

Polk Cross Sell Report - New - Nov 2007

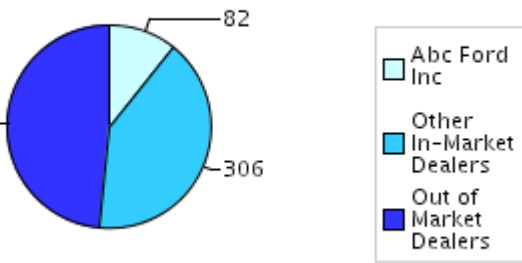
ABC Ford Inc - 0123456
1234 Main Street
Anytown, US 12345

Graphical Executive Summary provides critical performance results for your market and your store at a glance.

New vehicle sales and my make are down significantly compared to 12 month average.



In-Market Performance Ford - Nov 2007



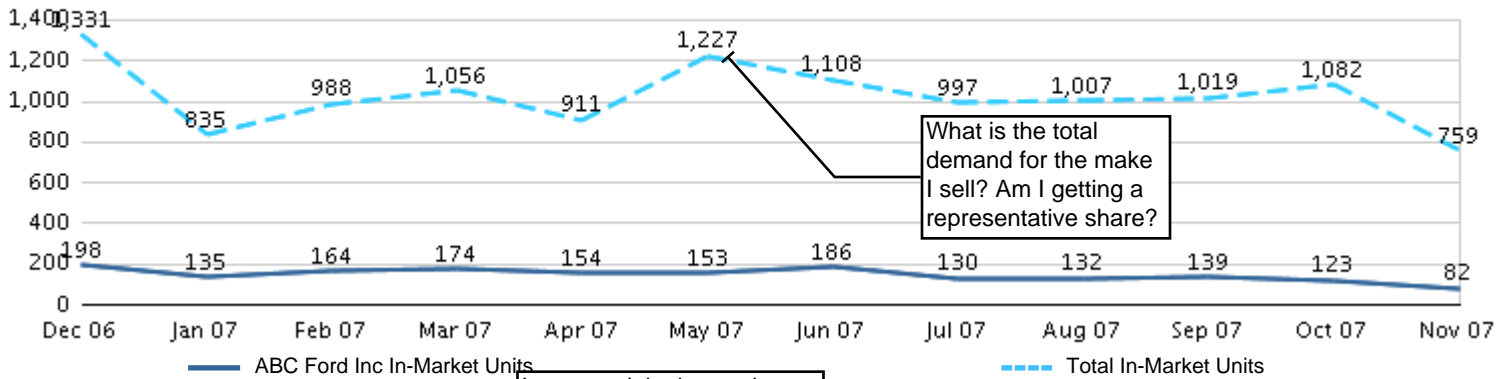
Market	Nov 2007	12 Month Avg	Variance
Total New Registrations	4,627	6,414.8	-28%
Total Ford Registrations	759	1,026.7	-26%

ABC Ford Inc	Nov 2007	12 Month Avg	Variance
Ford In-Market	82	147.5	-44%
Ford Pumped Out	61	134.7	-55%
Total	143	282.2	-49%

Out of market dealers are nearly outselling in-market dealers.

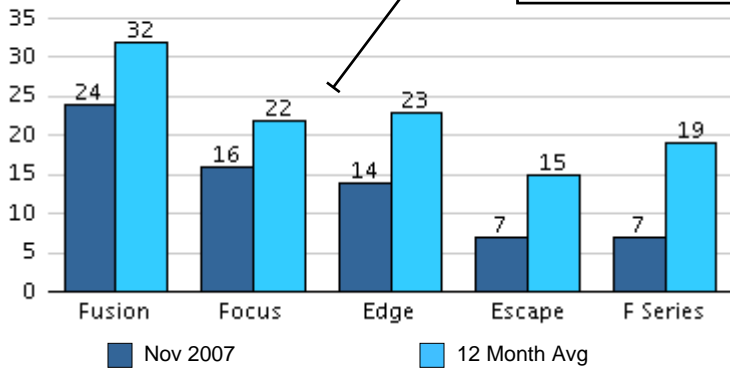
My sales have fallen at a faster rate than the overall market.

Your Dealership vs. Overall Market - 12 Month Trend - Ford



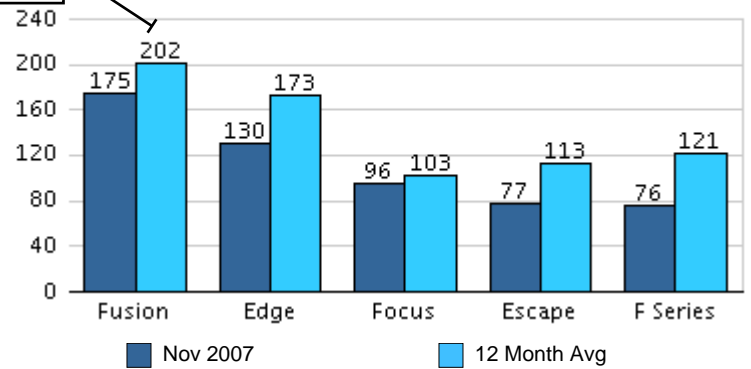
What is the total demand for the make I sell? Am I getting a representative share?

Your Dealership Top Models

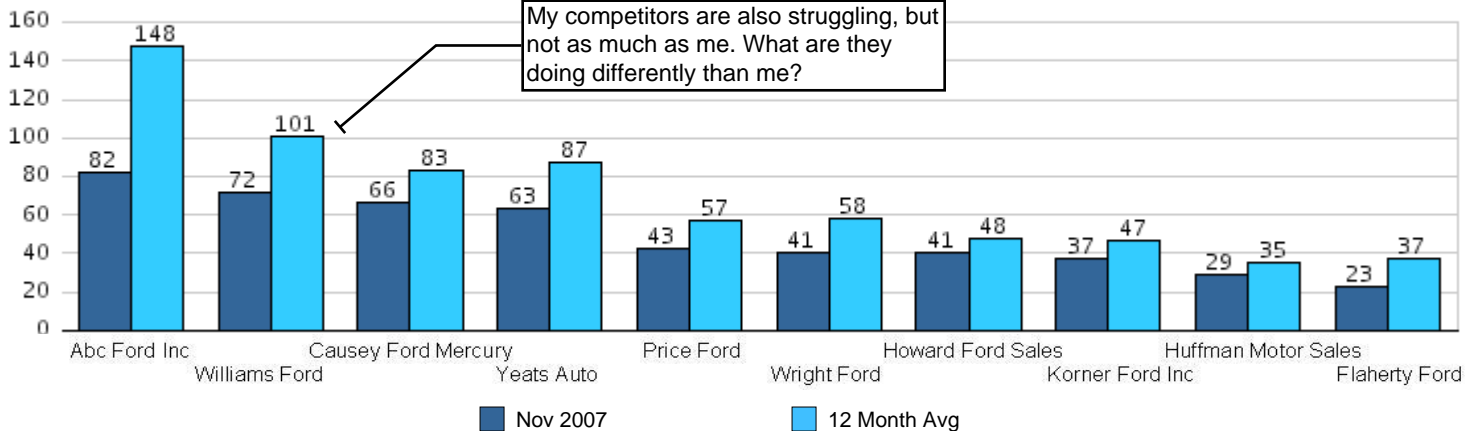


Is my model mix consistent with the top-sellers in the overall market?

Market Ford Models



Top Competitors Ford



My competitors are also struggling, but not as much as me. What are they doing differently than me?

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In- and out-of-market results for all of the dealers who sell your brand. Compare lease, purchase and total counts to find who is threatening your share.



Leases account for the bulk of my sales decrease. Are my competitors having the same problem?

Market Share for Same Make Competitors

In-Market Dealers	Nov 2007						12 Month Avg			Jan 2007-Nov 2007		
	Total	% of Mkt	Purchase	% of Mkt	Lease	% of Mkt	Total	Purchase	Lease	Total	Purchase	Lease
Ford												
ABC Ford Inc	82	10.8%	20	9.8%	62	11.2%	147.5	32.8	114.7	1,572	354	1,218
Williams Ford Inc	72	9.5%	8	3.9%	64	11.6%	100.6	21.8	78.8	1,062	233	829
Yeats Automotive Inc	63	8.3%	19	9.3%	44	7.9%	86.8	18.5	68.3	950	202	748
Price Ford	43	5.7%	11	5.4%	32	5.8%	57.3	10.6	46.8	639	114	525
Wright Ford Inc	41	5.4%	9	4.4%	32	5.8%	58.3	12.3	46.1	635	133	502
Howard Ford Sales	41	5.4%	18	8.8%	23	4.2%	47.9	12.1	35.8	517	134	383
Huffman Motor Sales	29	3.8%	9	4.4%	20	3.6%	34.5	9.0	25.5	372	100	272
Friendly Deal Ford	17	2.2%	3	1.5%	14	2.5%	23.9	9.5	14.4	270	112	158
In-Market Dealer Total	388	51.1%	97	47.3%	291	52.5%	556.9	126.5	430.4	6,017	1,382	4,635

Out-of-Market Dealers	Nov 2007						12 Month Avg			Jan 2007-Nov 2007		
	Total	% of Mkt	Purchase	% of Mkt	Lease	% of Mkt	Total	Purchase	Lease	Total	Purchase	Lease
Ford												
Causey Ford Mercury	66	8.7%	10	4.9%	56	10.1%	82.8	21.4	61.4	895	230	665
Korner Ford Inc	37	4.9%	12	5.9%	25	4.5%	46.9	10.2	36.8	496	111	385
Mike Dixon Ford Inc	23	3.0%	9	4.4%	14	2.5%	37.0	8.1	28.9	388	90	298
Schenden Ford Sales Inc	22	2.9%	4	2.0%	18	3.2%	23.8	3.8	20.0	247	39	208
Flaherty Ford Inc	20	2.6%	6	2.9%	14	2.5%	31.7	8.4	23.3	334	89	245
Davis Car Sales Inc	19	2.5%	3	1.5%	16	2.9%	19.8	6.1	13.8	215	65	150
Royal Ford Inc	19	2.5%	7	3.4%	12	2.2%	26.9	7.3	19.7	284	74	210
Chris Counts Ford Inc	14	1.8%	5	1.6%	9	1.6%	22.4	5.6	17.8	256	60	196
Bob Sherman Ford Inc	12	1.6%	5	1.6%	7	1.6%	16.8	4.0	16.8	236	60	176
Osaer Ford Inc	12	1.6%	5	1.6%	7	1.6%	16.8	4.0	16.8	236	60	176
Mara Ford	11	1.4%	2	0.7%	9	1.7%	11.3	2.6	11.3	143	29	114
Value Cars Inc	11	1.4%	1	0.5%	10	1.8%	5.6	1.3	5.6	88	27	61
Whiteside Ford Sales Inc	11	1.4%	1	0.5%	10	1.8%	13.5	2.0	11.5	150	22	128
Mega Ford	10	1.3%	3	1.5%	7	1.3%	11.2	2.7	8.5	118	27	91
Gilmore Ford Inc	8	1.1%	2	1.0%	6	1.1%	11.3	3.2	8.2	123	35	88
Nichols Ford Inc	6	0.8%	3	1.5%	3	0.5%	2.6	1.5	1.1	20	8	12
Sharkey Ford Inc	6	0.8%	3	1.5%	3	0.5%	5.0	.9	4.1	55	10	45
Stephens Ford Of Waterville LI	5	0.7%	1	0.5%	4	0.7%	8.6	2.4	6.2	92	28	64
Mead Park Ford-Mercury Inc	4	0.5%	1	0.5%	3	0.5%	5.3	1.1	4.2	57	13	44
Unknown Dealers	6	0.8%	3	1.5%	3	0.5%	1.2	.5	.7	12	4	8
Remaining Out-of-Market Dealers	49	6.5%	22	10.7%	27	4.9%	65.2	22.8	42.3	663	238	425
Out-of-Market Dealer Total	371	48.9%	108	52.7%	263	47.5%	469.8	120.5	349.3	4,972	1,281	3,691
Grand Total	759	100%	205	100%	554	100%	1,026.7	247.0	779.7	10,989	2,663	8,326

This dealer resides outside of my market area, yet they are the third best selling dealer for my make. What are they doing differently to have this success?

Polk Cross Sell Report - New - Nov 2007

ABC Ford Inc
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Complete details for every model within your make with comparisons to your top-selling rivals. Benchmark your mix against the overall market and your competitors to determine where you might be missing opportunities.



Top 5 Make Competitors by Model

Ford	Total			ABC Ford Inc			Williams Ford Inc			Causey Ford Mercury			Yeats Automotive Inc Inc			Price Ford			Wright Ford Inc			
	Nov 2007	12 Month Avg	Jan 2007-Nov 2007	Nov 2007	12 Month Avg	Jan 2007-Nov 2007	Nov 2007	12 Month Avg	Jan 2007-Nov 2007	Nov 2007	12 Month Avg	Jan 2007-Nov 2007	Nov 2007	12 Month Avg	Jan 2007-Nov 2007	Nov 2007	12 Month Avg	Jan 2007-Nov 2007	Nov 2007	12 Month Avg	Jan 2007-Nov 2007	
Crown Victoria	9	1.2	14	0	0.0	0																
Econoline	13	17.4	179	0	1.0	11	2	1.3	15	0	1.5	15	0	1.0	11	0	0.5	6	1	1.3	12	
Edge	130	172.8	2,049	14	23.1	275	12	18.5	218	13	12.0	142	10	19.1	228	7	9.1	108	8	10.4	124	
Escape	77	112.8	1,235	7	14.9	155	9	15.4	165	9	10.9	123	8	8.5	93	6	8.1	92	4	5.5	60	
Expedition	18	23.3	256	1	2.3	24	2	2.8	32	1	1.4	16	0	2.4	27	0	1.0	10	2	2.0	23	
Explorer	59	140.0	1,296	4	18.4	171	9	12.9	108	5	9.3	87	3	11.3	111	4	8.9	90	4	9.6	94	
F Series	76	121.3	1,278	7	18.6	191	1	6.9	73	2	11.5	123	7	8.3	93	2	5.9	66	1	5.4	60	
Five Hundred	0	32.9	335	0	3.2	32	0	2.4	20	0	1.4	16	0	3.4	36	0	2.3	25	0	3.1	32	
Focus	96	102.5	1,143	16	22.4	252	9	11.0	123	11	8.3	95	9	7.3	82	2	3.8	45	3	3.9	44	
Freestar	0	1.7	11	0	0.2	1	0	0.3	1	0	0.3	2	0	0.1	0				0	0.3	2	
Freestyle	0	22.3	177	0	3.2	31	0	2.8	19	0	1.5	13	0	2.6	18	0	1.9	20	0	0.8	6	
Fusion	175	202.4	2,143	24	32.0	334	19	17.1	186	16	17.7	185	17	16.8	179	16	11.6	128	7	11.8	130	
Mustang	25	27.3	313	4	4.0	46	2	3.3	36	3	2.7	31	1	1.8	21	2	1.3	14	2	0.9	11	
Ranger	6	7.8	78	0	1.4	16	1	0.7	7	0	1.0	9	2	0.4	4	0	0.2	2	0	0.6	6	
Sport Trac	0	6.4	67	0	0.9	9	0	0.5	4	0	1.1	11	0	0.5	6	0	0.4	5	0	0.2	1	
Taurus	50	23.7	282	4	1.6	19	5	2.7	32	4	1.5	18	3	1.9	23	2	0.8	9	5	2.1	25	
Taurus X	25	11.1	133	1	0.4	5	1	1.9	23	2	0.8	9	3	1.5	18	2	1.6	19	4	0.4	5	
Total	759	1,026.7	10,989	82	147.5	1,572	72	100.6	1,062	66	82.8	895	63	86.8	950	43	57.3	639	41	58.3	635	

Two of my competitors are outselling me for this model. Is this an inventory, marketing or pricing problem?

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Comprehensive competitive counts for your make at the zip code level. Identify areas of opportunity that might be growing or where your rivals are taking your share.



Make Sales by Zip Code

	Total	Anytown 12345	Anytown 12340	Anytown 12341	Anytown 12342	Carsburg 12343	Anytown 12358	Anytown 12356	Carsburg 12354	Hubbard Park 12347	Home City 12348	Waterville 12350	Waterville 12355	Carsburg 12351	Earle 12328	Southland 12326	Southland 12359	Carsburg 12361	Earle 12360	Bridgeport 12366	Carsburg 12321	Jennings 12369	Earle 12322	Carsburg 12333	Waterville 12320	Carsburg 12367	Southland 12368
Ford																											
ABC Ford Inc	82	8		1	2	6	8	5	7	2	2	2	4	2		3		1		1	2		7			3	
Williams Ford	72	1	1	2	2	1	8	3			5		1	2	2		2		10	8			1		1	1	3
Causey Ford Mercury	66	1			1	2	1	1	2	1	1	1	4	1	1							2	12		3	1	1
Yeats Automotive Inc	63	1				1	1	1	1					4	1	10	6	3		1		4			2	1	2
Price Ford	43	1		1		5		3	1	2	1	2	3	2		5		1	1		1			3		1	
Wright Ford Inc	41					1							2	2					1			1	1	1	2		5
Howard Ford Sales	41	1				9	1			1	1	2		7				3	1			2	1	1	1		1
Korner Ford Inc	37								3		1											1			1		1
Huffman Motor Sales	29								1					5		2						2					
Mike Dixon Ford Inc	23	2																				2	2		2	1	
Schenden Ford Sales Inc	22	1																				3	2			1	
Flaherty Ford Inc	20			1			1				1									2							
Royal Ford Inc	19																										
Davis Car Sales Inc	19	1				1				2									2	1			3		1		
Friendly Deal Ford Inc	17						1																				
Chris Counts Ford Inc	14	1												2					1				3			4	
Bob Sherman Ford Inc	12					1																1					2
Osaer Ford Inc	12								1				1		1	4	1					1					1
Whiteside Ford Sales Inc	11	1	1		1									2							1						
Mara Ford	11							1				3			1		1				1			1			1
Value Cars Inc	11					2			1	1						1	1	1			1	1					
Mega Ford	10						1			1						1					1			1			
Gilmore Ford Inc	8												1														1
Nichols Ford Inc	6																					2					2
Shokar Ford Inc	6				1															1							
Galindo Ford	6																										
Stephens Ford of Waterville LI	5									1	1						1		1								
Mead Park Ford-Mercury Inc	4								1																		
Dittrich Ford Inc	3	1																									
Unknown Dealers	3					1																					
Other Dealers	43					3		2	1		1	1		1	2	1	1	3			2	3	1	2			
Grand Total	759	20	2	5	16	24	26	13	21	10	15	18	19	31	14	27	20	13	15	20	23	9	37	6	15	16	11
Your Dealership Market Share	10.8%	40%		20%	12.5%	25%	30.8%	38.5%	33.3%	20%	13.3%	11.1%	21.1%	6.5%		11.1%		7.7%		5%	8.7%		18.9%		20%		
Your Dealership Rank in Zip	1	1	2	2	2	2	1	1	1	1	2	2	1	4	4	3	5	2	4	3	3	4	2	3	2	4	4
Zip Rank in Defined Territory		15	46	43	20	9	6	29	13	36	23	19	18	2	28	4	15	29	23	15	10	39	1	41	23	20	34
Jan 2007-Nov 2007	10,989	339	35	84	313	252	484	266	307	133	197	229	260	317	269	327	288	99	177	285	385	93	425	137	213	145	214
12 Month Avg	1,026.7	31.6	3.2	7.9	28.8	23.8	45.6	25.3	28.7	12.3	18.3	21.8	24.1	29.0	35.8	30.6	26.9	9.5	16.7	26.3	35.8	8.3	39.2	12.6	19.7	13.5	20.2

Your "home zip" is in the first column.

Subsequent zips are displayed in order of distance from your home zip.

Do I own my "back yard" or are competing dealers stealing my local share? I'm the leader in my home zip, but I'm only getting 40%.

Look for changes in buying patterns based on current month, year-to-date and 12 month average results. Which areas are growing and shrinking?

Your store's rank, as well as each zip code's rank in your market make it easy to determine which markets are hot and where you stand competitively.

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Unique location-level look at all dealers in your market, regardless of brands they sell. In-market and out-of-market (pump-out) details help you determine if your best opportunities are far away or close to home.



Overall In-Market Dealer Sales

Dealer Name	Within Market						Pumped-Out			Total		
	Nov 2007		12 Month Avg	Jan 2007-Nov 2007	% In - Market		Nov 2007	12 Month Avg	Jan 2007-Nov 2007	Nov 2007	12 Month Avg	Jan 2007-Nov 2007
ABC Ford Inc	82	1.8%	147.6	1,573	2.3%	57.3%	61	134.7	1,418	143	282.3	2,991
Southland Chrysler Jeep	125	2.7%	242.3	2,629	3.8%	46.3%	145	290.9	3,141	270	533.3	5,770
Sunshine Toyota Inc	121	2.6%	138.4	1,483	2.1%	52.6%	109	119.8	1,309	230	258.3	2,792
Williams Cadillac Buick Hummer	84	1.8%	100.3	1,042	1.5%	48.8%	88	105.5	1,092	172	205.8	2,134
Fernandez Pontiac-Gmc Truck Inc	75	1.6%	101.8	1,110	1.6%	71.4%	30	52.1	567	105	153.8	1,677
Davidson Chry Plym Jeep Eagle	72	1.6%	104.3	1,117	1.6%	60.0%	48	47.3				
Williams Ford	72	1.6%	100.6	1,062	1.5%	69.2%	32	46.1				
Allen Bridgeport Chrysler Jeep	71	1.5%	155.3	1,617	2.3%	39.2%	110	194.3				
Jim Daniels Pontiac-Buick Inc	69	1.5%	58.0	626	0.9%	71.9%	27	22.3				
Bob Sterling Inc	68	1.5%	86.0	938	1.4%	49.3%	70	102.3				
Yeats Automotive Inc	63	1.4%	86.8	950	1.4%	53.8%	54	82.2				
Callahan Chevrolet Inc	59	1.3%	68.3	745	1.1%	67.0%	29	34.1	368	88	102.3	1,113
Barrett-Miles Chevrolet Sales	55	1.2%	69.4	740	1.1%	76.4%	17	26.4	271	72	95.8	1,011
Saturn Of Southland	55	1.2%	55.9	603	0.9%	45.1%	67	61.7	676	122	117.6	1,279
Carsburg Toyota	54	1.2%	69.5	752	1.1%	45.1%			948	134	154.3	1,700
Greenberg Chrysler Dodge Inc	53	1.1%	83.0	859	1.2%	45.1%			944	109	173.3	1,803
Thomas Pontiac-Gmc	47	1.0%	51.9	573	0.8%	45.1%			806	102	124.9	1,379
Metro Toyota-Volvo	47	1.0%	53.6	608	0.9%	45.1%			438	70	93.2	1,046
Southland Honda Acura Inc	43	0.9%	55.3	598	0.9%	45.1%			722	96	121.0	1,320
Price Ford	43	0.9%	57.3	639	0.9%	45.1%			368	68	91.6	1,007
Wright Ford Inc	41	0.9%	58.4	636	0.9%	49.4%	42	52.3	562	83	110.7	1,198
Howard Ford Sales Inc	41	0.9%	47.9	517	0.7%	75.9%	13	18.2	201	54	66.1	718
Joe Toth Chevrolet Inc	41	0.9%	57.7	621	0.9%	46.1%	48	54.0	592	89	111.7	1,213
Heck Toyota	41	0.9%	33.3	372	0.5%	41.0%	59	57.5	642	100	90.8	1,014
Thomas Chevrolet Co	40	0.9%	57.3	608	0.9%	48.8%	42	54.5	569	82	111.8	1,177
Andrews Honda Acura Llc	39	0.8%	61.8	685	1.0%	39.4%	60	91.3	1,003	99	153.2	1,688
Craig Lincoln/Mercury Inc	37	0.8%	45.5	495	0.7%	44.0%	47	69.0	749	84	114.5	1,244
Valley Chrysler Jeep	37	0.8%	62.3	654	0.9%	77.1%	11	28.5	292	48	90.8	946
Mercedes-Benz of Earle	36	0.8%	41.3	459	0.7%	40.0%	54	67.0	725	90	108.3	1,184
Edwards Honda	35	0.8%	46.1	506	0.7%	33.7%	69	73.0	807	104	119.1	1,313
Other Dealers	692	15.0%	1,097.4	11,983	17.3%	42.6%	932	1219.1	13,250	1,624	2316.5	25,233
In-Market Dealer Total	2,438	52.7%	3,494.8	37,800	54.5%	48.8%	2,556	3491.8	37,771	4,994	6986.5	75,571
Out-of-Market Dealer Total	2,164	46.8%	2,897.6	31,268	45.1%							
Market Totals (Including Unknown Dealers)	4,627	100.0%	6,414.8	69,302	100.0%							

My pump-outs are much lower than usual (12 month average). What happened? Have the out-of-market stores improved? Should I concentrate on improving my in-market performance instead?

This dealer sells the same make and has a higher in-market percentage. What is this store doing differently from mine to find more local success?

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Make-level reporting to clearly identify the relative performance of your brand across current month, year-to-date and 12 month average.



Sales By Make

Make	Nov 2007		12 Month Avg	Jan 2007-Nov 2007	
Acura	13	0%	21.3	238	0%
Aston Martin	1	0%	.4	5	0%
Audi	19	0%	21.9	221	0%
Bentley		0%	1.5	17	0%
Bmw	34	1%	51.9	571	1%
Buick	102	2%	189.2	2,021	3%
Cadillac	168	4%	222.7	2,401	3%
Chevrolet	600	13%	764.9	8,240	12%
Chrysler	437	9%	600.3	6,390	9%
Dodge	395	9%	632.3	6,857	10%
Ferrari		0%	.8	9	0%
Ford	759	16%	1,026.7	10,989	16%
Freightliner		0%	.4	2	0%
Gem	1	0%	.2	2	0%
Gmc	124	3%	208.1	2,325	3%
Honda	157	3%	208.8	2,304	3%
Hummer	56	1%	61.9	623	1%
Hyundai	17	0%	33.6	385	1%
Infiniti	16	0%	16.2	187	0%
Jaguar	3	0%	7.3	79	0%
Jeep	367	8%	740.7	7,875	12%
Kia	14	0%	22.8	255	0%
Lamborghini		0%	.3	3	0%
Land Rover	22	0%	24.8	270	0%
Lexus	51	1%	56.2	624	0%
Lincoln	104	2%	132.4	1,447	0%
Lotus		0%	.3	3	0%
Maserati	1	0%	.6	7	0%
Mazda	38	1%	59.3	651	1%
Mercedes-Benz	79	2%	97.3	1,066	2%
Mercury	118	3%	159.1	1,700	2%
Mini	11	0%	8.7	100	0%
Mitsubishi	2	0%	3.2	37	0%
Nissan	54	1%	75.3	843	1%
Pontiac	279	6%	263.5	2,871	4%
Porsche	5	0%	4.8	52	0%
Rolls Royce		0%	.1	1	0%
Saab	60	1%	101.7	1,128	2%
Saturn	269	6%	300.9	3,255	5%
Subaru	19	0%	23.6	257	0%
Suzuki		0%	2.3	27	0%
Toyota	174	4%	187.5	2,082	3%
Volkswagen	41	1%	42.2	466	1%
Volvo	17	0%	37.7	416	1%
Total	4,627	100%	6,414.8	69,302	100%

Despite the drop in units this month, my brand's market share is steady. My make is also by far the best seller in my territory.

Keep an eye on other brands to evaluate new franchises or possible acquisition opportunities.

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ABC Ford Inc
01233456

All new vehicle results categorized by segment to help you understand which competing vehicles your customers might also be considering.



In-Market Sales by Segment and Model

Segment		Nov 2007				Jan 2007-Nov 2007			
		Purchase	Lease	Total	% of Segment	Purchase	Lease	Total	% of Segment
Basic Economy	Chevrolet Cobalt	29	1	30	9.6%	335	255	590	12.7%
	Ford Focus	48	48	96	30.8%	472	671	1,143	24.6%
	Honda Civic	23	22	45	14.4%	290	312	602	12.9%
	Honda Fit	16	0	16	5.1%	109	6	115	2.5%
	Hyundai Elantra	1	0	1	0.3%	43	1	44	0.9%
	Kia Spectra	1	0	1	0.3%	33	1	34	0.7%
	Mazda 3	12	0	12	3.8%	30	78	208	4.5%
	Mini Mini Cooper	7	0	7	2.2%	65	35	100	2.1%
	Mitsubishi Lancer	0	0	0	0.0%	9	0	9	0.2%
	Nissan Sentra	2	0	2	0.6%	51	48	99	2.1%
	Pontiac G5	7	0	7	2.2%	52	31	83	1.8%
	Pontiac Vibe	24	0	24	7.7%	185	1	186	4.0%
	Saturn Ion	7	0	7	2.2%	223	453	676	14.5%
	Toyota Corolla	17	7	24	7.7%	219	122	341	7.3%
	Toyota Prius	11	2	13	4.2%	178	29	207	4.4%
	Toyota Scion	3	0	3	1.0%	64	6	70	1.5%
	Volkswagen Gti	4	4	8	2.6%	30	17	47	1.0%
	Volkswagen New Beetle	0	1	1	0.3%	24	29	53	1.1%
	Volkswagen R32	0	0	0	0.0%	6	1	7	0.2%
	Volkswagen Rabbit	1	3	4	1.3%	19	19	38	0.8%
Total		213	99	312	6.7%	2,537	2,115	4,652	6.7%
Basic Luxury	Acura TL	1	3	4	4.1%	27	57	84	5.7%
	Acura Tsx	0	3	3	3.1%	15	24	39	2.7%
	Audi A3	0	0	0	0.0%	4	2	6	0.4%
	Audi A4	1	12	13	13.3%	20	94	114	7.8%
	Bmw 328	1	10	11	11.2%	25	141	166	11.3%
	Bmw 335	2	1	3	3.1%	29	42	71	4.8%
	Infiniti G35	0	6	6	6.1%	16	68	84	5.7%
	Infiniti G37	0	2	2	2.0%	4	6	10	0.7%
	Lexus Is	2	5	7	7.1%	23	53	76	5.2%
	Nissan Maxima	2	1	3	3.1%	15	20	35	2.4%
	Saab 92	0	0	0	0.0%	1	0	1	0.1%
	Saab 93	8	34	42	42.9%	57	588	645	43.9%
	Volvo C30	1	0	1	1.0%	2	1	3	0.2%
	Volvo S40	0	1	1	1.0%	11	27	38	2.6%
	Volvo S60	1	0	1	1.0%	9	71	80	5.4%
	Volvo V50	0	1	1	1.0%	8	8	16	1.1%
	Total		19	79	98	2.1%	266	1,202	1,468
Basic Sporty	Chrysler Pt Cruiser	0	0	0	0.0%	24	4	28	1.6%
	Dodge Avenger	14	57	71	55.0%	126	514	640	37.1%
	Dodge Caliber	26	4	30	23.3%	256	434	690	40.0%
	Ford Mustang	9	16	25	19.4%	184	129	313	18.2%
	Hyundai Tiburon	1	0	1	0.8%	15	0	15	0.9%
	Mitsubishi Eclipse	1	0	1	0.8%	13	2	15	0.9%
	Nissan 350z	1	0	1	0.8%	8	3	11	0.6%
	Pontiac Gto	0	0	0	0.0%	12	0	12	0.7%
	Total		52	77	129	2.8%	638	1,086	1,724
Compact Pickup	Chevrolet Colorado	5	1	6	28.6%	76	4	80	34.3%
	Chevrolet Ssr	0	0	0	0.0%	1	0	1	0.4%
	Ford Ranger	5	1	6	28.6%	65	13	78	33.5%
	Gmc Canyon	3	0	3	14.3%	26	2	28	12.0%
	Nissan Frontier /Xe	0	0	0	0.0%	5	1	6	2.6%
	Toyota Tacoma	4	2	6	28.6%	33	7	40	17.2%
	Total		17	4	21	0.5%	206	27	233
Entry Level	Chevrolet Aveo	16	1	17	50.0%	136	2	138	35.2%
	Hyundai Accent	0	0	0	0.0%	19	0	19	4.8%
	Kia Rio	5	0	5	14.7%	35	0	35	8.9%
	Kia Rondo	1	0	1	2.9%	19	1	20	5.1%

My model has more standard features and costs hundreds less than the top sellers in this segment. My sales people need to emphasize this to make sure I stay ahead in this segment.

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ABC Ford Inc
0123456

A summary of all of your subscription details, including the specific zip codes and their distance from your home zip.



Report Parameters

Home Zip: 12345
Franchise Defined: Ford

Zip Codes Selected: 48
Dealers within Defined Territory: 8

Zips within Defined Territory	Distance	
12345	Anytown, US	0
12340	Anytown, US	1.4
12341	Anytown, US	1.7
12342	Anytown, US	2.1
12343	Carsburg, US	2.3
12358	Anytown, US	2.3
12356	Anytown, US	2.5
12354	Carsburg, US	2.8
12347	Hubbard Park, US	2.9
12348	Home City, US	3.2
12350	Waterville, US	4.4
12355	Waterville, US	4.4
12351	Carsburg, US	4.5
12328	Earle, US	4.6
12326	Southland, US	4.8
12359	Southland, US	5.1
12361	Earle, US	5.2
12360	Carsburg, US	5.2
12366	Bridgeport, US	5.4
12321	Carsburg, US	5.4
12369	Jennings, US	5.7
12322	Earle, US	6.2
12333	Waterville, US	6.6
12320	Carsburg, US	6.6
12367	Carsburg, US	6.7
12368	Southland, MI	6.9
12310	Carsburg, US	7
12319	Carsburg, US	7.4
12376	Waterville, US	7.4
12301	Stillman, US	7.7
12309	Stillman, US	7.7
12311	Southland, US	7.8
12377	Carsburg, US	7.8
12302	Southland, US	7.9
12316	Earle, US	8
12388	Waterville, US	8.1
12392	Rolling Hills, US	8.1
12303	Carsburg, US	8.2
12394	Rolling Hills, US	8.3
12304	Carsburg, US	8.6
12308	Carsburg, US	8.7
12305	Carsburg, US	8.7
12318	Carsburg, US	8.9
12315	Carsburg, US	9
12384	Earle, US	9.3
12312	Carsburg, US	9.5
12313	Carsburg, US	9.8
12221	East Carsburg, US	9.9

Quick reference to understand how many dealers within your defined market sell your brand.

Your territory can be customized to include up to 200 zip codes and configured any way you like. You are not limited to what the manufacturer has assigned.