

# AutoCount<sup>®</sup> sample dealer reports

Enabling you to better understand  
your market

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# Improve your strategies with the AutoCount Dealer Report<sup>SM</sup>

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

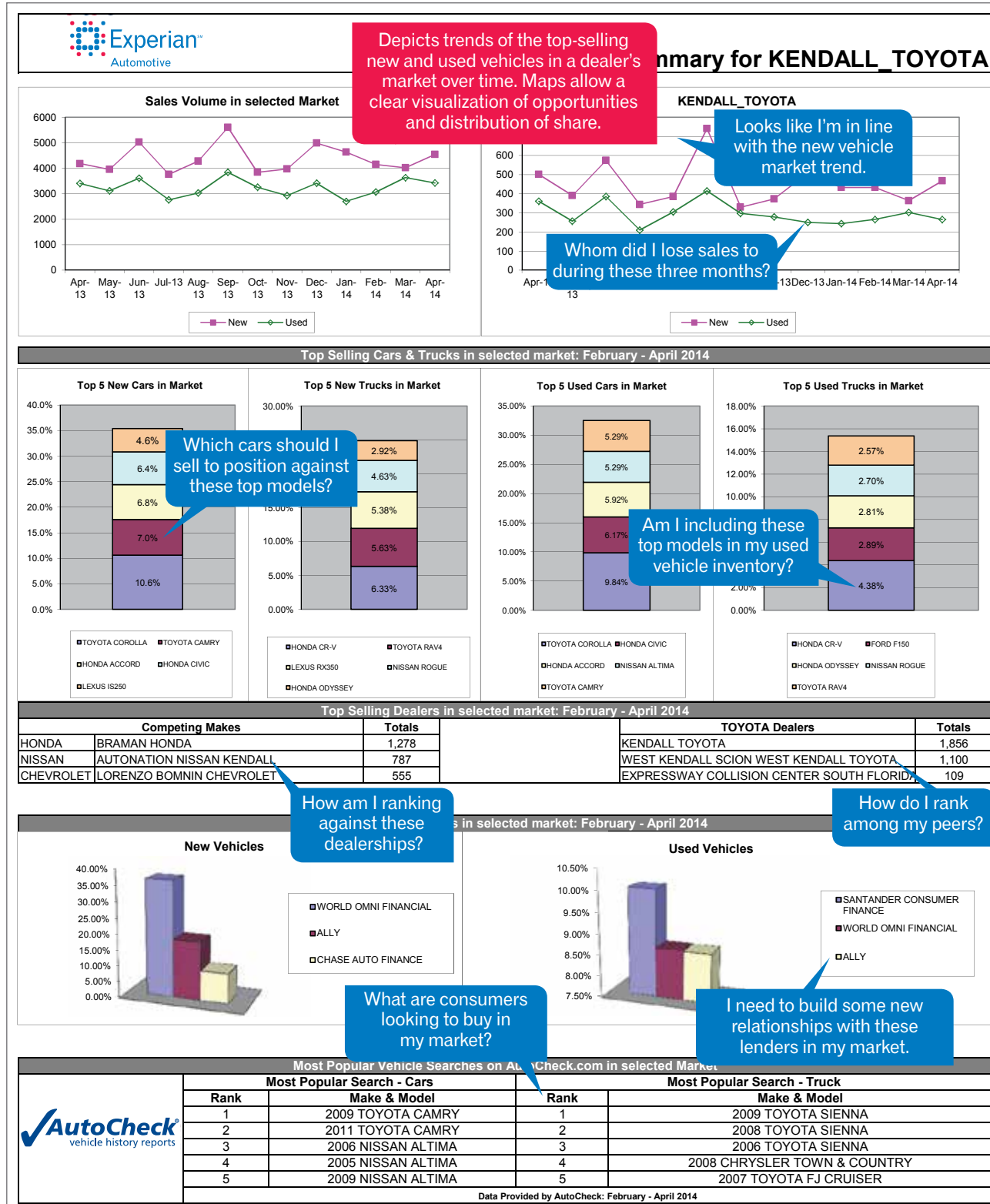
For your reference, sample dealer reports are provided on the following pages. For more information on how you can benefit from the AutoCount Dealer Report<sup>SM</sup>, call us toll-free 1 800 679 8807 or visit our Website at [www.autocount.com](http://www.autocount.com).





# 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.

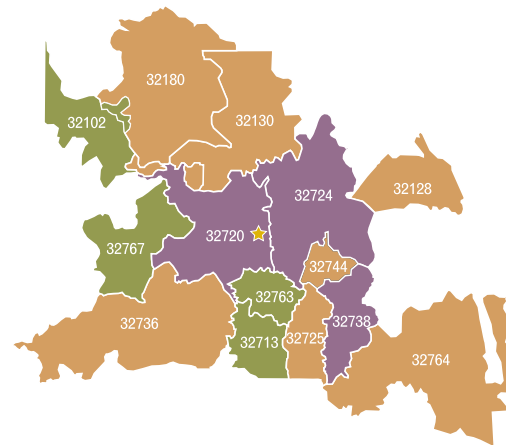
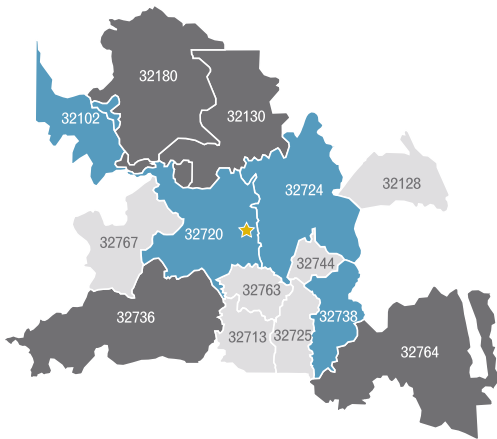


Dealers can visualize where their sales are coming from with a clear view of the density of dealer vehicle sales in the ZIP™ codes and radius selected.

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 — dealer distribution of sales**  
ABC Dealership

**AutoCount — opportunity for improvement**  
ABC Dealership



**Dealer distribution**

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

July–September 2013, 15-mile radius from 32720

**ABC Dealership market share average: 1%\***

- Above
- Equal
- Below

July–September 2013, 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

# 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



### Company

\* CP = April 2014

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.

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

New Vehicles							Used Vehicles							
Rank	Year	Vehicle Make	Model	* CP	Year To Date	Odometer Reading	Avg	Min	Max	* CP	Year To Date			
1	2013	TOYOTA	COROLLA	1,227	5.23%	4,409	4.98%	15677	6	46575	226	0.77%	723	0.69%
2	2012	NISSAN	ALTIMA	1,056	4.50%	3,485	3.93%	35698	1437	75619	201	0.68%	620	0.59%
3	2012	TOYOTA	CAMRY	806	3.44%	2,880	3.25%	24358	1133	79284	179	0.61%	600	0.57%
4	2011	HYUNDAI	3-SERIES	681	2.90%	2,632	2.97%	31757	1674	94643	178	0.60%	674	0.64%
5	2011	HONDA	SONATA	639	2.73%	2,107	2.38%	37878	21	128013	175	0.59%	624	0.59%
6	2011	HONDA	ACCORD	503	2.15%	1,765	1.99%	31109	3205	85729	157	0.53%	567	0.54%
7	2010	TOYOTA	ALTIMA					129676	154	52522	154	0.52%	579	0.55%
8	2013	NISSAN	ALTIMA					54093	148	50928	148	0.50%	528	0.50%
9	2011	TOYOTA	ALTIMA					113917	147	50501	147	0.50%	550	0.52%
10	2012	TOYOTA	ALTIMA					60990	138	40756	138	0.47%	553	0.52%
11	2005	NISSAN	ALTIMA					329881	135	46631	135	0.46%	431	0.41%
12	2008	NISSAN	ALTIMA					999999	133	457	133	0.45%	457	0.43%
13	2011	HONDA	CIVIC					29460	3626	89879	118	0.40%	394	0.37%
14	2011	NISSAN	ALTIMA					41316	4598	122701	117	0.40%	354	0.34%
15	2011	TOYOTA	COROLLA					33752	1837	101562	116	0.39%	409	0.39%
16	2011	VOLKSWAGEN	JETTA					32728	3917	107192	115	0.39%	404	0.38%
17	2011	MERCEDES-BENZ	C CLASS					30975	3909	77138	114	0.39%	415	0.39%
18	2012	HONDA	CIVIC					23890	1762	76670	113	0.38%	405	0.38%
19	2006	NISSAN	ALTIMA					97899	10403	209358	111	0.38%	346	0.33%
20	2010	NISSAN	ALTIMA					47140	7066	125698	109	0.37%	409	0.39%
21	2012	HONDA	ACCORD					22992	989	54977	108	0.37%	367	0.35%
22	2011	MERCEDES-BENZ	E CLASS					29681	2205	94292	103	0.35%	363	0.34%
23	2012	HYUNDAI	SONATA					26808	0	69222	98	0.33%	316	0.30%
24	2013	HYUNDAI	SONATA					20680	46	310069	96	0.33%	314	0.30%
25	2011	HONDA	CR-V					28856	1981	95110	92	0.31%	301	0.29%
26	2009	NISSAN	ALTIMA					63020	7803	139998	92	0.31%	340	0.32%
27	2010	HONDA	CIVIC					43404	5642	136553	89	0.30%	310	0.29%
28	2013	MERCEDES-BENZ	C CLASS					12394	367	38609	88	0.30%	271	0.26%
29	2007	NISSAN	ALTIMA					88891	18282	182053	84	0.28%	271	0.26%
30	2011	BMW	5-SERIES					35835	9256	106738	80	0.27%	280	0.27%
31	2013	HYUNDAI	ELANTRA					21034	170	64244	73	0.25%	269	0.26%
32	2012	NISSAN	SENTRA					28778	1874	79030	71	0.24%	241	0.23%
33	2010	HONDA	ACCORD					46240	6641	276011	70	0.24%	258	0.24%
34	2008	HONDA	ACCORD					70819	9768	166790	69	0.23%	199	0.19%
35	2012	MERCEDES-BENZ	C CLASS					22807	5251	50834	68	0.23%	189	0.18%
36	2008	HONDA	CIVIC					70827	9269	194630	67	0.23%	245	0.23%
37	2008	BMW	3-SERIES					66488	17591	184525	67	0.23%	266	0.25%
38	2007	TOYOTA	CAMRY					80389	9800	198566	67	0.23%	226	0.21%
39	2009	HONDA	CIVIC					54483	6341	120417	66	0.22%	212	0.20%
40	2011	NISSAN	ROGUE					34848	9525	82281	64	0.22%	248	0.24%
41	2013	TOYOTA	CAMRY					12675	5	58045	64	0.22%	195	0.18%
42	2013	NISSAN	ROGUE					11635	11	42926	64	0.22%	250	0.24%
43	2013	CHEVROLET	CRUZE					25277	2265	52987	59	0.20%	174	0.17%
44	2012	HYUNDAI	ELANTRA					29768	358	78424	59	0.20%	186	0.18%
45	2009	BMW	3-SERIES					54596	11490	122808	59	0.20%	225	0.21%
46	2006	BMW	3-SERIES					93095	28353	177626	59	0.20%	185	0.18%
47	2012	NISSAN	VERSA					30236	3646	66904	58	0.20%	210	0.20%
48	2011	MERCEDES-BENZ	M CLASS					35866	3221	72374	56	0.19%	198	0.19%
49	2009	HONDA	ACCORD					63137	8312	123490	56	0.19%	188	0.18%

### 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

# 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



**Company**

April 2014

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

MIAMI-FT. LAUDERDALE, FL

New Vehicles					Used Vehicles						
Rank	Owner Zip Code	Curr. Month	Year To Date		Rank	Owner Zip Code	Curr. Month	Year To Date			
1	33178	401	1.71%	1,577	1.78%	1	33311	587	1.99%	1,927	1.83%
2	33186	399	1.70%	1,549	1.75%	2	33012	515	1.74%	1,808	1.71%
3	33027	375	1.60%	1,488	1.68%	3	33023	506	1.71%	1,643	1.56%
4	33160	340	1.45%	1,373	1.55%	4	33313	472	1.60%	1,506	1.43%
5	33175	323	1.38%	1,111	1.25%	5	33142	412	1.40%	1,364	1.29%
6	33015	319	1.36%	1,097	1.24%	6	33147	408	1.38%	1,283	1.22%
7	33176	310	1.32%	1,168	1.32%	7	33015	402	1.36%	1,387	1.32%
8	33029	306	1.31%	1,255	1.42%	8	33157	395	1.34%	1,302	1.23%
9	33165	302	1.29%	1,136	1.28%	9	33025	388	1.31%	1,459	1.38%
10	33177	300	1.28%	1,121	1.27%	10	33024	387	1.31%	1,370	1.30%
11	33178	300	1.28%	1,158	1.31%	11	33010	386	1.31%	1,202	1.14%
12	33176	286	1.22%	1,188	1.34%	12	33068	371	1.26%	1,165	1.10%
13	33165	285	1.22%	999	1.13%	13	33064	371	1.26%	1,325	1.26%
14	33018	272	1.16%	922	1.04%	14	33125	365	1.24%	1,267	1.20%
15	33025	272	1.16%	1,004	1.13%	15	33161	360	1.22%	1,078	1.02%
16	33157	263	1.12%	900	1.02%	16	33033	359	1.22%	1,171	1.11%
17	33321	262	1.12%	999	1.13%	17	33165	359	1.22%	1,171	1.11%
18	33196	257	1.10%	1,028	1.16%	18	33018	359	1.22%	1,171	1.11%
19	33172	254	1.08%	826	0.93%	19	33177	359	1.22%	1,171	1.11%
20	33063	251	1.07%	912	1.03%	20	33016	359	1.22%	1,171	1.11%
21	33021	248	1.06%	948	1.07%	21	33126	359	1.22%	1,171	1.11%
22	33433	247	1.05%	961	1.08%	22	33175	359	1.22%	1,171	1.11%
23	33134	246	1.05%	948	1.07%	23	33065	317	1.07%	1,086	1.03%
24	33326	245	1.05%	1,024	1.16%	24	33312	315	1.07%	1,131	1.07%
25	33156	243	1.04%	1,025	1.16%	25	33169	311	1.05%	1,048	0.99%
26	33071	240	1.02%	952	1.09%	26	33065	303	1.03%	1,153	1.09%
27	33012	234	1.00%	891	1.01%	27	33065	300	1.02%	1,061	1.01%
28	33016	232	0.99%	812	0.96%	28	33065	299	1.01%	1,017	0.96%
29	33193	228	0.97%	873	0.99%	29	33065	298	1.01%	979	0.93%
30	33155	228	0.97%	892	1.01%	30	33172	292	0.99%	969	0.92%
31	33126	225	0.96%	749	0.85%	31	33063	289	0.98%	991	0.94%
32	33065	219	0.93%	874	0.99%	32	33014	277	0.94%	898	0.85%
33	33183	211	0.90%	762	0.86%	33	33013	276	0.93%	921	0.87%
34	33009	210	0.90%	779	0.88%	34	33056	275	0.93%	900	0.85%
35	33327	205	0.87%	785	0.89%	35	33020	266	0.90%	1,041	0.99%
36	33322	204	0.87%	752	0.85%	36	33054	258	0.87%	825	0.78%
37	33177	204	0.87%	743	0.84%	37	33309	255	0.86%	881	0.84%
38	33143	203	0.87%	776	0.88%	38	33193	254	0.86%	909	0.86%
39	33133	202	0.86%	742	0.84%	39	33027	245	0.83%	935	0.89%
40	33312	200	0.85%	719	0.81%	40	33162	242	0.82%	876	0.83%
41	33130	198	0.84%	803	0.91%	41	33135	240	0.81%	781	0.74%
						42	33196	239	0.81%	848	0.80%

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

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


What is the volume in each of my Zip codes?

### The ZIP Code rankings report:

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

# 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													
Company							Dealerships are sorted alphabetically within your market by county.						
* CP = April 2014													
MIAMI-FT. LAUDERDALE, FL													
Dealer Name	New		Used		Fleet		Dealer Name	New		Used		Fleet	
Vehicle Make	* CP	YTD	* CP	YTD	* CP	YTD	Vehicle Make	* CP	YTD	* CP	YTD	* CP	YTD
<b>MIAMI-DADE</b>													
ABC DEALERSHIP	Year-to-date and current period totals are broken down by new/used/fleet within make.												
ACUR													
BMW													
CADI				1									
CHEV			2	7									
CHRY			2	4									
DODG			3	9									
FIAT				2									
FORD			4	13									
GMC				2									
HOND				22									
HYUN				10									
INFI				2									
JAGU				1									
JEEP				1									
KIA			2	9									
LEXS			5	20									
MAZD			3	8									
MERZ			2	14									
MINI			2	2									
MITS			2	4									
NISS				12	43								
PONT				1									
PORS				1									
RAM				1	1								
SCIO	19	69	8	36									
SUBA				1									
SUZI				3									
TOYT	449	1,629	193	830	197	3,826							
VOLK			6	13									

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

# 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



Company

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

April 2014

MIAMI-FT. LAUDERDALE, FL

Rnk	Dealer Name	County	Pump In	Dir Trl	Dir Trl %	Pump Out	Mkt Trl	Mkt Trl %	BROWARD	MIAMI-DADE	MONROE			
1	OFF LEASE ONLY INC (MIAMI)	MIAMI-DADE		784	1.48%	151	633	1.34%	203	421	9			
2	KENDALL TOYOTA	MIAMI-DADE		733	1.38%	20	713	1.51%	36	672	5			
3	AL HENDRICKSON TOYOTA	BROWARD		694	1.31%	186	508	1.08%	468	38	2			
4	HOLLYWOOD SCION TOYOTA	BROWARD		638	1.20%	45	593	1.26%	421					
5	LEXUS OF PEMBROKE PINES	BROWARD		619				1.21%	363					
6	SOUTH MOTORS VOLKSWAG	MIAMI-DADE		603				1.24%	16					
7	BRAMAN HONDA	MIAMI-DADE		561				1.18%	17					
8	CARMAX AUTO SUPERSTORE	MIAMI-DADE		552				1.15%	34					
9	HEADQUARTER TOYOTA	MIAMI-DADE		546				1.12%	80	449				
10	JM LEXUS (MARGATE)	BROWARD		541	1.02%	229	312	0.66%	273	38	1			
11	AUTONATION SCION WESTON	BROWARD		512	0.97%	27	485	1.03%	362	122	1			
12	COCONUT CREEK SUBARU C	BROWARD		497	0.94%	159	338	0.72%	314	23	1			
13	WEST KENDALL SCION WEST	MIAMI-DADE		478	0.90%	8	470	1.00%	14	452	4			
14	AUTONATION HONDA MIAMI	MIAMI-DADE		473	0.89%	26	447	0.9			3			
15	BRAMAN MOTORS	MIAMI-DADE		470	0.89%	28	442	0.9			2			
16	ABC DEALERSHIP	BROWARD		447	0.84%	15	432	0.9			1			
17	CARMAX AUTO SUPERSTORE	BROWARD		431	0.81%	23	408	0.8						
18	LIPTON SCION LIPT			396	0.75%	49	347	0.74%	307	39	1			
19	DORAL HYUNDAI			393	0.74%	5	388	0.82%	25	362	1			
20	CORAL SPRINGS H			387	0.73%	63	324	0.69%	304	20				
21	RICK CASE HYUNDAI			361	0.68%	16	345	0.73%	268	74	3			
22	LEXUS OF NORTH			355	0.67%	21	334	0.71%	92	240	2			
23	SOUTH DADE TOYO			351	0.66%	10	341	0.72%	21	303	17			
24	EXPRESSWAY COLLISION CE	MIAMI-DADE		348	0.66%	7	341	0.72%	21	319	1			
25	CARMAX (MIAMI LAKES)	MIAMI-DADE		343	0.65%	10	333	0.71%	48	283	2			
26	VISTA MOTOR COMPANY (CO	BROWARD		343	0.65%	137	206	0.44%	166	39	1			
27	AUTONATION NISSAN MIAMI	MIAMI-DADE		322	0.61%	7	315	0.67%	17	297	1			
28	ESSERMAN INTERNATIONAL	MIAMI-DADE		322	0.61%	4	318	0.68%	23	294	1			
29	LEHMAN TOYOTA			319	0.60%	16	303	0.64%	67	236				
30	BRICKELL LUXURY M			308	0.58%	10	298	0.63%	23	273	2			
31	CORAL SPRINGS BU			308	0.58%	54	254	0.54%	240	14				
32	SAWGRASS FORD IN			308	0.58%	32	276	0.59%	233	41	2			
33	AUTONATION NISSA			306	0.58%	4	302	0.64%	10	284	8			
34	BILL SEIDLES NISSA			292	0.55%	2	290	0.62%	4	286				
35	POTAMKINS PLANET			292	0.55%	13	279	0.59%	18	255	6			
36	GUNTHER VOLKSWAGEN OF	BROWARD		289	0.55%	110	179	0.38%	146	33				
37	AUTONATION HONDA HOLLY	BROWARD		288	0.54%	22	266	0.56%	201	63	2			
38	AUTONATION NISSAN PRMBR	BROWARD		288	0.54%	11	277	0.59%	181	94	2			
39	LEHMAN SUBARU LEHMAN HY	MIAMI-DADE		285	0.54%	17	268	0.57%	107	160	1			
40	RICK CASE HYUNDAI INC	BROWARD		284	0.54%	20	264	0.56%	235	29				
41	MIAMI LAKES AUTOMALL MIA	MIAMI-DADE		281	0.53%	17	264	0.56%	45	214	5			
42	ARRIGO DODGE CHRYSLER J	BROWARD		272	0.51%	48	224	0.48%	191	32	1			
43	LORENZO BOMNIN CHEVROL	MIAMI-DADE		271	0.51%	21	250	0.53%	26	218	6			
44	FLORIDA FINE CARS INC (MIA	MIAMI-DADE		270	0.51%	42	228	0.48%	106	120	2			
45	UNIVERSITY MITSUBSHI DRIV	BROWARD		268	0.51%	32	236	0.50%	177	59				
46	WESTON NISSAN VOLVO	BROWARD		268	0.51%	16	252	0.53%	179	72	1			
47	LEXUS OF KENDALL	MIAMI-DADE		264	0.50%	18	246	0.52%	23	221	2			
48	TOYOTA OF DEERFIELD BEAC	BROWARD		264	0.50%	105	159	0.34%	150	9				
49	HOLLYWOOD KIA	BROWARD		257	0.49%	17	240	0.51%	169	70	1			
50	MERCEDES-BENZ OF CORAL	MIAMI-DADE		254	0.48%	8	246	0.52%	14	230	2			

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



# Lender summary for dealers

This report displays the lenders, ranked by volume.

AutoCount Report		Lenders are ranked by volume for the current period, and data is broken down by new/used as well as lease/loan.														Experian <sup>SM</sup> Automotive									
Lender Summary																MIAMI-FT. LAUDERDALE, FL									
Company																									
April 2014																									
Rank	Lender Name	Total Financed		Loan				Lease				No Lender Listed													
		Total	%	Total	New	Used	Total	New	Used	Total	New	Used	Total	%											
1	WORLD OMNI FINANCIAL	3,264	8.03%	2,295	7.71%	1,856	17.77%	439	2.27%	969	8.93%	969	8.99%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
2	ALIV	2,616	6.44%	2,057	6.91%	777	7.44%	1,280	6.62%	559	5.15%	551	5.11%	8	10.26%	0	0%	0	0%	0	0%	0	0%	0	0%
3	AM	2,616	6.44%	2,057	6.91%	777	7.44%	1,280	6.62%	559	5.15%	551	5.11%	8	10.26%	0	0%	0	0%	0	0%	0	0%	0	0%
4	CH	2,616	6.44%	2,057	6.91%	777	7.44%	1,280	6.62%	559	5.15%	551	5.11%	8	10.26%	0	0%	0	0%	0	0%	0	0%	0	0%
5	TO	2,616	6.44%	2,057	6.91%	777	7.44%	1,280	6.62%	559	5.15%	551	5.11%	8	10.26%	0	0%	0	0%	0	0%	0	0%	0	0%
6	NIK	2,616	6.44%	2,057	6.91%	777	7.44%	1,280	6.62%	559	5.15%	551	5.11%	8	10.26%	0	0%	0	0%	0	0%	0	0%	0	0%
7	SANTANDER CONSUMER FINA	1,685	4.15%	1,682	5.65%	240	2.30%	1,442	7.46%	3	0.03%	1	0.01%	2	2.56%	0	0%	0	0%	0	0%	0	0%	0	0%
8	VW CREDIT INC	1,643	4.04%	448	1.51%	248	2.37%	200	1.04%	1,195	11.01%	1,195	11.09%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
9	HYUNDAI CAPITAL AMERICA	1,598	3.93%	505	1.70%	431	4.13%	74	0.38%	1,093	10.07%	1,092	10.13%	1	1.28%	0	0%	0	0%	0	0%	0	0%	0	0%
10	CAPITAL ONE AUTO FINANCE	1,535	3.78%	1,535	5.16%	468	4.48%	1,067	5.52%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
11	BMW BANK OF NORTH AMERI	1,371	3.37%	608	2.04%	291	2.79%	317	1.64%	76	0.71%	76	0.71%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
12	FORD MOTOR CREDIT	1,135	2.79%	526	1.77%	394	3.77%	132	0.68%	60	0.57%	60	0.57%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
13	WESTLAKE FINANCIAL SERVIC	883	2.17%	883	2.97%	25	0.24%	858	4.44%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
14	MERCEDES BENZ FINANCIAL	851	2.09%	298	1.00%	110	1.05%	188	0.97%	55	0.51%	55	0.51%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
15	CARMAX AUTO FINANCE	714	1.76%	714	2.40%	0	0%	714	3.70%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
16	SUNTRUST BANK	707	1.74%	707	2.38%	295	2.82%	412	2.13%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
17	CHRYSLER CAPITAL	551	1.36%	535	1.80%	383	3.67%	152	0.79%	16	0.15%	16	0.15%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
18	BANK OF AMERICA	461	1.13%	461	1.55%	218	2.09%	243	1.26%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
19	SPACE COAST CU	448	1.10%	448	1.51%	129	1.24%	319	1.65%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
20	US BANK	445	1.10%	193	0.65%	134	1.28%	59	0.31%	252	2.32%	251	2.33%	1	1.28%	0	0%	0	0%	0	0%	0	0%	0	0%
21	WELLS FARGO DEALER SERV	430	1.06%	430	1.44%	124	1.19%	306	1.58%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
22	BANKUNITED	418	1.03%	418	1.40%	177	1.69%	241	1.25%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
23	PNC BANK	384	0.95%	384	1.29%	221	2.12%	163	0.84%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
24	TD AUTO FINANCE	361	0.89%	361	1.21%	99	0.95%	262	1.36%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
25	5TH 3RD BANK	346	0.85%	346	1.16%	143	1.37%	203	1.05%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
26	AMERICREDIT FINANCIAL SER	334	0.82%	334	1.12%	87	0.83%	247	1.28%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
27	CCAP AUTO LEASE LTD	312	0.77%	10	0.03%	10	0.10%	0	0%	302	2.78%	302	2.80%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
28	AMERICAN CREDIT ACCEPTAN	262	0.65%	262	0.91%	256	1.32%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
29	DADE CO FCU	253	0.63%	253	0.91%	158	0.82%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
30	TFP ENTERTAINMENT INC	219	0.54%	219	0.81%	219	1.13%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
31	LEXUS FINANCIAL SERVICES	209	0.52%	209	0.78%	159	0.82%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
32	EXETER FINANCE CORP	209	0.52%	209	0.78%	194	1.00%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
33	USAA FEDERAL SAVINGS BAN	189	0.46%	189	0.70%	123	0.64%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
34	FT TRADE FINANCIAL CORP	173	0.43%	173	0.58%	0	0%	173	0.90%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
35	GATEWAY ONE LENDING & FI	172	0.42%	172	0.58%	21	0.20%	151	0.78%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
36	REGIONAL ACCEPTANCE	162	0.40%	162	0.54%	40	0.38%	122	0.63%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
37	BRIGHTSTAR FINANCIAL GRO	156	0.38%	156	0.52%	35	0.34%	121	0.63%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
38	DRIVETIME FINANCE CORP	152	0.37%	152	0.51%	0	0%	152	0.79%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
39	BB&T BANK	149	0.37%	149	0.50%	93	0.89%	56	0.29%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%

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

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### 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

# Year, make, model rankings by dealer

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

## AutoCount Vehicles by Dealer



**Company**

**April 2014**

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

MIAMI-FT. LAUDERDALE, FL

KENDALL TOYOTA

MIAMI-DADE

Vehicle Year	Vehicle Make	Vehicle Model	Total	New	Used
2014	SCION	FR-S	1	1	0
2014	SCION	TC	8	7	1
		XB	6	6	0
		XD	4	4	0
		4RUNNER	19	19	0
2014	TOYOTA	AVALON	5	5	0
2014	TOYOTA	CAMRY	118	116	2
2014	TOYOTA	COROLLA	167	161	6
2014	TOYOTA	HIGHLANDER	22	22	0
2014	TOYOTA	PRIUS	12	12	0
2014	TOYOTA	PRIUS V	2	2	0
2014	TOYOTA	RAV4	44	43	1
2014	TOYOTA	SEQUOIA	2	2	0
2014	TOYOTA	SIENNA	17	17	0
2014	TOYOTA	TACOMA	25	24	1
2014	TOYOTA	TUNDRA	10	10	0
2014	TOYOTA	VENZA	6	6	0
2013	CHEVROLET	CRUZE	1	0	1
2013	CHEVROLET	IMPALA	1	0	1
2013	DODGE	CHALLENGER	1	0	1
2013	DODGE	JOURNEY	1	0	1
2013	FORD	F150	1	0	1
2013	FORD	MUSTANG	1	0	1
2013	GMC	TERRAIN	1	0	1
2013	HYUNDAI	ELANTRA	1	0	1
2013	HYUNDAI	GENESIS	1	0	1
2013	MAZDA	MAZDA3	1	0	1
2013	MERCEDES-BENZ	C CLASS	1	0	1
2013	MINI	COOPER	1	0	1
2013	NISSAN	ALTIMA	1	0	1
2013	NISSAN	SENTRA	1	0	1

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The year, make and model rankings by dealer 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

## AutoCount Report

Trend Callout:



DealerName	Apr-13	Aug-13	Dec-13	Apr-14	LineTotal
KENDALL TOYOTA	862	691	759	733	9687
SOUTH MOTORS VOLKSWAGEN SOUTH MOTORS HONDA	636	795	572	603	8784
AL HENDRICKSON TOYOTA	575	641	765	694	8386
HOLLYWOOD HONDA OF HOLLYWOOD	762	693	805	638	8187
COCONUT CREEK TOYOTA	546	510	725	497	7345
OFF HONDA	553	498	595	784	7329
RICK CASE HONDA	526	516	538	447	6744
BRAMAN HONDA	540	508	613	561	6729
AUTONATION SCION WESTON AUTONATION	682	384	478	512	6391
JM LEXUS (MARGATE)	311			541	6383
HEADQUARTER TOYOTA	381			546	6366
LEXUS OF PEMBROKE PINES	411			619	6219
CARMAX AUTO SUPERSTORES INC (DORAL)	501	401	499	552	5953
CARMAX AUTO SUPERSTORES INC (DAVIE)	442			431	5684
WEST KENDALL SCION WEST KENDALL TOYOTA	487			478	5432
BRAMAN MOTORS	376			470	5179
LEXUS OF NORTH MIAMI	325	406	619	355	5076
AUTONATION HONDA MIAMI LAKES	327	330	390	473	4960
VISTA MOTOR COMPANY (COCONUT CREEK)	353	365	417	343	4844
GUNTHER VOLKSWAGEN OF COCONUT CREEK	351	300	386	289	4782
DORAL HYUNDAI	259	351	402	393	4605
RICK CASE HYUNDAI	424	344	362	361	4591
MIAMI LAKES AUTOMALL MIAMI LAKES	314	405	323	281	4445
LIPTON SCION LIPTON TOYOTA	318	343	393	396	4368
ARRIGO DODGE CHRYSLER JEEP	291	329	343	272	4310
CORAL SPRINGS HONDA	290	315	314	387	4204
ESSERMAN INTERNATIONAL VOLKSWAGEN	337	301	405	322	4151
BRICKELL LUXURY MOTORS	221	272	315	308	3861
EXPRESSWAY COLLISION CENTER	263	292	370	348	3839

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The trend report:

- Bullet One
- Bullet Two

# Vehicle registration details — No VIN

Vehicle registration details into text.

AutoCount Vehicle Registration Details											
Company											
April 2014											
New & Used Vehicles											
MIAMI-FT. LAUDERDALE, FL											
Pump	Yr	Body	Vehicle Make	Vehicle Model	Vehicle Segment	N / U	Odom.	Zip Code	Owner County	Owner City	Lender Name
KENDALL TOYOTA					ND					MIAMI-DADE	
	2010	T	ACUR			U	36179	33027	BROWARD	MIRAMAR	NO LENDER LISTED
	2011	C	BMW		LUXURU		29245	33015	MIAMI-DADE	HIALEAH	WORLD OMNI FINANCIAL
Out	2006	C	BMW		LUXURU		53635	33486	PALM BEACH	BOCA RATON	5TH 3RD BANK
	2011	C	BMW		LUXURU		23905	33178	MIAMI-DADE	DORAL	SANTANDER CONSUMER FINANCE
	2007	T	BMW	X5	CUV - PREMIUM	U	72883	33176	MIAMI-DADE	MIAMI	SANTANDER CONSUMER FINANCE
	2011	C	BMW	Z4	SPORT CAR - PREMIUM	U	14711	33141	MIAMI-DADE	NORTH BAY VILLAGE	WORLD OMNI FINANCIAL
	2013	C	CHEV	CRUZE	SMALL CAR - ECONOMY	U	18257	33176	MIAMI-DADE	MIAMI	WORLD OMNI FINANCIAL
	2013	C	CHEV	IMPALA	MID RANGE CAR - STANIU		31737	33186	MIAMI-DADE	MIAMI	SANTANDER CONSUMER FINANCE
	2012	T	CHRY	TOWN & COUNTRY	VAN - MINI	U	38915	33184	MIAMI-DADE		
	2012	T	CHRY	TOWN & COUNTRY	VAN - MINI	U	39807	33157	MIAMI-DADE		
	2012	T	CHRY	.....LENGER	SPORT CAR - TOURING	U	11448	33010	MIAMI-DADE		
ABC DEALERSHIP	2006	T	DODG	DAKOTA	PICKUP - SMALL	U	88653	33190	MIAMI-DADE		
	2013	T	DODG	JOURNEY	CUV - ENTRY LEVEL	U	13523	33034	MIAMI-DADE		
	2007	T	FORD	EXPLORER	SUV - LOWER MID RANGU		90173	33186	MIAMI-DADE	MIAMI	SOUTHERN AUTO FINANCE CO
	2013	T	FORD	F150	PICKUP - FULL SIZED	U	11468	33173	MIAMI-DADE		
	2008	C	FORD	MUSTANG	SPORT CAR - TOURING	U	33767	33196	MIAMI-DADE		
	2013	C	FORD	MUSTANG	SPORT CAR - TOURING	U	14158	33165	MIAMI-DADE		
	2013	T	GMC	TERRAIN	CUV - ENTRY LEVEL	U	14744	33173	MIAMI-DADE		
	2007	C	HOND	CIVIC	MID RANGE CAR - LOWEU		107211	33156	MIAMI-DADE		
	2008	C	HOND	CIVIC	MID RANGE CAR - LOWEU		61455	33015	MIAMI-DADE	HIALEAH	NICHOLAS FINANCIAL INC
	2010	C	HOND	CIVIC	MID RANGE CAR - LOWEU		36017	33130	MIAMI-DADE	MIAMI	WORLD OMNI FINANCIAL
	2010	C	HOND	CIVIC	MID RANGE CAR - LOWEU		40203	33183	MIAMI-DADE	MIAMI	WORLD OMNI FINANCIAL
	2011	C	HOND	CIVIC	MID RANGE CAR - LOWEU		26370	33126	MIAMI-DADE	MIAMI	SANTANDER CONSUMER FINANCE
	2012	T	HOND	CR-V	CUV - ENTRY LEVEL	U	22110	33182	MIAMI-DADE	MIAMI	CHASE AUTO FINANCE
	2011	T	HOND	PILOT	CUV - MID RANGE	U	29011	33196	MIAMI-DADE	MIAMI	WORLD OMNI FINANCIAL
	2012	C	HYUN	ACCENT	SMALL CAR - BUDGET	U	33259	33165	MIAMI-DADE	MIAMI	WORLD OMNI FINANCIAL
	2009	C	HYUN	ELANTRA	SMALL CAR - ECONOMY		79551	33142	MIAMI-DADE	MIAMI	SANTANDER CONSUMER FINANCE
	2013	C	HYUN	ELANTRA	SMALL CAR - ECONOMY		27473	33138	MIAMI-DADE	MIAMI SHORES	AMERICREDIT FINANCIAL SERVICES INC
	2013	C	HYUN	GENESIS	UPSCALE - NEAR LUXURU				MIAMI-DADE	HOMESTEAD	WORLD OMNI FINANCIAL
	2012	C	KIA	OPTIMA	MID RANGE CAR - LOWEU				MIAMI-DADE	MIAMI	SANTANDER CONSUMER FINANCE
	2011	C	KIA	SOUL	SMALL CAR - ECONOMY				MIAMI-DADE	HIALEAH	CAPITAL ONE AUTO FINANCE
	2008	C	LEXS	GS350	UPSCALE - NEAR LUXURU				MIAMI-DADE	MIAMI	WELLS FARGO DEALER SERVICES
	2011	C	LEXS	IS250	UPSCALE - NEAR LUXURU				MIAMI-DADE	MIAMI	WORLD OMNI FINANCIAL
	2011	C	LEXS	IS250	UPSCALE - NEAR LUXURU				MIAMI-DADE	DORAL	SUNTRUST BANK
	2012	C	LEXS	IS250	UPSCALE - NEAR LUXURU		40450	33032	MIAMI-DADE	HOMESTEAD	SANTANDER CONSUMER FINANCE
	2010	T	LEXS	RX350	CUV - PREMIUM	U	32622	33141	MIAMI-DADE	MIAMI BEACH	WORLD OMNI FINANCIAL
	2013	C	MAZD	MAZDA3	SMALL CAR - ECONOMY		17879	33165	MIAMI-DADE	MIAMI	WORLD OMNI FINANCIAL
Out	2011	C	MAZD	MAZDA6	MID RANGE CAR - STANIU		53064	34953	ST. LUCIE	PT ST LUCIE	SANTANDER CONSUMER FINANCE
	2004	T	MAZD	MPV	VAN - MINI	U	87761	33015	MIAMI-DADE	HIALEAH	SOUTHERN AUTO FINANCE CO
	2013	C	MERZ	C CLASS	UPSCALE - NEAR LUXURU		23739	33180	MIAMI-DADE	AVENTURA	WORLD OMNI FINANCIAL
	2008	T	MERZ	M CLASS	CUV - PREMIUM	U	69695	33133	MIAMI-DADE	MIAMI	CAPITAL ONE AUTO FINANCE
	2010	C	MINI	COOPER	SPORT CAR - TOURING	U	33729	33139	MIAMI-DADE	MIAMI BEACH	NO LENDER LISTED

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- Bullet one
- Bullet two



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