

Likelihood of Recommending Overall Dealership Satisfaction

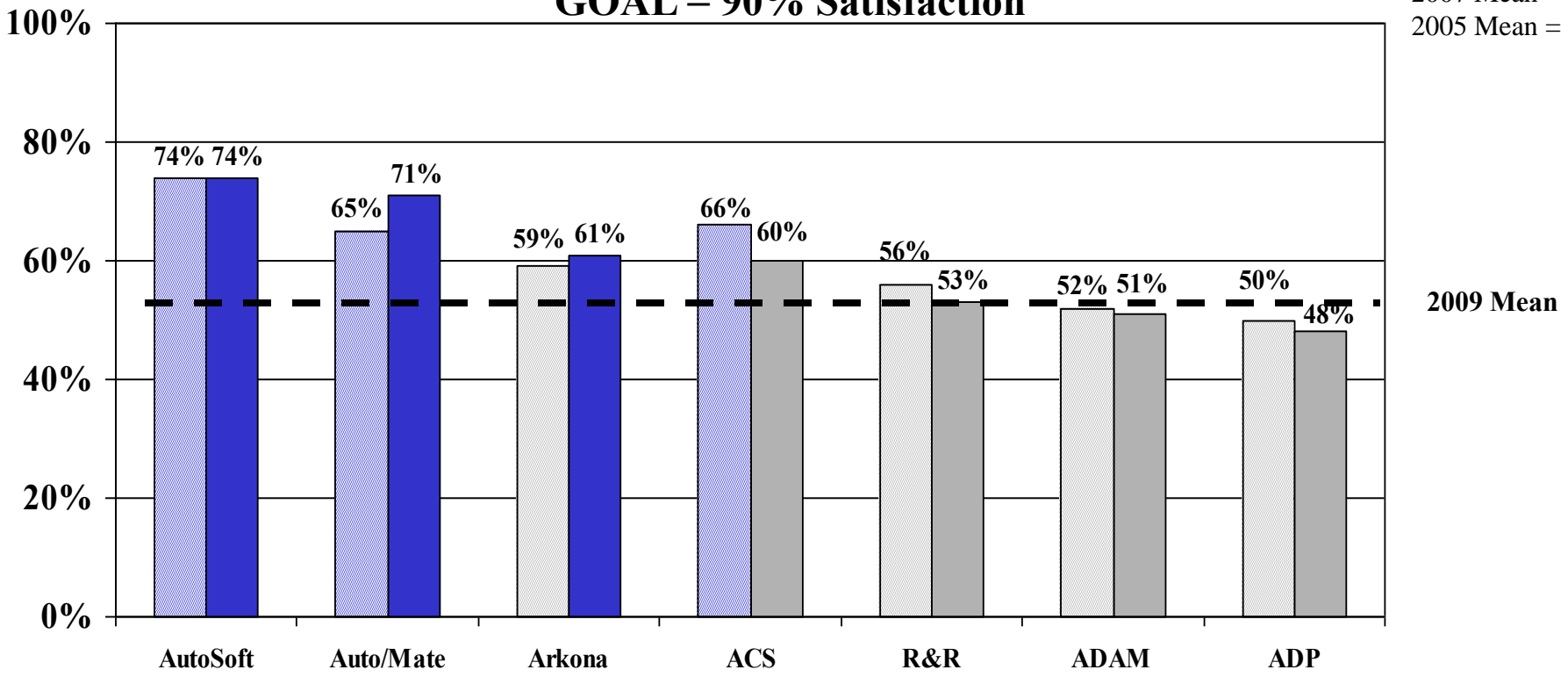
All Dealership Positions surveyed

Would you be very likely, somewhat likely or not at all likely to recommend (*your DSP vendor*) to another dealership?

■ Greater than mean
 ■ Equivalent to mean
 ■ Less than mean
 Stripes = 2007 Data
 Solids = 2009 Data

2009 Mean = 53%
 2007 Mean = 55%
 2005 Mean = 64%

GOAL = 90% Satisfaction



Percentages represent very likely responses