



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Phillips Buick Pontiac GMC

05/07/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

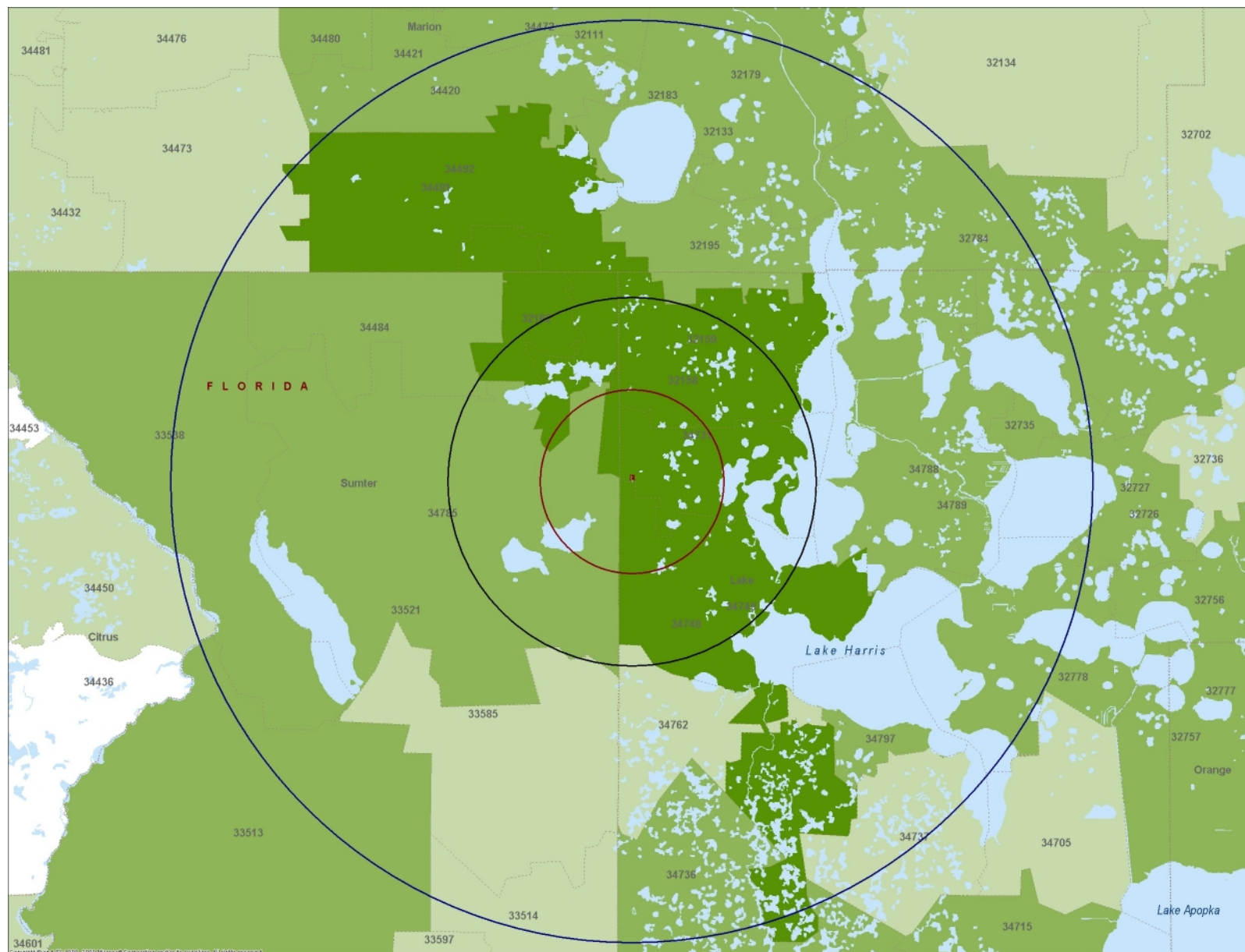
Legend

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 (159)
- 10 to 99 (48)
- 100 to 999 (20)
- 1000 to 9999 (5)



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.

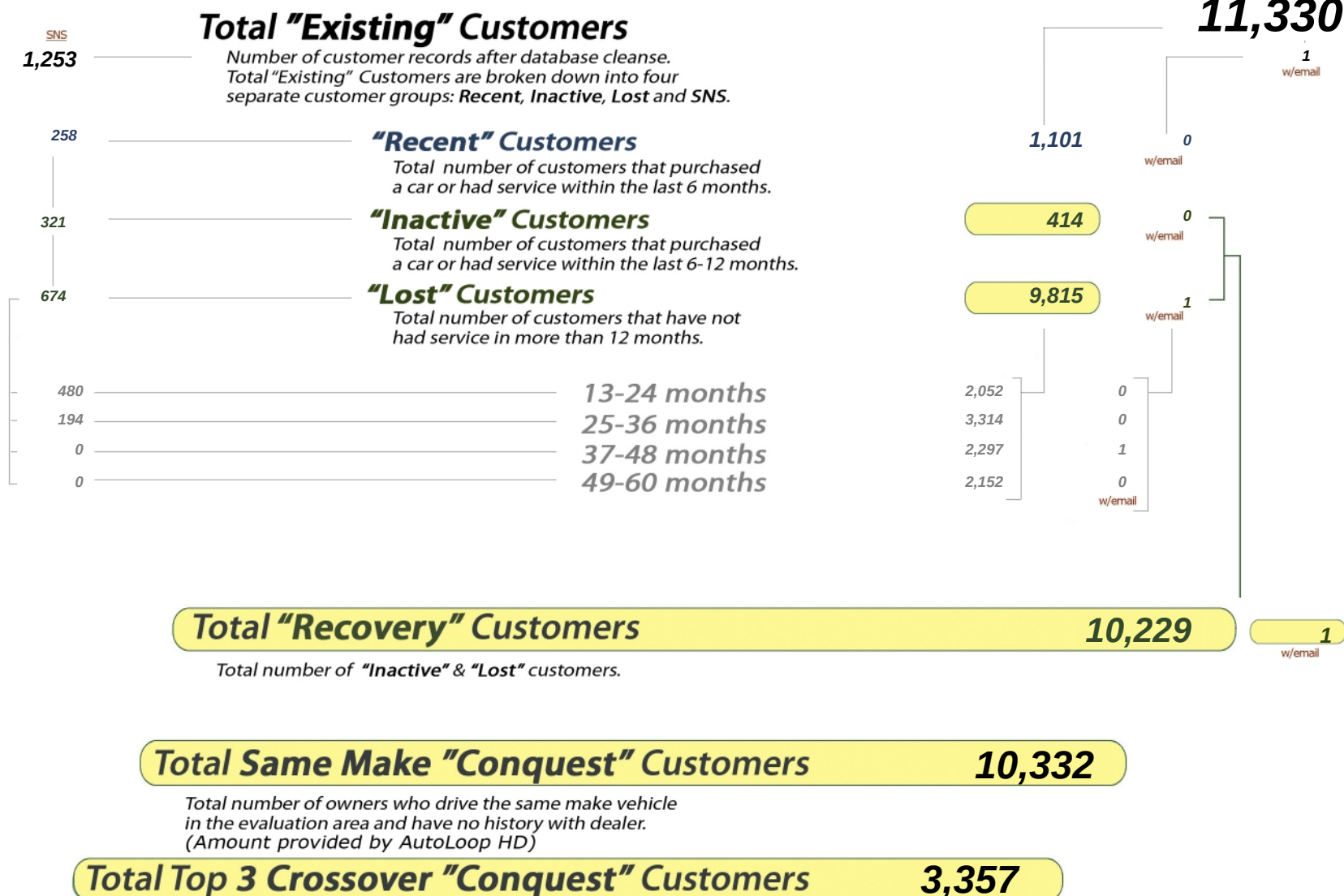
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	20,723	100.00%
Fallout records		
Dates beyond 60 months	4,001	19.31%
Unrealistic drive time	1,679	8.10%
Non-Mailable	9	0.04%
Non-Dealer Makes	3,704	17.87%
Total Fallout records	9,393	45.33%
Existing customer records	11,330	54.67%

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



Chris M. Williams
3500 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 checks' discounts include:

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

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

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 \$19.95 \$19.95**

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

Security Code: 23012

Now Expires your date:

Endorse Here:

OPC00E1

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:

OPC00E2

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:

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
3500 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

Expires 2/28/10

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 maintenance the reliability and the life of your vehicle.

Michelle Williams
3500 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:

OPC00E4

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP



Chris M. Williams
3500 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 checks' discounts include:

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

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

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

Expires 2/28/10

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

Expires 2/28/10

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

Expires 2/28/10

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

Expires 2/28/10

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

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

NEEDS SERVICE.

ABC DEALERSHIP • 5555 WEST MAIN STREET • ANYTOWN, US 55555 • 555.555.5555 • WWW.ABCDEALERSHIP.COM

Post Card

Service Conquest by Zip Code

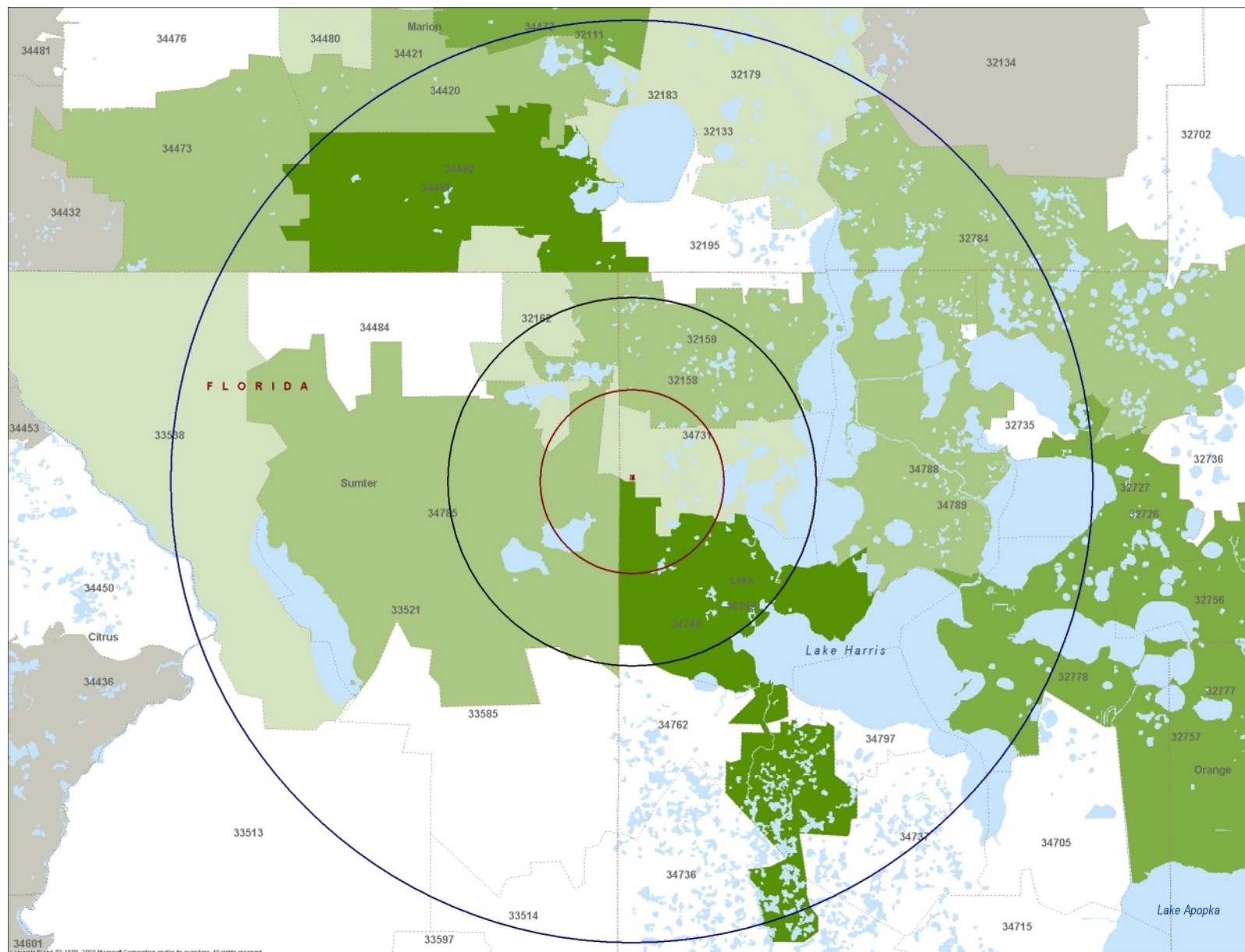
Legend

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 179 (33)
- 180 to 359 (5)
- 360 to 539 (6)
- 540 to 719 (4)
- 720 to 900 (2)



Service Conquest by ZIP Code

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

Same Make Conquest

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Buick	Gmc	Pontiac	Total Conquest
34731	FRUITLAND PARK, FL	2.7	601	59	542	34	5	503	60.8%	111	144	95	350
32159	THE VILLAGES, FL	4.8	2114	185	1929	169	17	1743	83.1%	169	142	82	393
34785	WILDWOOD, FL	5.2	323	41	282	17	3	262	40.4%	168	172	76	416
34748	LEESBURG, FL	5.8	1952	171	1781	130	18	1633	67.5%	376	250	230	856
32162	LADY LAKE, FL	6.3	2547	271	2276	269	22	1985	89.3%	167	43	63	273
33521	COLEMAN, FL	8.6	15	3	12	--	--	12	20.3%	21	12	14	47
34484	OXFORD, FL	9.0	70	16	54	4	2	48	29.7%	30	72	26	128
34762	OKAHUMPKA, FL	9.0	30	5	25	3	--	22	29.8%	19	30	10	59
34788	LEESBURG, FL	9.8	362	44	318	25	2	291	37.1%	188	196	155	539
34491	SUMMERFIELD, FL	10.2	929	119	810	74	10	726	51.3%	268	288	212	768
33585	SUMTERVILLE, FL	10.2	23	1	22	1	--	21	31.0%	9	27	13	49
32195	WEIRSDALE, FL	10.3	121	9	112	12	1	99	40.4%	27	93	45	165
34492	SUMMERFIELD, FL	10.3	14	--	14	2	--	12	19.4%	13	24	21	58
32133	EASTLAKE WEIR, FL	10.4	3	--	3	1	--	2	25.0%	1	4	4	9
34797	YALAH, FL	11.2	53	2	51	2	--	49	55.4%	15	15	11	41
33538	LAKE PANASOFFKEE, FL	12.4	69	3	66	5	--	61	22.6%	95	86	45	226
32735	GRAND ISLAND, FL	12.5	70	6	64	4	--	60	39.0%	30	44	26	100
32778	TAVARES, FL	13.7	182	17	165	18	1	146	21.4%	247	214	144	605
32111	CANDLER, FL	13.8	6	1	5	1	--	4	21.7%	4	10	4	18
34737	HOWEY IN THE HILLS, FL	14.5	43	5	38	2	--	36	28.6%	25	51	19	95
33514	CENTER HILL, FL	14.5	24	3	21	--	--	21	22.6%	20	41	11	72
34420	BELLEVIEW, FL	14.6	106	17	89	3	2	84	14.5%	160	202	164	526
32179	OCKLAWAHA, FL	14.9	56	3	53	6	--	47	14.2%	89	151	81	321
32784	UMATILLA, FL	15.7	58	3	55	3	--	52	10.5%	133	240	94	467

Service Table 1 of 3

Service Totals

Entire evaluation.

			741	80	7359		991	751	546	
			72	7	1164		1394	1800	1099	
			17	5	399		1224	1528	974	
11330	1253	10077	843	93	9141	52.3%	3624	4085	2623	13689

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	Buick	Gmc	Pontiac	Total Conquest
32726	EUSTIS, FL	16.1	76	13	63	3	--	60	8.7%	253	237	168	658
32727	EUSTIS, FL	16.5	7	1	6	--	--	6	8.5%	24	29	12	65
34705	ASTATULA, FL	16.7	21	3	18	1	--	17	14.1%	26	59	25	110
32183	OCKLAWAHA, FL	16.8	18	--	18	2	1	15	22.5%	17	24	21	62
34473	OCALA, FL	17.7	25	7	18	--	--	18	4.4%	130	142	121	393
34749	LEESBURG, FL	18.1	42	3	39	3	--	36	43.8%	15	23	12	50
32158	LADY LAKE, FL	18.1	82	5	77	2	1	74	45.6%	29	45	18	92
34789	LEESBURG, FL	18.1	3	--	3	--	--	3	21.4%	2	7	2	11
33513	BUSHNELL, FL	18.1	77	8	69	2	--	67	34.8%	39	63	27	129
32756	MOUNT DORA, FL	18.1	8	--	8	1	--	7	12.7%	26	16	13	55
34472	OCALA, FL	18.4	69	11	58	6	--	52	9.1%	198	183	201	582
32757	MOUNT DORA, FL	19.0	70	16	54	1	--	53	7.8%	239	238	164	641
34753	MASCOTTE, FL	19.6	24	2	22	--	--	22	78.6%	--	3	3	6
34480	OCALA, FL	19.8	38	9	29	1	--	28	10.4%	75	117	57	249
34715	MINNEOLA, FL	20.1	61	3	58	4	1	53	49.2%	11	36	13	60
34736	GROVELAND, FL	20.6	93	6	87	1	1	85	52.7%	20	46	12	78
34450	INVERNESS, FL	20.9	13	4	9	1	--	8	33.3%	5	8	5	18
34476	OCALA, FL	22.0	38	8	30	1	--	29	81.1%	1	5	1	7
32702	ALTOONA, FL	22.5	10	2	8	--	--	8	14.0%	8	34	7	49
34488	SILVER SPGS, FL	23.3	18	2	16	--	--	16	20.5%	22	18	22	62
34471	OCALA, FL	23.4	50	14	36	2	1	33	--	--	--	--	0
33597	WEBSTER, FL	23.8	37	2	35	1	2	32	76.1%	2	7	2	11
34452	INVERNESS, FL	24.9	13	4	9	2	1	6	--	--	--	--	0
34711	CLERMONT, FL	25.0	150	11	139	5	1	133	--	--	--	--	0

Service Table 2 of 3

Service Totals

Entire evaluation.

			741	80	7359		991	751	546	
			72	7	1164		1394	1800	1099	
			17	5	399		1224	1528	974	
11330	1253	10077	843	93	9141	52.3%	3624	4085	2623	13689

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	Buick	Gmc	Pontiac	Total Conquest
32776	MOUNT PLYMOUTH, FL	25.1	15	3	12	1	--	11	48.0%	--	9	4	13
34470	OCALA, FL	25.2	32	6	26	--	--	26	--	--	--	--	0
32736	EUSTIS, FL	25.8	18	7	11	--	--	11	6.1%	39	105	24	168
34421	BELLEVUE, FL	27.6	20	3	17	2	--	15	12.1%	36	59	29	124
34483	OCALA, FL	27.6	3	--	3	--	--	3	8.3%	7	15	11	33
32712	APOPKA, FL	27.6	11	2	9	--	--	9	--	--	--	--	0
34479	OCALA, FL	27.7	16	2	14	--	--	14	--	--	--	--	0
34481	OCALA, FL	29.1	28	5	23	3	--	20	--	--	--	--	0
34714	CLERMONT, FL	30.3	18	4	14	--	--	14	--	--	--	--	0
34787	WINTER GARDEN, FL	31.1	12	4	8	--	--	8	--	--	--	--	0
34482	OCALA, FL	31.6	16	5	11	--	--	11	--	--	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

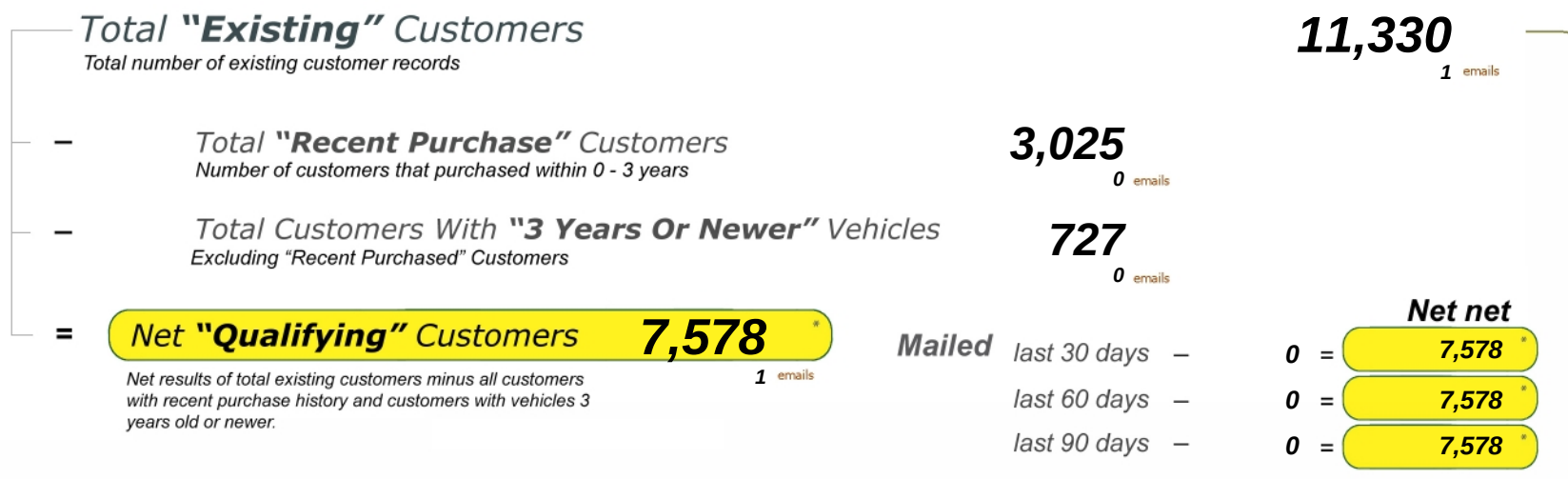
			741	80	7359		991	751	546	
			72	7	1164		1394	1800	1099	
			17	5	399		1224	1528	974	
11330	1253	10077	843	93	9141	52.3%	3624	4085	2623	13689

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

10,130

Total Crossover "Conquest"

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

3,357

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



Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Sales Conquest by Zip Code

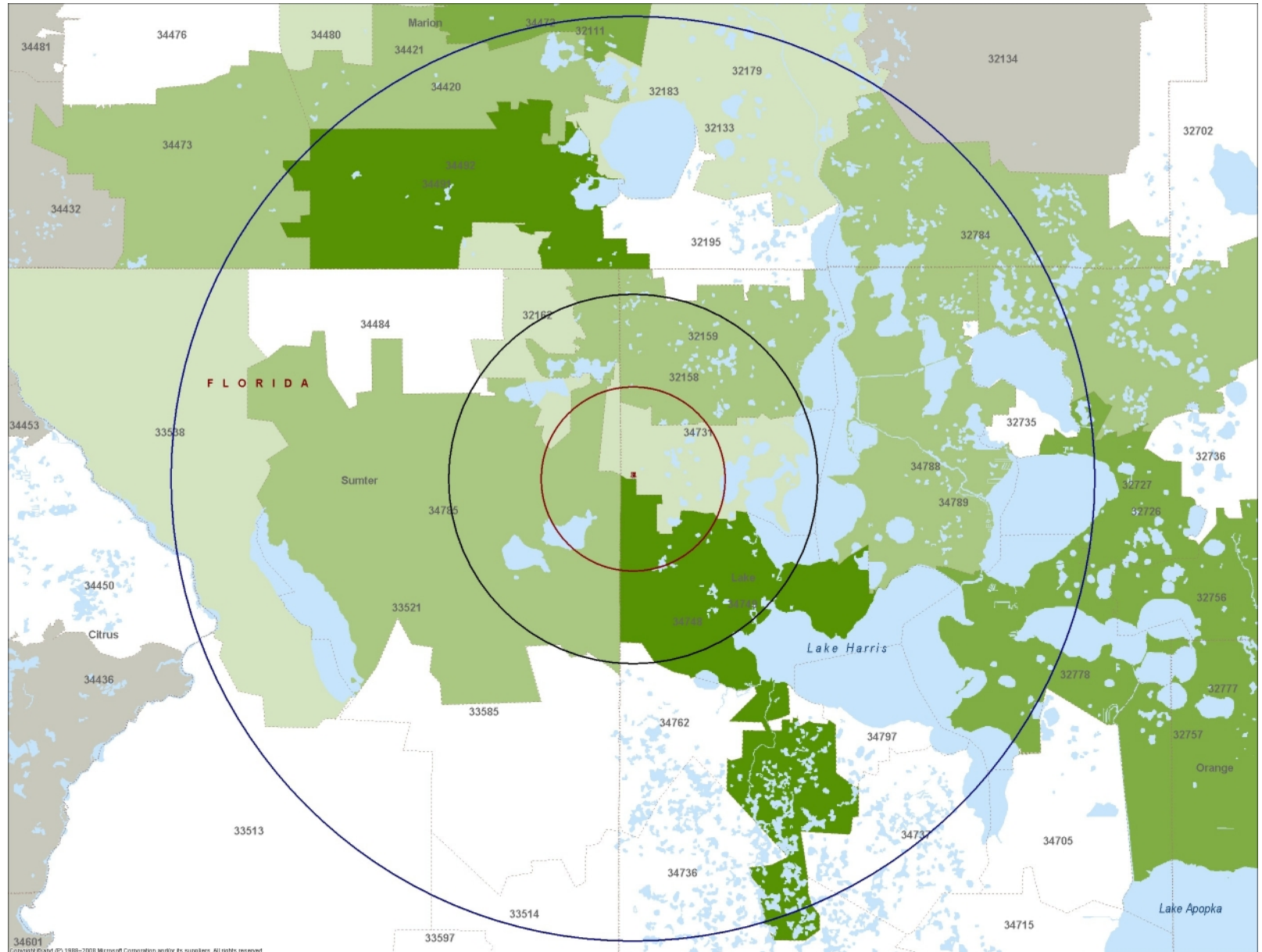
Legend

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 179 (33)
- 180 to 359 (5)
- 360 to 539 (6)
- 540 to 719 (4)
- 720 to 900 (2)



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	Gmc	Pontiac	Chevrolet	Ford	Cadillac	Total Conquest
34731	FRUITLAND PARK, FL	2.7	440	440	--	22	86	127	205	--	111	144	92	565	469	21	1402
32159	THE VILLAGES, FL	4.8	1593	1593	--	100	363	424	706	--	157	141	82	486	420	43	1329
34785	WILDWOOD, FL	5.2	239	239	--	28	53	61	97	--	165	172	76	2	--	--	415
34748	LEESBURG, FL	5.8	1522	1522	--	124	334	403	661	--	352	248	224	417	363	33	1637
32162	LADY LAKE, FL	6.3	1897	1897	--	222	527	489	659	--	147	41	58	111	118	44	519
33521	COLEMAN, FL	8.6	10	10	--	--	1	1	8	--	21	12	14	--	--	--	47
34484	OXFORD, FL	9.0	43	43	--	4	11	14	14	--	29	71	26	--	--	--	126
34762	OKAHUMPKA, FL	9.0	21	21	--	1	7	3	10	--	19	29	10	--	--	--	58
34788	LEESBURG, FL	9.8	249	249	--	18	69	59	103	--	176	196	149	10	3	--	534
34491	SUMMERFIELD, FL	10.2	655	655	--	75	158	186	236	--	262	285	211	--	--	--	758
33585	SUMTERVILLE, FL	10.2	19	19	--	4	5	4	6	--	9	27	13	--	--	--	49
32195	WEIRSDALE, FL	10.3	86	86	--	9	21	19	37	--	25	91	45	17	15	--	193
34492	SUMMERFIELD, FL	10.3	13	13	--	2	5	3	3	--	13	24	21	--	--	--	58
32133	EASTLAKE WEIR, FL	10.4	1	1	--	--	--	--	1	--	1	4	4	--	--	--	9
34797	YALAHA, FL	11.2	46	46	--	--	13	16	17	--	15	15	11	--	--	--	41
33538	LAKE PANASOFFKEE, FL	12.4	51	51	--	5	12	13	21	--	94	83	44	--	--	--	221
32735	GRAND ISLAND, FL	12.5	49	49	--	5	13	12	19	--	30	44	25	--	--	--	99
32778	TAVARES, FL	13.7	129	129	--	13	39	32	45	--	241	213	139	--	--	--	593
32111	CANDLER, FL	13.8	3	3	--	--	--	2	1	--	4	10	4	--	--	--	18
34737	HOWEY IN THE HILLS, FL	14.5	35	35	--	2	4	10	19	--	25	51	19	--	--	--	95
33514	CENTER HILL, FL	14.5	19	19	--	--	11	3	5	--	20	40	11	--	--	--	71
34420	BELLEVIEW, FL	14.6	71	71	--	3	20	25	23	--	159	199	157	--	--	--	515
32179	OCKLAWAHA, FL	14.9	42	42	--	3	15	9	15	--	89	151	81	--	--	--	321
32784	UMATILLA, FL	15.7	48	48	--	--	11	16	21	--	128	239	94	--	--	--	461

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			609	1640	1793	2746											
			71	273	272	387											
			25	119	81	88											
8305	8305	0	727	2097	2199	3282	44.6%	3508	4047	2575	1717	1493	147				13487

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	Gmc	Pontiac	Chevrolet	Ford	Cadillac	Total Conquest
32726	EUSTIS, FL	16.1	51	51	--	3	18	16	14	--	251	237	168	--	--	--	656
32727	EUSTIS, FL	16.5	6	6	--	2	1	2	1	--	23	29	12	--	--	--	64
34705	ASTATULA, FL	16.7	13	13	--	2	5	3	3	--	26	59	24	--	--	--	109
32183	OCKLAWAHA, FL	16.8	12	12	--	1	4	3	4	--	17	24	21	--	--	--	62
34473	OCALA, FL	17.7	13	13	--	2	6	1	4	--	130	135	117	--	--	--	382
34749	LEESBURG, FL	18.1	30	30	--	4	4	8	14	--	15	22	11	--	--	--	48
32158	LADY LAKE, FL	18.1	60	60	--	4	11	15	30	--	29	45	18	109	105	6	312
34789	LEESBURG, FL	18.1	3	3	--	1	--	--	2	--	2	7	2	--	--	--	11
33513	BUSHNELL, FL	18.1	59	59	--	2	14	15	28	--	39	63	26	--	--	--	128
32756	MOUNT DORA, FL	18.1	8	8	--	--	5	1	2	--	26	16	12	--	--	--	54
34472	OCALA, FL	18.4	41	41	--	3	14	13	11	--	187	182	199	--	--	--	568
32757	MOUNT DORA, FL	19.0	40	40	--	5	8	15	12	--	233	235	162	--	--	--	630
34753	MASCOTTE, FL	19.6	20	20	--	--	4	4	12	--	--	3	3	--	--	--	6
34480	OCALA, FL	19.8	24	24	--	2	7	6	9	--	72	116	57	--	--	--	245
34715	MINNEOLA, FL	20.1	48	48	--	4	9	16	19	--	11	36	13	--	--	--	60
34736	GROVELAND, FL	20.6	73	73	--	4	21	16	32	--	20	46	12	--	--	--	78
34450	INVERNESS, FL	20.9	9	9	--	1	4	--	4	--	5	8	5	--	--	--	18
34476	OCALA, FL	22.0	26	26	--	3	12	8	3	--	1	5	1	--	--	--	7
32702	ALTOONA, FL	22.5	6	6	--	--	2	1	3	--	8	31	7	--	--	--	46
34488	SILVER SPGS, FL	23.3	12	12	--	2	6	2	2	--	22	18	22	--	--	--	62
34471	OCALA, FL	23.4	25	25	--	6	9	6	4	--	--	--	--	--	--	--	0
33597	WEBSTER, FL	23.8	27	27	--	1	8	8	10	--	2	7	2	--	--	--	11
34711	CLERMONT, FL	25.0	122	122	--	7	42	33	40	--	--	--	--	--	--	--	0
32776	MOUNT PLYMOUTH, FL	25.1	9	9	--	--	3	1	5	--	--	9	4	--	--	--	13

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			609	1640	1793	2746										
			71	273	272	387										
			25	119	81	88										
8305	8305	0	727	2097	2199	3282	44.6%	3508	4047	2575	1717	1493	147	13487		

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	Buick	Gmc	Pontiac	Chevrolet	Ford	Cadillac	Total Conquest
34470	OCALA, FL	25.2	18	18	--	--	10	3	5	--	--	--	--	--	--	--	0
32736	EUSTIS, FL	25.8	7	7	--	--	4	1	2	--	39	104	24	--	--	--	167
34421	BELLEVIEW, FL	27.6	16	16	--	2	3	9	2	--	36	59	28	--	--	--	123
34483	OCALA, FL	27.6	3	3	--	--	2	--	1	--	7	15	11	--	--	--	33
34479	OCALA, FL	27.7	12	12	--	2	5	2	3	--	--	--	--	--	--	--	0
34481	OCALA, FL	29.1	18	18	--	2	7	5	4	--	--	--	--	--	--	--	0
34714	CLERMONT, FL	30.3	12	12	--	--	6	2	4	--	--	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			609	1640	1793	2746										
			71	273	272	387										
			25	119	81	88										
8305	8305	0	727	2097	2199	3282	44.6%	3508	4047	2575	1717	1493	147	13487		

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