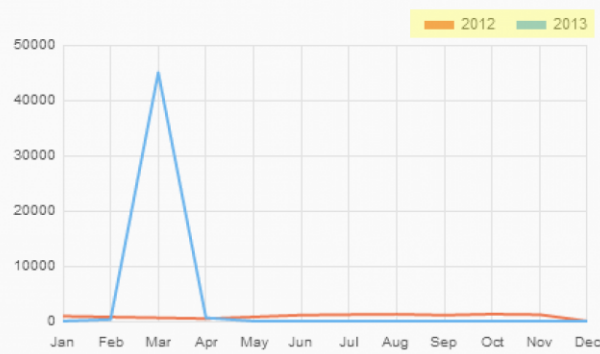
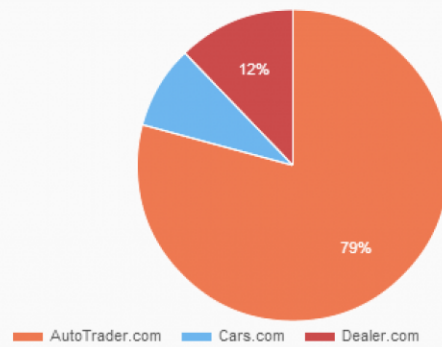


DPR Leads Report

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	55	42	21	37	35	41	91	56	71	90			539
2013 Kelly Blue Book Leads			35634										35634
2013 Phone Leads			45										45
2013 Web Leads			54	600									654
2013 Total Leads			35733	600									36333
2013 Conversion Ratio													
2013 Cost			\$500	\$500									\$1000
2013 Cost per lead			\$0.01	\$0.83									\$0.84

Cars.com

2012 Total Leads	888	175	136	91	213	249	254	282	195	216	204		2903
2013 Kelly Blue Book Leads			454										454
2013 Phone Leads			3453										3453
2013 Web Leads			43										43
2013 Total Leads			3950										3950
2013 Conversion Ratio													
2013 Cost			\$1500										\$1500
2013 Cost per lead			\$0.37										\$0.37

Dealer.com

2012 Website Unique Visitors	3855	3536	3447	3872	4090	4876	4779	4584	4790	4681			42510
2012 Total Leads	522	424	335	508	801	887	878	824	989	872			7040
2013 Website Unique Visitors	345		76										421
2013 Kelly Blue Book Leads			654										654
2013 Phone Leads		300	4564										4864
2013 Web Leads			76										76
2013 Total Leads		300	5294										5594
2013 Conversion Ratio			6965.78%										3482.89%
2013 Cost													
2013 Cost per lead													