



Voice & Text
Messaging



Personalized
Mail



Email &
Personal URLs

Market Evaluation

Prepared for:

Phillips Chrysler Jeep

05/11/2010

Powered By **LoopFX**
HD AUTO INFO

Customer Counts by Zip Code

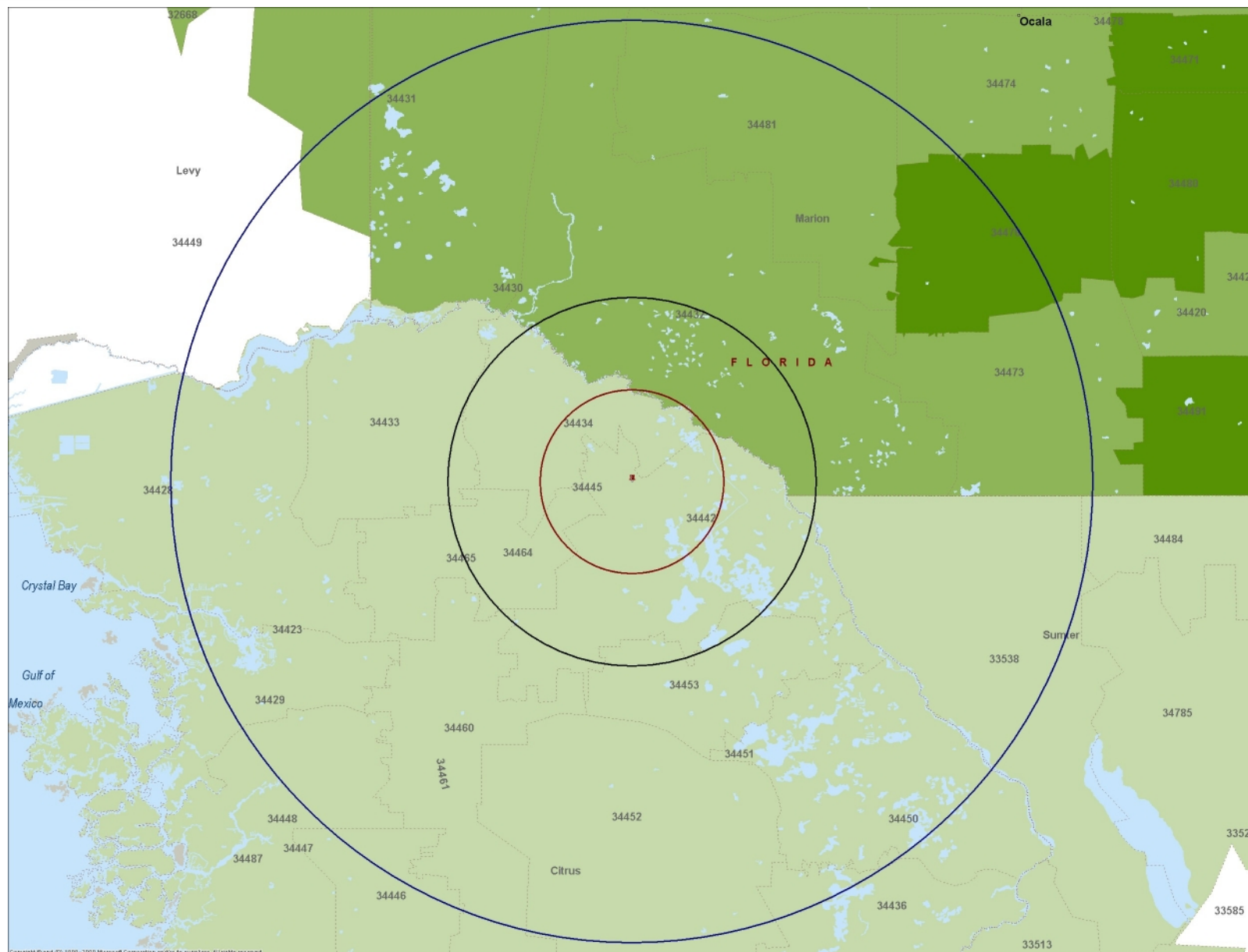
Legend

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 (107)
- 10 to 99 (55)
- 100 to 999 (20)
- 1000 to 9999 (5)



Customer Map is generated based on cleansed dealer data.

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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.

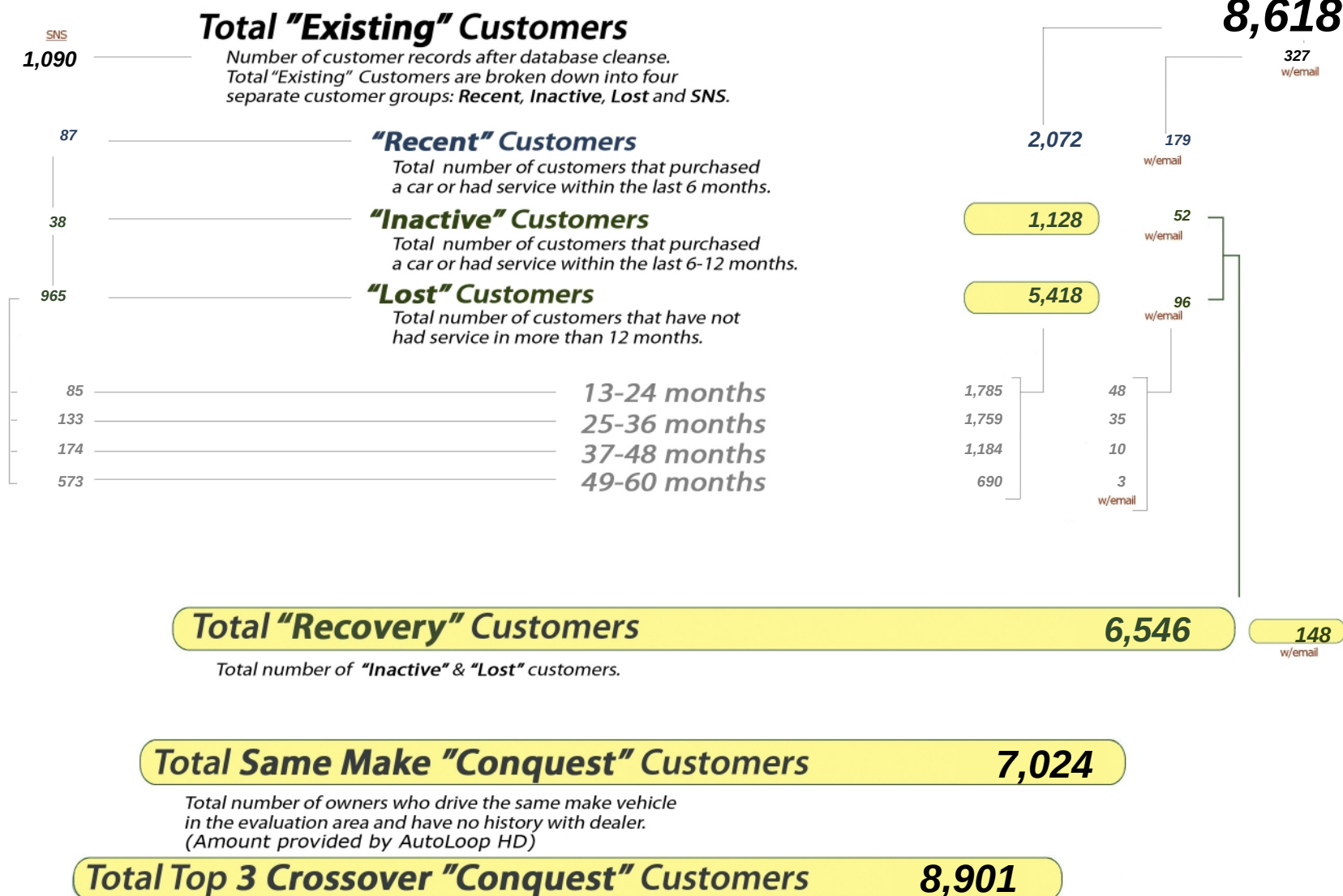
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	15,387	100.00%
Fallout records		
Dates beyond 60 months	1,878	12.21%
Unrealistic drive time	1,781	11.57%
Non-Mailable	2	0.01%
Non-Dealer Makes	3,108	20.20%
Total Fallout records	6,769	43.99%
Existing customer records	8,618	56.01%

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. Palumbo, Owner
5300 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: _____ 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

How 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

How 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

How Expires your date: _____

Endorse Here: _____

Initial Customer Recovery

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

Scheduled Maintenance

ABC DEALERSHIP
AUTOMOTIVE SERVICE SPECIALISTS

**MICHELLE...
OUR RECORDS SHOW YOUR
2009 ALTIMA**

Michelle Williams
5555 West Main Street
Anytown, US 55555

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

Drive

LUBE, OIL & FILTER CHANGE \$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's 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 Parts and Service \$50.00 OFF**

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

Security Code: 23012

How Expires your date: _____

Endorse Here: _____

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery

ABC DEALERSHIP

Chris M. Palumbo, Owner
5300 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

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

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.

Michelle Williams
5555 West Main Street
Anytown, US 55555

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

How 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

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

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.

Michelle Williams
5555 West Main Street
Anytown, US 55555

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

How 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
WWW.ABCDEALERSHIP.COM

NEEDS SERVICE.

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

Post Card

Service Conquest by Zip Code

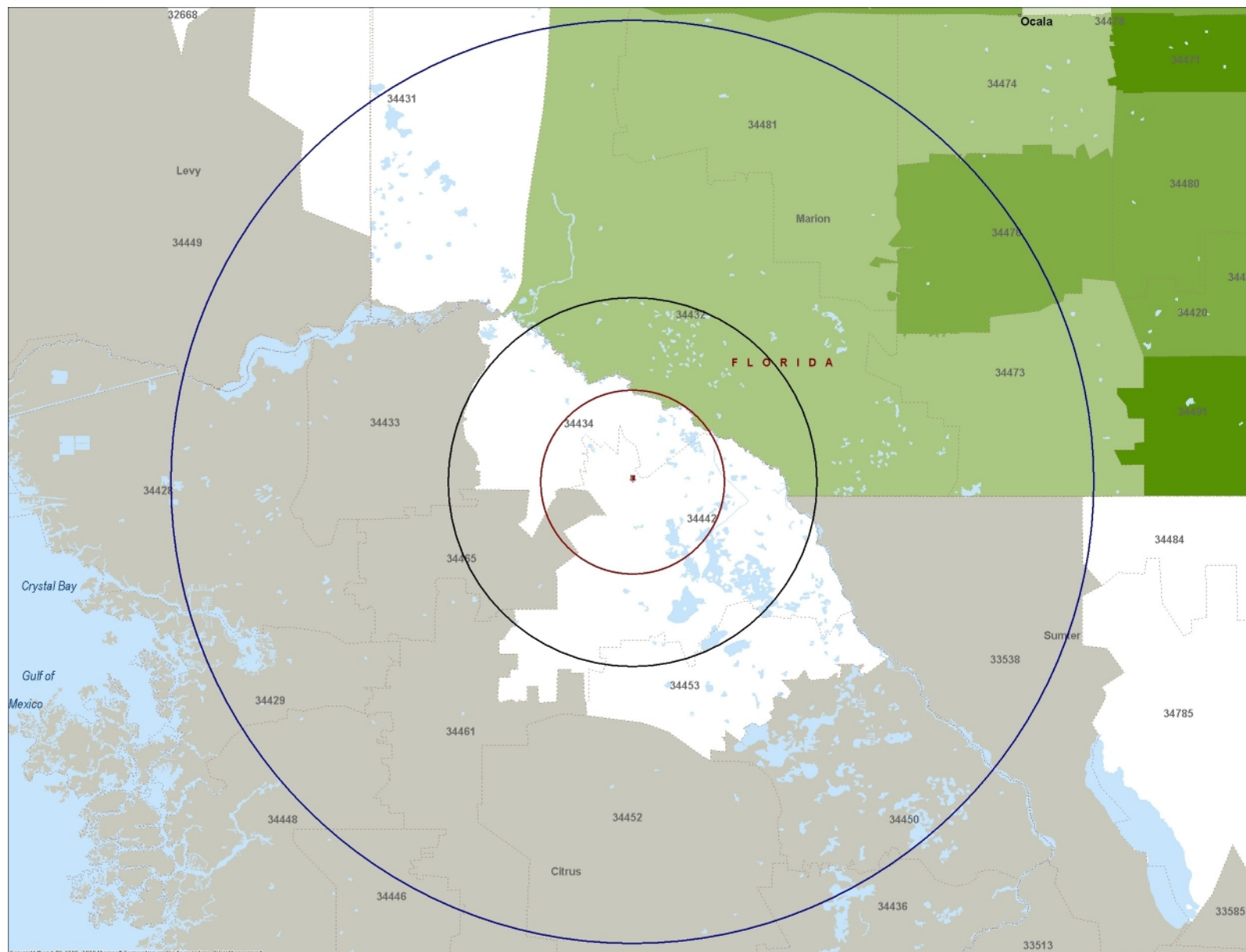
Legend

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 99 (20)
 100 to 199 (5)
 200 to 299 (8)
 300 to 399 (6)
 400 to 500 (3)



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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	Chrysler	Jeep	Total Conquest
34442	HERNANDO, FL	2.4	39	8	31	6	4	21	37.8%	21	30	51
34434	CITRUS SPRINGS, FL	4.0	37	4	33	6	3	24	64.7%	7	11	18
34465	BEVERLY HILLS, FL	5.5	33	11	22	5	2	15	--	--	--	0
34433	CITRUS SPRINGS, FL	6.7	13	2	11	4	--	7	--	--	--	0
34432	DUNNELLON, FL	6.9	193	28	165	48	22	95	38.1%	137	131	268
34453	INVERNESS, FL	7.3	17	5	12	5	--	7	52.2%	6	5	11
34461	LECANTO, FL	9.7	16	8	8	2	2	4	--	--	--	0
34450	INVERNESS, FL	11.4	13	6	7	1	1	5	--	--	--	0
34481	OCALA, FL	11.7	428	32	396	138	63	195	60.0%	175	89	264
34452	INVERNESS, FL	12.3	16	5	11	--	1	10	--	--	--	0
34473	OCALA, FL	12.6	302	39	263	73	40	150	47.8%	170	117	287
34431	DUNNELLON, FL	13.0	89	7	82	25	9	48	83.7%	6	10	16
34428	CRYSTAL RIVER, FL	13.2	14	6	8	2	--	6	--	--	--	0
34476	OCALA, FL	13.7	594	57	537	151	85	301	63.1%	174	140	314
34429	CRYSTAL RIVER, FL	13.9	11	7	4	1	2	1	--	--	--	0
34446	HOMOSASSA, FL	17.4	13	1	12	2	2	8	--	--	--	0
33538	LAKE PANASOFFKEE, FL	17.5	12	5	7	2	3	2	--	--	--	0
34474	OCALA, FL	19.3	297	25	272	76	38	158	55.7%	106	110	216
34484	OXFORD, FL	19.4	29	6	23	4	2	17	19.7%	45	49	94
34482	OCALA, FL	20.3	379	38	341	81	59	201	48.9%	204	153	357
34480	OCALA, FL	21.8	509	47	462	124	72	266	54.7%	184	199	383
34420	BELLEVIEW, FL	22.1	349	55	294	78	35	181	47.3%	157	171	328
34491	SUMMERFIELD, FL	22.3	715	67	648	179	99	370	57.9%	281	190	471
34475	OCALA, FL	22.4	116	15	101	22	16	63	37.3%	93	77	170

Service Table 1 of 3

Service Totals

Entire evaluation.

			76	33	173		165	172	
			556	305	1102		531	361	
			1321	727	3065		2930	2861	
8618	1090	7528	1985	1090	4453	55.1%	3629	3395	15925

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	Chrysler	Jeep	Total Conquest
34471	OCALA, FL	22.5	667	74	593	147	77	369	55.0%	192	294	486
34478	OCALA, FL	22.9	90	8	82	24	10	48	49.7%	49	34	83
32668	MORRISTON, FL	23.0	70	10	60	8	18	34	58.3%	20	23	43
34492	SUMMERFIELD, FL	23.0	14	2	12	3	3	6	26.1%	17	17	34
34785	WILDWOOD, FL	23.3	34	9	25	6	7	12	21.2%	37	56	93
34470	OCALA, FL	23.7	370	48	322	89	41	192	48.0%	173	176	349
32162	THE VILLAGES, FL	24.7	590	48	542	158	64	320	68.9%	191	54	245
34472	OCALA, FL	24.9	563	54	509	145	66	298	50.6%	290	207	497
34489	SILVER SPRINGS, FL	24.9	33	5	28	4	4	20	40.6%	16	25	41
34479	OCALA, FL	25.3	260	27	233	51	38	144	47.9%	117	136	253
33513	BUSHNELL, FL	26.1	16	4	12	6	1	5	--	--	--	0
32111	CANDLER, FL	26.5	14	--	14	4	3	7	56.0%	5	6	11
34477	OCALA, FL	26.5	40	5	35	8	4	23	37.6%	29	29	58
34483	OCALA, FL	26.5	18	2	16	1	2	13	45.7%	10	9	19
34421	BELLEVIEW, FL	26.5	63	7	56	10	7	39	43.4%	30	43	73
34430	DUNNELLON, FL	26.5	20	1	19	5	3	11	--	--	--	0
32634	FAIRFIELD, FL	27.5	13	1	12	--	4	8	44.4%	10	5	15
32159	THE VILLAGES, FL	27.7	266	39	227	54	31	142	51.4%	165	50	215
32663	LOWELL, FL	28.2	6	--	6	1	--	5	35.3%	6	5	11
32696	WILLISTON, FL	28.5	47	11	36	12	3	21	--	--	--	0
32686	REDDICK, FL	29.1	56	5	51	12	6	33	32.7%	43	62	105
32617	ANTHONY, FL	30.0	76	11	65	19	12	34	31.4%	48	94	142
32192	SPARR, FL	30.4	20	1	19	6	1	12	38.0%	10	21	31
32195	WEIRSDALE, FL	30.5	37	7	30	10	4	16	17.3%	69	74	143

Service Table 2 of 3

Service Totals

Entire evaluation.

			76	33	173		165	172	
			556	305	1102		531	361	
			1321	727	3065		2930	2861	
8618	1090	7528	1985	1090	4453	55.1%	3629	3395	15925

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	Chrysler	Jeep	Total Conquest
34731	FRUITLAND PARK, FL	30.7	30	10	20	4	5	11	--	--	--	0
32179	OCKLAWAHA, FL	31.3	123	15	108	27	14	67	29.7%	105	151	256
34488	SILVER SPRINGS, FL	32.8	195	21	174	45	24	105	35.6%	131	184	315
34748	LEESBURG, FL	33.0	43	16	27	5	8	14	--	--	--	0
32113	CITRA, FL	34.5	85	10	75	12	9	54	31.8%	64	97	161
32183	OCKLAWAHA, FL	34.8	22	2	20	5	1	14	34.5%	17	21	38
32667	MICANOPY, FL	37.7	16	2	14	3	6	5	--	--	--	0
34788	LEESBURG, FL	37.7	14	3	11	3	3	5	--	--	--	0
32778	TAVARES, FL	41.8	14	3	11	1	2	8	--	--	--	0
32608	GAINESVILLE, FL	44.6	34	13	21	5	5	11	--	--	--	0
32182	ORANGE SPRINGS, FL	44.7	11	1	10	2	1	7	--	--	--	0
32134	FORT MC COY, FL	45.2	90	17	73	14	11	48	57.0%	16	39	55
32640	HAWTHORNE, FL	49.1	16	4	12	1	1	10	--	--	--	0
32605	GAINESVILLE, FL	49.1	14	7	7	3	2	2	--	--	--	0
32606	GAINESVILLE, FL	49.4	11	4	7	1	1	5	--	--	--	0
32653	GAINESVILLE, FL	53.2	15	8	7	2	--	5	--	--	--	0
32615	ALACHUA, FL	58.0	12	5	7	2	3	2	--	--	--	0

Service Table 3 of 3

Service Totals

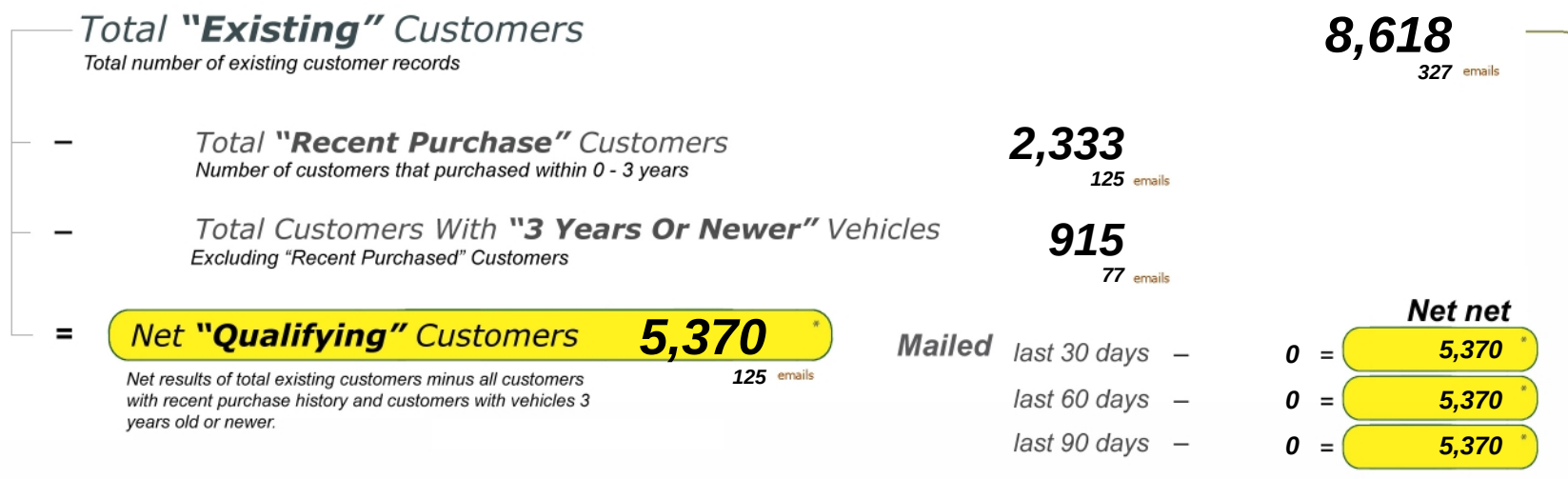
Entire evaluation.

			76	33	173		165	172	
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8618	1090	7528	1985	1090	4453	55.1%	3629	3395	15925

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Existing Sales Customer Breakdown



Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

6,898

Total Crossover "Conquest"

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

8,901

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

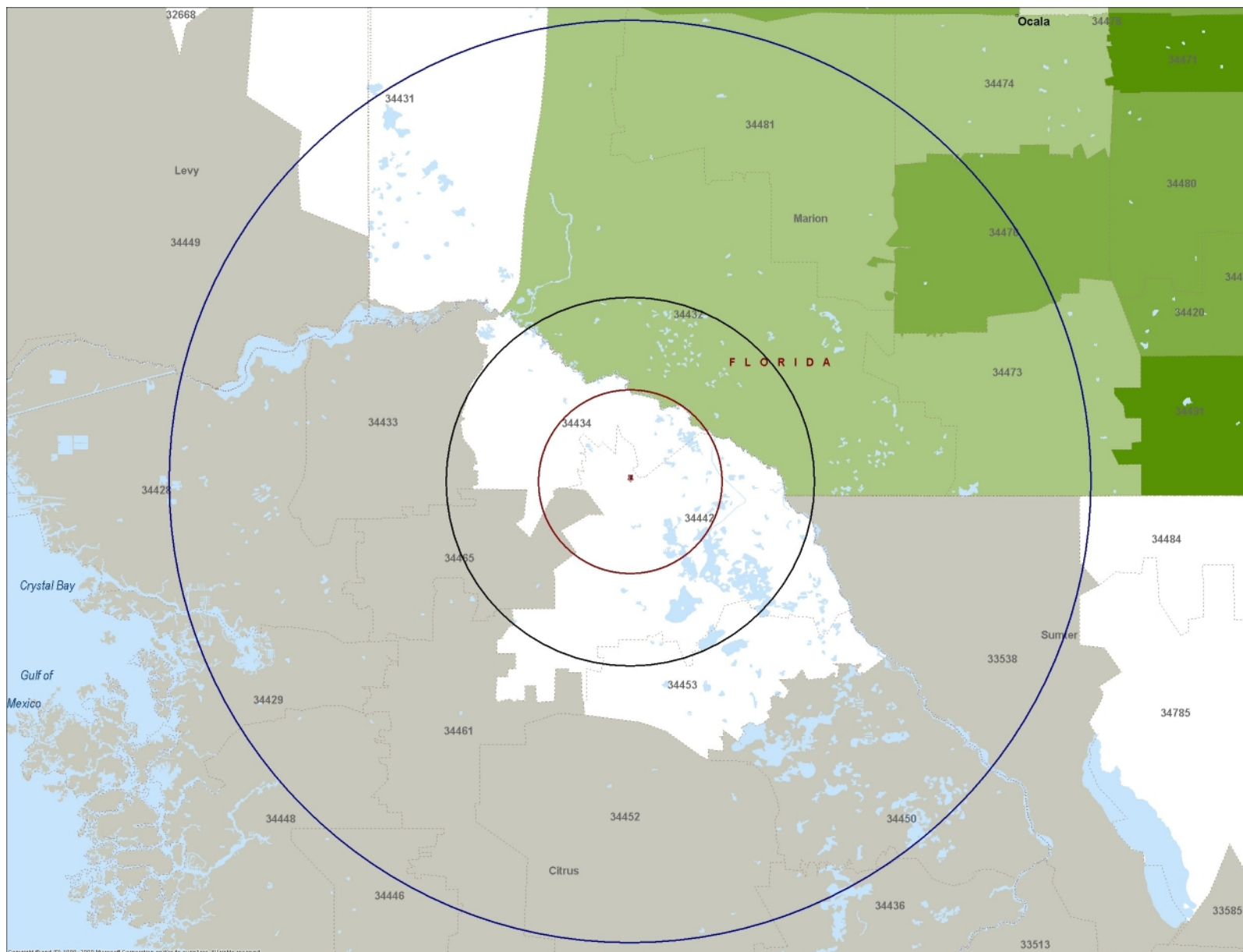
Legend

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 99 (20)
- 100 to 199 (5)
- 200 to 299 (8)
- 300 to 399 (6)
- 400 to 500 (3)



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	Chrysler	Jeep	Dodge	Chevrolet	Toyota	Total Conquest
34442	HERNANDO, FL	2.4	24	10	14	2	9	5	8	21.5%	21	30	--	--	--	51
34434	CITRUS SPRINGS, FL	4.0	23	17	6	4	8	6	5	25.0%	7	11	--	--	--	18
34465	BEVERLY HILLS, FL	5.5	19	10	9	2	10	2	5	--	--	--	--	--	--	0
34432	DUNNELLON, FL	6.9	153	90	63	22	67	32	32	19.2%	134	131	--	--	--	265
34453	INVERNESS, FL	7.3	5	2	3	2	3	--	--	21.4%	6	5	--	--	--	11
34461	LECANTO, FL	9.7	12	2	10	1	9	2	--	--	--	--	--	--	--	0
34481	OCALA, FL	11.7	313	197	116	50	148	55	60	31.3%	170	85	--	--	--	255
34473	OCALA, FL	12.6	217	147	70	29	98	32	58	19.8%	169	114	--	--	--	283
34431	DUNNELLON, FL	13.0	68	40	28	7	32	11	18	63.6%	6	10	--	--	--	16
34476	OCALA, FL	13.7	446	266	180	70	185	86	105	36.7%	171	140	55	111	51	528
34474	OCALA, FL	19.3	228	157	71	47	92	37	52	25.0%	103	110	181	346	224	964
34484	OXFORD, FL	19.4	23	12	11	3	9	6	5	11.1%	40	48	--	--	--	88
34482	OCALA, FL	20.3	293	184	109	40	108	58	87	23.5%	203	152	1	8	3	367
34480	OCALA, FL	21.8	383	237	146	46	152	71	114	27.8%	180	199	386	886	435	2086
34420	BELLEVUE, FL	22.1	225	112	113	24	75	54	72	25.9%	155	168	--	--	--	323
34491	SUMMERFIELD, FL	22.3	518	301	217	72	217	99	130	32.4%	267	186	--	--	--	453
34475	OCALA, FL	22.4	93	61	32	13	35	16	29	16.1%	93	74	126	293	72	658
34471	OCALA, FL	22.5	530	333	197	84	188	108	150	29.1%	191	289	475	1250	772	2977
34478	OCALA, FL	22.9	72	51	21	13	20	19	20	20.2%	49	34	126	263	94	566
32668	MORRISTON, FL	23.0	52	30	22	9	25	11	7	33.8%	20	23	--	--	--	43
34492	SUMMERFIELD, FL	23.0	8	5	3	--	5	--	3	8.1%	17	17	--	--	--	34
34785	WILDWOOD, FL	23.3	19	8	11	2	9	3	5	11.2%	37	50	--	--	--	87
34470	OCALA, FL	23.7	279	167	112	29	115	42	93	24.5%	172	174	396	925	497	2164
32162	THE VILLAGES, FL	24.7	432	236	196	81	221	72	58	46.3%	177	50	--	--	--	227

Sales Table 1 of 2

Sales Totals

Entire evaluation.

			33	106	47	50										
			246	672	285	385										
			600	1699	768	1131										
6285	3697	2588	915	2614	1135	1621	47.2%	3548	3350	1997	4534	2370	15799			

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	Chrysler	Jeep	Dodge	Chevrolet	Toyota	Total Conquest
34472	OCALA, FL	24.9	424	273	151	54	174	80	116	23.4%	290	205	97	153	100	845
34489	SILVER SPRINGS, FL	24.9	29	20	9	2	11	5	11	18.0%	16	25	--	--	--	41
34479	OCALA, FL	25.3	195	110	85	23	71	34	67	25.1%	117	136	95	183	63	594
32111	CANDLER, FL	26.5	12	7	5	--	3	4	5	31.3%	5	6	--	--	--	11
34477	OCALA, FL	26.5	30	16	14	5	11	4	10	19.7%	29	28	59	116	59	291
34483	OCALA, FL	26.5	10	9	1	1	1	3	5	5.3%	9	9	--	--	--	18
34421	BELLEVUE, FL	26.5	52	28	24	8	19	7	18	24.7%	30	43	--	--	--	73
34430	DUNNELLON, FL	26.5	15	7	8	4	8	1	2	--	--	--	--	--	--	0
32634	FAIRFIELD, FL	27.5	11	6	5	1	3	3	4	25.0%	10	5	--	--	--	15
32159	THE VILLAGES, FL	27.7	171	68	103	22	91	26	32	34.1%	153	46	--	--	--	199
32663	LOWELL, FL	28.2	4	3	1	--	2	1	1	8.3%	6	5	--	--	--	11
32696	WILLISTON, FL	28.5	34	18	16	8	13	2	11	--	--	--	--	--	--	0
32686	REDDICK, FL	29.1	46	31	15	5	23	5	13	12.5%	43	62	--	--	--	105
32617	ANTHONY, FL	30.0	54	36	18	13	14	11	16	11.3%	48	93	--	--	--	141
32192	SPARR, FL	30.4	17	10	7	1	8	3	5	18.4%	10	21	--	--	--	31
32195	WEIRSDALE, FL	30.5	25	13	12	5	9	3	8	7.7%	69	74	--	--	--	143
34731	FRUITLAND PARK, FL	30.7	15	6	9	1	9	1	4	--	--	--	--	--	--	0
32179	OCKLAWAHA, FL	31.3	83	56	27	11	26	15	31	9.6%	105	150	--	--	--	255
34488	SILVER SPRINGS, FL	32.8	134	87	47	29	50	22	33	13.2%	126	184	--	--	--	310
34748	LEESBURG, FL	33.0	24	7	17	6	10	5	3	--	--	--	--	--	--	0
32113	CITRA, FL	34.5	68	37	31	6	26	21	15	16.7%	58	97	--	--	--	155
32183	OCKLAWAHA, FL	34.8	20	15	5	2	7	--	11	11.6%	17	21	--	--	--	38
32667	MICANOPY, FL	37.7	12	9	3	3	3	4	2	--	--	--	--	--	--	0
32608	GAINESVILLE, FL	44.6	24	10	14	7	13	2	2	--	--	--	--	--	--	0

Sales Table 2 of 2

Sales Totals

Entire evaluation.

			33	106	47	50										
			246	672	285	385										
			600	1699	768	1131										
6285	3697	2588	915	2614	1135	1621	47.2%	3548	3350	1997	4534	2370	15799			

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