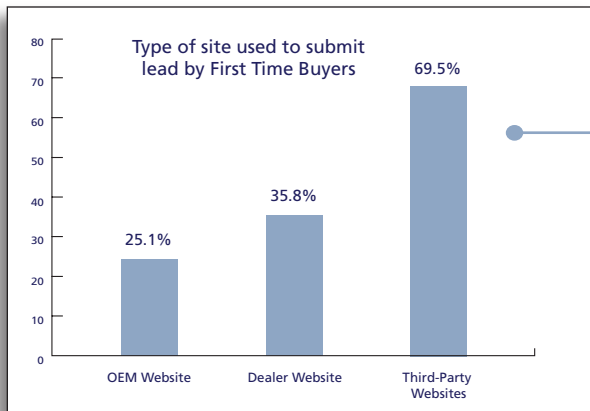


NEED MORE TRAFFIC?

Over 85% of car shoppers start their search online. New research by R.L. Polk & Co. suggests that not all leads are equal. Consumers can be broken out into 3 segments: First Time Buyers, Loyalists and Defectors. Dealers that meet each segment's expectations best are more likely to convert leads to sales.

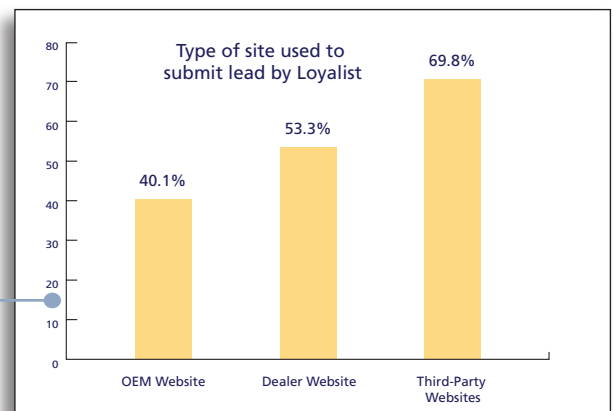


More First Time Buyers

- First Time Buyers prefer third-party sites to others by a rate of nearly 2 to 1.
- 83% of First Time Buyers convert with fast responding dealers.
- Dealers wishing to reach this growing segment will benefit from third-party leads.

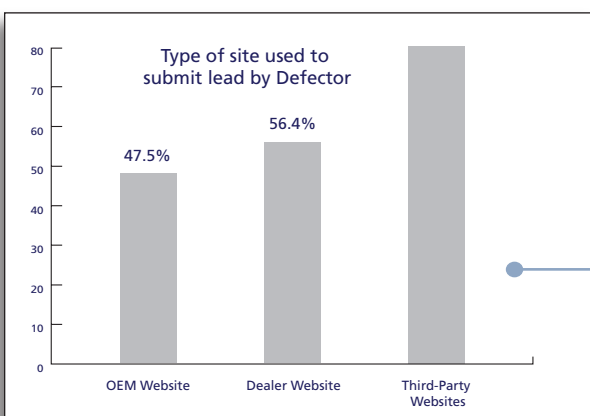
More Dealer Loyalists

- Loyalists are low-hanging fruit that are generally repeat customers
- However, their intent to purchase the same brand/dealer was weakened if the dealer had poor response time or quality.
- Approximately 70% of Loyalists use third-party websites to submit leads.



More Brand Defectors


- 56% of car shoppers are brand Defectors.
- With low brand loyalty, these shoppers are the best opportunity for conquest to your brand.
- 80% of Defectors use third-party sites to submit leads.

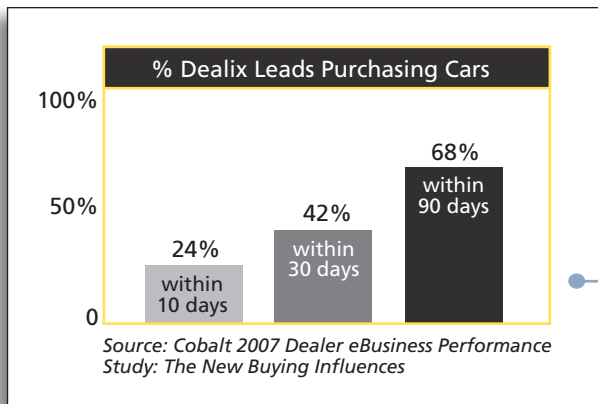


DEALIX DELIVERS MORE

Dealix is the leading provider of Third-Party Leads and provides dealers with the largest access to all three consumer segments.

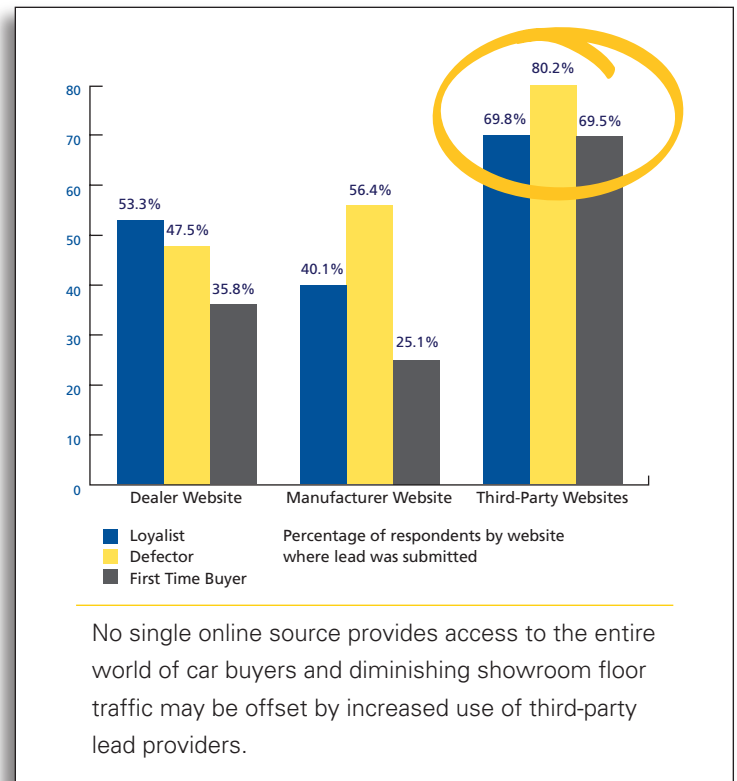
- Shoppers in each segment represent additional sales opportunities for dealers and more buyers in the showroom.
- A balanced lead mix consisting of website, OEM and third-party leads connects dealers to more buyers and enhances sales potential. Eliminating any one source reduces the likelihood of success.

"This implies that the dealers and OEMs may need to place higher emphasis on third-party leads to attract First Time Buyers to their dealer showrooms." — R.L. Polk 



The Dealix Difference:

- The Dealix Lead Acquisition NetworkSM spans all 3 consumer segments and provides the largest access to First Time Buyers — converting at a rate of 83%.
- Dealix provides access to all of the top five consumer portals — MSN Autos, Edmunds.com, Yahoo! Autos, Kelley Blue Book, and AOL Autos.
- The Dealix Retail Strategy BriefingsSM help dealers stay informed on the latest industry trends — giving them insight on how to apply the information and sell more cars.



High Quality Buyers

We matched over 1 million de-duplicated leads to actual sales and over 55% of our leads purchased cars.