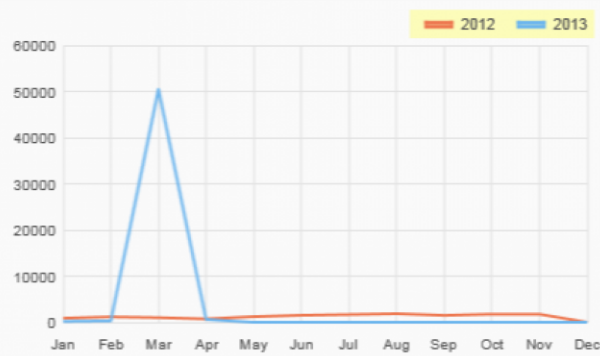
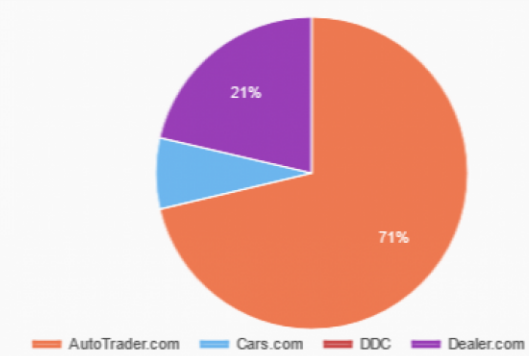


DPR Leads Report

Leads Per Month



Total Leads



Lead Provider

AutoTrader.com

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total YTD
2012 Total Leads		111	107	62	92	90	114	166	137	177	265		1321
2013 Kelly Blue Book Leads			35634										35634
2013 Phone Leads			345										345
2013 Web Leads			200	600									800
2013 Total Leads			36179	600									36779
2013 Conversion Ratio													
2013 Cost			\$500	\$500									\$1000
2013 Cost per lead			\$0.01	\$0.83									\$0.84

Cars.com

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total YTD
2012 Total Leads	888	516	415	307	565	601	620	760	500	521	554		6247
2013 Combined			232										232
2013 Kelly Blue Book Leads			65										65
2013 Phone Leads			3453										3453
2013 Web Leads			45										45
2013 Total Leads			3795										3795
2013 Conversion Ratio													
2013 Cost			\$1500										\$1500
2013 Cost per lead			\$0.39										\$0.39

DDC

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total YTD
2012 Total Leads		24	61	41	48	42	56	50	47	64	58		491
2013 Conversion Ratio													
2013 Cost													
2013 Cost per lead													

Dealer.com

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total YTD
2012 Website Unique Visitors		400	3536	3447	3872	4090	4876	4779	4584	4790	4681		39055
2012 Total Leads		522	424	335	508	801	887	878	824	989	872		7040
2013 Website Unique Visitors	1200		5000										6200
2013 Combined			5343										5343
2013 Kelly Blue Book Leads			534										534
2013 Phone Leads			300	4564									4864
2013 Web Leads	200		76										276
2013 Total Leads	200	300	10517										11017
2013 Conversion Ratio	16.66%		210.34%										113.50%
2013 Cost	\$1250		\$1000										\$2250
2013 Cost per lead	\$6.25		\$0.09										\$6.34