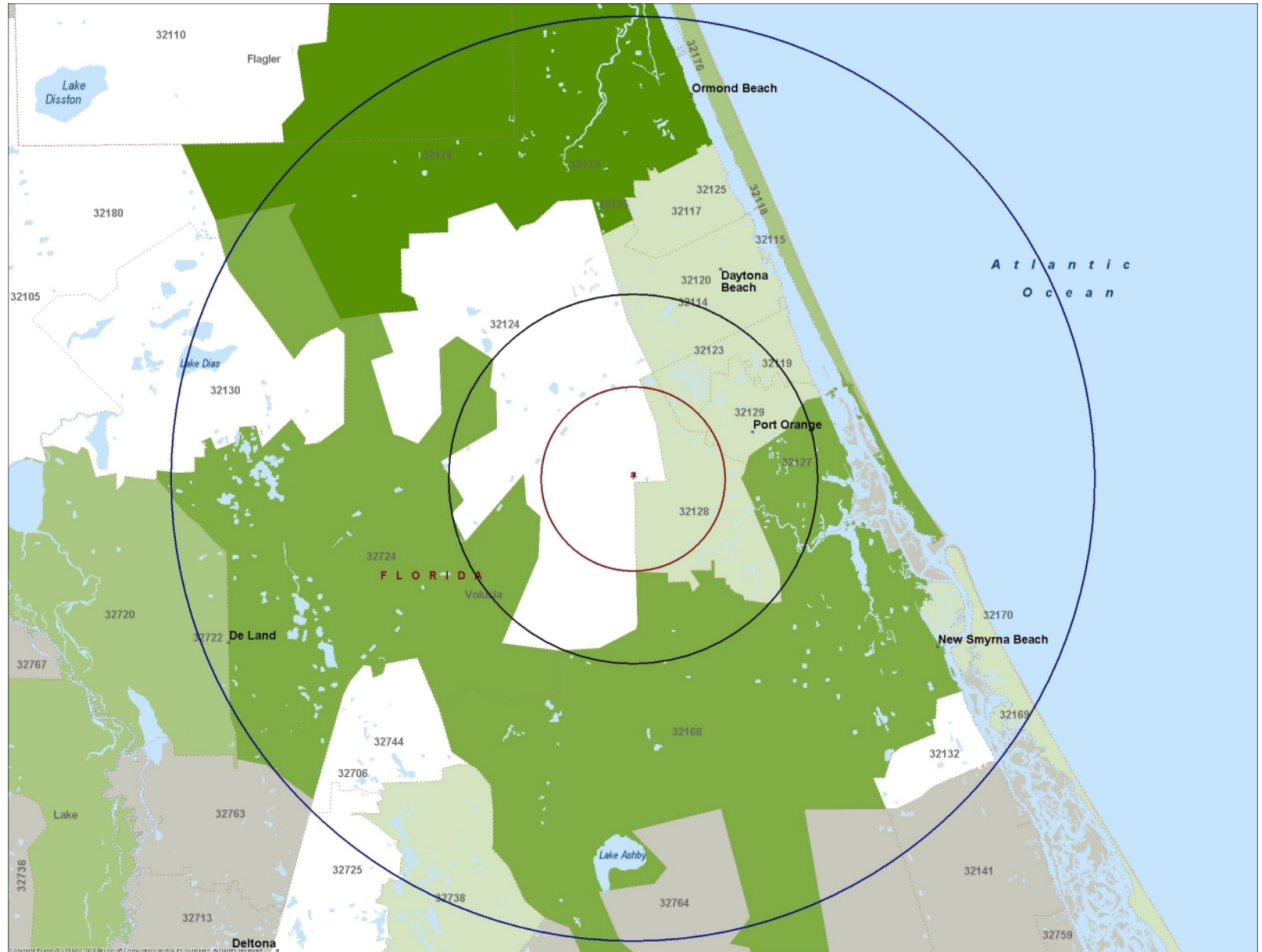
Legend

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 59 (20)
- 60 to 119 (8)
- 120 to 179 (3)
- 180 to 239 (3)
- 240 to 300 (1)



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 (Bmw)	SNS	Existing Sales Total	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Bmw	Volkswagen	Toyota	Honda	Ford	Total Conquest
32124	DAYTONA BEACH, FL	0.0	74	74	--	25	17	10	22	--	9	4	59	30	63	165
32128	PORT ORANGE, FL	3.0	225	222	3	72	47	47	59	3.0%	54	43	2	--	2	101
32119	SOUTH DAYTONA, FL	5.1	122	118	4	28	23	25	46	3.4%	66	49	134	65	92	406
32127	PORT ORANGE, FL	6.4	231	228	3	52	56	55	68	1.6%	102	78	--	--	--	180
32114	DAYTONA BEACH, FL	7.5	155	150	5	22	30	34	69	4.9%	53	44	424	235	770	1526
32129	PORT ORANGE, FL	7.7	126	124	2	36	27	25	38	2.6%	36	40	--	--	--	76
32173	ORMOND BEACH, FL	7.7	1	--	1	--	1	--	--	11.1%	7	1	34	13	40	95
32170	NEW SMYRNA BEACH, FL	7.7	6	6	--	1	--	2	3	--	8	8	--	--	--	16
32120	DAYTONA BEACH, FL	7.7	3	3	--	--	--	1	2	--	4	4	36	20	68	132
32175	ORMOND BEACH, FL	7.7	6	6	--	--	1	1	4	--	5	1	10	11	26	53
32115	DAYTONA BEACH, FL	7.7	4	4	--	--	--	2	2	--	4	1	20	9	32	66
32125	DAYTONA BEACH, FL	7.7	--	--	--	--	--	--	--	--	1	2	10	5	27	45
32722	GLENWOOD, FL	7.7	2	2	--	1	1	--	--	--	2	5	--	--	--	7
32118	DAYTONA BEACH, FL	8.8	194	191	3	59	31	42	62	2.3%	85	44	--	--	--	129
32117	DAYTONA BEACH, FL	9.4	109	106	3	21	20	17	51	3.3%	40	48	471	264	1156	1979
32168	NEW SMYRNA BEACH, FL	9.9	144	143	1	45	30	25	44	0.5%	76	109	--	--	--	185
32744	LAKE HELEN, FL	12.2	8	8	--	1	3	2	2	--	15	18	--	--	--	33
32174	ORMOND BEACH, FL	12.5	622	612	10	189	140	110	183	3.3%	156	133	822	359	981	2451
32724	DELAND, FL	12.5	143	141	2	33	35	29	46	0.9%	83	127	--	--	--	210
32706	CASSADAGA, FL	13.3	1	1	--	1	--	--	--	--	1	--	--	--	--	1
32132	EDGEWATER, FL	13.6	24	24	--	6	5	6	7	--	15	10	--	--	--	25
32169	NEW SMYRNA BEACH, FL	14.7	138	136	2	38	28	28	44	2.0%	58	40	--	--	--	98
32176	ORMOND BEACH, FL	14.7	204	203	1	51	43	42	68	0.7%	83	54	--	--	--	137
32738	DELTONA, FL	14.8	32	32	--	3	7	11	11	--	28	35	--	--	--	63

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			362	284	286	470	--			--	--	--	--
			377	315	281	448	--			--	--	--	--
			417	296	237	315	--			--	--	--	--
4250	4192	58	1200	945	834	1271	78.6%	1164	1082	2032	1013	3268	8559

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 (Bmw)	SNS	Existing Sales Total	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Bmw	Volkswagen	Toyota	Honda	Ford	Total Conquest
32721	DELAND, FL	14.9	3	3	--	--	3	--	--	--	14	6	--	--	--	20
32130	DE LEON SPRINGS, FL	15.8	7	7	--	3	1	2	1	--	10	18	--	--	--	28
32720	DELAND, FL	16.0	100	100	--	24	15	19	42	--	70	87	--	--	--	157
32141	EDGEWATER, FL	16.0	37	37	--	6	10	10	11	--	--	--	--	--	--	0
32725	DELTONA, FL	17.0	35	35	--	7	5	12	11	--	5	5	--	--	--	10
32763	ORANGE CITY, FL	17.2	19	18	1	4	6	3	6	--	--	--	--	--	--	0
32713	DEBARY, FL	20.3	47	47	--	11	13	7	16	--	--	--	--	--	--	0
32105	BARBERVILLE, FL	20.4	1	1	--	--	1	--	--	--	--	1	--	--	--	1
32180	PIERSON, FL	23.7	4	4	--	1	2	1	--	--	--	1	--	--	--	1
32771	SANFORD, FL	24.2	23	23	--	6	4	6	7	--	--	--	--	--	--	0
32136	FLAGLER BEACH, FL	25.4	84	83	1	26	19	16	23	1.5%	38	28	--	--	--	66
32110	BUNNELL, FL	26.9	11	11	--	2	3	2	4	--	--	3	--	--	--	3
32135	PALM COAST, FL	27.6	12	12	--	3	1	3	5	--	18	9	--	--	--	27
32164	PALM COAST, FL	28.5	171	170	1	44	33	37	57	2.3%	18	24	--	--	--	42
32746	HEATHROW, FL	28.5	38	38	--	17	11	4	6	--	--	--	--	--	--	0
32102	ASTOR, FL	29.2	3	3	--	2	--	1	--	--	--	--	--	--	--	0
32754	MIMS, FL	30.0	8	8	--	--	2	4	2	--	--	--	--	--	--	0
32708	WINTER SPRINGS, FL	31.5	8	7	1	1	1	4	2	--	--	--	--	--	--	0
32765	OVIEDO, FL	32.0	8	8	--	5	1	1	1	--	--	--	--	--	--	0
32137	PALM COAST, FL	33.9	438	431	7	138	89	81	130	--	--	--	--	--	--	0
32779	LONGWOOD, FL	34.2	23	23	--	10	4	3	6	--	--	--	--	--	--	0
32112	CRESCENT CITY, FL	36.0	8	8	--	1	1	2	4	--	--	--	--	--	--	0
32796	TITUSVILLE, FL	36.5	15	14	1	4	4	4	3	--	--	--	--	--	--	0
32792	WINTER PARK, FL	37.0	8	8	--	3	2	2	1	--	--	--	--	--	--	0

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			362	284	286	470	--			--	--	--	--
			377	315	281	448	--			--	--	--	--
			417	296	237	315	--			--	--	--	--
4250	4192	58	1200	945	834	1271	78.6%	1164	1082	2032	1013	3268	8559

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 (Bmw)	SNS	Existing Sales Total	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Bmw	Volkswagen	Toyota	Honda	Ford	Total Conquest
32789	WINTER PARK, FL	38.7	128	128	--	80	32	10	6	--	--	--	--	--	--	0
32828	ORLANDO, FL	39.4	10	10	--	4	3	3	--	--	--	--	--	--	--	0
32757	MOUNT DORA, FL	40.4	11	11	--	1	3	3	4	--	--	--	--	--	--	0
32780	TITUSVILLE, FL	40.9	17	17	--	8	5	--	4	--	--	--	--	--	--	0
32806	ORLANDO, FL	44.1	9	9	--	4	2	3	--	--	--	--	--	--	--	0
34761	OCOE, FL	45.5	93	92	1	14	43	22	14	--	--	--	--	--	--	0
34786	WINDERMERE, FL	50.2	7	7	--	3	2	1	1	--	--	--	--	--	--	0
32819	ORLANDO, FL	50.3	8	8	--	3	--	--	5	--	--	--	--	--	--	0
32086	ST AUGUSTINE, FL	50.6	24	23	1	8	6	2	8	--	--	--	--	--	--	0
32824	ORLANDO, FL	50.8	16	15	1	4	6	4	2	--	--	--	--	--	--	0
32080	SAINT AUGUSTINE, FL	51.9	62	61	1	19	12	14	17	--	--	--	--	--	--	0
32084	SAINT AUGUSTINE, FL	54.4	14	14	--	3	4	4	3	--	--	--	--	--	--	0
34711	CLERMONT, FL	55.7	4	3	1	3	1	--	--	--	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			362	284	286	470	--			--	--	--	--
			377	315	281	448	--			--	--	--	--
			417	296	237	315	--			--	--	--	--
4250	4192	58	1200	945	834	1271	78.6%	1164	1082	2032	1013	3268	8559

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 (Volkswagen)	SNS	Existing Sales Total	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Bmw	Volkswagen	Toyota	Honda	Ford	Total Conquest
32124	DAYTONA BEACH, FL	0.0	81	81	--	22	15	20	24	--	9	4	59	30	63	165
32128	PORT ORANGE, FL	3.0	178	177	1	51	33	39	55	1.0%	54	43	2	--	2	101
32119	SOUTH DAYTONA, FL	5.1	132	129	3	20	29	33	50	2.5%	66	49	134	65	92	406
32127	PORT ORANGE, FL	6.4	237	235	2	45	47	52	93	1.1%	102	78	--	--	--	180
32114	DAYTONA BEACH, FL	7.5	214	214	--	31	43	45	95	--	53	44	424	235	770	1526
32129	PORT ORANGE, FL	7.7	151	149	2	21	40	32	58	2.6%	36	40	--	--	--	76
32173	ORMOND BEACH, FL	7.7	3	3	--	2	--	--	1	--	7	1	34	13	40	95
32170	NEW SMYRNA BEACH, FL	7.7	2	2	--	1	--	--	1	--	8	8	--	--	--	16
32120	DAYTONA BEACH, FL	7.7	4	4	--	--	1	--	3	--	4	4	36	20	68	132
32175	ORMOND BEACH, FL	7.7	4	4	--	1	--	1	2	--	5	1	10	11	26	53
32115	DAYTONA BEACH, FL	7.7	6	6	--	1	1	1	3	--	4	1	20	9	32	66
32125	DAYTONA BEACH, FL	7.7	1	1	--	--	--	1	--	--	1	2	10	5	27	45
32722	GLENWOOD, FL	7.7	1	1	--	--	--	--	1	--	2	5	--	--	--	7
32118	DAYTONA BEACH, FL	8.8	153	151	2	36	39	33	45	1.5%	85	44	--	--	--	129
32117	DAYTONA BEACH, FL	9.4	119	119	--	15	18	31	55	--	40	48	471	264	1156	1979
32168	NEW SMYRNA BEACH, FL	9.9	148	148	--	39	36	33	40	--	76	109	--	--	--	185
32744	LAKE HELEN, FL	12.2	8	8	--	--	4	3	1	--	15	18	--	--	--	33
32174	ORMOND BEACH, FL	12.5	545	535	10	123	134	120	168	3.3%	156	133	822	359	981	2451
32724	DELAND, FL	12.5	105	105	--	22	27	19	37	--	83	127	--	--	--	210
32706	CASSADAGA, FL	13.3	--	--	--	--	--	--	--	--	1	--	--	--	--	1
32132	EDGEWATER, FL	13.6	35	35	--	9	6	11	9	--	15	10	--	--	--	25
32169	NEW SMYRNA BEACH, FL	14.7	90	90	--	30	15	25	20	--	58	40	--	--	--	98
32176	ORMOND BEACH, FL	14.7	158	156	2	26	27	44	61	1.4%	83	54	--	--	--	137
32738	DELTONA, FL	14.8	26	26	--	5	8	6	7	--	28	35	--	--	--	63

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			285	302	321	526	--			--	--	--	--
			269	275	288	390	--			--	--	--	--
			226	210	192	263	--			--	--	--	--
3681	3645	36	824	825	821	1211	78.6%	1164	1082	2032	1013	3268	8559

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 (Volkswagen)	SNS	Existing Sales Total	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Bmw	Volkswagen	Toyota	Honda	Ford	Total Conquest
32721	DELAND, FL	14.9	3	3	--	1	--	--	2	--	14	6	--	--	--	20
32130	DE LEON SPRINGS, FL	15.8	17	17	--	3	3	3	8	--	10	18	--	--	--	28
32720	DELAND, FL	16.0	97	95	2	16	22	22	37	1.3%	70	87	--	--	--	157
32141	EDGEWATER, FL	16.0	71	71	--	18	17	17	19	--	--	--	--	--	--	0
32725	DELTONA, FL	17.0	38	37	1	10	5	13	10	9.1%	5	5	--	--	--	10
32763	ORANGE CITY, FL	17.2	20	20	--	1	6	3	10	--	--	--	--	--	--	0
32713	DEBARY, FL	20.3	9	9	--	5	1	2	1	--	--	--	--	--	--	0
32105	BARBERVILLE, FL	20.4	--	--	--	--	--	--	--	--	--	1	--	--	--	1
32180	PIERSON, FL	23.7	11	11	--	3	2	3	3	--	--	1	--	--	--	1
32771	SANFORD, FL	24.2	4	4	--	--	1	2	1	--	--	--	--	--	--	0
32136	FLAGLER BEACH, FL	25.4	73	73	--	20	16	13	24	--	38	28	--	--	--	66
32110	BUNNELL, FL	26.9	16	16	--	4	4	3	5	--	--	3	--	--	--	3
32135	PALM COAST, FL	27.6	15	15	--	2	5	3	5	--	18	9	--	--	--	27
32164	PALM COAST, FL	28.5	232	229	3	56	44	57	75	6.7%	18	24	--	--	--	42
32746	HEATHROW, FL	28.5	13	12	1	5	6	--	2	--	--	--	--	--	--	0
32102	ASTOR, FL	29.2	13	13	--	3	3	3	4	--	--	--	--	--	--	0
32754	MIMS, FL	30.0	8	8	--	3	1	1	3	--	--	--	--	--	--	0
32708	WINTER SPRINGS, FL	31.5	5	4	1	1	1	3	--	--	--	--	--	--	--	0
32765	OVIEDO, FL	32.0	5	5	--	2	--	--	3	--	--	--	--	--	--	0
32137	PALM COAST, FL	33.9	297	293	4	76	59	63	99	--	--	--	--	--	--	0
32779	LONGWOOD, FL	34.2	3	3	--	1	1	1	--	--	--	--	--	--	--	0
32112	CRESCENT CITY, FL	36.0	12	12	--	1	4	1	6	--	--	--	--	--	--	0
32796	TITUSVILLE, FL	36.5	6	6	--	1	1	--	4	--	--	--	--	--	--	0
32792	WINTER PARK, FL	37.0	4	4	--	1	1	1	1	--	--	--	--	--	--	0

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			285	302	321	526	--			--	--	--	--
			269	275	288	390	--			--	--	--	--
			226	210	192	263	--			--	--	--	--
3681	3645	36	824	825	821	1211	78.6%	1164	1082	2032	1013	3268	8559

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 (Volkswagen)	SNS	Existing Sales Total	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Bmw	Volkswag en	Toyota	Honda	Ford	Total Conquest
32789	WINTER PARK, FL	38.7	5	5	--	4	1	--	--	--	--	--	--	--	--	0
32828	ORLANDO, FL	39.4	9	9	--	4	2	2	1	--	--	--	--	--	--	0
32757	MOUNT DORA, FL	40.4	3	3	--	1	--	1	1	--	--	--	--	--	--	0
32780	TITUSVILLE, FL	40.9	7	7	--	2	2	2	1	--	--	--	--	--	--	0
32806	ORLANDO, FL	44.1	1	1	--	1	--	--	--	--	--	--	--	--	--	0
34761	OCOE, FL	45.5	59	59	--	8	27	17	7	--	--	--	--	--	--	0
34786	WINDERMERE, FL	50.2	4	4	--	2	--	2	--	--	--	--	--	--	--	0
32819	ORLANDO, FL	50.3	3	3	--	3	--	--	--	--	--	--	--	--	--	0
32086	ST AUGUSTINE, FL	50.6	18	18	--	1	10	3	4	--	--	--	--	--	--	0
32824	ORLANDO, FL	50.8	14	14	--	4	8	1	1	--	--	--	--	--	--	0
32080	SAINT AUGUSTINE, FL	51.9	37	37	--	13	6	7	11	--	--	--	--	--	--	0
32084	SAINT AUGUSTINE, FL	54.4	7	6	1	3	2	1	1	--	--	--	--	--	--	0
34711	CLERMONT, FL	55.7	7	7	--	1	3	2	1	--	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			285	302	321	526	--			--	--	--	--
			269	275	288	390	--			--	--	--	--
			226	210	192	263	--			--	--	--	--
3681	3645	36	824	825	821	1211	78.6%	1164	1082	2032	1013	3268	8559



6010 Atlantic Boulevard
Norcross, GA 30071
Ph: 888-327-9400 Fax: 678-225-1598

WWW.EASYCARESOS.COM