



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

IRA NISSAN OF TEWKSBURY

05/11/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

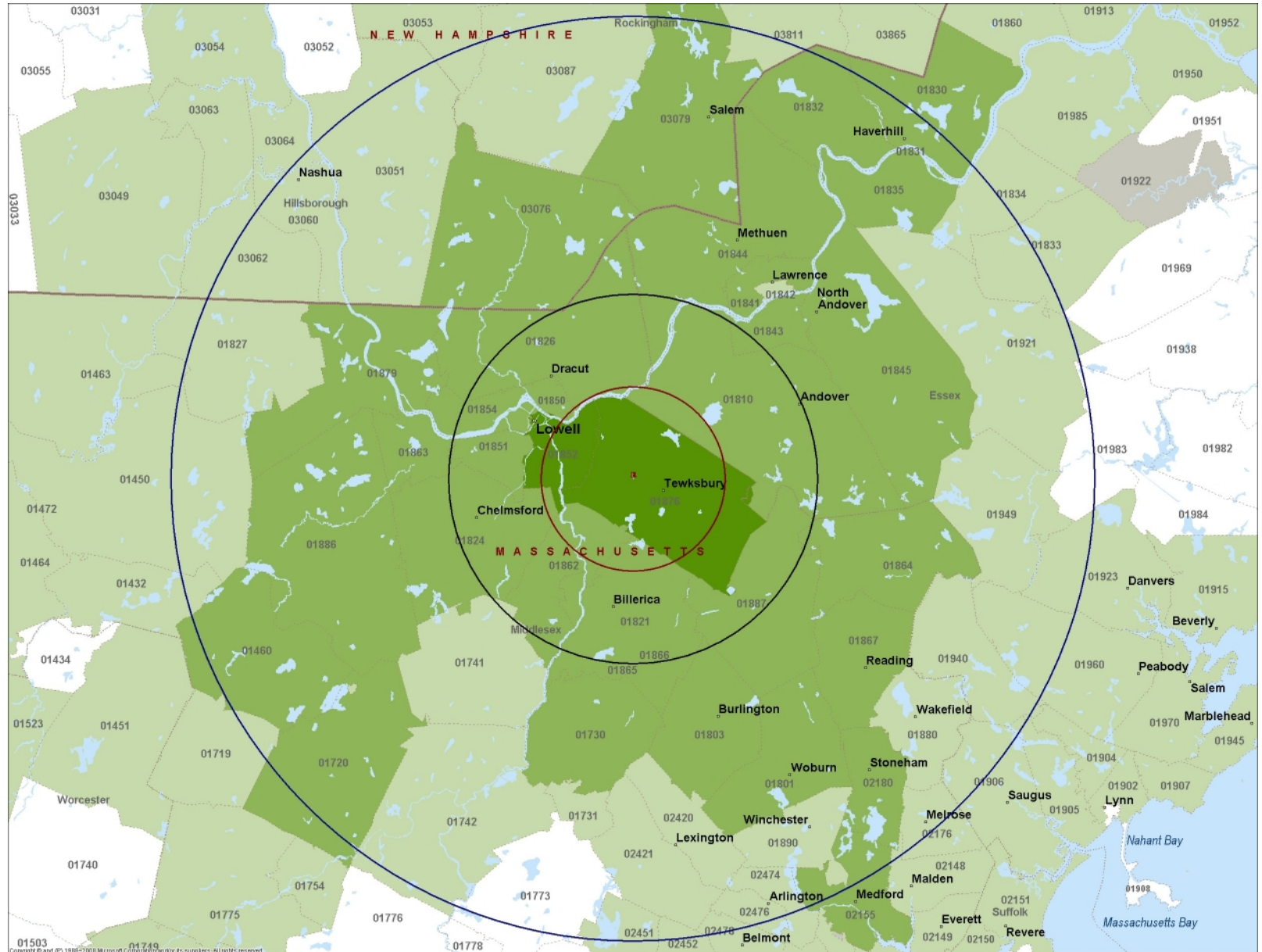
Legend

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 (235)
- 10 to 99 (101)
- 100 to 999 (31)
- 1000 to 9999 (2)



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

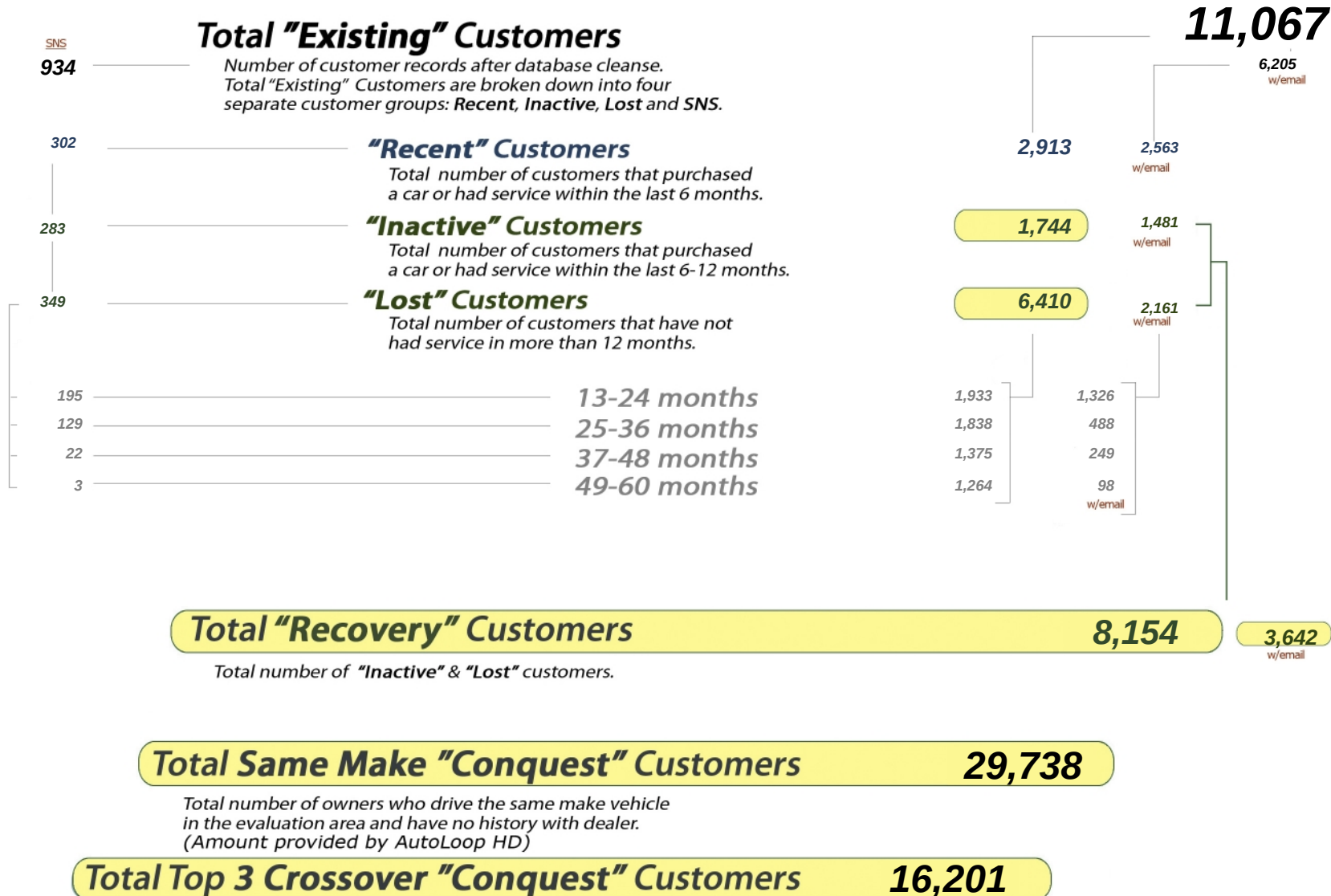
Statistics show 6% to 8% of the nation's population move every six-months. A clean database allows for more cost effective targeting. Once this cleaning process is complete, the records with improved addresses are delivered with more reliability. In addition, "clean" records allow more accurate comparisons with other conquest lists to eliminate or minimize duplication.

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

Dealership customer records	16,409	100.00%
Fallout records		
Dates beyond 60 months	3,739	22.79%
Unrealistic drive time	307	1.87%
Non-Mailable	569	3.47%
Non-Dealer Makes	727	4.43%
Total Fallout records	5,342	32.56%
Existing customer records	11,067	67.44%

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 customer, I would like to give you these exclusive discount checks. These checks are yours to use in our service department on any vehicle you own. You can also give them to friends and family as a gift. They are fully personalized with your current name and address so just sign the endorsement line to validate them. Your exclusive "smoke" discounts include:

- One Lube, Oil and Filter Change for only \$12.95
- \$50.00 OFF Any Parts or Service
- \$100.00 OFF Any Parts or Service

We are extending this generous unbeatable Customer Service offer.

Thank You for your patronage.

Sincerely,
Service Manager Name
Service Manager

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

Security Code: 23012

ABC DEALERSHIP
5555 West Main Street • Anytown, US 55555 • 555.555.5555
Service Hours: Monday - Friday: 9am - 5pm • Saturday: 10am - 5pm
www.ABCDealership.com

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124875

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date:

Endorse Here:

0PC00E1

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124875

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date:

Endorse Here:

0PC00E2

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: 00-124875

To the order of: ABC Dealership

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

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

Security Code: 23012

Now Expires your date:

Endorse Here:

0PC00E3

Initial Customer Recovery

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

Scheduled Maintenance

ABC DEALERSHIP
AUTOMOTIVE SERVICE SPECIALISTS

MICHELLE...
OUR RECORDS SHOW YOUR
2009 ALTIMA

Michelle Williams
5555 West Main Street
Anytown, FL 32012

Drive

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$50.00 OFF
ANY PARTS & SERVICE

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$100.00 OFF
ANY PARTS & SERVICE

Self-Mailer

Declined Services

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.

Respectfully, we are offering you a special discount on your next service visit.

Michelle Williams
5555 West Main Street
Anytown, FL 32012

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:

0PC00E4

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP
Automotive Service Specialists

Dear Michelle,

As a valued customer of ABC Dealership, we have missed you in our service department.

As you know, maintaining your 2009 Altima is essential to its longevity and reliability.

ABC Dealership would like to present you with this special offer for one of our factory trained technicians to perform your vehicle's service.

To take advantage of your annual service special offer, visit us with this coupon or please contact us at 555-555-5555 to schedule your vehicle service.

Sincerely,
Service Manager Name
Service Manager

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$50.00 OFF
ANY PARTS & SERVICE

3up Check

2nd Recovery

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.

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Sincerely,
Service Manager Name
Service Manager

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• 17 Mile Inspection
• Same As New Oil Filter

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$50.00 OFF
ANY PARTS & SERVICE

Snap

3rd Recovery

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,

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, in recognition of your previous service visits, is offering you a special discount on your next service visit.

Michelle Williams
5555 West Main Street
Anytown, FL 32012

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:

0PC00E5

Snap w/Check

4th Recovery

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:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$50.00 OFF
ANY PARTS & SERVICE

Snap

5th Recovery

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,

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, in recognition of your previous service visits, is offering you a special discount on your next service visit.

Michelle Williams
5555 West Main Street
Anytown, FL 32012

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

Snap w/Check

6th Recovery

MICHELLE
SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$19.95

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of Oil
• 17 Mile Inspection
• Same As New Oil Filter

\$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

NEEDS SERVICE.

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

Post Card

Service Conquest by Zip Code

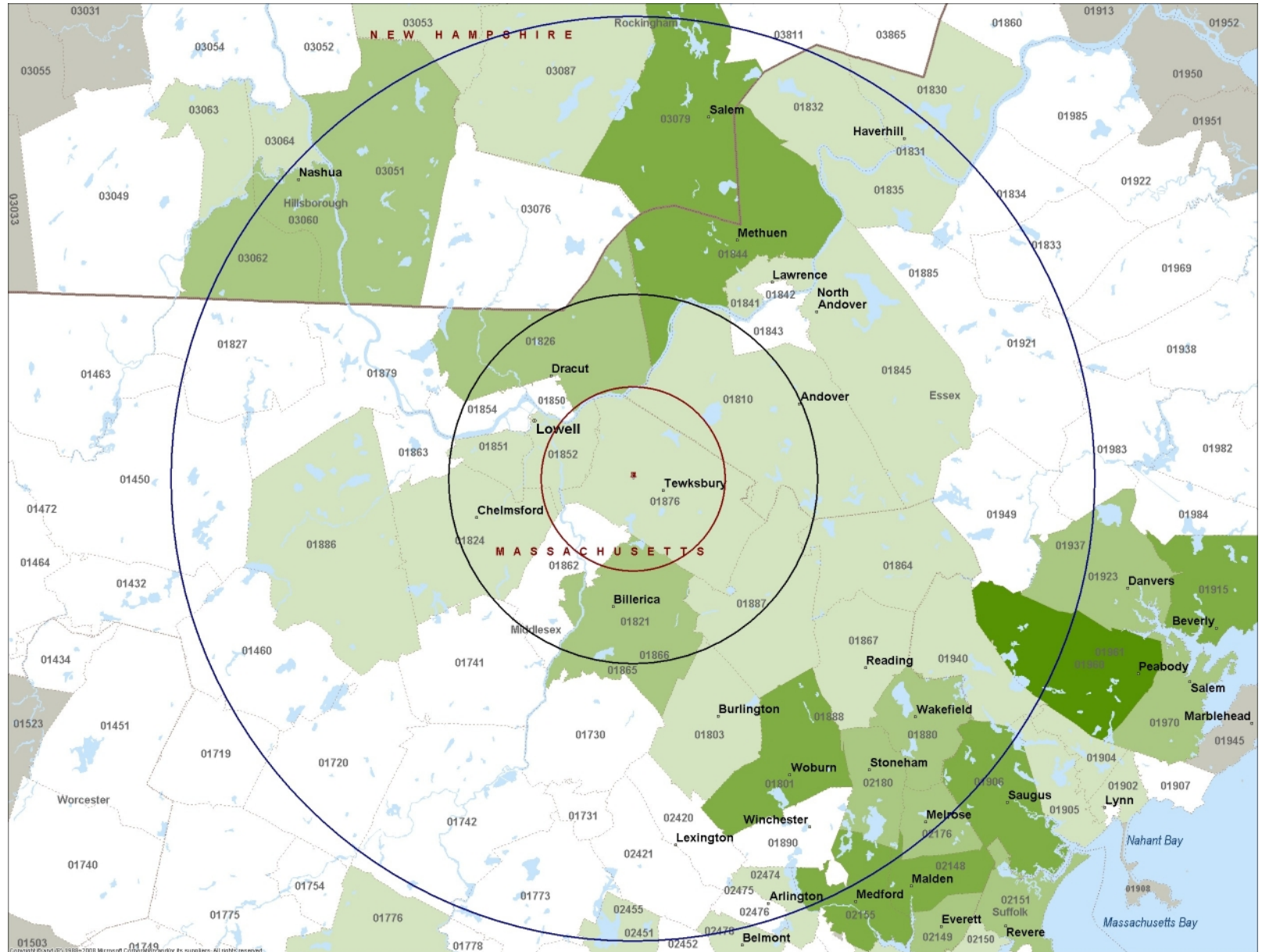
Legend

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 219 (105)
- 220 to 439 (33)
- 440 to 659 (12)
- 660 to 879 (7)
- 880 to 1100 (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	Nissan	Total Conquest
01876	TEWKSBURY, MA	1.9	1269	111	1158	397	181	580	78.3%	320	320
01852	LOWELL, MA	2.7	756	43	713	201	108	404	68.2%	332	332
01862	NORTH BILLERICA, MA	3.7	215	12	203	57	30	116	62.7%	121	121
01850	LOWELL, MA	3.8	242	17	225	65	38	122	57.4%	167	167
01851	LOWELL, MA	4.3	529	30	499	136	79	284	64.8%	271	271
01821	BILLERICA, MA	4.8	692	52	640	170	106	364	58.4%	455	455
01854	LOWELL, MA	4.8	374	17	357	92	57	208	62.1%	218	218
01826	DRACUT, MA	5.3	616	54	562	140	82	340	54.9%	461	461
01810	ANDOVER, MA	5.4	561	36	525	146	94	285	65.5%	277	277
01824	CHELMSFORD, MA	5.5	516	37	479	149	73	257	64.0%	270	270
01887	WILMINGTON, MA	5.8	457	34	423	107	58	258	53.0%	375	375
01843	LAWRENCE, MA	6.8	160	10	150	39	26	85	41.1%	215	215
01863	NORTH CHELMSFORD, MA	7.4	145	7	138	28	22	88	59.5%	94	94
01840	LAWRENCE, MA	7.6	9	--	9	3	1	5	33.3%	18	18
01841	LAWRENCE, MA	7.7	105	6	99	31	17	51	24.2%	310	310
01741	CARLISLE, MA	8.0	42	3	39	9	3	27	50.6%	38	38
01864	NORTH READING, MA	8.1	50	3	47	10	6	31	16.1%	245	245
01803	BURLINGTON, MA	8.1	143	15	128	24	11	93	25.1%	382	382
01845	NORTH ANDOVER, MA	8.4	348	30	318	84	50	184	45.1%	387	387
01730	BEDFORD, MA	8.5	51	6	45	10	5	30	24.1%	142	142
01844	METHUEN, MA	8.5	386	39	347	111	48	188	33.1%	702	702
03076	PELHAM, NH	8.9	67	9	58	8	9	41	22.8%	196	196
01879	TYNGSBORO, MA	9.3	144	15	129	28	20	81	48.7%	136	136
01867	READING, MA	9.6	82	6	76	7	8	61	16.6%	381	381

Service Table 1 of 6

Service Totals

Entire evaluation.

			2149	1209	4432		3482	
			351	199	1155		13770	
			52	15	166		12053	
11067	934	10133	2611	1461	6061	27.1%	29738	45939

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 --

Zip	Location	Radius	Existing	SNS	Existing Services	Recent	Inactive	Lost	Market Share	Nissan	Total Conquest
01886	WESTFORD, MA	9.7	332	25	307	78	64	165	52.5%	278	278
01801	WOBURN, MA	10.5	130	14	116	19	13	84	14.3%	693	693
01731	BEDFORD, MA	11.1	7	1	6	--	1	5	42.9%	8	8
01718	VILLAGE OF NAGOG WOODS, MA	11.3	11	2	9	3	2	4	81.8%	2	2
02420	LEXINGTON, MA	11.6	15	--	15	6	--	9	11.1%	120	120
01949	MIDDLETON, MA	12.1	14	3	11	1	--	10	7.5%	135	135
01880	WAKEFIELD, MA	12.2	49	5	44	5	4	35	8.1%	502	502
03079	SALEM, NH	12.2	63	10	53	13	3	37	6.5%	763	763
02180	STONEHAM, MA	12.3	37	3	34	5	3	26	6.9%	461	461
02421	LEXINGTON, MA	12.4	20	2	18	3	3	12	14.5%	106	106
01831	HAVERHILL, MA	12.4	2	--	2	--	--	2	9.1%	20	20
01890	WINCHESTER, MA	12.7	17	2	15	1	1	13	7.4%	187	187
01835	BRADFORD, MA	12.8	102	9	93	29	13	51	28.8%	230	230
01742	CONCORD, MA	12.8	9	1	8	2	2	4	5.9%	127	127
01940	LYNNFIELD, MA	12.9	9	3	6	--	--	6	2.4%	244	244
01921	BOXFORD, MA	13.0	11	--	11	1	2	8	8.9%	112	112
03051	HUDSON, NH	13.1	51	6	45	12	9	24	8.8%	469	469
03087	WINDHAM, NH	13.2	42	4	38	8	5	25	13.7%	240	240
01832	HAVERHILL, MA	13.3	100	10	90	26	13	51	22.2%	315	315
01827	DUNSTABLE, MA	13.4	26	2	24	6	2	16	29.6%	57	57
01460	LITTLETON, MA	13.4	77	3	74	17	4	53	48.1%	80	80
01773	LINCOLN, MA	13.6	1	--	1	--	--	1	2.4%	41	41
01720	ACTON, MA	13.8	79	3	76	19	12	45	25.9%	218	218
03060	NASHUA, NH	14.2	30	3	27	7	6	14	5.4%	473	473

Service Table 2 of 6

Service Totals

Entire evaluation.

			2149	1209	4432		3482	
			351	199	1155		13770	
			52	15	166		12053	
11067	934	10133	2611	1461	6061	27.1%	29738	45939

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	Nissan	Total Conquest
02476	ARLINGTON, MA	14.4	15	1	14	2	2	10	8.9%	144	144
03062	NASHUA, NH	14.4	51	9	42	8	1	33	6.8%	572	572
02474	ARLINGTON, MA	14.5	19	1	18	2	--	16	6.6%	255	255
02176	MELROSE, MA	14.6	13	1	12	1	4	7	2.5%	472	472
01834	GROVELAND, MA	14.7	24	1	23	6	4	13	18.4%	102	102
01830	HAVERHILL, MA	14.7	82	7	75	27	10	38	16.5%	379	379
02155	MEDFORD, MA	15.5	53	3	50	4	5	41	6.6%	706	706
02451	WALTHAM, MA	15.6	16	4	12	6	1	5	4.1%	282	282
01450	GROTON, MA	15.6	56	9	47	13	7	27	28.5%	118	118
01833	GEORGETOWN, MA	15.6	13	1	12	2	--	10	8.0%	138	138
03064	NASHUA, NH	15.6	9	--	9	1	1	7	2.8%	309	309
02452	WALTHAM, MA	15.7	11	3	8	3	1	4	5.8%	129	129
03811	ATKINSON, NH	15.7	22	7	15	6	--	9	11.5%	115	115
01983	TOPSFIELD, MA	15.7	5	1	4	1	--	3	4.1%	93	93
01960	PEABODY, MA	15.8	49	3	46	9	5	32	4.2%	1044	1044
01865	NUTTING LAKE, MA	16.0	5	--	5	1	--	4	50.0%	5	5
01923	DANVERS, MA	16.0	22	2	20	3	5	12	3.4%	570	570
01853	LOWELL, MA	16.0	7	--	7	1	1	5	13.0%	47	47
02478	BELMONT, MA	16.1	9	2	7	2	--	5	3.1%	220	220
01719	BOXBOROUGH, MA	16.2	28	3	25	8	6	11	29.8%	59	59
02148	MALDEN, MA	16.3	34	3	31	2	3	26	4.2%	708	708
01906	SAUGUS, MA	16.3	17	4	13	2	1	10	1.9%	673	673
02144	SOMERVILLE, MA	16.5	8	--	8	2	--	6	5.5%	138	138
02140	CAMBRIDGE, MA	16.7	8	1	7	1	--	6	6.5%	100	100

Service Table 3 of 6

Service Totals

Entire evaluation.

			2149	1209	4432		3482	
			351	199	1155		13770	
			52	15	166		12053	
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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	Nissan	Total Conquest
01754	MAYNARD, MA	16.7	8	1	7	2	--	5	3.5%	191	191
03063	NASHUA, NH	16.9	18	5	13	--	3	10	3.1%	402	402
01904	LYNN, MA	17.0	8	1	7	--	--	7	1.8%	379	379
02453	WALTHAM, MA	17.1	16	2	14	2	1	11	3.8%	350	350
03865	PLAISTOW, NH	17.1	15	1	14	2	1	11	8.7%	147	147
02472	WATERTOWN, MA	17.4	13	2	11	2	2	7	3.0%	360	360
02149	EVERETT, MA	17.6	21	2	19	1	4	14	4.1%	449	449
01905	LYNN, MA	17.6	9	1	8	1	--	7	2.6%	304	304
02138	CAMBRIDGE, MA	17.7	5	--	5	--	2	3	4.5%	105	105
02145	SOMERVILLE, MA	17.7	16	--	16	3	2	11	5.9%	257	257
01463	PEPPERELL, MA	17.7	42	1	41	8	5	28	23.3%	135	135
01432	AYER, MA	18.0	36	2	34	7	5	22	24.1%	107	107
02143	SOMERVILLE, MA	18.1	12	4	8	2	2	4	5.6%	136	136
02493	WESTON, MA	18.1	1	--	1	--	--	1	2.3%	43	43
01985	WEST NEWBURY, MA	18.5	9	--	9	1	2	6	20.0%	36	36
01776	SUDBURY, MA	18.5	4	--	4	--	1	3	1.8%	224	224
03841	HAMPSTEAD, NH	18.5	10	2	8	2	--	6	6.4%	117	117
02458	NEWTON, MA	18.5	4	2	2	--	--	2	1.4%	143	143
01969	ROWLEY, MA	18.6	3	1	2	--	--	2	2.6%	74	74
03038	DERRY, NH	18.7	43	4	39	6	5	28	8.2%	439	439
02151	REVERE, MA	18.7	26	1	25	4	2	19	3.9%	617	617
01902	LYNN, MA	18.8	7	--	7	1	1	5	1.6%	425	425
03049	HOLLIS, NH	18.8	5	1	4	--	--	4	3.8%	100	100
01451	HARVARD, MA	18.9	14	2	12	--	2	10	23.1%	40	40

Service Table 4 of 6

Service Totals

Entire evaluation.

			2149	1209	4432		3482	
			351	199	1155		13770	
			52	15	166		12053	
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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	Nissan	Total Conquest
01775	STOW, MA	18.9	8	--	8	3	--	5	8.7%	84	84
02150	CHELSEA, MA	18.9	9	3	6	2	--	4	2.2%	269	269
01901	LYNN, MA	18.9	1	--	1	--	--	1	4.8%	20	20
01842	LAWRENCE, MA	18.9	1	--	1	--	--	1	3.1%	31	31
01903	LYNN, MA	18.9	1	--	1	--	--	1	2.9%	33	33
02129	CHARLESTOWN, MA	19.1	8	2	6	--	1	5	6.5%	87	87
02141	CAMBRIDGE, MA	19.1	3	--	3	1	--	2	3.7%	78	78
03052	LITCHFIELD, NH	19.1	6	--	6	--	--	6	4.9%	117	117
02139	CAMBRIDGE, MA	19.1	3	--	3	2	--	1	1.5%	192	192
01984	WENHAM, MA	19.1	2	1	1	--	1	--	2.2%	44	44
02134	ALLSTON, MA	19.2	5	--	5	--	1	4	5.3%	89	89
01970	SALEM, MA	19.2	19	3	16	3	1	12	2.7%	577	577
02135	BRIGHTON, MA	19.3	9	1	8	2	--	6	2.8%	282	282
03053	LONDONDERRY, NH	19.3	23	4	19	--	4	15	5.3%	339	339
01915	BEVERLY, MA	19.5	15	3	12	2	1	9	1.6%	752	752
01860	MERRIMAC, MA	19.6	22	1	21	2	5	14	23.3%	69	69
02142	CAMBRIDGE, MA	19.6	3	1	2	1	--	1	25.0%	6	6
01982	S HAMILTON, MA	19.6	3	--	3	--	--	3	4.1%	70	70
01778	WAYLAND, MA	19.6	3	1	2	--	--	2	2.9%	67	67
03826	EAST HAMPSTEAD, NH	19.9	6	--	6	--	--	6	12.5%	42	42
02446	BROOKLINE, MA	20.0	9	1	8	4	--	4	9.6%	75	75
02114	BOSTON, MA	20.0	3	--	3	--	--	3	10.3%	26	26
02113	BOSTON, MA	20.1	6	1	5	1	--	4	12.5%	35	35
01907	SWAMPSCOTT, MA	20.2	12	4	8	3	--	5	6.0%	126	126

Service Table 5 of 6

Service Totals

Entire evaluation.

			2149	1209	4432		3482	
			351	199	1155		13770	
			52	15	166		12053	
11067	934	10133	2611	1461	6061	27.1%	29738	45939

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	Nissan	Total Conquest
02128	EAST BOSTON, MA	20.2	7	2	5	1	--	4	3.9%	124	124
02215	BOSTON, MA	20.2	3	--	3	--	--	3	37.5%	5	5
03858	NEWTON, NH	20.3	7	1	6	--	--	6	18.8%	26	26
02468	WABAN, MA	20.3	1	--	1	--	1	--	3.7%	26	26
01464	SHIRLEY, MA	20.5	10	--	10	1	2	7	38.5%	16	16
02459	NEWTON CENTER, MA	20.7	2	--	2	--	--	2	3.6%	53	53
02467	CHESTNUT HILL, MA	20.9	4	--	4	2	--	2	22.2%	14	14
02445	BROOKLINE, MA	21.1	4	1	3	1	--	2	50.0%	3	3
03054	MERRIMACK, NH	21.3	21	6	15	5	1	9	14.3%	90	90
01938	IPSWICH, MA	21.3	5	1	4	1	--	3	9.5%	38	38
03873	SANDOWN, NH	21.8	3	1	2	--	1	1	66.7%	1	1
02127	SOUTH BOSTON, MA	22.2	20	2	18	3	4	11	--	--	0
01749	HUDSON, MA	22.3	9	--	9	2	--	7	47.4%	10	10
01740	BOLTON, MA	22.3	4	--	4	1	1	2	57.1%	3	3
01469	TOWNSEND, MA	22.7	14	1	13	3	2	8	--	--	0
01913	AMESBURY, MA	22.9	25	3	22	4	2	16	--	--	0
03848	KINGSTON, NH	23.2	3	--	3	2	--	1	11.1%	24	24
01950	NEWBURYPORT, MA	23.7	22	1	21	3	2	16	--	--	0
01752	MARLBOROUGH, MA	23.9	14	2	12	6	--	6	--	--	0
01952	SALISBURY, MA	25.5	13	2	11	2	--	9	--	--	0
01510	CLINTON, MA	26.1	11	--	11	3	--	8	--	--	0
03110	BEDFORD, NH	26.3	11	3	8	2	--	6	--	--	0
01453	LEOMINSTER, MA	26.4	25	3	22	6	1	15	--	--	0
03874	SEABROOK, NH	27.3	15	2	13	2	1	10	--	--	0

Service Table 6 of 6

Service Totals

Entire evaluation.

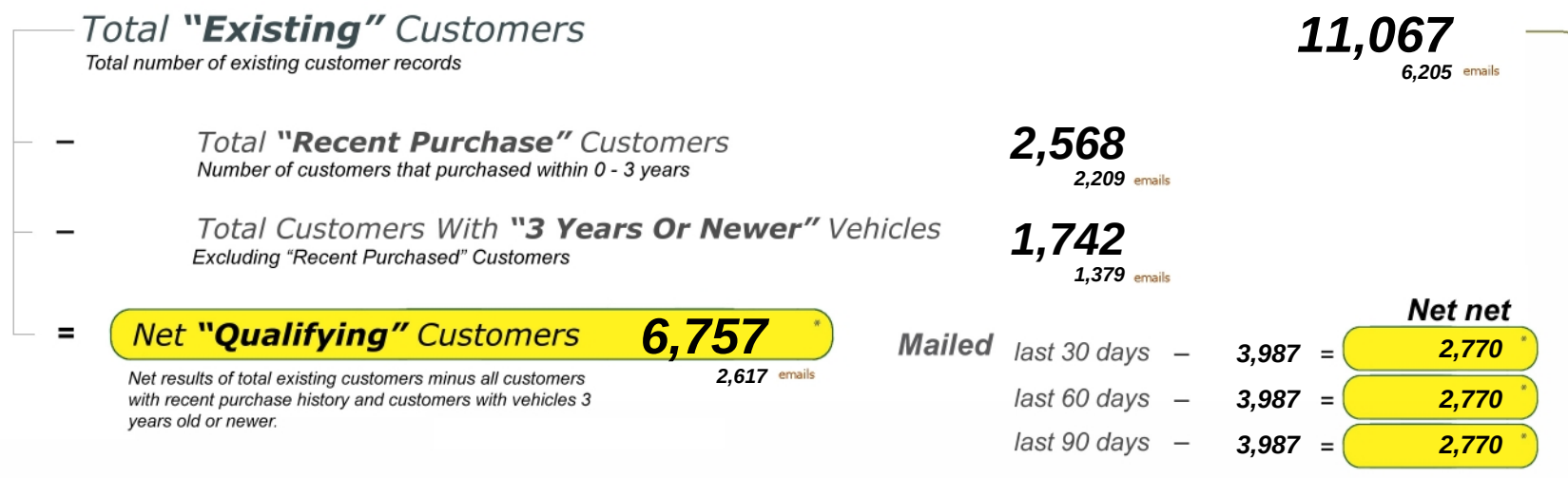
			2149	1209	4432		3482	
			351	199	1155		13770	
			52	15	166		12053	
11067	934	10133	2611	1461	6061	27.1%	29738	45939

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

28,861

Total Crossover "Conquest"

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

16,201

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

Customer Records
Existing Sales Customer Breakdown

Sales Conquest by Zip Code

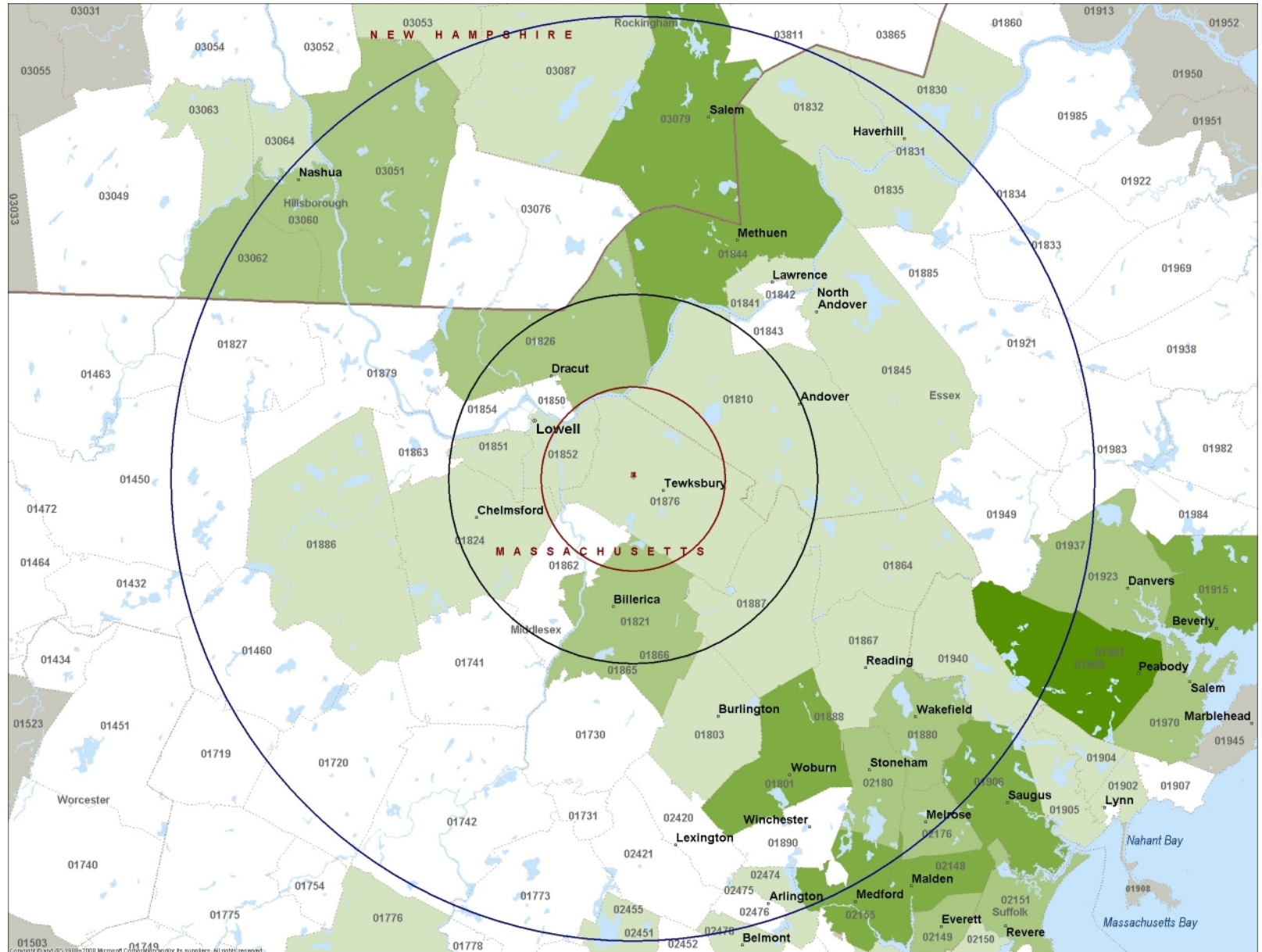
Legend

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 219 (105)
- 220 to 439 (33)
- 440 to 659 (12)
- 660 to 879 (7)
- 880 to 1100 (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	Nissan	Toyota	Honda	Ford	Total Conquest
01876	TEWKSBURY, MA	1.9	963	826	137	248	266	196	253	30.5%	312	1368	715	1101	3496
01852	LOWELL, MA	2.7	603	535	68	125	177	119	182	17.7%	317	1145	601	640	2703
01862	NORTH BILLERICA, MA	3.7	173	147	26	40	66	29	38	17.8%	120	352	152	301	925
01850	LOWELL, MA	3.8	188	165	23	40	51	38	59	12.6%	160	509	233	353	1255
01851	LOWELL, MA	4.3	424	368	56	78	114	92	140	17.3%	267	967	391	379	2004
01821	BILLERICA, MA	4.8	531	453	78	115	142	121	153	14.8%	449	939	381	868	2637
01854	LOWELL, MA	4.8	307	264	43	48	76	80	103	16.6%	216	310	177	168	871
01826	DRACUT, MA	5.3	468	406	62	96	142	112	118	12.1%	449	565	217	316	1547
01810	ANDOVER, MA	5.4	451	397	54	93	114	86	158	17.1%	261	650	446	167	1524
01824	CHELMSFORD, MA	5.5	407	359	48	104	114	61	128	15.4%	264	499	155	173	1091
01887	WILMINGTON, MA	5.8	354	312	42	69	89	74	122	10.2%	370	345	157	223	1095
01843	LAWRENCE, MA	6.8	125	104	21	28	37	29	31	9.2%	208	--	--	--	208
01863	NORTH CHELMSFORD, MA	7.4	112	95	17	21	34	23	34	15.3%	94	--	--	--	94
01840	LAWRENCE, MA	7.6	8	7	1	2	3	2	1	5.3%	18	--	--	--	18
01841	LAWRENCE, MA	7.7	74	60	14	13	21	17	23	4.4%	303	--	--	--	303
01741	CARLISLE, MA	8.0	39	34	5	4	7	9	19	12.5%	35	--	--	--	35
01864	NORTH READING, MA	8.1	39	30	9	5	11	8	15	3.6%	243	--	--	--	243
01803	BURLINGTON, MA	8.1	103	91	12	13	21	20	49	3.1%	376	--	--	--	376
01845	NORTH ANDOVER, MA	8.4	272	240	32	60	78	62	72	7.9%	372	--	--	--	372
01730	BEDFORD, MA	8.5	39	37	2	5	10	8	16	1.4%	142	--	--	--	142
01844	METHUEN, MA	8.5	281	236	45	65	91	72	53	6.2%	686	8	2	14	710
03076	PELHAM, NH	8.9	47	38	9	8	19	10	10	4.4%	194	--	--	--	194
01879	TYNGSBORO, MA	9.3	107	99	8	23	32	26	26	5.6%	136	--	--	--	136
01867	READING, MA	9.6	65	59	6	8	17	8	32	1.6%	374	--	--	--	374

Sales Table 1 of 6

Sales Totals

Entire evaluation.

			1378	1826	1371	1968								
			275	415	304	425								
			23	43	40	39								
8499	7347	1152	1742	2417	1801	2539	22.2%	28861	7756	3679	4766	45062		

Existing = Recent + Inactive + Lost • Recovery = Inactive + Lost • SNS = Sold Never Serviced • 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	Nissan	Toyota	Honda	Ford	Total Conquest
01886	WESTFORD, MA	9.7	269	235	34	47	67	54	101	11.1%	272	--	--	--	272
01801	WOBURN, MA	10.5	94	77	17	20	27	15	32	2.5%	659	--	--	--	659
01731	BEDFORD, MA	11.1	6	5	1	2	2	1	1	11.1%	8	--	--	--	8
01718	VILLAGE OF NAGOG WOODS, MA	11.3	9	7	2	1	1	3	4	50.0%	2	--	--	--	2
02420	LEXINGTON, MA	11.6	14	13	1	4	--	2	8	0.8%	119	--	--	--	119
01949	MIDDLETON, MA	12.1	10	8	2	1	4	1	4	1.5%	133	--	--	--	133
01880	WAKEFIELD, MA	12.2	38	34	4	1	11	10	16	0.8%	491	--	--	--	491
03079	SALEM, NH	12.2	41	34	7	8	19	9	5	0.9%	751	--	--	--	751
02180	STONEHAM, MA	12.3	33	26	7	6	8	2	17	1.5%	445	--	--	--	445
02421	LEXINGTON, MA	12.4	15	14	1	2	2	3	8	1.0%	102	--	--	--	102
01831	HAVERHILL, MA	12.4	2	1	1	1	--	1	--	4.8%	20	--	--	--	20
01890	WINCHESTER, MA	12.7	15	13	2	2	2	3	8	1.1%	182	--	--	--	182
01835	BRADFORD, MA	12.8	67	58	9	18	17	16	16	3.8%	230	--	--	--	230
01742	CONCORD, MA	12.8	6	5	1	1	1	1	3	0.8%	119	--	--	--	119
01940	LYNNFIELD, MA	12.9	5	5	--	--	--	1	4	--	231	--	--	--	231
01921	BOXFORD, MA	13.0	10	9	1	--	1	4	5	0.9%	111	--	--	--	111
03051	HUDSON, NH	13.1	35	29	6	10	15	5	5	1.3%	458	--	--	--	458
03087	WINDHAM, NH	13.2	28	24	4	6	9	9	4	1.7%	233	--	--	--	233
01832	HAVERHILL, MA	13.3	70	60	10	21	24	12	13	3.2%	303	--	--	--	303
01827	DUNSTABLE, MA	13.4	22	20	2	1	4	7	10	3.4%	57	--	--	--	57
01460	LITTLETON, MA	13.4	67	58	9	10	18	18	21	10.5%	77	--	--	--	77
01773	LINCOLN, MA	13.6	--	--	--	--	--	--	--	--	40	--	--	--	40
01720	ACTON, MA	13.8	66	61	5	8	18	13	27	2.3%	214	--	--	--	214
03060	NASHUA, NH	14.2	19	18	1	8	3	4	4	0.2%	465	--	--	--	465

Sales Table 2 of 6

Sales Totals

Entire evaluation.

			1378	1826	1371	1968								
			275	415	304	425								
			23	43	40	39								
8499	7347	1152	1742	2417	1801	2539	22.2%	28861	7756	3679	4766	45062		

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	Nissan	Toyota	Honda	Ford	Total Conquest
02476	ARLINGTON, MA	14.4	11	9	2	2	3	2	4	1.5%	135	--	--	--	135
03062	NASHUA, NH	14.4	36	31	5	6	10	11	9	0.9%	561	--	--	--	561
02474	ARLINGTON, MA	14.5	16	13	3	1	5	2	8	1.2%	249	--	--	--	249
02176	MELROSE, MA	14.6	8	7	1	--	4	1	3	0.2%	459	--	--	--	459
01834	GROVELAND, MA	14.7	19	15	4	7	3	3	6	3.8%	100	--	--	--	100
01830	HAVERHILL, MA	14.7	52	44	8	18	21	12	1	2.1%	369	--	--	--	369
02155	MEDFORD, MA	15.5	42	35	7	4	13	4	21	1.0%	670	--	--	--	670
02451	WALTHAM, MA	15.6	10	10	--	3	2	2	3	--	268	--	--	--	268
01450	GROTON, MA	15.6	45	41	4	9	12	5	19	3.3%	116	--	--	--	116
01833	GEORGETOWN, MA	15.6	11	10	1	3	4	1	3	0.7%	137	--	--	--	137
03064	NASHUA, NH	15.6	5	5	--	2	--	1	2	--	298	--	--	--	298
02452	WALTHAM, MA	15.7	6	5	1	--	1	3	2	0.8%	121	--	--	--	121
03811	ATKINSON, NH	15.7	15	12	3	6	5	1	3	2.6%	114	--	--	--	114
01983	TOPSFIELD, MA	15.7	2	2	--	--	--	1	1	--	92	--	--	--	92
01960	PEABODY, MA	15.8	38	33	5	11	10	7	10	0.5%	1005	--	--	--	1005
01865	NUTTING LAKE, MA	16.0	5	5	--	--	1	2	2	--	5	--	--	--	5
01923	DANVERS, MA	16.0	17	12	5	3	6	5	3	0.9%	550	--	--	--	550
01853	LOWELL, MA	16.0	6	5	1	1	1	--	4	2.3%	43	99	52	63	257
02478	BELMONT, MA	16.1	6	5	1	1	2	2	1	0.5%	218	--	--	--	218
01719	BOXBOROUGH, MA	16.2	21	19	2	4	7	3	7	3.4%	57	--	--	--	57
02148	MALDEN, MA	16.3	27	21	6	5	8	7	7	0.9%	684	--	--	--	684
01906	SAUGUS, MA	16.3	11	9	2	2	2	2	5	0.3%	643	--	--	--	643
02144	SOMERVILLE, MA	16.5	7	6	1	--	2	3	2	0.8%	130	--	--	--	130
02140	CAMBRIDGE, MA	16.7	6	5	1	1	3	1	1	1.0%	97	--	--	--	97

Sales Table 3 of 6

Sales Totals

Entire evaluation.

			1378	1826	1371	1968							
			275	415	304	425							
			23	43	40	39							
8499	7347	1152	1742	2417	1801	2539	22.2%	28861	7756	3679	4766	45062	

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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	Nissan	Toyota	Honda	Ford	Total Conquest
01754	MAYNARD, MA	16.7	7	7	--	2	1	--	4	--	184	--	--	--	184
03063	NASHUA, NH	16.9	11	9	2	--	5	3	3	0.5%	390	--	--	--	390
01904	LYNN, MA	17.0	5	3	2	1	1	1	2	0.5%	373	--	--	--	373
02453	WALTHAM, MA	17.1	10	7	3	--	3	2	5	0.9%	333	--	--	--	333
03865	PLAISTOW, NH	17.1	13	12	1	2	6	4	1	0.7%	142	--	--	--	142
02472	WATERTOWN, MA	17.4	10	9	1	1	6	1	2	0.3%	347	--	--	--	347
02149	EVERETT, MA	17.6	14	11	3	2	6	3	3	0.7%	441	--	--	--	441
01905	LYNN, MA	17.6	6	5	1	2	2	1	1	0.3%	285	--	--	--	285
02138	CAMBRIDGE, MA	17.7	5	5	--	--	2	--	3	--	102	--	--	--	102
02145	SOMERVILLE, MA	17.7	13	8	5	3	5	2	3	2.0%	250	--	--	--	250
01463	PEPPERELL, MA	17.7	34	27	7	10	9	4	11	5.0%	132	--	--	--	132
01432	AYER, MA	18.0	30	28	2	6	4	11	9	1.9%	104	--	--	--	104
02143	SOMERVILLE, MA	18.1	7	7	--	3	3	--	1	--	121	--	--	--	121
02493	WESTON, MA	18.1	1	1	--	--	--	--	1	--	41	--	--	--	41
01985	WEST NEWBURY, MA	18.5	8	8	--	3	--	4	1	--	36	--	--	--	36
01776	SUDBURY, MA	18.5	4	4	--	--	--	--	4	--	219	--	--	--	219
03841	HAMPSTEAD, NH	18.5	6	5	1	1	1	1	3	0.9%	116	--	--	--	116
02458	NEWTON, MA	18.5	1	--	1	--	1	--	--	0.7%	136	--	--	--	136
01969	ROWLEY, MA	18.6	1	1	--	--	1	--	--	--	73	--	--	--	73
03038	DERRY, NH	18.7	32	24	8	9	10	8	5	1.8%	433	--	--	--	433
02151	REVERE, MA	18.7	19	14	5	2	8	7	2	0.8%	586	--	--	--	586
01902	LYNN, MA	18.8	7	5	2	--	3	3	1	0.5%	410	--	--	--	410
03049	HOLLIS, NH	18.8	3	3	--	--	1	2	--	--	95	--	--	--	95
01451	HARVARD, MA	18.9	11	8	3	--	3	2	6	7.0%	40	--	--	--	40

Sales Table 4 of 6

Sales Totals

Entire evaluation.

			1378	1826	1371	1968								
			275	415	304	425								
			23	43	40	39								
8499	7347	1152	1742	2417	1801	2539	22.2%	28861	7756	3679	4766	45062		

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	Nissan	Toyota	Honda	Ford	Total Conquest
01775	STOW, MA	18.9	8	8	--	2	3	1	2	--	82	--	--	--	82
02150	CHELSEA, MA	18.9	6	5	1	1	1	3	1	0.4%	266	--	--	--	266
01901	LYNN, MA	18.9	1	--	1	--	--	--	1	5.3%	18	--	--	--	18
01842	LAWRENCE, MA	18.9	1	1	--	--	--	--	1	--	31	--	--	--	31
01903	LYNN, MA	18.9	1	--	1	--	--	1	--	2.9%	33	--	--	--	33
02129	CHARLESTOWN, MA	19.1	5	5	--	--	1	2	2	--	77	--	--	--	77
02141	CAMBRIDGE, MA	19.1	3	2	1	--	--	2	1	1.3%	77	--	--	--	77
03052	LITCHFIELD, NH	19.1	6	2	4	--	5	1	--	3.4%	113	--	--	--	113
02139	CAMBRIDGE, MA	19.1	3	2	1	1	--	2	--	0.5%	188	--	--	--	188
01984	WENHAM, MA	19.1	1	1	--	1	--	--	--	--	44	--	--	--	44
02134	ALLSTON, MA	19.2	4	3	1	--	--	--	4	1.1%	89	--	--	--	89
01970	SALEM, MA	19.2	14	14	--	3	2	3	6	--	557	--	--	--	557
02135	BRIGHTON, MA	19.3	7	4	3	1	3	2	1	1.1%	268	--	--	--	268
03053	LONDONDERRY, NH	19.3	15	13	2	3	7	3	2	0.6%	336	--	--	--	336
01915	BEVERLY, MA	19.5	11	10	1	5	1	2	3	0.1%	729	--	--	--	729
01860	MERRIMAC, MA	19.6	16	14	2	2	6	7	1	2.9%	67	--	--	--	67
02142	CAMBRIDGE, MA	19.6	2	2	--	1	--	--	1	--	6	--	--	--	6
01982	S HAMILTON, MA	19.6	1	1	--	--	--	--	1	--	70	--	--	--	70
01778	WAYLAND, MA	19.6	2	2	--	--	--	--	2	--	66	--	--	--	66
03826	EAST HAMPSTEAD, NH	19.9	3	2	1	--	1	1	1	2.4%	41	--	--	--	41
02446	BROOKLINE, MA	20.0	6	6	--	1	4	1	--	--	67	--	--	--	67
02114	BOSTON, MA	20.0	3	3	--	--	2	--	1	--	26	--	--	--	26
02113	BOSTON, MA	20.1	5	4	1	2	1	2	--	3.1%	31	--	--	--	31
01907	SWAMPSCOTT, MA	20.2	8	8	--	2	2	--	4	--	124	--	--	--	124

Sales Table 5 of 6

Sales Totals

Entire evaluation.

			1378	1826	1371	1968								
			275	415	304	425								
			23	43	40	39								
8499	7347	1152	1742	2417	1801	2539	22.2%	28861	7756	3679	4766	45062		

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	Nissan	Toyota	Honda	Ford	Total Conquest
02128	EAST BOSTON, MA	20.2	4	4	--	1	1	1	1	--	124	--	--	--	124
02215	BOSTON, MA	20.2	3	2	1	1	--	2	--	16.7%	5	--	--	--	5
03858	NEWTON, NH	20.3	6	6	--	--	3	1	2	--	25	--	--	--	25
02468	WABAN, MA	20.3	1	1	--	--	1	--	--	--	26	--	--	--	26
01464	SHIRLEY, MA	20.5	10	10	--	1	5	1	3	--	16	--	--	--	16
02459	NEWTON CENTER, MA	20.7	1	1	--	--	--	--	1	--	52	--	--	--	52
02467	CHESTNUT HILL, MA	20.9	4	4	--	--	1	1	2	--	14	--	--	--	14
02445	BROOKLINE, MA	21.1	3	3	--	1	1	--	1	--	3	--	--	--	3
03054	MERRIMACK, NH	21.3	13	9	4	5	3	2	3	4.5%	85	--	--	--	85
01938	IPSWICH, MA	21.3	3	2	1	--	1	2	--	2.6%	38	--	--	--	38
03873	SANDOWN, NH	21.8	2	2	--	--	1	--	1	--	1	--	--	--	1
02127	SOUTH BOSTON, MA	22.2	16	15	1	2	3	7	4	--	--	--	--	--	0
01749	HUDSON, MA	22.3	6	6	--	2	--	1	3	--	10	--	--	--	10
01740	BOLTON, MA	22.3	3	2	1	--	1	2	--	25.0%	3	--	--	--	3
01469	TOWNSEND, MA	22.7	12	11	1	3	2	3	4	--	--	--	--	--	0
01913	AMESBURY, MA	22.9	19	17	2	4	5	5	5	--	--	--	--	--	0
03848	KINGSTON, NH	23.2	2	2	--	--	--	1	1	--	24	--	--	--	24
01950	NEWBURYPORT, MA	23.7	19	19	--	1	5	8	5	--	--	--	--	--	0
01453	LEOMINSTER, MA	26.4	18	18	--	2	7	3	6	--	--	--	--	--	0
03874	SEABROOK, NH	27.3	11	7	4	2	6	1	2	--	--	--	--	--	0
01420	FITCHBURG, MA	28.3	17	15	2	1	8	4	4	--	--	--	--	--	0
03061	NASHUA, NH	30.9	1	1	--	--	--	1	--	--	8	--	--	--	8

Sales Table 6 of 6

Sales Totals

Entire evaluation.

			1378	1826	1371	1968							
			275	415	304	425							
			23	43	40	39							
8499	7347	1152	1742	2417	1801	2539	22.2%	28861	7756	3679	4766	45062	

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