



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Toyota Scion of Dartmouth

05/10/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

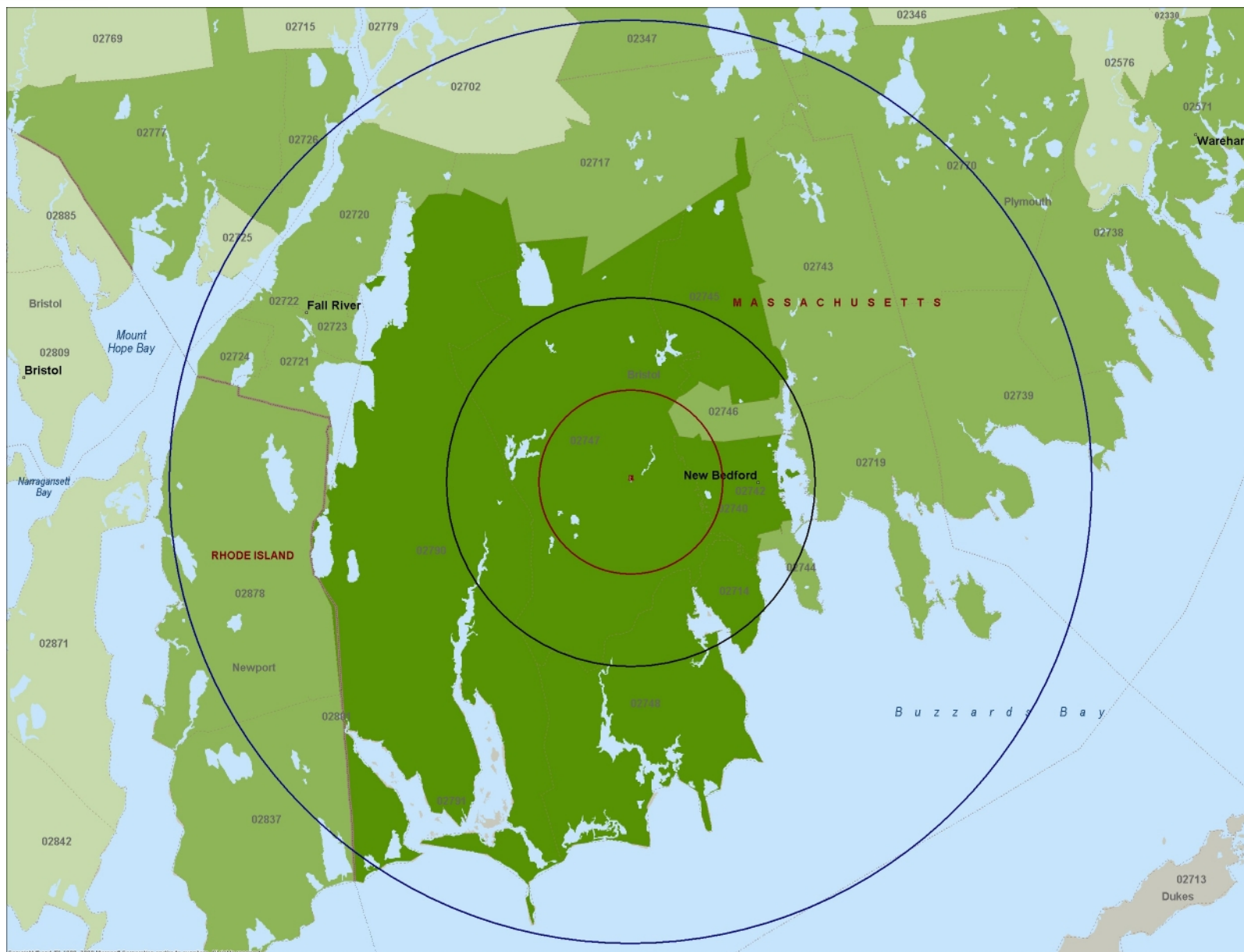
Legend

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 (114)
- 10 to 99 (53)
- 100 to 999 (19)
- 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	14,013	100.00%
Fallout records		
Dates beyond 60 months	1	0.01%
Unrealistic drive time	764	5.45%
Non-Mailable	26	0.19%
Non-Dealer Makes	2,209	15.76%
Total Fallout records	3,000	21.41%
Existing customer records	11,013	78.59%

Customer Records
Database Cleanse Breakdown

Existing Customer Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:

SNS

27

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**.

0

"Recent" Customers

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

27

"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

11,013

3,914
w/email

6,467

2,746
w/email

1,912

586
w/email

2,634

582
w/email

2,229

494

369

83

23

5

13

0

w/email

Total "Recovery" Customers

4,546

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

1,168
w/email

Total Same Make "Conquest" Customers

30,642

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

7,775

Customer Records
Existing Customer Breakdown

Recommended Service Campaign

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

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

Security Code: 23012

ABC DEALERSHIP
3555 West Main Street • Anytown, FL 32608 • 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: --

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

0PC00E1

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

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Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

P.S. Visit your own personal webpage:
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Security Code: 23012

ABC DEALERSHIP
3555 West Main Street • Anytown, FL 32608 • 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: --

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

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

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:

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Service Manager Name
Service Manager

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ABC DEALERSHIP
3555 West Main Street • Anytown, FL 32608 • 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: --

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 Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

MICHELLE... OUR RECORDS SHOW YOUR 2009 ALTIMA

Drive

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-Point Inspection
• Same As New Oil & Filter

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE

\$100.00 OFF
ANY PARTS & SERVICE

Expires 2/28/10

0PC00E4

Self-Mailer

Declined Services

ABC DEALERSHIP
Automotive Service Specialists

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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
3555 West Main Street
Anytown, FL 32608
555.555.5555

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

0PC00E5

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

At ABC Dealership, We Are Your Automotive Service Specialists

Dear First Name Only,

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 \$19.95 lube, oil and filter change to you.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: ABC Dealership

The sum of: **\$19.95 Lube, Oil and Filter Change \$19.95**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E6

3up Check

2nd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 Castrol
• 17-Point Inspection
• Same As New Oil & Filter

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE

Expires 2/28/10

0PC00E7

Snap

3rd Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 \$19.95 lube, oil and filter change to you.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: ABC Dealership

The sum of: **\$19.95 Lube, Oil and Filter Change \$19.95**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E8

Snap w/Check

4th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 Castrol
• 17-Point Inspection
• Same As New Oil & Filter

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE

Expires 2/28/10

0PC00E9

Snap

5th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

ALTIMA SERVICE NOTICE

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 \$19.95 lube, oil and filter change to you.

Michelle Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

To the order of: ABC Dealership

The sum of: **\$19.95 Lube, Oil and Filter Change \$19.95**

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

Security Code: 23012

Now Expires your date: --

Endorse Here

0PC00E10

Snap w/Check

6th Recovery

ABC DEALERSHIP
Automotive Service Specialists

Chris M. Williams
3555 West Main Street
Anytown, FL 32608
555.555.5555

MICHELLE SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-30 Castrol
• 17-Point Inspection
• Same As New Oil & Filter

\$19.95

\$50.00 OFF
ANY PARTS & SERVICE

Expires 2/28/10

0PC00E11

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 439 (41)
- 440 to 879 (13)
- 880 to 1319 (8)
- 1320 to 1759 (3)
- 1760 to 2200 (1)



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Service Conquest by ZIP Code

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

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Toyota	Total Conquest
02747	NORTH DARTMOUTH, MA	0.0	1166	4	1162	757	188	217	63.5%	667	667
02742	NEW BEDFORD, MA	2.2	15	--	15	9	1	5	53.6%	13	13
02740	NEW BEDFORD, MA	2.8	1260	--	1260	758	218	284	55.6%	1005	1005
02746	NEW BEDFORD, MA	3.3	291	--	291	162	48	81	55.4%	234	234
02748	SOUTH DARTMOUTH, MA	3.9	771	1	770	514	117	139	66.4%	390	390
02744	NEW BEDFORD, MA	4.4	303	--	303	191	47	65	58.6%	214	214
02745	NEW BEDFORD, MA	4.8	951	1	950	575	155	220	53.2%	835	835
02790	WESTPORT, MA	5.6	751	--	751	446	134	171	53.3%	658	658
02719	FAIRHAVEN, MA	5.7	649	1	648	397	99	152	52.8%	580	580
02743	ACUSHNET, MA	5.8	420	1	419	243	73	103	48.5%	445	445
02723	FALL RIVER, MA	8.2	164	--	164	103	20	41	21.7%	593	593
02721	FALL RIVER, MA	9.1	301	--	301	185	46	70	21.6%	1094	1094
02717	EAST FREETOWN, MA	9.1	190	--	190	115	29	46	49.9%	191	191
02714	DARTMOUTH, MA	9.1	4	--	4	2	2	--	80.0%	1	1
02722	FALL RIVER, MA	9.1	12	--	12	9	--	3	46.2%	14	14
02741	NEW BEDFORD, MA	9.1	9	--	9	4	2	3	56.3%	7	7
02720	FALL RIVER, MA	9.4	481	--	481	287	71	123	25.3%	1418	1418
02791	WESTPORT POINT, MA	9.6	16	--	16	11	1	4	39.0%	25	25
02739	MATTAPOISETT, MA	9.9	360	1	359	216	64	79	55.1%	292	292
02724	FALL RIVER, MA	10.0	158	--	158	81	32	45	15.6%	857	857
02878	TIVERTON, RI	10.2	231	--	231	133	40	58	16.4%	1180	1180
02725	SOMERSET, MA	11.1	43	--	43	23	7	13	20.9%	163	163
02702	ASSONET, MA	11.3	75	--	75	46	12	17	23.7%	241	241
02726	SOMERSET, MA	11.5	291	2	289	160	55	74	20.1%	1146	1146

Same Make Conquest

Report Analysis

Service Conquest by ZIP Code

Service Table 1 of 3

Service Totals

Entire evaluation.

			5198	1387	1909		5041	
			1062	356	530		14447	
			85	37	51		10987	
11013	27	10986	6467	1885	2634	26.4%	30642	38417

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	Toyota	Total Conquest
02770	ROCHESTER, MA	11.6	187	--	187	99	39	49	47.3%	208	208
02837	LITTLE COMPTON, RI	12.3	95	1	94	62	14	18	24.1%	296	296
02738	MARION, MA	13.3	230	--	230	145	39	46	49.7%	233	233
02777	SWANSEA, MA	13.6	225	1	224	123	45	56	17.9%	1027	1027
02347	LAKEVILLE, MA	13.7	118	--	118	61	21	36	15.4%	647	647
02779	BERKLEY, MA	13.7	50	--	50	24	14	12	12.1%	363	363
02871	PORTSMOUTH, RI	14.2	61	--	61	29	12	20	3.9%	1487	1487
02715	DIGHTON, MA	14.2	25	--	25	13	5	7	11.6%	191	191
02809	BRISTOL, RI	14.7	18	--	18	9	3	6	1.0%	1715	1715
02576	WEST WAREHAM, MA	15.4	72	--	72	36	13	23	26.4%	201	201
02885	WARREN, RI	15.7	21	1	20	11	5	4	2.3%	857	857
02571	WAREHAM, MA	16.5	124	--	124	67	22	35	20.0%	496	496
02718	EAST TAUNTON, MA	16.5	23	--	23	10	4	9	5.0%	434	434
02764	NORTH DIGHTON, MA	16.9	16	--	16	6	3	7	5.2%	289	289
02801	ADAMSVILLE, RI	16.9	4	--	4	4	--	--	22.2%	14	14
02842	MIDDLETOWN, RI	17.6	22	1	21	10	5	6	1.8%	1136	1136
02346	MIDDLEBORO, MA	18.1	34	--	34	14	4	16	3.4%	962	962
02574	WEST FALMOUTH, MA	18.4	1	--	1	1	--	--	0.5%	181	181
02543	WOODS HOLE, MA	18.5	1	--	1	--	1	--	1.0%	104	104
02806	BARRINGTON, RI	18.6	9	1	8	3	--	5	0.6%	1308	1308
02556	NORTH FALMOUTH, MA	18.6	6	--	6	2	1	3	1.4%	419	419
02558	ONSET, MA	18.7	14	--	14	11	--	3	7.3%	178	178
02780	TAUNTON, MA	19.4	74	--	74	32	15	27	3.4%	2101	2101
02769	REHOBOTH, MA	19.5	29	1	28	18	4	6	5.5%	483	483

Service Table 2 of 3

Service Totals

Entire evaluation.

			5198	1387	1909		5041	
			1062	356	530		14447	
			85	37	51		10987	
11013	27	10986	6467	1885	2634	26.4%	30642	38417

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	Toyota	Total Conquest
02534	CATAUMET, MA	19.5	1	--	1	--	--	1	0.8%	126	126
02840	NEWPORT, RI	19.6	13	1	12	7	1	4	1.6%	724	724
02559	POCASSET, MA	19.7	4	1	3	3	--	--	1.3%	221	221
02540	FALMOUTH, MA	19.9	13	--	13	5	4	4	3.7%	343	343
02330	CARVER, MA	20.0	11	--	11	5	3	3	3.7%	284	284
02538	EAST WAREHAM, MA	20.3	33	--	33	17	2	14	22.0%	117	117
02767	RAYNHAM, MA	20.7	11	--	11	6	2	3	2.3%	464	464
02915	RIVERSIDE, RI	20.9	4	--	4	--	1	3	2.3%	169	169
02889	WARWICK, RI	21.2	4	--	4	2	2	--	10.5%	34	34
02532	BUZZARDS BAY, MA	21.8	18	--	18	11	3	4	11.4%	140	140
02771	SEEKONK, MA	22.3	10	--	10	6	3	1	4.3%	222	222
02536	EAST FALMOUTH, MA	22.6	9	--	9	2	3	4	25.0%	27	27
02568	VINEYARD HAVEN, MA	23.6	13	--	13	3	4	6	--	--	0
02324	BRIDGEWATER, MA	23.6	11	--	11	4	3	4	50.0%	11	11
02360	PLYMOUTH, MA	26.1	33	--	33	16	4	13	--	--	0
02649	MASHPEE, MA	26.1	25	--	25	9	7	9	--	--	0
02703	ATTLEBORO, MA	26.1	17	1	16	9	3	4	--	--	0
02563	SANDWICH, MA	26.8	12	--	12	9	2	1	--	--	0
02048	MANSFIELD, MA	28.9	11	--	11	5	2	4	--	--	0
02035	FOXBORO, MA	32.0	11	--	11	9	1	1	--	--	0

Service Table 3 of 3

Service Totals

Entire evaluation.

			5198	1387	1909		5041	
			1062	356	530		14447	
			85	37	51		10987	
11013	27	10986	6467	1885	2634	26.4%	30642	38417

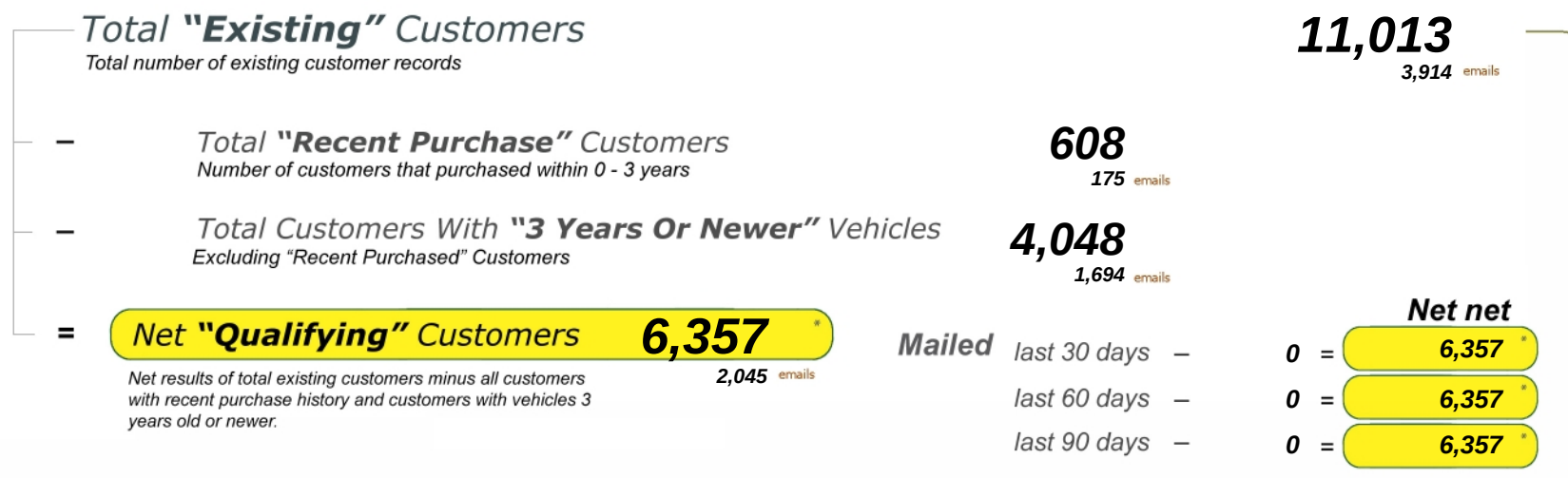
Report Analysis

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

29,197

Total Crossover "Conquest"

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

7,775

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

Payment Cancellation Notification



DocId-105PCN_Conquest or Dealer Data

Sales 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 439 (41)
- 440 to 879 (13)
- 880 to 1319 (8)
- 1320 to 1759 (3)
- 1760 to 2200 (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	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Toyota	Honda	Ford	Chevrolet	Total Conquest
02747	NORTH DARTMOUTH, MA	0.0	1103	1103	--	404	226	175	298	--	631	374	593	290	1888
02742	NEW BEDFORD, MA	2.2	14	14	--	4	6	1	3	--	13	6	22	6	47
02740	NEW BEDFORD, MA	2.8	1203	1203	--	404	245	195	359	--	972	619	1143	494	3228
02746	NEW BEDFORD, MA	3.3	278	278	--	87	63	45	83	--	220	120	295	110	745
02748	SOUTH DARTMOUTH, MA	3.9	736	736	--	268	150	123	195	--	370	255	350	163	1138
02744	NEW BEDFORD, MA	4.4	284	284	--	120	40	46	78	--	207	60	193	66	526
02745	NEW BEDFORD, MA	4.8	919	919	--	330	194	149	246	--	803	322	613	298	2036
02790	WESTPORT, MA	5.6	721	721	--	304	146	106	165	--	647	66	162	122	997
02719	FAIRHAVEN, MA	5.7	621	621	--	249	119	107	146	--	556	169	353	175	1253
02743	ACUSHNET, MA	5.8	400	400	--	162	87	57	94	--	433	67	161	80	741
02723	FALL RIVER, MA	8.2	153	153	--	54	33	23	43	--	572	--	--	--	572
02721	FALL RIVER, MA	9.1	283	283	--	127	45	47	64	--	1045	--	--	--	1045
02717	EAST FREETOWN, MA	9.1	184	184	--	71	36	23	54	--	182	2	2	--	186
02714	DARTMOUTH, MA	9.1	4	4	--	1	2	1	--	--	1	1	3	1	6
02722	FALL RIVER, MA	9.1	10	10	--	4	4	--	2	--	14	--	--	--	14
02741	NEW BEDFORD, MA	9.1	9	9	--	3	1	2	3	--	7	3	11	5	26
02720	FALL RIVER, MA	9.4	457	457	--	194	93	76	94	--	1319	--	--	--	1319
02791	WESTPORT POINT, MA	9.6	16	16	--	3	6	3	4	--	25	--	--	--	25
02739	MATTAPOISETT, MA	9.9	339	339	--	135	82	48	74	--	279	--	--	--	279
02724	FALL RIVER, MA	10.0	150	150	--	64	31	23	32	--	805	--	--	--	805
02878	TIVERTON, RI	10.2	216	216	--	96	48	30	42	--	1112	--	--	--	1112
02725	SOMERSET, MA	11.1	41	41	--	20	9	4	8	--	158	--	--	--	158
02702	ASSONET, MA	11.3	72	72	--	28	10	10	24	--	227	--	--	--	227
02726	SOMERSET, MA	11.5	270	270	--	115	48	49	58	--	1099	--	--	--	1099

Sales Table 1 of 3

Sales Totals

Entire evaluation.

			3084	1657	1280	2079							
			749	366	332	394							
			79	30	18	17							
10405	10405	0	4048	2116	1679	2562	25.3%	29197	2064	3901	1810	36972	

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	Toyota	Honda	Ford	Chevrolet	Total Conquest
02770	ROCHESTER, MA	11.6	182	182	--	68	44	32	38	--	200	--	--	--	200
02837	LITTLE COMPTON, RI	12.3	92	92	--	41	14	18	19	--	281	--	--	--	281
02738	MARION, MA	13.3	223	223	--	82	50	43	48	--	225	--	--	--	225
02777	SWANSEA, MA	13.6	204	204	--	77	43	41	43	--	994	--	--	--	994
02347	LAKEVILLE, MA	13.7	117	117	--	43	18	29	27	--	641	--	--	--	641
02779	BERKLEY, MA	13.7	50	50	--	22	13	9	6	--	345	--	--	--	345
02871	PORTSMOUTH, RI	14.2	59	59	--	26	12	9	12	--	1408	--	--	--	1408
02715	DIGHTON, MA	14.2	22	22	--	12	4	4	2	--	188	--	--	--	188
02809	BRISTOL, RI	14.7	16	16	--	4	4	3	5	--	1624	--	--	--	1624
02576	WEST WAREHAM, MA	15.4	70	70	--	29	13	13	15	--	198	--	--	--	198
02885	WARREN, RI	15.7	16	16	--	4	5	4	3	--	817	--	--	--	817
02571	WAREHAM, MA	16.5	115	115	--	54	17	18	26	--	477	--	--	--	477
02718	EAST TAUNTON, MA	16.5	21	21	--	4	2	7	8	--	419	--	--	--	419
02764	NORTH DIGHTON, MA	16.9	15	15	--	3	3	2	7	--	272	--	--	--	272
02801	ADAMSVILLE, RI	16.9	4	4	--	1	2	--	1	--	13	--	--	--	13
02842	MIDDLETOWN, RI	17.6	19	19	--	8	7	1	3	--	1060	--	--	--	1060
02346	MIDDLEBORO, MA	18.1	30	30	--	13	3	5	9	--	915	--	--	--	915
02574	WEST FALMOUTH, MA	18.4	1	1	--	1	--	--	--	--	167	--	--	--	167
02543	WOODS HOLE, MA	18.5	1	1	--	1	--	--	--	--	100	--	--	--	100
02806	BARRINGTON, RI	18.6	7	7	--	5	1	1	--	--	1257	--	--	--	1257
02556	NORTH FALMOUTH, MA	18.6	6	6	--	2	3	1	--	--	402	--	--	--	402
02558	ONSET, MA	18.7	12	12	--	3	3	2	4	--	170	--	--	--	170
02780	TAUNTON, MA	19.4	69	69	--	34	14	11	10	--	1993	--	--	--	1993
02769	REHOBOTH, MA	19.5	26	26	--	11	7	4	4	--	474	--	--	--	474

Sales Table 2 of 3

Sales Totals

Entire evaluation.

			3084	1657	1280	2079							
			749	366	332	394							
			79	30	18	17							
10405	10405	0	4048	2116	1679	2562	25.3%	29197	2064	3901	1810	36972	

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

Report Analysis
Sales Conquest by ZIP Code

Sales Conquest by ZIP Code

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

Same Make
Conquest

Top Crossover Conquest

Zip	Location	Radius	Existing	SNS	Existing Sales	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Toyota	Honda	Ford	Chevrolet	Total Conquest
02534	CATAUMET, MA	19.5	1	1	--	--	--	1	--	--	120	--	--	--	120
02840	NEWPORT, RI	19.6	12	12	--	8	2	--	2	--	682	--	--	--	682
02559	POCASSET, MA	19.7	3	3	--	--	3	--	--	--	206	--	--	--	206
02540	FALMOUTH, MA	19.9	11	11	--	8	2	--	1	--	301	--	--	--	301
02330	CARVER, MA	20.0	9	9	--	6	1	2	--	--	270	--	--	--	270
02538	EAST WAREHAM, MA	20.3	32	32	--	12	5	8	7	--	107	--	--	--	107
02767	RAYNHAM, MA	20.7	10	10	--	4	2	--	4	--	439	--	--	--	439
02915	RIVERSIDE, RI	20.9	3	3	--	--	2	1	--	--	156	--	--	--	156
02889	WARWICK, RI	21.2	3	3	--	2	1	--	--	--	33	--	--	--	33
02532	BUZZARDS BAY, MA	21.8	14	14	--	10	3	--	1	--	130	--	--	--	130
02771	SEEKONK, MA	22.3	8	8	--	5	--	1	2	--	219	--	--	--	219
02536	EAST FALMOUTH, MA	22.6	6	6	--	1	2	2	1	--	25	--	--	--	25
02324	BRIDGEWATER, MA	23.6	11	11	--	5	2	2	2	--	11	--	--	--	11
02360	PLYMOUTH, MA	26.1	32	32	--	14	11	5	2	--	--	--	--	--	0
02649	MASHPEE, MA	26.1	25	25	--	11	4	6	4	--	--	--	--	--	0
02703	ATTLEBORO, MA	26.1	12	12	--	10	1	--	1	--	--	--	--	--	0
02563	SANDWICH, MA	26.8	11	11	--	7	1	1	2	--	--	--	--	--	0
02048	MANSFIELD, MA	28.9	11	11	--	8	1	1	1	--	--	--	--	--	0
02035	FOXBORO, MA	32.0	11	11	--	6	4	--	1	--	--	--	--	--	0

Sales Table 3 of 3

Sales Totals

Entire evaluation.

			3084	1657	1280	2079						
			749	366	332	394						
			79	30	18	17						
10405	10405	0	4048	2116	1679	2562	25.3%	29197	2064	3901	1810	36972

Report Analysis

Sales Conquest by ZIP Code

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601 Cleveland Street Suite 415
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www.AutoLoopHD.com