



Market Evaluation

Prepared for:

XYZ Automotive

11/19/2012

Customer Counts by Zip Code

Legend

Radius Ring Distances

- Inner Circle 4 mile area
- Middle Circle 8 mile area
- Outer Circle 20 mile area

Zip Code Results

- 1 to 9 (94)
- 10 to 99 (142)
- 100 to 999 (85)
- 1,000 to 9,999 (6)



Customer Map is generated based on cleansed dealer data.

Identify Identify Identify



Market Evaluation Report ☒

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.

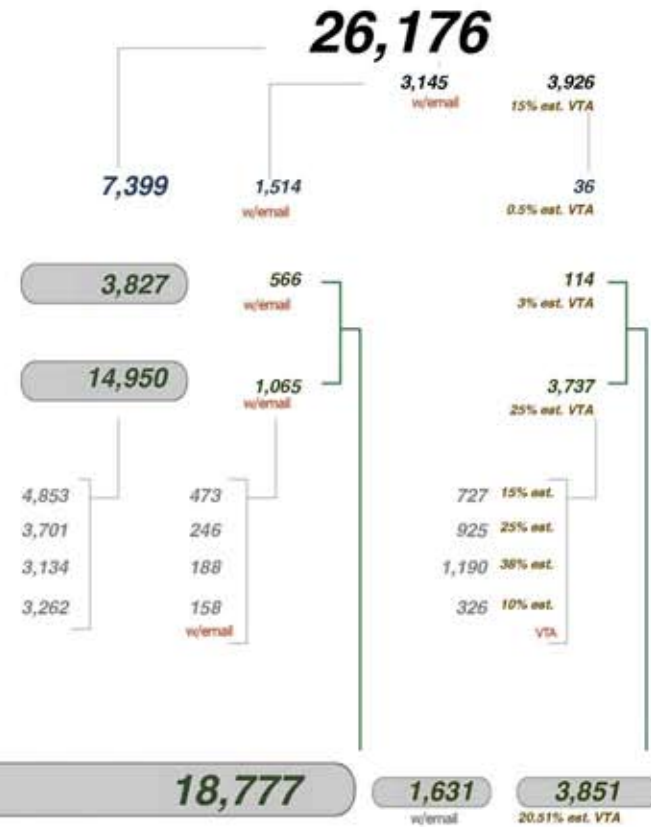
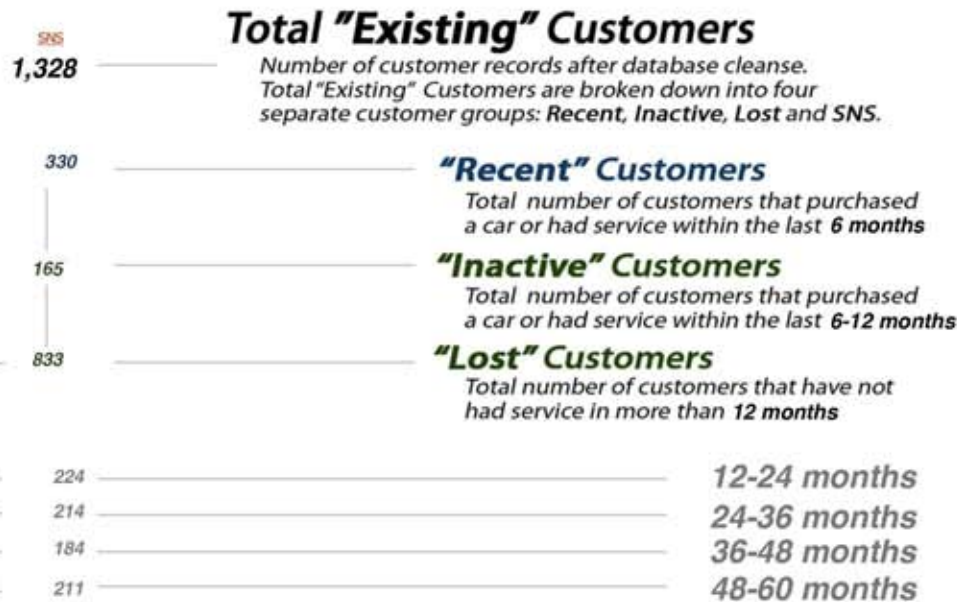
THE RESULTS OF THE CUSTOMER LIST AFTER THE CLEANING PROCESS ARE:

Dealership customer records	49,617	100%
Fallout records		
Dates beyond 60 months	18,849	37.99%
Unrealistic drive time	2,157	4.35%
Non-Mailable	2,435	4.91%
Total Fallout records	23,441	47.24%
Existing customer records	26,176	52.76%
* Non-Dealer Makes	469	0.95%

* Non-Dealer Makes are included in Existing customer records.

Existing Customers Breakdown

BELOW ARE THE RECORD COUNTS RESULTING FROM THE MATCHING PROCESS:



Total "Recovery" Customers

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

Total Same Make "Conquest" Customers

82,600

Total number of owners who drive the same make vehicle in the evaluation area and have no history with dealer.
(Amount provided by Logic of Marketing)

Mailed		Net
last 30 days	0 =	18,777
last 60 days	0 =	18,777
last 90 days	0 =	18,777

Customer Records
Existing Customers Breakdown

Service Conquest by Zip Code

Legend

Radius Ring Distances

- Inner Circle 4 mile area
- Middle Circle 8 mile area
- Outer Circle 20 mile area

Zip Code Results

- 1 to 9 (45)
- 10 to 99 (58)
- 100 to 999 (201)
- 1,000 to 9,999 (12)



Customer Map is generated based on cleansed dealer data.

Service Conquest by ZIP Code

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

											Make	
Zip	Location	Radius	Existing	SNS	Existing Services	NDM	Recent	Inactive	Lost	Market Share	Dealership Make	Total Conquest
92683	WESTMINSTER, CA	0.0	1923	39	1884	30	580	315	1028	73.7%	673	673
92685	WESTMINSTER, CA	0.3	18	0	18	0	5	2	11	75.0%	6	6
92655	MIDWAY CITY, CA	0.8	117	7	110	2	31	11	75	67.9%	52	52
92684	WESTMINSTER, CA	0.9	11	0	11	1	2	2	7	84.6%	2	2
92844	GARDEN GROVE, CA	1.7	458	16	442	9	112	73	273	69.7%	192	192
92647	HUNTINGTN BCH, CA	2.2	875	8	867	12	284	150	441	78.1%	243	243
92841	GARDEN GROVE, CA	2.6	485	13	472	10	143	87	255	69.4%	208	208
92845	GARDEN GROVE, CA	2.8	248	5	243	3	88	56	104	82.1%	53	53
92842	GARDEN GROVE, CA	3.2	14	0	14	0	5	1	8	56.0%	11	11
92605	HUNTINGTON BEACH, CA	3.3	4	0	4	0	1	1	2	57.1%	3	3
90680	STANTON, CA	3.5	226	6	220	3	65	32	129	69.8%	95	95
92649	HUNTINGTN BCH, CA	3.6	970	7	963	7	339	155	476	79.5%	249	249
92843	GARDEN GROVE, CA	3.7	532	18	514	12	146	82	304	62.4%	310	310
92708	SANTA ANA, CA	3.8	1346	21	1325	8	419	226	701	74.4%	457	457
92728	FOUNTAIN VALLEY, CA	3.8	14	1	13	1	3	2	9	81.3%	3	3
92840	GARDEN GROVE, CA	4.3	591	15	576	11	171	94	326	70.3%	243	243
90740	SEAL BEACH, CA	4.4	510	5	505	4	178	79	253	73.1%	186	186
92804	ANAHEIM, CA	4.8	521	13	508	13	169	81	271	61.7%	315	315
90720	CYPRESS, CA	5.0	296	4	292	8	105	45	146	59.6%	198	198
90742	SUNSET BEACH, CA	5.1	20	0	20	0	7	1	12	62.5%	12	12
92648	HUNTINGTN BCH, CA	5.1	1405	25	1380	11	473	235	697	78.3%	383	383
90630	CYPRESS, CA	5.2	520	18	502	7	181	83	256	57.4%	373	373
90743	SURFSIDE, CA	5.5	9	0	9	0	4	0	5	56.3%	7	7
92802	ANAHEIM, CA	5.6	197	13	184	2	66	33	98	60.9%	118	118

Service Table 1 of 17

Service Totals

Entire evaluation.

					2806	9470		5873	
					742	3456		15839	
					231	1676		60888	
25707	1158	24549	469	7326	3779	14602	22.9%	82600	82600

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 --

											Make	
Zip	Location	Radius	Existing	SNS	Existing Services	NDM	Recent	Inactive	Lost	Market Share	Dealership Make	Total Conquest
91352	SUN VALLEY, CA	39.0	7	2	5	0	1	1	5	2.5%	196	196
91605	N HOLLYWOOD, CA	39.3	5	0	5	0	1	0	4	2.1%	228	228
92501	RIVERSIDE, CA	39.4	3	0	3	0	0	0	3	4.8%	59	59
92570	PERRIS, CA	39.5	5	1	4	0	2	1	2	2.5%	154	154
91411	SHERMAN OAKS, CA	39.7	1	0	1	0	0	0	1	0.7%	137	137
91436	VAN NUYS, CA	39.8	7	2	5	0	2	1	4	1.0%	516	516

Report Analysis

Service Conquest by ZIP Code

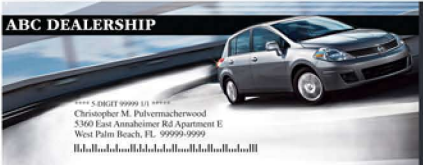
Service Totals

Entire evaluation.

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25707	1158	24549	469	7326	3779	14602	22.9%	82600	82600

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

Recommended Service Campaign



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

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 customer 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.

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

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: <exp 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

How Expires <exp date>

24104405763

Endorse Here

0PC02E3

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: <exp 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

How Expires <exp date>

24104405763

Endorse Here

0PC02E2

Variable Full Name
Variable Street Address
Variable City, ST Zipcode

Date: <exp 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

How Expires <exp date>

24104405763

Endorse Here

0PC02E3

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
555.555.5555
Service Hours: Monday - Friday, 9am - 5pm
Saturday, 10am - 5pm
www.ABCDealership.com

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of 5W-30 Motor Oil
• 17.99 Filter
• Same Retail Buy-In Price

\$19.95

\$50.00 OFF ANY PARTS & SERVICE

\$100.00 OFF ANY PARTS & SERVICE

Self-Mailer

Declined Services



ALTIMA SERVICE NOTICE

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

Dear Michelle,

You were in our dealership recently getting your vehicle serviced and we noticed that you needed additional service. However, you declined service as we feel it is necessary that you have this service done for your vehicle to maintain the reliability and the life of your vehicle.

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

\$50.00 OFF ANY PARTS & SERVICE

Snap w/Check

Recommended Trigger Mail Campaigns

1st Recovery



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

ABC Dealership, We Are Your 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

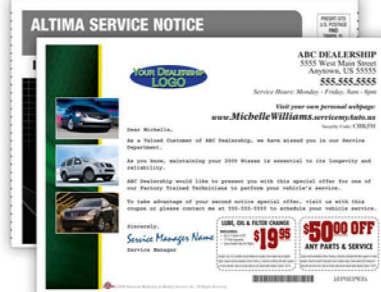
LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of 5W-30 Motor Oil
• 17.99 Filter
• Same Retail Buy-In Price

\$19.95

\$50.00 OFF ANY PARTS & SERVICE

3up Check

2nd Recovery



ALTIMA SERVICE NOTICE

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

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.

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Sincerely,
Service Manager Name
Service Manager

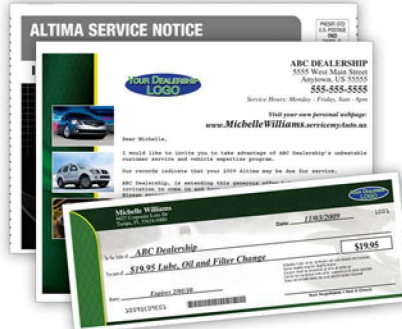
LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of 5W-30 Motor Oil
• 17.99 Filter
• Same Retail Buy-In Price

\$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap

3rd Recovery



ALTIMA SERVICE NOTICE

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

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 ongoing patronage, is pleased to offer you 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 5W-30 Motor Oil
• 17.99 Filter
• Same Retail Buy-In Price

\$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap w/Check

4th Recovery



ALTIMA SERVICE NOTICE

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

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 5W-30 Motor Oil
• 17.99 Filter
• Same Retail Buy-In Price

\$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap

5th Recovery



ALTIMA SERVICE NOTICE

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

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 ongoing patronage, is pleased to offer you 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 5W-30 Motor Oil
• 17.99 Filter
• Same Retail Buy-In Price

\$19.95

\$50.00 OFF ANY PARTS & SERVICE

Snap w/Check

6th Recovery



MICHELLE... SAVE YOUR VEHICLE & YOUR CASH
AUTOMOTIVE SERVICE SPECIALS

LUBE, OIL & FILTER CHANGE
INCLUDES:
• 5-7.5 Quarts of 5W-30 Motor Oil
• 17.99 Filter
• Same Retail Buy-In Price

\$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
SATURDAY, 10AM - 5PM
www.ABCDealership.com

NEEDS SERVICE.

Post Card

Existing Sales Customer Breakdown

Sales Equity Customers: ■ \$2,000 and greater ■ \$2,000 and lower

Total "Existing" Customers

Total number of existing customer records

26,176 emails
3,145
6,975 1,262
1,060 487

— Total "Recent Purchase" Customers
Number of customers that purchased within 0 - 3 years

3,886 emails
1,766
1,644 620
968 476

— Total Customers With "3 Years Or Newer" Vehicles
Excluding "Recent Purchased" Customers

2,285 emails
206
425 70
4 1

= Net "Qualifying" Customers **20,005**

emails
1,173

*Net results of total existing customers minus all customers with recent purchase history and customers with vehicles 3 years old or newer.

4,906 572
88 10

Total VTA Customers
3 Years or Older

n/a emails
--

Mailed

last 30 days —

0 = **20,005**

last 60 days —

0 = **20,005**

last 90 days —

0 = **20,005**

Net

Total Same Make "Conquest"

Total number of specified dealer makes conquest 3 years and older

79,928

Total Crossover "Conquest"

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

37,396

Customer Records
Existing Sales Customer Breakdown

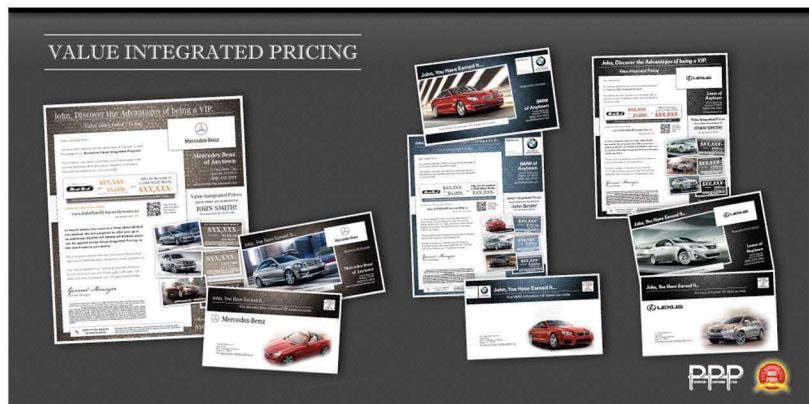
Recommended Sales Campaigns



CAMPAIGN 1



CAMPAIGN 2



CAMPAIGN 3



CAMPAIGN 4

Sales Conquest by Zip Code

Legend

Radius Ring Distances

- Inner Circle 4 mile area
- Middle Circle 8 mile area
- Outer Circle 20 mile area

Zip Code Results

- 1 to 9 (45)
- 10 to 99 (58)
- 100 to 999 (201)
- 1,000 to 9,999 (12)



Customer Map is generated based on cleansed dealer data.

Sales Conquest by ZIP Code

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

Zip	Location	Radius	Existing	SNS	Existing Sales	NDM	0 - 3 Yrs	4 - 5 Yrs	6 - 7 Yrs	7+ Yrs	Market Share	Make	Top Crossover Conquest			Total Conquest
												Dealership Make	Crossover Make 1	Crossover Make 2	Crossover Make 3	
92683	WESTMINSTER, CA	0.0	1696	1281	415	19	198	331	536	631	38.4%	665	4399	147	1372	6583
92685	WESTMINSTER, CA	0.3	18	16	2	0	1	4	4	9	25.0%	6	48	2	33	89
92655	MIDWAY CITY, CA	0.8	100	75	25	2	11	22	27	40	32.5%	52	402	18	109	581
92684	WESTMINSTER, CA	0.9	11	8	3	1	0	3	2	6	60.0%	2	20	--	7	29
92844	GARDEN GROVE, CA	1.7	391	318	73	6	46	82	129	134	27.7%	191	1265	35	339	1830
92647	HUNTINGTN BCH, CA	2.2	786	576	210	7	66	143	213	364	46.9%	238	2821	192	1128	4379
92841	GARDEN GROVE, CA	2.6	409	328	81	9	47	78	145	139	28.6%	202	1608	63	492	2365
92845	GARDEN GROVE, CA	2.8	215	150	65	1	20	42	51	102	56.0%	51	874	34	314	1273
92842	GARDEN GROVE, CA	3.2	14	11	3	0	0	3	4	7	21.4%	11	64	4	21	100
92605	HUNTINGTON BEACH, CA	3.3	3	3	0	0	0	0	0	3	--	3	39	2	10	54
90680	STANTON, CA	3.5	201	151	50	2	26	45	57	73	34.5%	95	1456	45	497	2093
92649	HUNTINGTN BCH, CA	3.6	860	648	212	5	94	159	222	385	46.7%	242	1547	245	674	2708
92843	GARDEN GROVE, CA	3.7	465	344	121	8	49	100	154	162	28.3%	307	2256	50	676	3289
92708	SANTA ANA, CA	3.8	1203	902	301	7	136	218	315	534	40.3%	446	2807	158	1093	4504
92728	FOUNTAIN VALLEY, CA	3.8	12	7	5	1	1	0	6	5	62.5%	3	54	3	27	87
92840	GARDEN GROVE, CA	4.3	521	394	127	6	60	97	174	190	34.5%	241	2568	82	807	3698
90740	SEAL BEACH, CA	4.4	456	343	113	4	48	77	115	216	38.4%	181	1124	128	403	1836
92804	ANAHEIM, CA	4.8	462	352	110	8	55	88	141	178	26.1%	311	3457	145	1213	5126
90720	CYPRESS, CA	5.0	271	194	77	4	22	42	84	123	28.7%	191	--	--	--	191
90742	SUNSET BEACH, CA	5.1	15	13	2	0	0	1	7	7	14.3%	12	--	--	--	12
92648	HUNTINGTN BCH, CA	5.1	1246	895	351	5	139	213	360	534	48.1%	379	--	--	--	379
90630	CYPRESS, CA	5.2	439	322	117	4	44	73	129	193	24.3%	364	--	--	--	364
90743	SURFSIDE, CA	5.5	8	4	4	0	0	2	3	3	36.4%	7	--	--	--	7
92802	ANAHEIM, CA	5.6	165	118	47	2	19	41	47	58	28.8%	116	--	--	--	116

Sales Table 1 of 17

Sales Totals

Entire evaluation.

					2929	4662	6354		5777							
					1131	1454	1682		15443							
					494	510	519		58708							
22004	15276	6728	469	2269	4554	6626	8555	7.8%	79928	26820	1355	9221	117324			

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Sales Conquest by ZIP Code

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

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												Dealership Make	Crossover Make 1	Crossover Make 2	Crossover Make 3	
91352	SUN VALLEY, CA	39.0	5	3	2	0	0	1	4	0	1.1%	188	--	--	--	188
91605	N HOLLYWOOD, CA	39.3	4	3	1	0	0	2	1	1	0.4%	227	--	--	--	227
92501	RIVERSIDE, CA	39.4	3	2	1	0	1	1	1	0	1.7%	59	--	--	--	59
92570	PERRIS, CA	39.5	4	3	1	0	1	2	0	1	0.6%	153	--	--	--	153
91411	SHERMAN OAKS, CA	39.7	0	0	0	0	0	0	0	0	--	128	--	--	--	128
91436	VAN NUYS, CA	39.8	3	1	2	0	2	1	0	0	0.4%	459	--	--	--	459

Report Analysis

Sales Conquest by ZIP Code

Sales Totals

Entire evaluation.

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					1131	1454	1682		15443							
					494	510	519		58708							
22004	15276	6728	469	2269	4554	6626	8555	7.8%	79928	26820	1355	9221	117324			

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

Sales Triggers

LEASE NOTIFICATION

WARRANTY EXPIRATION

PURCHASE FOLLOW UP

VEHICLE TRADE CYCLE (A-F)



ABC DEALERSHIP
AUTOMOTIVE SALES SPECIALIST

MICHELLE,
YOUR LEASE
IS EXPIRING!

Dear Michelle Williams-Washington,

According to our records, your 2013 Honda Civic EX-L lease will be expiring within a few months. If you are approaching your mileage limitations, or would like to find out what your lease return options are, please feel free to contact us.

Our trained and professional sales team is here to assist you. We have extensive knowledge and vehicle leasing expertise to help you make the right decision.

As a loyal customer, we would like to gain your interest in returning your vehicle early by providing you a \$500.00 Loyalty Certificate to help cover the cost of your deposit when you purchase or lease a new vehicle from us within 90 days.

Feel free to call me directly at 888-888-8888 for more details.

SALES HOURS
Mon - Fri: 9:00AM - 8:00PM
Thu - Sat: 10:00AM - 8:00PM
Sun: Closed

Sales Manager: Wendy
Sales Manager Title

ABC DEALERSHIP
8000 W. Van Dusen
Aurora, IL 60009
888-888-8888
www.abcdealership.com

www.MichelleWilliams-Washington.buyingAuto.us
Use Security Code: CHN28H

Trade-In Allowance

\$500.00

Expires: 6/30/13

Sales Manager: Wendy
NOT A CHECK - NON-NEGOTIABLE



**WARRANTY INFORMATION
ENCLOSED
IMPORTANT NOTICE**

Michelle Williams-Washington
9427 Corporate Lake Dr
Tampa, FL 33634-0001
MichelleWilliams-Washington



SCAN HERE NOW!

HONDA

ABC DEALERSHIP
8000 W. Van Dusen
Aurora, IL 60009
888-888-8888

Visit your new personal website
www.MichelleWilliams-Washington.buyingAuto.us

Dear Michelle: You are our most important asset and we want to ensure you have the best possible experience. We have enclosed a copy of your vehicle's warranty information. Please review it carefully and let us know if you have any questions. We are here to help you.

We also want to let you know that we have a special offer for you. If you purchase or lease a new vehicle from us within 90 days of the expiration of your current lease, we will provide you with a \$500.00 Loyalty Certificate to help cover the cost of your deposit.

Thank you for choosing ABC Dealership.

Sales Manager: Wendy
Sales Manager Title



ABC DEALERSHIP
AUTOMOTIVE SERVICE SPECIALIST

MICHELLE,
CONGRATULATIONS ON
YOUR PURCHASE!

Dear Michelle Williams-Washington,

We hope you are enjoying your new 2013 Honda Accord. I would like to personally thank you for purchasing from us. We hope you have enjoyed a great buying experience at our store. If for any reason you did not, please feel free to contact me at 888-888-8888.

As a valued customer, we are committed to serving your business each time you visit our store. Our award-winning service department and factory-certified technicians look forward to being able to serve you and your Honda Accord.

I appreciate your patronage and thank you for choosing ABC Dealership.

Thank you,
Sales Manager: Wendy
Sales Manager Title

SALES HOURS
Mon - Fri: 9:00AM - 8:00PM
Thu - Sat: 10:00AM - 8:00PM
Sun: Closed

If you know of anyone looking for a new or pre-owned vehicle, please send them to us for a test drive and they will receive a \$500.00 service coupon. If they purchase, you'll receive a \$100.00 service coupon - just have them bring in the referral certificate below.

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Aurora, IL 60009
888-888-8888
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To get your free gift go to:
www.MichelleWilliams-Washington.buyingAuto.us
Use Security Code: CHN28H

ABC DEALERSHIP
Referral Certificate Card
\$25.00
Expires: 6/30/13

Submitted by: MICHELLE WILLIAMS-WASHINGTON



A collection of multiple cards showing the vehicle trade cycle (A-F) for Michelle Williams-Washington. The cards include information about the vehicle's history, mileage, and the dealer's offer. The cards are arranged in a fan-like pattern, showing different stages of the trade cycle.

{log·ic of mar·ket·ing}

L.O.M.

9427 Corporate Lake Drive
Tampa, Florida 33634
p: 813.886.5597
f: 813.886.5862
w: iLOMusa.com

ABC Dealership Florida

123 Main Street Dr. | City, Florida 33634 | (800) 888-8888

Market Analysis Snapshot - SALES

Analyzed on: 03/07/2013

OEM Compliant Campaigns

L.O.M.

{logic of mar•ket•ing}

Account Manager Phone #

Account Manager Title

Account Manager Name

accountmanager@email.com

Your 5 Mile Sales Market Share

Percentage of your current same make sales customers.



Download images to view your entire report, or contact Account Manager (888) 888-8888

Your Same Make Percentage 16.52%

Your Breakdown	
Make	# Vehicle Owners
CHRYSLER	120
DODGE	25
JEEP	151
MAZDA	200

Other Same Make Percentage 83.48%

Other Breakdown	
Make	# Vehicle Owners
CHRYSLER	852
DODGE	438
JEEP	1,216
MAZDA	

Download images to view your entire report, or contact Account Manager (888) 888-8888

Your Sales Equity Customers

Your current customers with sales equity.

Your Equity Total
1,221

Download images to view your entire report, or contact Account Manager (888) 888-8888

Your Equity Breakdown	
Equity Position	Customers
\$+0 =	1,111
\$-1 - \$-1000 =	43
\$-1001 - \$-2000 =	31
\$-2001 - \$-3000 =	23
\$-3001 - \$-4000 =	9
\$-4001 - \$-5000 =	4

Your Serviced Never Sold Customers

Your service customers who have NEVER purchased a vehicle from you. Vehicle age is 3 years and older.

Your Serviced Never Sold
16,202

Your Purchase Ready Customers

Total number of your customers ready to purchase a vehicle today.

VTA APPLIED:

YES ☐ NO ☒

Your Purchase Ready Total
17,423

Recent campaign results based on a similar size dealership mailed within the last 6 months

Market Analysis Snapshot - SERVICE

Analyzed on: 03/07/2013

OEM Compliant Campaigns

Account Manager Phone #

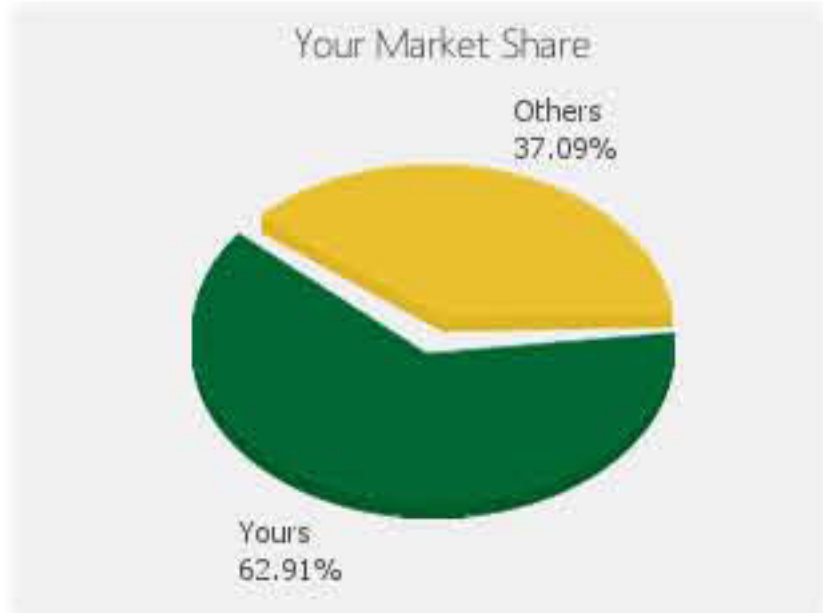
Account Manager Title

Account Manager Name

accountmanager@email.com

Your 5 Mile Service Market Share

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Your Same Make Percentage 62.91%

Your Breakdown	
Make	# Vehicle Owners
CHRYSLER	1,055
DODGE	835
JEEP	1,212
MAZDA	1,161

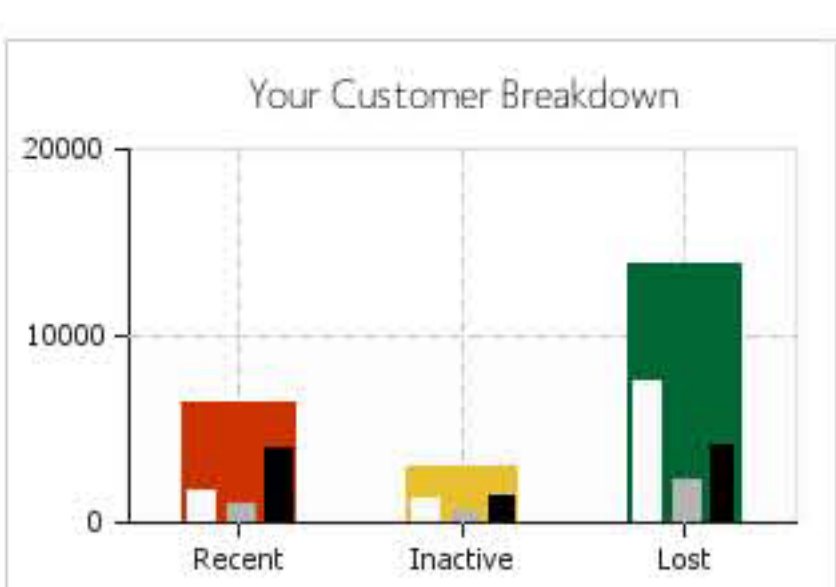
Other Same Make Percentage 37.09%

Other Breakdown	
Make	# Vehicle Owners
CHRYSLER	853
DODGE	438
JEEP	1,222
MAZDA	

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Your Service Customers Breakdown

Status snapshot taken from your existing service customers.



Download images to view your entire report, or contact Account Manager (888) 888-8888

Total # of visits = lifetime of history with dealership.

RECENT 0-6 MONTHS	6,356	☐ 1 - 2 visits	1,592
		☐ 3 - 4 visits	895
		☐ 5+ visits	3,869

INACTIVE 7-12 MONTHS	2,957	☐ 1 - 2 visits	1,150
		☐ 3 - 4 visits	476
		☐ 5+ visits	1,331

LOST 13+ MONTHS	13,839	☐ 1 - 2 visits	7,543
		☐ 3 - 4 visits	2,251
		☐ 5+ visits	4,045

Your Sold Never Serviced Customers

Your sales customers who NEVER serviced their vehicle with you.

Your Sold Never Serviced
675

Recent campaign results based on a similar size dealership mailed within the last 6 months

Dealership	Location	RO Count	Customer Pay	Warranty Pay	Avg Last Activity
CHRYSLER	Chesapeake, VA	714	\$139,216	\$13,507	121 days
JEEP	Northfield, IL	196	\$35,734	\$13,770	106 days
JEEP	Manchester, NH	112	\$11,024	\$2,359	77 days
JEEP	Shrewsbury, NJ	14	\$4,266	\$210	611 days

L.O.M.

{logic of mar•ket•ing}

Account Manager Phone #

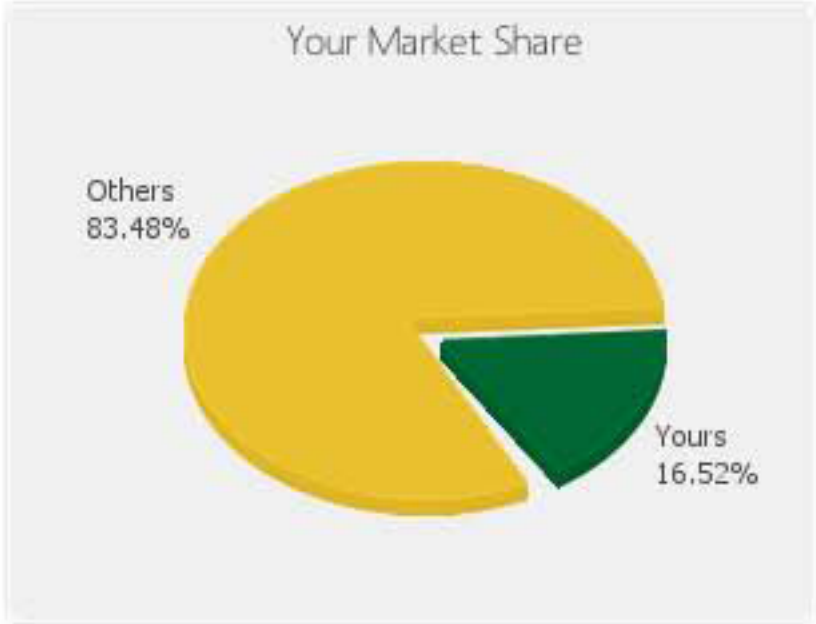
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Account Manager Name

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{logic of mar·ket·ing}

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Analyzed on: 03/07/2013

OEM Compliant Campaigns

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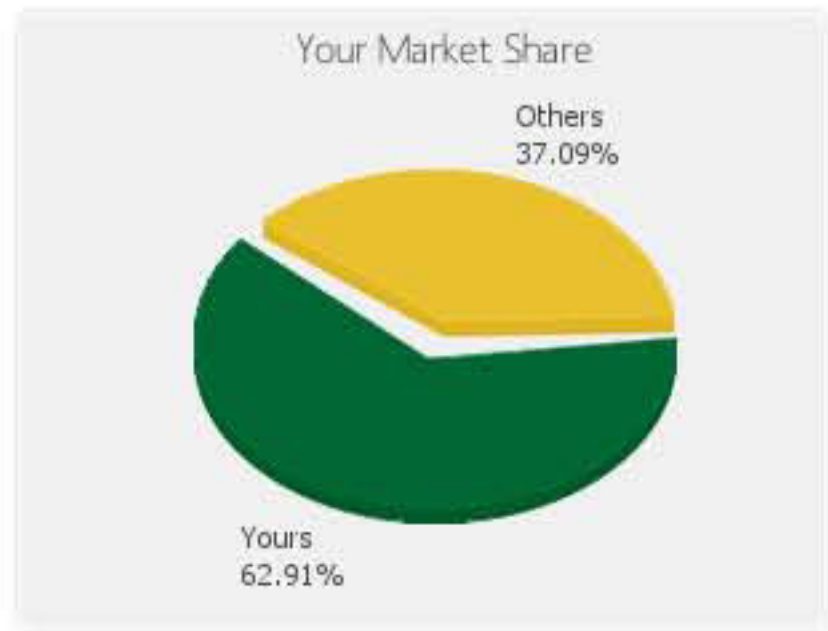
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Account Manager Name

accountmanager@email.com

Your 5 Mile Service Market Share

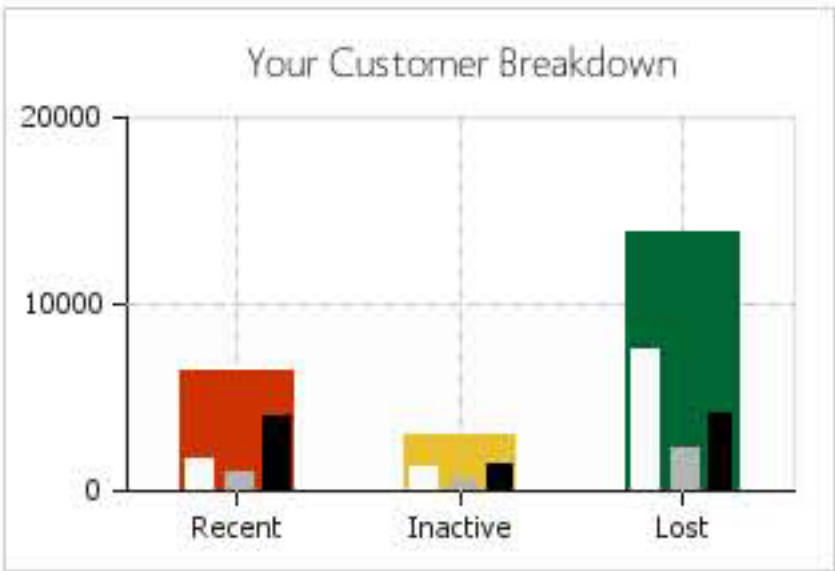
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