AutoCount® sample dealer reports

Enabling you to better understand your market

Experian℠ Automotive

Improve your strategies with the AutoCount Dealer Report℠

We are dedicated to helping you excel against your competition and reach your fullest potential. To assist, we have created these sample dealer reports so you can get the most from Experian Automotive's valuable market information.

Use the following sample reports to:

- Interpret information in innovative ways
- Gain deeper insight into how to utilize your reports
- Increase market awareness
- Develop new methods to surpass your competition

Key benefits:

- Know what specific new and used makes and models to stock
- Improve your vehicle turnover rates
- Identify market trends to beat the competition
- Target your marketing campaigns for the greatest success
- Broaden your lender mix to close more deals

Going forward

For your reference, sample dealer reports are provided on the following pages. For more information on how you can benefit from the AutoCount Dealer Report,℠ call us toll-free 1 800 679 8807 or visit our Website at www.autocount.com.

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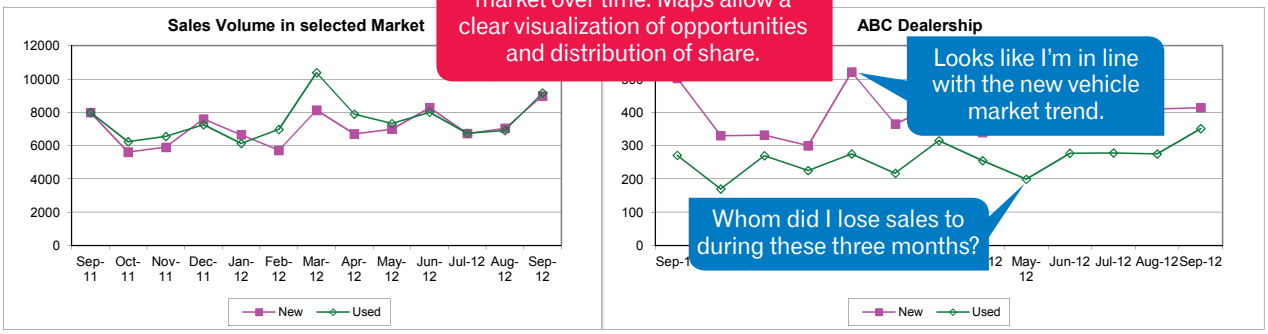
Dealer executive summary report

The executive summary is a snapshot of retail vehicle sales activity in your marketplace. The information is reported based on data from a rolling three-month period to provide you with a clear perspective on current trends in your market.

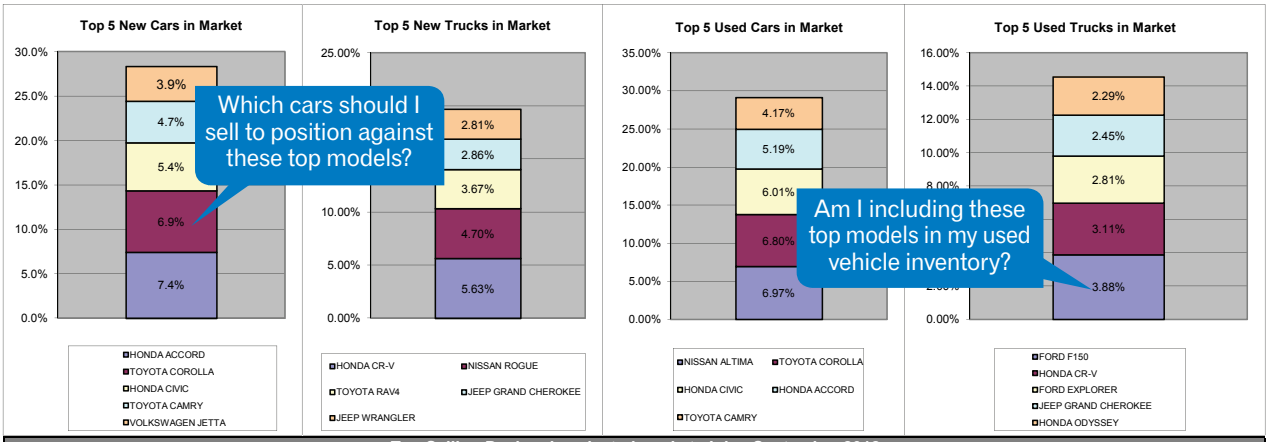
Experian Automotive

Summary for ABC Dealership

Depicts trends of the top-selling new and used vehicles in a dealer's market over time. Maps allow a clear visualization of opportunities and distribution of share.



Top Selling Cars & Trucks in selected market: July - September 2012



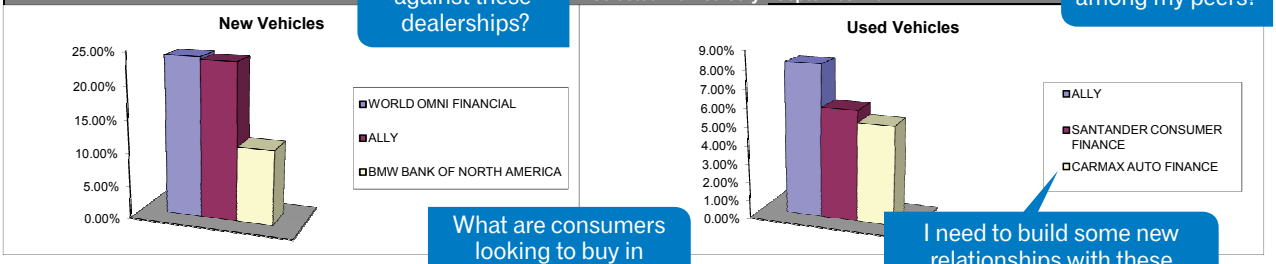
Top Selling Dealers in selected market: July - September 2012

	Competing Makes	Totals		TOYOTA Dealers	Totals
HONDA	ABC HONDA	1,404		ABC DEALERSHIP	1,823
NISSAN	ABC NISSAN	673		WEST ABC DEALERSHIP	972
CHEVROLET	ABC CHEVROLET	426		ABC DEALERSHIP OF SOUTH FLORIDA	798

How am I ranking against these dealerships?

How do I rank among my peers?

in selected market: July - September 2012



What are consumers looking to buy in my market?

I need to build some new relationships with these lenders in my market.

Most Popular Vehicle Searches on AutoCheck.com in selected Market

AutoCheck vehicle history reports

Most Popular Search - Cars		Most Popular Search - Truck	
Rank	Make & Model	Rank	Make & Model
1	2009 TOYOTA CAMRY	1	2009 TOYOTA SIENNA
2	2007 TOYOTA CAMRY	2	2008 TOYOTA SIENNA
3	2011 TOYOTA CAMRY	3	2006 TOYOTA SIENNA
4	2006 NISSAN ALTIMA	4	2009 NISSAN MURANO
5	2005 NISSAN ALTIMA	5	2007 TOYOTA FJ CRUISER

Data Provided by AutoCheck: July - September 2012

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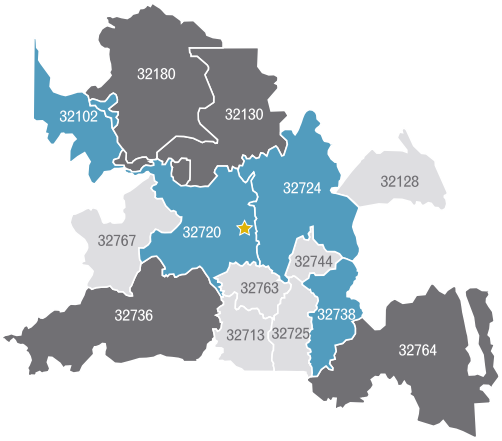
Dealers can visualize where their sales are coming from with a clear view of the density of dealer vehicle sales in the ZIP™ codes and radius selected.

AutoCount — dealer distribution of sales
ABC Dealership

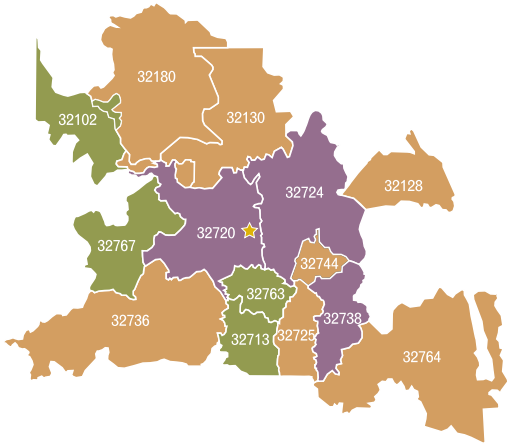


Dealer distribution
- 0%–6% (0 to 10)
- 7%–12% (11 to 20)
- 13%–18% (21 to 30)

July–September 2012, 15-mile radius from 32720

Get a visual "performance review" with an analysis of a dealer's entire specified market and a breakdown of each ZIP™ code to determine where the opportunities are based on the dealer's average penetration of the market versus the competition.

AutoCount — opportunity for improvement
ABC Dealership



ABC Dealership market share average: 1%*
- Above
- Equal
- Below

July–September 2012, 15-mile radius from 32720

**Market share average calculated from total sales in selected market*

In the dealer executive summary report:

- The vehicle-specific information allows the dealer to gauge which vehicles are selling
- The lender detail provides dealers with information on who is actively providing vehicle financing in the market
- The vehicle search information from AutoCheck® tells you specifically which used vehicles consumers are looking to buy in your market

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Dealer market area summary

This report lists all dealers in a selected territory along with how many new, used and fleet transactions were registered for the current period and year to date (YTD), sorted alphabetically by county.

AutoCount Dealer Market Area Summary

Experian Automotive

Company

*** CP = September 2012**

MIAMI-FT. LAUDERDALE, FL

Dealerships are sorted alphabetically within your market by county.

MIAMI-DADE

Year-to-date and current period totals are broken down by new/used/fleet within make.

Dealer Name / Vehicle Make	New * CP	New YTD	Used * CP	Used YTD	Fleet * CP	Fleet YTD
ABC DEALERSHIP						
ACUR						
AUDI						1
BENT			3	7		1
BMW			11	94		1
BUIC				4		
CADI				6		
CHEV			5	32		1
CHRY				11		1
DODG				16		
FORD				23		3
GMC				10		
HOND				998	14	30
HYUN				9		
INFI				12		
ISUZ				2		
JAGU			3	8		
JEEP			1	25		
KIA			1	7		
LAND			2	11		
LEXS				19		
MASS				2		2
MAZD			1	6		
MERC			1	3		
MERZ			22	116		3
MINI			1	13		
MITS			3	8		
NISS			6	47		
PONT				1		1
PORS			2	14		
JEEP			1	5		
KIA				1		
LAND				1		
LEXS				6		
LINC				1		
MAZD			2	6		
MERZ			1	5		
MINI				2		
MITS				4		
NISS			4	31		
PONT				3		
SCIO	16	124	8	57		5
STRN			1	3		
SUBA						
SUZI				1		
TOYT	330	2,316	143	785	314	4,434
VOLK				3		
Dealer Totals	346	2,442	171	1,020	314	4,439
XYZ DEALERSHIP						
ACUR						
AUDI						
BMW			3	13		
CADI				4		
CHEV			4	33		
CHRY				12		
DODG			5	24		
FIAT				1		
FORD			6	19		
GMC			1	5		
HOND			6	65		2
HYUN			1	15		

This is a great reference tool. I can easily find every dealership selling in my market and understand exactly what they are selling.

Now I know the mix of vehicles my competition is selling.

Interesting. Look at the number of fleet vehicles they are selling.

The dealer market area summary report:

- Allows the dealer to pinpoint the activity of competitors in its own county and regional market
- Provides a view of the current period compared with the total YTD results
- Quantifies the number of units sold and registered by make

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Vehicle geographic analysis

This provides a summary of new and used vehicles ranked by dealer and segmented by county within the regional market.

AutoCount Vehicle Geographic Analysis

Experian Automotive

Company

September 2012

MIAMI-FT. LAUDERDALE, FL

Details are ranked by dealer and market totals, market percentages and dealer sales in and out of the market.

Rnk	Dealer Name	County	Pump In	Dlr Ttl	Dlr Ttl %	Pump Out	Mkt Ttl	Mkt Ttl %	BROWARD	MIAMI-DADE	MONROE			
1	SOUTH MOTORS VOLKSWAGE	MIAMI-DADE		919	5.26%	19	900	5.77%	33	852	15			
2	KENDALL TOYOTA	MIAMI-DADE		765	4.38%	20	745	4.77%	57	683	5			
3	AL HENDRICKSON TOYOTA	BROWARD		737	4.22%	197	540	3.46%	497	42	1			
4	RICK CASE HONDA	BROWARD		736	4.21%	36	700	4.48%	566					
5	COCONUT CREEK AUTO MALL	BROWARD		695				3.22%	472					
6	HOLLYWOOD SCION TOYOTA	BROWARD		687				4.20%	488					
7	MAROONE SCION MAROONE T	BROWARD		681				4.16%	516					
8	GUNTHER VOLKSWAGEN OF (	BROWARD		615				2.45%	323					
9	BRAMAN HONDA	MIAMI-DADE		587				3.65%	18	550	2			
10	HEADQUARTER TOYOTA	MIAMI-DADE		517	2.96%	14	503	3.22%	86	416	1			
11	JM LEXUS (MARGATE)	BROWARD		506	2.90%	231	275	1.76%	248	26	1			
12	BRAMAN MOTORS	MIAMI-DADE		498	2.85%	16	482	3.09%	53	424	5			
13	BRICKELL HONDA PONTIAC &	MIAMI-DADE		498	2.85%	22	476	3.05%	40	433	3			
14	MAROONE HONDA OF MIAMI	MIAMI-DADE		492	2.82%	18	474	3.0						
15	WESTON NISSAN VOLVO	BROWARD		454	2.60%	14	440	2.8			1			
16	ABC DEALERSHIP	MIAMI-DADE		452	2.59%	6	446	2.8			2			
17	CORAL SPRINGS HONDA	BROWARD		444	2.54%	61	383	2.45						
18	LEXUS OF PEMBRO			428	2.45%	33	395	2.53%	272	122	1			
19	THE COLLECTION			390	2.23%	10	380	2.43%	28	351	1			
20	MERCEDES-BENZ (			389	2.23%	12	377	2.42%	15	359	3			
21	MIAMI LAKES AUTO			389	2.23%	21	368	2.36%	70	290	8			
22	LIPTON SCION LIPT			382	2.19%	41	341	2.18%	307	34				
23	LEXUS OF KENDALL			362	2.07%	33	329	2.11%	17	308	4			
24	COUNTYLINE LEXUS	BROWARD		356	2.04%	23	333	2.13%	86	245	2			
25	GUNTHER VOLKSWAGEN	BROWARD		353	2.02%	32	321	2.06%	253	68				
26	POTAMKINS PLANET DODGE (	MIAMI-DADE		313	1.79%	11	302	1.93%	16	281	5			
27	BILL SEIDLES NISSAN INC	MIAMI-DADE		298	1.71%	7	291	1.86%	14	276	1			
28	SAWGRASS FORD INC	BROWARD		292	1.67%	32	260	1.67%	229	30	1			
29	LEHMAN TOYOTA			289	1.65%	15	274	1.76%	86	187	1			
30	RICK CASE HYUNDA			289	1.65%	15	274	1.76%	247	26	1			
31	KING HYUNDAI OF D			282	1.61%	115	167	1.07%	150	16	1			
32	PRESTIGE MOTORC			281	1.61%	21	260	1.67%	49	210	1			
33	VISTA MOTOR COMP			273	1.56%	91	182	1.17%	149	33				
34	ED MORSE SAWGRA			258	1.48%	34	224	1.44%	200	23	1			
35	MAROONE CHEVROLET			253	1.45%	14	239	1.53%	175	62	2			
36	WILLIAMSON CADILLAC COMP	MIAMI-DADE		251	1.44%	5	246	1.58%	12	229	5			
37	OFF LEASE ONLY INC	PALM BEACH	Yes	149	0.85%		149	0.95%	100	47	2			
38	MAROONE FORD OF FORT LA	BROWARD		140	0.80%	23	117	0.75%	109	7	1			
39	LOU BACHRODT CHEVROLET	BROWARD		136	0.78%	40	96	0.62%	93	3				
40	NICE CAR INC	BROWARD		132	0.76%	16	116	0.74%	73	43				
41	DELRAY KIA	PALM BEACH	Yes	64	0.37%		64	0.41%	40	23	1			
42	CENTURY MOTORS OF SOUTH	BROWARD		58	0.33%	24	34	0.22%	28	6				
43	CORAL GROUP LLC	MIAMI-DADE		58	0.33%	6	52	0.33%	5	47				
44	BRAMAN MOTORCARS	PALM BEACH	Yes	45	0.26%		45	0.29%	31	13	1			
45	ED MORSE DELRAY SCION ED	PALM BEACH	Yes	45	0.26%		45	0.29%	26	19				
46	ELITE MOTORS ENTERPRISES	MIAMI-DADE		42	0.24%	4	38	0.24%	10	27	1			
47	FINE AUTO SALES & SERVICE	MIAMI-DADE		42	0.24%	3	39	0.25%	2	37				
48	BIRD ROAD SUBARU	MIAMI-DADE		39	0.22%		39	0.25%		39				
49	OCEAN AUTO SALES OF MIAM	MIAMI-DADE		39	0.22%	2	37	0.24%	3	34				
50	ALPINE JAGUAR	BROWARD		37	0.21%	12	25	0.16%	24	1				

Now I understand my competitors' market percentage totals.

Am I getting my fair share of sales in this particular county?

This shows me volumes by county.

Now I have a precise understanding of where I stand versus my competitors.

I need to develop a strategy to stop these dealers from selling in my market.

The vehicle geographic analysis summary report:

- Ranks dealers by total vehicle sales and overall percentage of market share
- Identifies the dealers' market share both with and without pump-outs, so you can view the actual sales in the market and find out which dealers are penetrating that market

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Year, make and model rankings

This report ranks the market activity of new and used vehicles sold and registered by year, make and model.

AutoCount Year, Make, and Model Rankings

Experian Automotive

Company

*** CP = September 2012**

Top-selling new and used vehicles are ranked by volume and broken down by make, model, year and odometer reading.

MIAMI-FT. LAUDERDALE, FL

Interesting. Three of the top 10 new vehicles selling in my market are Hondas.

I am surprised that Altimas are outselling Elantras in my market.

Rank			* CP		Year To Date	
1	TOYOTA	COROLLA	1,117	4.35%	7,818	4.25%
2	HONDA	ACCORD	1,048	4.09%	7,062	3.84%
3	TOYOTA	CAMRY	947	3.69%	6,920	3.76%
4	HYUNDAI	SONATA	935	3.64%	6,454	3.51%
5	HONDA	CIVIC	748	2.92%	5,921	3.22%
6	NISSAN	ALTIMA	549	2.14%	3,633	1.97%
7	HYUNDAI	ELANTRA				2.10%
8	VOLKSWAGEN	JETTA				.96%
9	LEXUS	ES350				.12%
10	HONDA	CR-V				.02%
11	BMW	3-SERIES				.75%
12	TOYOTA	RAV4	367	1.43%	2,134	1.16%
13	KIA	OPTIMA	347	1.35%	2,580	1.40%
14	VOLKSWAGEN	PASSAT	346	1.35%	3,057	1.66%
15	MERCEDES-BENZ	C CLASS	341	1.33%	2,341	1.27%
16	VOLKSWAGEN	CC	330	1.29%	1,457	0.79%
17	NISSAN	ROGUE	325	1.27%	2,527	1.37%
18	LEXUS	RX350	325	1.27%	2,677	1.45%
19	HONDA	ODYSSEY	288	1.12%	2,043	1.11%
20	LEXUS	IS250	273	1.06%	1,960	1.07%
21	JEEP	GRAND CHEROKEE	243	0.95%	1,613	0.88%
22	MERCEDES-BENZ	E CLASS	240	0.94%	1,822	0.99%
23	INFINITI	G37	237	0.92%	1,384	0.75%
24	MAZDA	MAZDA3	236	0.92%	1,730	0.94%
25	JEEP	WRANGLER	224	0.87%	1,563	0.85%
26	HONDA	PILOT	213	0.83%	1,687	0.92%
27	FORD	F150	209	0.81%	1,599	0.87%
28	CADILLAC	SRX	185	0.72%	1,350	0.73%
29	NISSAN	SENTRA	184	0.72%	1,191	0.65%
30	TOYOTA	SIENNA	181	0.71%	1,288	0.70%
31	TOYOTA	HIGHLANDER	176	0.69%	1,210	0.66%
32	BMW	5-SERIES	176	0.69%	1,669	0.91%
33	FORD	EXPLORER	175	0.68%	1,243	0.68%
34	KIA	SOUL	173	0.67%	1,534	0.83%
35	KIA	SORENTO	172	0.67%	1,246	0.68%
36	CHEVROLET	CRUZE	172	0.67%	1,194	0.65%
37	RAM	1500	172	0.67%	975	0.53%
38	FIAT	500	164	0.64%	1,114	0.61%

Used Vehicles

These are the top five used vehicles I should consider stocking.

Rnk	Year	Vehicle Make	Model	Odometer Reading Avg	Min	Max	* CP		Year To Date	
1	2010	TOYOTA	COROLLA	28993	10	138609	291	1.06%	2,044	0.95%
2	2009	BMW	3-SERIES	32213	2863	79999	178	0.65%	939	0.44%
3	2009	NISSAN	ALTIMA	38789	25	999999	161	0.58%	1,208	0.56%
4	2011	NISSAN	ALTIMA	23814	11	53726	160	0.58%	995	0.46%
5	2011	TOYOTA	CAMRY	25656	5	68029	158	0.57%	1,116	0.52%
6	2005	NISSAN	ALTIMA	91895	1	279024	155	0.56%	1,271	0.59%
7	2010	HONDA				83561	146	0.53%	787	0.37%
8	2008	NISSAN				999999	145	0.53%	1,251	0.58%
9	2009	HONDA				465341	144	0.52%	1,103	0.51%
10	2010	HONDA				99999	137	0.50%	921	0.43%
11	2011	HYUNDAI				61514	136	0.49%	781	0.36%
12	2009	HONDA				369740	135	0.49%	1,256	0.58%
13	2006	NISSAN	ALTIMA	80416	18	999999	127	0.46%	1,000	0.47%
14	2009	TOYOTA	COROLLA	41094	2954	104300	123	0.45%	880	0.41%
15	2009	TOYOTA	CAMRY	44176	312	121218	117	0.42%	910	0.42%
16	2011	TOYOTA	COROLLA	12988	10	47855	107	0.39%	538	0.25%
17	2010	VOLKSWAGEN	JETTA	28646	1306	72111	100	0.36%	428	0.20%
18	2012	NISSAN	ALTIMA	7890	169	30046	90	0.33%	317	0.15%
19	2009	MERCEDES-BENZ	C CLASS	33315	1087	92941	89	0.32%	700	0.33%
20	2007	TOYOTA	CAMRY	62941	25	165012	88	0.32%	621	0.29%
21	2010	TOYOTA	CAMRY	36587	4153	999999	87	0.32%	685	0.32%
22	2010	NISSAN	ALTIMA	31870	31	999999	87	0.32%	831	0.39%
23	2008	HONDA	CIVIC	52671	8	999999	81	0.29%	728	0.34%
24	2008	HONDA	ACCORD	49970	4500	999999	81	0.29%	697	0.32%
25	2010	BMW	5-SERIES	31073	3610	72685	78	0.28%	210	0.10%
26	2011	HONDA	CIVIC	17109	2745	60489	77	0.28%	317	0.15%
27	2007	NISSAN	ALTIMA	68302	0	193008	74	0.27%	616	0.29%
28	2010	VOLKSWAGEN	CC	27465	10	68895	72	0.26%	320	0.15%
29	2006	HONDA	CIVIC	76334	8295	199106	68	0.25%	386	0.18%
30	2007	BMW	3-SERIES	60356	8600	166952	67	0.24%	478	0.22%
31	2011	TOYOTA	SIENNA	28651	2	89403	64	0.23%	338	0.16%
32	2008	BMW	3-SERIES	43215	3872	118958	64	0.23%	726	0.34%
33	2011	NISSAN	SENTRA	22645	890	121110	64	0.23%	267	0.12%
34	2009	VOLKSWAGEN	JETTA	33932	3259	485254	63	0.23%	679	0.32%
35	2003	NISSAN	ALTIMA	121356	11619	999999	62	0.23%	534	0.25%
36	2011	HONDA	ACCORD	16602	28	64611	61	0.22%	299	0.14%
37	2010	MERCEDES-BENZ	C CLASS	27440	3252	70676	60	0.22%	316	0.15%
38	2007	TOYOTA	COROLLA	64700	13151	140811	59	0.21%	405	0.19%
39	2009	NISSAN	ROGUE	35787	2095	128738	57	0.21%	425	0.20%
40	2011	VOLKSWAGEN	JETTA	19326	599	44054	57	0.21%	285	0.13%
41	2006	FORD	F150	92427	1	242181	56	0.20%	418	0.19%
42	2005	FORD	F150	112684	23165	331007	55	0.20%	411	0.19%
43	2007	HONDA	CIVIC	62913	9585	193524	55	0.20%	483	0.22%
44	2002	FORD	EXPLORER	61905	0	232758	54	0.20%	425	0.20%
45	2006	BMW	3-SERIES	76815	14157	152034	54	0.20%	442	0.21%
46	2007	HONDA	ACCORD	64963	7025	170431	53	0.19%	420	0.20%
47	2003	HONDA	ACCORD	111273	1	218378	52	0.19%	395	0.18%
48	2009	HONDA	CR-V	31050	5610	96470	52	0.19%	404	0.19%
49	2012	TOYOTA	COROLLA	770	2	9150	52	0.19%	154	0.07%

The year, make and model rankings report:

- Identifies the sales activity of the most popular makes and models by the total number of sold and registered vehicles and the overall percentage of market share
- Allows dealers to determine which vehicles are selling and which vehicles are not

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ZIP Code™ rankings

This report displays the ZIP Code™ volumes ranked by volume for both new and used vehicles.

AutoCount Zip Code Rankings By Volume

Experian Automotive

Company

September 2012

MIAMI-FT. LAUDERDALE, FL

ZIP™ codes are ranked in your market based on current month volume and broken down by new and used vehicle sales.

Am I getting my fair share of sales in my market's top Zip codes?

What is the volume in each of my Zip codes?

Perfect! Now I have a much better idea where I should spend my marketing dollars.

New Vehicles					
Rank	Owner Zip Code	Curr. Month		Year To Date	
1	33178	462	1.80%	3,315	1.80%
2	33027	459	1.79%	3,136	1.70%
3	33186	442	1.72%	3,347	1.82%
4	33160	405	1.58%	2,799	1.52%
5	33180	366	1.43%	2,667	1.45%
6	33326	355	1.38%	2,258	1.23%
7	33076	351	1.37%	2,627	1.43%
8	33324	342	1.33%	2,422	1.32%
9	33[illegible]	[illegible]39	1.32%	2,337	1.27%
10	33[illegible]	[illegible]37	1.31%	2,302	1.25%
11	33[illegible]	[illegible]25	1.27%	2,215	1.20%
12	33[illegible]	[illegible]24	1.26%	1,875	1.02%
13	33013	316	1.23%	2,170	1.18%
14	33134	314	1.22%	2,041	1.11%
15	33029	304	1.19%	2,525	1.37%
16	33071	302	1.18%	2,209	1.20%
17	33321	301	1.17%	2,086	1.13%
18	33021	298	1.16%	1,988	1.08%
19	33433	289	1.13%	1,996	1.08%
20	33165	287	1.12%	2,021	1.10%
21	33175	287	1.12%	2,379	1.29%
22	33028	283	1.10%	1,685	0.92%
23	33063	282	1.10%	1,989	1.08%
24	33155	274	1.07%	1,884	1.02%
25	33067	271	1.06%	1,936	[illegible]
26	33133	269	1.05%	1,712	[illegible]
27	33131	269	1.05%	1,731	[illegible]
28	33193	266	1.04%	1,830	[illegible]
29	33143	264	1.03%	1,709	0.93%
30	33025	263	1.03%	1,844	1.00%
31	33196	250	0.97%	1,933	1.05%
32	33065	245	0.96%	1,833	1.00%
33	33139	240	0.94%	1,769	0.96%
34	33331	238	0.93%	1,637	0.89%
35	33428	238	0.93%	1,529	0.83%
36	33018	236	0.92%	1,718	0.93%
37	33322	230	0.90%	1,739	0.95%
38	33157	230	0.90%	1,883	1.02%
39	33172	228	0.89%	1,680	0.91%
40	33308	227	0.88%	1,790	0.97%
41	33009	225	0.88%	1,523	0.83%

Used Vehicles					
Rank	Owner Zip Code	Curr. Month		Year To Date	
1	33012	438	1.59%	3,619	1.68%
2	33186	407	1.48%	2,705	1.26%
3	33023	405	1.47%	3,332	1.55%
4	33015	397	1.44%	2,951	1.37%
5	33024	384	1.39%	2,858	1.33%
6	33025	357	1.30%	2,943	1.37%
7	33157	353	1.28%	2,621	1.22%
8	33177	344	1.25%	2,536	1.18%
9	33126	332	1.21%	2,467	1.15%
10	33016	329	1.19%	2,399	1.12%
11	33165	325	1.18%	2,515	1.17%
12	33064	323	1.17%	2,473	1.15%
13	33311	320	1.16%	3,496	1.63%
14	33125	319	1.16%	2,463	1.15%
15	33010	307	1.11%	2,460	1.15%
16	33175	306	1.11%	2,405	1.12%
17	33027	[illegible]	1.11%	2,169	1.01%
18	33193	[illegible]	1.07%	2,007	0.93%
19	33068	[illegible]	1.06%	2,483	1.16%
20	33018	[illegible]	1.04%	2,179	1.01%
21	33065	[illegible]	1.04%	2,356	1.10%
22	33063	[illegible]	1.02%	2,138	1.00%
23	33313	281	1.02%	2,698	1.26%
24	33178	280	1.02%	1,877	0.87%
25	33319	275	1.00%	2,068	0.96%
[illegible]	[illegible]	274	1.00%	2,552	1.19%
[illegible]	[illegible]	273	0.99%	2,306	1.07%
[illegible]	[illegible]	266	0.97%	2,300	1.07%
[illegible]	[illegible]	263	0.96%	1,722	0.80%
30	33160	259	0.94%	1,674	0.78%
31	33147	258	0.94%	2,386	1.11%
32	33020	257	0.93%	2,009	0.94%
33	33196	255	0.93%	1,803	0.84%
34	33013	254	0.92%	1,916	0.89%
35	33155	250	0.91%	1,903	0.89%
36	33014	250	0.91%	2,026	0.94%
37	33161	249	0.90%	2,157	1.00%
38	33055	247	0.90%	2,227	1.04%
39	33172	244	0.89%	1,967	0.92%
40	33032	240	0.87%	1,822	0.85%
41	33029	239	0.87%	1,644	0.77%
42	33169	238	0.86%	1,933	0.90%

The ZIP Code rankings report:

- Identifies vehicle sales and registration by ZIP Code
- Pinpoints the dealer's marketing efforts

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Lender summary for dealers

This report displays the lenders, ranked by volume.

AutoCount Report

Lender Summary

Company

September 2012

MIAMI-FT. LAUDERDALE, FL

Lenders are ranked by volume for the current period, and data is broken down by new/used as well as lease/loan.

Great. Now I know where I can go to get loans for my subprime customers.

I can make sure I'm selecting the best mix of noncaptives to get the most people into a vehicle with the right offer.

This means I will be turning away fewer customers. More sales.

There are a lot of new lenders I can approach who I never knew were so active in my market.

Rank	Lender Name	Total Financed		Loan						Lease						No Lender Listed					
				Total		New		Used		Total		New		Used		Total		New		Used	
1	AMERICAN HONDA FINANCE	3,404	8.53%	1,759	5.97%	1,356	10.92%	403	2.37%	1,645	15.73%	1,644	15.82%	1	1.45%	0	0 %	0	0 %	0	0 %
2	WORLD OMNI FINANCIAL	3,198	8.01%	2,263	7.69%	1,836	14.78%	427	2.51%	935	8.94%	935	9.00%	0	0 %	0	0 %	0	0 %	0	0 %
3	AL		7.50%	2,943	9.99%	1,997	16.08%	946	5.56%	48	0.46%	48	0.46%	0	0 %	0	0 %	0	0 %	0	0 %
4	VW		5.74%	650	2.21%	376	3.03%	274	1.61%	1,642	15.70%	1,638	15.76%	4	5.80%	0	0 %	0	0 %	0	0 %
5	HY		5.17%	726	2.47%	660	5.31%	66	0.39%	1,337	12.78%	1,333	12.83%	4	5.80%	0	0 %	0	0 %	0	0 %
6	NIS		4.35%	583	1.98%	499	4.02%	84	0.49%	1,152	11.01%	1,151	11.08%	1	1.45%	0	0 %	0	0 %	0	0 %
7	BMW BANK OF NORTH AMERI	1,628	4.08%	878	2.98%	446	3.59%	432	2.54%	750	7.17%	747	7.19%	3	4.35%	0	0 %	0	0 %	0	0 %
8	CHASE AUTO FINANCE	1,621	4.06%	1,324	4.50%	705	5.68%	619	3.64%	297	2.84%	297	2.86%	0	0 %	0	0 %	0	0 %	0	0 %
9	TOYOTA FINANCIAL SERVICES	1,391	3.49%	326	1.11%	96	0.77%	230	1.35%	1,065	10.18%	1,063	10.23%	2	2.90%	0	0 %	0	0 %	0	0 %
10	SANTANDER CONSUMER FINA	1,285	3.22%	1,285	4.36%	221	1.78%	1,064	6.25%	0						0	0 %	0	0 %	0	0 %
11	SUNTRUST BANK	1,138	2.85%	1,138	3.86%	634	5.11%	504	2.96%	0						0	0 %	0	0 %	0	0 %
12	CAPITAL ONE AUTO FINANCE	1,086	2.72%	1,086	3.69%	394	3.17%	692	4.06%	0						0	0 %	0	0 %	0	0 %
13	MERCEDES BENZ FINANCIAL	1,014	2.54%	279	0.95%	99	0.80%	180	1.06%	73						0	0 %	0	0 %	0	0 %
14	FORD MOTOR CREDIT	969	2.43%	583	1.98%	456	3.67%	127	0.75%	38						0	0 %	0	0 %	0	0 %
15	WESTLAKE FINANCIAL SERVIC	751	1.88%	751	2.55%	5	0.04%	746	4.38%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
16	CARMAX AUTO FINANCE	694	1.74%	694	2.36%	0	0 %	694	4.08%	0						0	0 %	0	0 %	0	0 %
17	TD AUTO FINANCE	607	1.52%	607	2.06%	206	1.66%	401	2.36%	0						0	0 %	0	0 %	0	0 %
18	SPACE COAST CU	599	1.50%	599	2.03%	117	0.94%	482	2.83%	0						0	0 %	0	0 %	0	0 %
19	BANK OF AMERICA	519	1.30%	519	1.76%	235	1.89%	284	1.67%	0						0	0 %	0	0 %	0	0 %
20	PNC BANK	493	1.24%	493	1.67%	281	2.26%	212	1.25%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
21	US BANK	465	1.17%	242	0.82%	190	1.53%	52	0.31%	223	2.13%	223	2.15%	0	0 %	0	0 %	0	0 %	0	0 %
22	BRIGHTSTAR FINANCIAL GRO	428	1.07%	428	1.45%	81	0.65%	347	2.04%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
23	WELLS FARGO DEALER SERV	419	1.05%	419	1.42%	69	0.56%	350	2.06%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
24	AMERICREDIT FINANCIAL SER	413	1.03%	410	1.39%	139	1.12%	271	1.59%	3	0.03%	3	0.03%	0	0 %	0	0 %	0	0 %	0	0 %
25	5TH 3RD BANK	311	0.78%	311	1.06%	135	1.09%	176	1.03%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
26	LEXUS FINANCIAL SERVICES	219	0.55%	214	0.73%	81	0.65%	133	0.78%	5	0.05%	5	0.05%	0	0 %	0	0 %	0	0 %	0	0 %
27	UNITED QUEST FINANCIAL INC	204	0.51%	204	0.69%	0	0 %	204	1.20%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
28	USAA FEDERAL SAVINGS BAN	179						114	0.67%	1	0.01%	1	0.01%	0	0 %	0	0 %	0	0 %	0	0 %
29	REGIONAL ACCEPTANCE	151						100	0.59%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
30	NATIONAL AUTO LENDERS	150						150	0.88%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
31	DADE CO FCU	144						89	0.52%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
32	NICE CAR INC	13						132	0.78%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
33	GM FINANCIAL AMERICREDIT	127						44	0.26%	2	0.02%	2	0.02%	0	0 %	0	0 %	0	0 %	0	0 %
34	SUMMIT FINANCIAL CORP	111	0.28%	111	0.38%	2	0.02%	109	0.64%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
35	SOUTH FLORIDA ACCEPTANC	110	0.28%	110	0.37%	64	0.52%	46	0.27%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
36	NAVY FCU	101	0.25%	101	0.34%	45	0.36%	56	0.33%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
37	PENTAGON FCU	101	0.25%	101	0.34%	45	0.36%	56	0.33%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
38	SOUTHERN AUTO FINANCE C	98	0.25%	98	0.33%	6	0.05%	92	0.54%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
39	OTHERS WITH 3 OR LESS	95	0.24%	95	0.32%	1	0.01%	94	0.55%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %

The lender summary report:

- Identifies lenders' share in the dealer's market
- Maximizes dealer sales by identifying which lenders are providing financing in the dealer's market

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