

Direct Mail Results - Summary

Sample Acura
2317 NE 49th Ave
Portland, OR 97213

Promotion: June 2013 Mailing

Mail Drop Date: 6/18/2013
Response Date Range: 06/19/2013 to 07/20/2013
Pieces Mailed: 5,451

Vehicles Sold: 16
Total Sale Amount: \$616,564.04
Average Sale: \$38,535.25

Event Performance

List Source	List Count	Vehicles Sold	Avg Sale Amt	Total Sales Amt
Dealer's Customer Base	5,451	16	\$38,535.25	\$616,564.04

New / Used Summary

Vehicle Type	Vehicles Sold	Avg Sale Amt	Total Sales Amt
New	12	\$40,403.53	\$484,842.36
Used	4	\$32,930.42	\$131,721.68
Total	16	\$38,535.25	\$616,564.04

Sale Type Summary

Sale Type	Vehicles Sold	Avg Sale Amt	Total Sales Amt
Purchased	12	\$39,167.38	\$470,008.53
Leased	4	\$36,638.88	\$146,555.51
Total	16	\$38,535.25	\$616,564.04

Weekly Performance

Week From	To	Vehicles Sold	Avg Sale Amt	Total Sales Amt	
1	06/19/2013	06/25/2013	2	\$19,615.84	\$39,231.68
2	06/26/2013	07/02/2013	12	\$17,507.24	\$210,086.85
3	07/03/2013	07/09/2013	4	\$21,285.25	\$85,141.00
4	07/10/2013	07/16/2013	12	\$19,637.04	\$235,644.51
5	07/17/2013	07/20/2013	2	\$23,230.00	\$46,460.00
Total			16	\$38,535.25	\$616,564.04



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LOGO
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Direct Mail Results - Transactions

Sample Acura

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Deal	Customer Name	Address	Vehicle	Sale Date	Sale Type	Sale Amount
	Customer No / Deal No		VIN	Status		Term / APR
		Sales Person	Trade-In	Bank		Gross Profit
1	Tony Soprano	9534 Abington Ave	2013 Acura MDX	06/22/2013	Used	\$39,231.68
	19781 / 27578	Beaverton OR 97007	2HNYD2H31DH507406	F	Purchase	1 / 0.00
		288		Cash Deal		\$457.00
2	Tammy F Baker	7452 Heather Heath	2014 Acura RDX	06/28/2013	New	\$38,500.00
	19198 / 27115	Clackamas OR 97015	5J8TB4H55EL000789	F	Lease	36 / 0.00
		288	2010 Acura MDX	American Honda Finance		\$974.00
3	Elizabeth Windsor	4790 Dover Rd	2013 Acura RDX	06/28/2013	Used	\$36,495.00
	29249 / 27629	Gresham OR 97030	5J8TB3H59DL012422	F	Purchase	1 / 0.00
		515	2009 Acura TL	Cash Deal		\$2,057.00
4	Mao Zedong	29252 Tiffany Dr E # 2	2010 Acura MDX	06/29/2013	Used	\$27,500.00
	24284 / 27631	Portland OR 97253	2HNYD2H50AH517969	F	Purchase	72 / 3.14
		422		Bank Of America		\$2,909.00
5	Donald Trump	24210 Kings Pointe	2013 Acura TSX	06/29/2013	New	\$31,500.00
	28469 / 27660	Portland OR 97273	JH4CU2F81DC007004	F	Lease	36 / 0.00
		515	2006 Acura TL	American Honda Finance		\$3,332.00
6	Harry Potter	22101 Marlow St	2014 Acura RDX	06/29/2013	New	\$37,976.85
	10369 / 27650	Portland OR 97222	5J8TB4H56EL006343	F	Purchase	1 / 0.00
		10	2003 Acura MDX	Cash Deal		\$1,121.00



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		Sales Person	Trade-In	Bank		Gross Profit
7	Paul McCartney	19945 Angling St	2014 Acura RDX	06/30/2013	New	\$38,115.00
	28469 / 27659	Gresham OR 97030	5J8TB3H5XEL002161	F	Lease	36 / 0.00
		515	2011 Acura MDX	American Honda Finance		\$3,183.00
8	Noah Zark	17364 Prest St	2014 Acura RDX	07/06/2013	New	\$37,884.00
	29298 / 27724	Vancouver WA 98668	5J8TB3H59EL003317	F	Purchase	60 / 1.44
		422		Bank Of America		\$2,133.00
9	Bill Gates Sr	20461 Northville Place Dr Apt 22	2013 Acura MDX	07/08/2013	New	\$47,257.00
	29301 / 27741	Portland OR 97231	2HNYD2H68DH521233	F	Purchase	60 / 4.09
		553	2008 Acura MDX	American Honda Finance		\$1,681.00
10	Tom Jones	16811 Lasher Rd	2013 Acura TL	07/12/2013	New	\$36,789.00
	10716 / 27813	Vancouver WA 98668	19UUA8F53DA012953	F	Purchase	60 / 0.90
		571		American Honda Finance		\$1,628.00
11	Will DeBeast	1002 Stafford Pl	2014 Acura MDX	07/12/2013	New	\$47,460.00
	11346 / 27567	Portland OR 97273	5FRYD3H4XEB002233	F	Purchase	1 / 0.00
		553	2010 Acura MDX	Cash Deal		\$3,298.00
12	Tina Turner	27160 Bradford Ln	2014 Acura MDX	07/12/2013	New	\$50,460.00
	18528 / 27585	Portland OR 97027	5FRYD4H61EB005027	F	Purchase	1 / 0.00
		567	2009 Acura MDX	Cash Deal		\$2,344.00



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		Sales Person	Trade-In	Bank		Gross Profit
13	Queen O Sheba	30000 Summit Dr Apt 208	2012 Acura TSX	07/12/2013	Used	\$28,495.00
	29343 / 27807	Beaverton OR 97007	JH4CW2H66CC004006	F	Purchase	48 / 1.49
		422	2008 Mercedes Benz C300	Wells Fargo Dealer Servi		\$1,319.00
14	CF Eyecare	26559 Berg Rd Apt 346	2013 Acura TL	07/13/2013	New	\$38,440.51
	29335 / 27793	Beaverton OR 97007	19UUA8F74DA005186	F	Lease	36 / 0.00
		422	2010 Volvo S80	American Honda Finance		\$111.00
15	Richard Cheney	48177 Glenmount Rd	2013 Acura TL	07/16/2013	New	\$34,000.00
	10395 / 27767	Portland OR 97213	19UUA8F22DA007930	F	Purchase	60 / 0.90
		567	2009 Acura TL	American Honda Finance		\$1,288.00
16	Lucy Lastic	1227 NE 49th St	2014 Acura MDX	07/19/2013	New	\$46,460.00
	21802 / 27879	Portland OR 97213		S	Purchase	60 / 5.00
		515	2005 BMW 645	American Honda Finance		\$454.00

