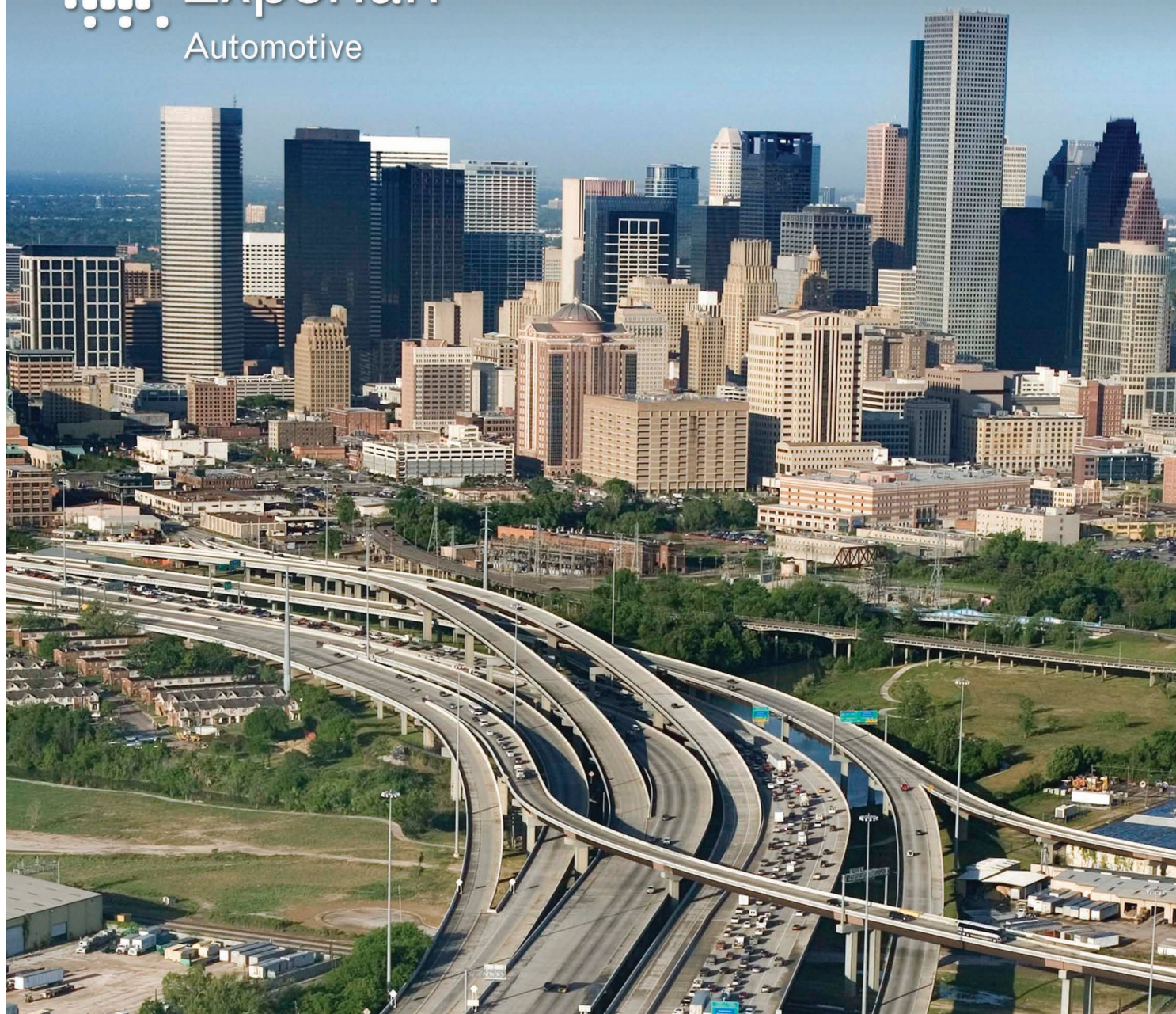


AutoCount[®] sample lender reports

Enabling you to better understand your market



Improve your strategies with the AutoCount® lender report

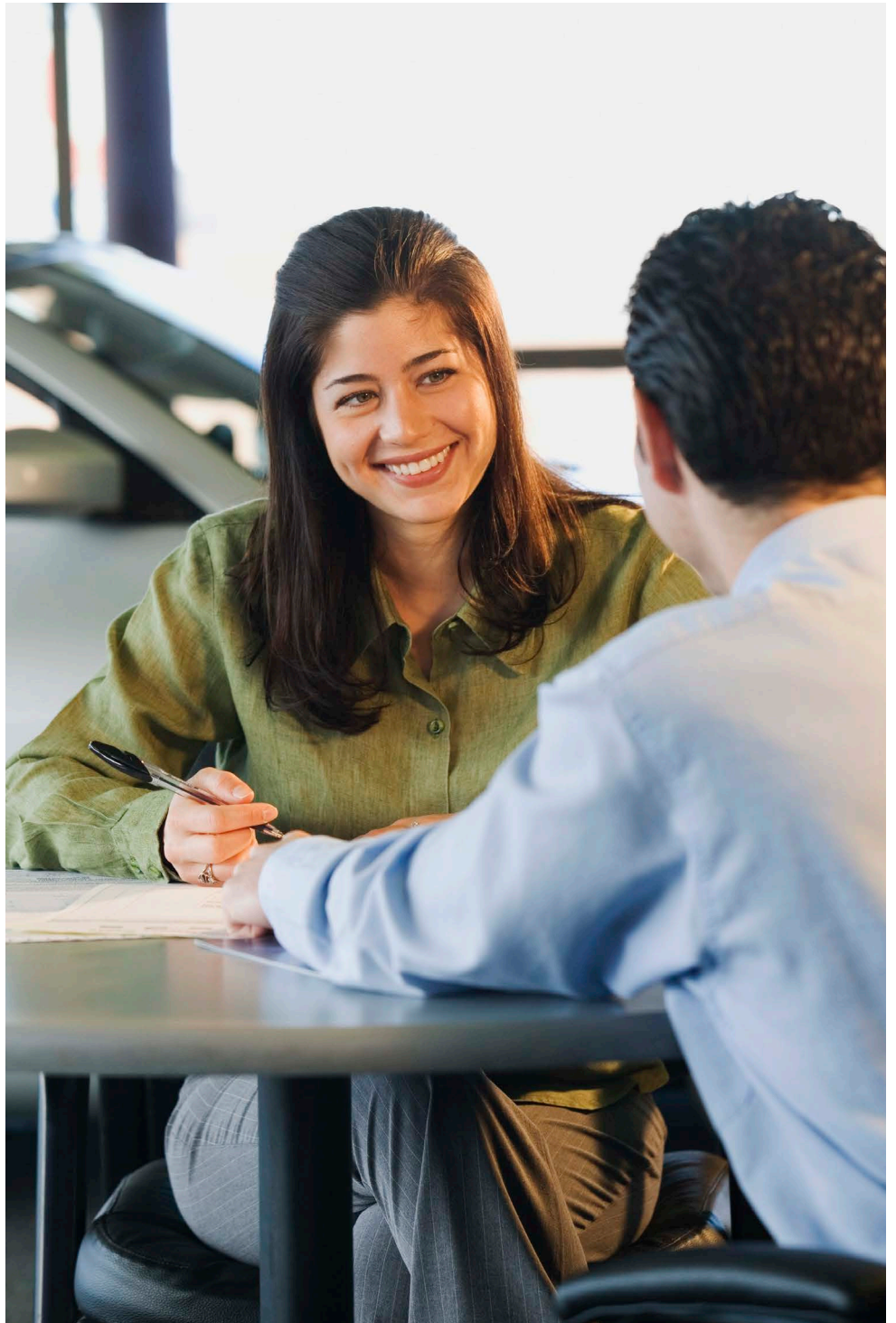
We are dedicated to helping you excel against your competition and reach your fullest potential. To assist you, we have created these sample lender reports so you can get the most from Experian Automotive's valuable market information.

Get the answers to better understand the market and your competition:

- Identify the most effective new ways to create business opportunities
- Discover the relationships competitors have established and how they impact you
- Detect new sales strategies to improve dealer targeting
- Benchmark your own programs to market averages

Going forward

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



Lender state summary

This report reflects statewide market share and other industry statistics in a concise, one-page format.

AutoCount State Summary

Company

Discover the top-ranked 50 lenders by total contracts financed in each state.



September 2012

FL

Rnk Lender Name	Total Financed		Loan						Lease			
			Total	New	Used	Total	New	Used				
1 ALLY	10,295	7.15%	10,145	8.19%	6,637	12.76%	3,508	4.88%	150	0.74%	150	0.75%
2 WORLD OMNI FINANCIAL				6.04%	6,364	12.24%	1,120	1.56%	1,926	9.53%	1,925	9.60%
3 AMERICAN HONDA FINANCE				3.67%	3,845	7.39%	694	0.97%	3,389	16.77%	3,388	16.89%
4 HYUNDAI CAPITAL AMERICA				2.73%	3,076	5.91%	311	0.43%	3,083	15.25%	3,079	15.35%
5 SUNTRUST BANK				4.42%	2,919	5.61%	2,557	3.56%				
6 FORD MOTOR CREDIT				3.45%	3,437	6.61%	836	1.16%	1,093	5.41%	1,089	5.43%
7 NISSAN INFINITI FINANCIAL SERVICES	5,237	3.64%	2,881	2.33%	2,649	5.09%	232	0.32%	2,356	11.66%	2,352	11.73%
8 CAPITAL ONE AUTO FINANCE	4,551	3.16%	4,551	3.67%	1,640	3.15%	2,911	4.05%				
9 SANTANDER CONSUMER FINANCE	4,531	3.15%	4,531	3.66%	859	1.65%	3,672	5.11%				
10 CHASE AUTO FINANCE	4,440	3.08%	3,909	3.16%	2,243	4.31%	1,666	2.32%	531	2.63%	531	2.65%
11 VW CREDIT INC	4,190	2.91%	1,626	1.31%	1,056	2.03%	570	0.79%	2,564	12.69%	2,560	12.76%
12 WELLS FARGO DEALER SERVICES	3,872	2.69%	3,872	3.13%	733	1.41%	3,139	4.37%				
13 BMW BANK OF NORTH AMERICA	3,328	2.31%	1,999	1.61%	972	1.87%	1,027	1.43%	1,329	6.58%	1,321	6.59%
14 PNC BANK	3,106	2.16%	3,106	2.51%	1,807	3.47%	1,299	1.81%				
15 BANK OF AMERICA	2,768	1.92%	2,768	2.24%	1,420	2.73%	1,348	1.88%				
16 TOYOTA FINANCIAL SERVICES	1,996	1.39%	488	0.39%	157	0.30%	331	0.46%	1,508	7.46%	1,505	7.50%
17 MERCEDES BENZ FINANCIAL	1,975	1.37%	578	0.47%	206	0.40%	372	0.52%				
18 TD AUTO FINANCE	1,915	1.33%	1,915	1.55%	806	1.55%	1,109	1.54%				
19 CARMAX AUTO FINANCE	1,846	1.28%	1,846	1.49%			1,846	2.57%				
20 AMERICREDIT FINANCIAL SERVICES INC	1,831	1.27%	1,828	1.48%	674	1.30%	1,154	1.61%				
21 WESTLAKE FINANCIAL SERVICES	1,820	1.26%	1,820	1.47%	6	0.01%	1,814	2.53%				
22 SPACE COAST CU	1,807	1.25%	1,807	1.46%	615	1.18%	1,192	1.66%				
23 5TH 3RD BANK	1,598	1.11%	1,598	1.29%	673	1.29%	925	1.29%				
24 US BANK	1,225	0.85%	872	0.70%	624	1.20%	248	0.35%	353	1.75%	353	1.76%
25 SUN COAST SCHOOLS CU	1,221	0.85%	1,221	0.99%	321	0.62%	900	1.25%				
26 GROW FINANCIAL FCU	1,174	0.81%	1,174	0.95%	121	0.23%	1,053	1.47%				
27 USAA FEDERAL SAVINGS BANK	1,112	0.77%	1,111	0.90%	384	0.74%	727	1.01%	1		1	
28 NAVY FCU	1,077	0.75%	1,077	0.87%	432	0.83%	645	0.90%				
29	1,069	0.74%	1,069	0.86%	546	1.05%	523	0.73%				
30	1,029	0.71%	1,029	0.83%	687	1.32%	342	0.48%				
Totals	144,052		123,841		52,004		71,837		20,211		20,056	155

Who are the top lenders in the state?

I didn't realize this lender conducted lease business.

What dealers can I work with that focus primarily on cash transactions?

Statewide Statistics

All Vehicles	193,834		Total - No Lender	49,782	
No Lender Listed	49,782	25.68%	New - No Lender	12,964	26.04%
Financed Vehicles	144,052	74.32%	Used - No Lender	36,818	73.96%
Total Loan	123,841		Total New	85,024	
New Loan Total	52,004	41.99%	New Loan Total	52,004	61.16%
Used Loan Total	71,837	58.01%	New Lease Total	20,056	23.59%
Total Lease	20,211		New - No Lender	12,964	15.25%
New Lease Total	20,056	99.23%	Total Used	108,810	
Used Lease Total	155	0.77%	Used Loan Total	71,837	66.02%
			Used Lease Total	155	0.14%
			Used - No Lender	36,818	33.84%

The lender state summary report

- Get the total number of loans and leases for both new and used vehicles so you can identify market share by each subcategory
- Monitor the business of your competitors and analyze the magnitude and composition of monthly activity
- Receive summarized statewide statistics that provide a quick, at-a-glance view of vehicles sold, vehicles financed (loan and lease) as well as "no lender listed"

Lender summary

This report reflects statewide market share and other industry statistics in a concise, one-page format.

AutoCount Report

Lender Summary

Company

September 2012



Discover the top-ranked lenders by total financed in a defined territory.

MIAMI-FT. LAUDERDALE, FL

Rank	Lender Name	Total Financed		Loan				Lease				No Lender Listed									
		Total	%	Total	%	New	%	Used	%	Total	%	New	%	Used	%						
1	AMERICAN HONDA FINANCE	3,334	8.71%	1,733	6.16%	1,336	11.28%	397	2.43%	1,601	15.81%	1,600	15.90%	1	1.49%	0	0%	0	0%	0	0%
2	WORLD OMNI FINANCIAL	3,110	8.12%	2,207	7.84%	1,788	15.10%	419	2.57%	903	8.91%	903	8.97%	0	0%	0	0%	0	0%	0	0%
3	ALLY	2,802	7.32%	2,754	9.78%	1,895	16.00%	859	5.27%	48	0.47%	48	0.47%	0	0%	0	0%	0	0%	0	0%
4	VW CREDIT INC	2,257	5.90%	637	2.26%	369	3.12%	268	1.64%	1,620	15.99%	1,620	15.99%	0	0%	0	0%	0	0%	0	0%
5	HYUNDAI CAPITAL AMERICA	1,982	5.18%	693	2.46%	631	5.33%	62	0.38%	1,289	12.73%	1,289	12.73%	0	0%	0	0%	0	0%	0	0%
6	NISSAN INFINITI FINANCIAL SE	1,685	4.40%	555	1.97%	474	4.00%	81	0.50%	1,130	11.16%	1,130	11.16%	0	0%	0	0%	0	0%	0	0%
7	BMW BANK OF NORTH AMERI	1,563	4.08%	845	3.00%	428	3.61%	417	2.56%	718	7.09%	715	7.04%	3	4.46%	0	0%	0	0%	0	0%
8	CHASE AUTO FINANCE	1,536	4.01%	1,258	4.47%	678	5.72%	580	3.56%	278	2.74%	278	2.76%	0	0%	0	0%	0	0%	0	0%
9	TOYOTA FINANCIAL SERVICES	1,369	3.58%	323	1.15%	95	0.80%	228	1.40%	1,046	10.33%	1,044	10.38%	2	2.99%	0	0%	0	0%	0	0%
10	SANTANDER CONSUMER FINA	1,238	3.23%	1,238	4.40%	210	1.77%	1,028	6.30%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
11	SUNTRUST BANK	1,074	2.81%	1,074	3.81%	605	5.11%	469	2.88%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
12	CAPITAL ONE AUTO FINANCE	1,017	2.66%	1,017	3.61%	373	3.15%	644	3.95%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
13	MERCEDES BENZ FINANCIAL	947	2.47%	265	0.94%	96	0.81%	169	1.04%	682	6.73%	680	6.76%	2	2.99%	0	0%	0	0%	0	0%
14	FORD MOTOR CREDIT	894	2.34%	522	1.85%	407	3.44%	115	0.71%	372	3.67%	371	3.69%	1	1.49%	0	0%	0	0%	0	0%
15	WESTLAKE FINANCIAL SERVIC	739	1.93%	739	2.62%	5	0.04%	734	4.50%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
16	CARMAX AUTO	717	1.88%	77	2.40%	0	0%	677	4.15%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
17	SPACE COAST C	679	1.80%	679	2.06%	110	0.93%	469	2.88%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
18	TD AUTO FINAN	673	1.78%	673	2.04%	199	1.68%	374	2.29%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
19	BANK OF AMERI	654	1.73%	654	1.65%	210	1.77%	254	1.56%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
20	PNC BANK	456	1.19%	456	1.62%	265	2.26%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
21	US BANK	441	1.15%	226	0.80%	179	1.52%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
22	BRIGHTSTAR FINANCIAL GRO	416	1.09%	416	1.48%	75	0.63%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
23	WELLS FARGO DEALER SERV	396	1.03%	396	1.41%	60	0.51%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
24	AMERICREDIT FINANCIAL SER	389	1.02%	386	1.37%	127	1.07%	259	1.59%	3	0.03%	3	0.03%	0	0%	0	0%	0	0%	0	0%
25	5TH 3RD BANK	380	1.00%	380	1.03%	128	1.08%	162	0.99%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
26	LEXUS FINANCIA	322	0.85%	322	0.72%	77	0.65%	125	0.77%	5	0.05%	5	0.05%	0	0%	0	0%	0	0%	0	0%
27	UNITED QUEST F	314	0.82%	314	0.72%	0	0%	204	1.25%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
28	USAA FEDERAL S	305	0.80%	305	0.55%	58	0.49%	97	0.59%	1	0.01%	1	0.01%	0	0%	0	0%	0	0%	0	0%
29	NATIONAL AUTO LENDERS	150	0.39%	150	0.53%	0	0%	150	0.92%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
30	REGIONAL ACCEPTANCE	145	0.38%	145	0.52%	48	0.41%	97	0.59%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
31	DADE CO FCU	143	0.37%	143	0.51%	55	0.46%	88	0.54%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
32	NICE CAR INC	132	0.34%	132	0.47%	0	0%	132	0.81%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
33	GM FINANCIAL AMERICREDIT	125	0.33%	123	0.44%	79	0.67%	44	0.27%	2	0.02%	2	0.02%	0	0%	0	0%	0	0%	0	0%
34	SOUTH FLORIDA ACCEPTANC	109	0.28%	109	0.39%	64	0.54%	45	0.28%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
35	SUMMIT FINANCIAL CORP	109	0.28%	109	0.39%	2	0.02%	107	0.66%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
36	OTHERS WITH 3 OR LESS	95	0.25%	95	0.34%	1	0.01%	94	0.58%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
37	SOUTHERN AUTO FINANCE C	94	0.25%	94	0.33%	6	0.05%	88	0.54%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%

This looks like an opportunity to explore lease business.

When did this lender gain market share in my territory?

Am I reacting in the best way to my changing marketplace?

Has this lender shifted focus to used vehicle transactions?

Now I can see all my key competitors by a specific territory.

The lender summary report

- Get the total number of loans and leases for both new and used vehicles so you can identify the share by each subcategory
- Set new goals for your company based on how you are ranked against your competitors

Lender details

Once you assess the overall performance of your competitors, you can analyze their activity at key dealerships and understand their strategic alliances.

AutoCount Lender Details											
Company										MIAMI-FT. LAUDERDALE, FL	
September 2012											
Rank	Dealer Name	Total Financed	Loan			Lease			No Lender Listed		
			Total	New	Used	Total	New	Used	Total	New	Used
ABC LENDER											
1	H GREG AUTO AUCTION	2	16.67%	2	16.67%			2	20.00%		
2	AFFORDABLE MOTORS INC	1	8.33%	1	8.33%			1	10.00%		
3	BRAMAN HYUNDAI	1	8.33%	1	8.33%	1	50.00%				
4	GUNTHER VOLKSWAGEN	1	8.33%	1	8.33%			1	10.00%		
5	GUS MACHADO F							1	10.00%		
6	KENDALL MITSUB							1	10.00%		
7	LAND ROVER SO							1	10.00%		
8	LEXUS OF KEND							1	10.00%		
9	MARGATE VOLVO	1	8.33%	1	8.33%	1	50.00%				
10	SOUTH MOTORS VOLKSWAGE	1	8.33%	1	8.33%			1	10.00%		
11	WEST KENDALL SCION TOYOT	1	8.33%	1	8.33%			1	10.00%		
Totals		12		12		2		10			
12 Total Vehicles for BAXTER CU											
LMN LENDER											
1	LOU BACHRODT CHEVROLET	5		2					10.00%		
2	SHEEHAN BUICK PONTIAC GM	5							30.00%		
3	LOU BACHRODT MAZDA	3		1					10.00%		
4	LEHMAN MAZDA	2							10.00%		
5	POMPANO HONDA (POMPANO)	2	9.52%	2	9.52%			2	20.00%		
6	DUNCAN CHRYSLER PLYMOUTH	1	4.76%	1	4.76%			1	10.00%		
7	HOLLYWOOD KIA	1	4.76%	1	4.76%			1	10.00%		
8	PALMETTO MOTORSPORTS	1	4.76%	1	4.76%	1	9.09%				
9	SAWGRASS INFINITI	1	4.76%	1	4.76%	1	9.09%				
Totals		21		21		11		10			
21 Total Vehicles for BB&T BANK											
XYZ LENDER											
1	BELLO AUTO SALES INC	5	71.43%	5	71.43%						
2	BELL AUTO SALES (MIAMI)	2	28.57%	2	28.57%						
Totals		7		7				7			
7 Total Vehicles for BELL AUTO SALES											

Discover opportunities to expand your market by identifying your competitors and whom they are doing business with.



I didn't realize this lender had an established relationship with this dealership.

What relationships have my competitors established and how are they impacting me?

What lender programs can I discuss with my dealers to establish more market share with them?

What are the most effective new ways to create business opportunities?

The lender detail report

- Under each lender, dealers are listed alphabetically and ranked by volume
- Identifies loan and lease information broken out by new and used vehicle transactions

Dealer summary

Dealers within your market are listed in alphabetical order along with a summary of their monthly activity.

AutoCount Report		This report provides the total dealer financing broken out among loan, lease and cash transactions in a defined territory.										Experian Automotive							
Dealer Summary												MIAMI-FT. LAUDERDALE, FL							
Company																			
September 2012																			
Rank	Dealer Name	Total Financed		Loan				Lease				No Lender Listed							
				Total	New	Used	Total	New	Used	Total	New	Used							
487	ATLANTIC TRUCK CENTER (PC	5	0.01%	5	0.02%	5	0.04%	0	0 %	0	0 %	0	0 %	1	0.01%	1	0.04%	0	0 %
335	AUCTION DIRECT AUTO SALE	10	0.03%	10	0.04%	0	0 %	10	0.06%	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%
1057	AUCTION DIRECT AUTO WHOL	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	4	0.03%	0	0 %	4	0.04%
597	AUCTION DIRECT INC	3	0.01%	3	0.01%	0	0 %	3	0.02%	0	0 %	0	0 %	57	0.45%	0	0 %	57	0.58%
419	AUCTION EXPRESS AUTO BRO	7	0.02%	7	0.02%	0	0 %	7	0.04%	0	0 %	0	0 %	1	0.01%	0	0 %	1	0.01%
1058	AUCTIONS ON WHEELS INC	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	1	0.01%	0	0 %	1	0.01%
61	AUDI CORAL SPRINGS	192	0.50%	90	0.32%	38	0.32%	52	0.32%	102	1.01%	101	1.00%	1	1.49%	49	0.39%	26	0.98%
109	AUDI PEMBROKE PINES	109	0.28%	43	0.15%	21	0.18%	22	0.13%	66	0.65%	66	0.66%	0	0 %	15	0.12%	9	0.34%
197	AUDI POMPANO BEACH	35	0.09%	17	0.06%	8	0.07%	9	0.06%	18	0.18%	17	0.17%	1	0.38%	4	0.04%	0	0 %
1059	AUDUBON MOTORS INC	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	1	0.01%
803	AUTO & GENERAL INC (FT LAU	1	0 %	1	0 %	0	0 %	1	0.01%	0	0 %	0	0 %	0	0 %	0	0 %	7	0.07%
1060	AUTO & TRUCK BUYERS CORP	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	4	0.04%
540	AUTO 4 LESS MIAMI INC	4	0.01%	4	0.01%	0	0 %	4	0.02%	0	0 %	0	0 %	4	0.03%	0	0 %	4	0.04%
264	AUTO AMERICA (FORT LAUDE	1	0 %	1	0 %	0	0 %	18	0.11%	0	0 %	0	0 %	3	0.02%	0	0 %	3	0.03%
1061	AUTO AUCTION DEALERS INC	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%
488	AUTO AUCTION SERVICE AND	5	0.01%	5	0.02%	0	0 %	5	0.03%	0	0 %	0	0 %	3	0.02%	0	0 %	3	0.03%
804	AUTO BAHN	1	0 %	1	0 %	0	0 %	1	0.01%	0	0 %	0	0 %	4	0.03%	0	0 %	4	0.04%
420	AUTO BANK CENTER	7	0.02%	7	0.02%	0	0 %	7	0.04%	0	0 %	0	0 %	7	0.06%	0	0 %	7	0.07%
541	AUTO BRASIL	4	0.01%	4	0.01%	0	0 %	4	0.02%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
336	AUTO COLLECTION OF SOUTH	10	0.03%	10	0.04%	0	0 %	10	0.06%	0	0 %	0	0 %	4	0.03%	0	0 %	4	0.04%
542	AUTO CREDIT & FINANCE CO	4	0.01%	4	0.01%	0	0 %	4	0.02%	0	0 %	0	0 %	1	0.01%	0	0 %	1	0.01%
421	AUTO DEAL CORP	7	0.02%	7	0.02%	0	0 %	7	0.02%	0	0 %	0	0 %	7	0.06%	0	0 %	7	0.07%
805	AUTO EXPO INC	1	0 %	1	0 %	0	0 %	0	0 %	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%
1062	AUTO EXPORTS 4U INTERNAT	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	1	0.01%	0	0 %	1	0.01%
131	AUTO EXPRESS CREDIT INC (72	0.19%	72	0.19%	0	0 %	72	0.19%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
489	AUTO KLASSIC CORP	5	0.01%	5	0.02%	0	0 %	5	0.03%	0	0 %	0	0 %	12	0.10%	0	0 %	12	0.12%
1063	AUTO MANO INC	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%
1064	AUTO MART GROUP LLC	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%
806	AUTO MASTERS OF MIAMI INC	1	0 %	1	0 %	0	0 %	1	0.01%	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%
543	AUTO NICA INC	4	0.01%	4	0.01%	0	0 %	4	0.02%	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%
807	AUTO OPTIONS	1	0 %	1	0 %	0	0 %	1	0.01%	0	0 %	0	0 %	3	0.02%	0	0 %	3	0.03%
598	AUTO PLANET II INC (HOLLYW	3	0.01%	3	0.01%	0	0 %	3	0.02%	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %
337	AUTO PLUS INC	10	0.03%	10	0.04%	0	0 %	10	0.06%	0	0 %	0	0 %	7	0.06%	0	0 %	7	0.07%
1065	AUTO PRO FINANCIAL SERVIC	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	6	0.05%	0	0 %	6	0.06%
808	AUTO PROVIDER INC	1	0 %	1	0 %	0	0 %	1	0.01%	0	0 %	0	0 %	19	0.15%	0	0 %	19	0.19%
544	AUTO PROZ INC	4	0.01%	4	0.01%	0	0 %	4	0.02%	0	0 %	0	0 %	8	0.06%	0	0 %	8	0.08%
1066	AUTO SALES GROUP LLC	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	0	0 %	2	0.02%	0	0 %	2	0.02%

I'm finding new dealers in my market by examining different market trends.

I didn't realize that this dealership provided loans and leases.

Are there new sales strategies I can apply to improve dealer targeting?

The dealer summary report

- Utilize the report as a prospecting tool to quickly determine large-volume dealers in existing and potential new markets
- Reports are available within 48 hours of receiving Department of Motor Vehicles data so you can act quickly

Dealer details

Monitor competitive activity within each dealership to protect or expand your strategic alliances.

AutoCount Dealer Details												Experian [®] Automotive			
Company												MIAMI-FT. LAUDERDALE, FL			
September 2012															
Rank	Lender Name	Total Financed	Loan				Lease			No Lender Listed					
			Total	New	Used	Total	New	Used	Total	New	Used				
ABC DEALERSHIP												MIAMI-DADE			
1234 S DEALERSHIP HWY HOMESTEAD FL 33030															
1	FORD MOTOR CREDIT	17	34.69%	15	31.91%	15	50.00%		2	100.00%	2	100.00%			
2	SUNTRUST BANK	9	18.37%	9	19.15%	5	16.67%	4	23.53%						
3	SANTANDER CONSUMER FINA	5	10.20%	5	10.64%			5	29.41%						
4	SPACE COAST CU	3	6.12%	3	6.38%	2	6.67%	1	5.88%						
5	ALLY	2	4.08%	2	4.26%	2	6.67%								
6	CAP	2	4.08%	2	4.26%	1	3.33%	1	5.88%						
7	DAD	2	4.08%	2	4.26%			2	11.76%						
8	REC	2	4.08%	2	4.26%	2	6.67%								
9	AME	1	2.13%	1	2.13%	1	3.33%								
10	AMERICREDIT FINANCIAL SER	1	2.04%	1	2.13%			1	5.88%						
11	ARMSTRONG FORD	1	2.04%	1	2.13%			1	5.88%						
12	CAPITAL ONE AUTO FINANCE	1	2.04%	1	2.13%	1	3.33%								
13	GATEWAY ONE LENDING & FIN	1	2.04%	1	2.13%			1	5.88%						
14	PENTAGON FCU	1	2.04%	1	2.13%	1	3.33%								
15	SOUTHERNMOST FCU	1	2.04%	1	2.13%			1	5.88%						
16	ZZ - NO LENDER LISTED									5	100.00%	3	100.00%	2	100.00%
Totals		49		47		30		17		5		3		2	
54 Total Vehicles for ABC DEALERSHIP															
XYZ DEALERSHIP												MIAMI-DADE			
5678 NE DEALERSHIP HWY HOMESTEAD FL 33030															
1	WORLD OMNI FINANCIAL	143	63.84%	112	58.03%	82	81.19%	30	32.61%	31	100.00%	31	100.00%		
2	WESTLAKE FINANCIAL SERVIC	18	8.04%	18	9.33%	1	0.99%	17	18.48%						
3	TD AUTO FINANCE	11	4.91%	11	5.70%	6	5.94%	5	5.43%						
4	SANTANDER CONSUMER FINA	10	4.46%	10	5.18%			10	10.87%						
5	CAPITAL ONE AUTO FINANCE	7	3.13%	7	3.63%	2	1.98%	5	5.43%						
6	DADE CO FCU	5	2.23%	5	2.59%	2	1.98%	3	3.26%						
7	AMERICREDIT FINANCIAL SER	4	1.79%	4	2.07%			4	4.35%						
8	SOUTH DADE TOYOTA	3	1.34%	3	1.55%			3	3.26%						
9	SOUTHERN AUTO FINANCE CO	3	1.34%	3	1.55%			3	3.26%						
10	SPACE COAST CU	3	1.34%	3	1.55%	1	0.99%	2	2.17%						
11	PNC BANK	2	0.89%	2	1.04%			2	2.17%						
12	REGIONAL ACCEPTANCE	2	0.89%	2	1.04%			2	2.17%						
13	SUMMIT FINANCIAL CORP	2	0.89%	2	1.04%			2	2.17%						
14	5TH 3RD BANK	1	0.45%	1	0.52%			1	1.09%						

Each dealer is listed alphabetically and the lenders they are using by volume.

This address is right in the middle of where we have a strong market presence.

How can I increase volumes by improving my current dealer strategies?

Since we offer lease financing, what programs can I introduce with this dealer?

The dealer details report

- Protect your market share with timely information customized to match your territories
- Help to determine which dealers to approach with specific lending products
- Evaluate current market share at the dealership level and identify new dealer prospects

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