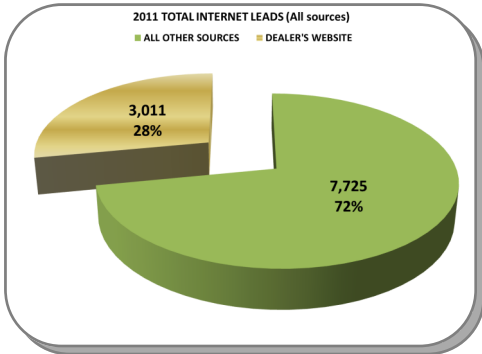


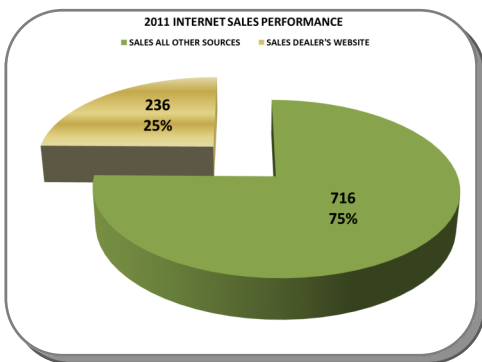
Comparison of key internet performance metrics (Lead Volume, Close Rates and Unit Sales) for 2011 vs. 2012 for Fairfax Hyundai, a top-producing dealer in the mid-Atlantic region.

2011 INTERNET PERFORMANCE– BEFORE Conversion Driver



28% of all internet leads were generated from dealer's website

Dealer processed a total **10,736 internet leads**. During this period they subscribed to several well-known **3rd party lead sources and publishers** including, among others; Autotrader.com, Cars.com, Dealix and TrueCar. Those sources and the manufacturer **accounted for 72% of the total leads**.

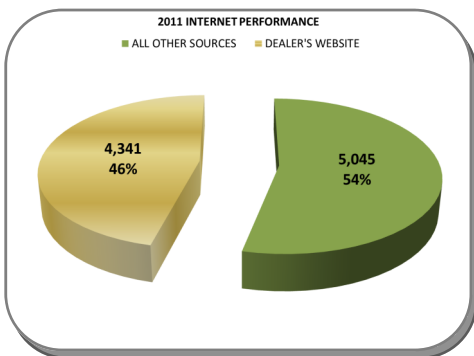


25% of all internet sales were generated from dealer's website

Dealer generated a total of **952 sales** as a direct result of internet leads. Of that total, **75% were the result of 3rd party leads** including manufacturer leads.

SOURCE	TOTAL LEADS	SALES	CLOSE RATE
3RD PARTY SOURCES	7,725	716	9.2%
DEALER WEBSITE	3,011	236	7.8%

2012 INTERNET PERFORMANCE– AFTER Conversion Driver



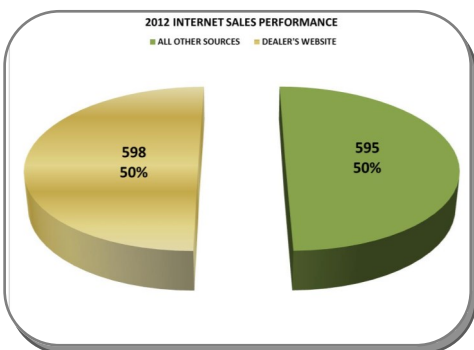
46% of all internet leads were generated from dealer's website

Dealer processed **9,386 internet leads** a 10% decrease from the previous year's record high lead volume. During this period they **DID NOT** subscribed to many well-known **3rd party lead sources and publishers**. Nearly half of all the leads were generated from their website. **Lead volume increased by nearly 100 leads per month** as a direct result of having the Conversion Driver tools on their site.

25% increase in total internet sales

50% of all internet sales generated from dealer's website

153% increase in sales from dealer's website



Dealer generated a total of **1,193 internet sales** (241 more than previous year). Of that total, **50% were the result of leads generated from their own website**. Overall **sales from the dealer's website increased 153%** in a year Hyundai USA experienced a 9% increase in total sales over prior year.

SOURCE	TOTAL LEADS	SALES	CLOSE RATE
3RD PARTY SOURCES	5,045	595	11.8%
DEALER WEBSITE	4,341	598	13.8%