

Service Mailing Results - Summary

Sample Ford
123 Main Street
Somewhere, IL 60011

Mail Drop Date: 10/23/2007
Response Date Range: 10/23/2007 to 01/21/2008

Mailing Statistics	
Total Customers Mailed	2,114
Total Responders (By Household)	231
Response Rate (By Household)	10.9%

RO Statistics	
Total Repair Orders	4,485
Total ROs Generated by Responders	293
Total ROs Generated by Non Mailed	4,192
Number of Cust Paid ROs Generated by Responders	202
Average Number ROs Generated by Responders	1.27

Financial RO Statistics	Responders	Non Mailed
Average Total RO Amount	\$401.55	\$283.44
Average Customer Paid Amount	\$362.03	\$244.57
Average Number of Line Items	2.72	2.59
Total RO Amount	\$117,653.52	\$1,188,162.58
Total Customer Paid Amount	\$73,129.55	\$776,757.76
Total Piece Cost		
Estimated Gross Profit (55% Cust Paid \$)	\$40,221.25	
Return on Investment		

Revenue Summary

Payment Type	Labor \$	Parts \$	Misc \$	Total \$
Customer	\$36,727.56	\$38,277.41	-\$1,875.42	\$73,129.55
Warranty	\$22,373.42	\$21,520.13	\$156.00	\$44,049.55
Internal	\$135.00	\$279.42	\$60.00	\$474.42
Totals	\$59,235.98	\$60,076.96	-\$1,659.42	\$117,653.52



Service Mailing Results - Customer Type Report

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Customer Type	Mailed	Responders	%	ROs Written	Avg RO	Customer	Warranty	Internal	TOTAL
0-6 Months	11	2	18.2%	4	\$1,063	\$23	\$4,208	\$20	\$4,251
6-8 Months	497	94	18.9%	121	\$412	\$27,733	\$21,884	\$218	\$49,835
9-11 Months	366	51	13.9%	60	\$192	\$8,062	\$3,387	\$88	\$11,536
12-24 Months	904	75	8.3%	93	\$483	\$30,805	\$14,009	\$148	\$44,963
25-36 Months	336	9	2.7%	15	\$471	\$6,506	\$561	\$0	\$7,068
Totals	2,114	231	10.9%	293	\$402	\$73,130	\$44,050	\$474	\$117,654



Service Mailing Results - Mailed Year Report

Sample Ford
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Mailed Year	Mailed	Responders	%	ROs Written	Avg RO	Customer	Warranty	Internal	TOTAL
2007	122	17	13.9%	18	\$194	\$1,738	\$1,714	\$47	\$3,499
2006	207	34	16.4%	41	\$262	\$4,552	\$6,197	\$0	\$10,749
2005	255	40	15.7%	51	\$355	\$7,386	\$10,741	\$0	\$18,127
2004	232	15	6.5%	18	\$451	\$6,833	\$1,149	\$129	\$8,112
2003	269	30	11.2%	41	\$393	\$7,383	\$8,681	\$40	\$16,103
2002	172	27	15.7%	37	\$444	\$11,418	\$4,921	\$71	\$16,410
2001	166	15	9.0%	20	\$667	\$7,248	\$6,100	\$0	\$13,348
2000	142	9	6.3%	10	\$629	\$6,256	\$0	\$31	\$6,287
1999	85	6	7.1%	7	\$625	\$4,140	\$101	\$136	\$4,377
1998	113	9	8.0%	12	\$322	\$3,717	\$142	\$0	\$3,860
1997	96	9	9.4%	9	\$67	\$602	\$0	\$0	\$602
1996	70	5	7.1%	5	\$122	\$590	\$20	\$0	\$609
1995	46	5	10.9%	8	\$436	\$3,428	\$61	\$0	\$3,489
1994	29	2	6.9%	2	\$15	\$29	\$0	\$0	\$29
1993	27	2	7.4%	5	\$156	\$781	\$0	\$0	\$781
1992	27	1	3.7%	1	\$23	\$23	\$0	\$0	\$23
1991	13	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1990	11	2	18.2%	3	\$1,873	\$5,604	\$15	\$0	\$5,619
1989	6	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1988	7	1	14.3%	1	\$1,379	\$1,379	\$0	\$0	\$1,379
1987	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1986	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1985	2	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1984	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1981	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1976	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
1968	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
	11	2	18.2%	4	\$1,063	\$23	\$4,208	\$20	\$4,251
Totals	2,114	231	10.9%	293	\$402	\$73,130	\$44,050	\$474	\$117,654



Service Mailing Results - Mailed Mileage Report
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Mailed Mileage	Mailed	Responders	%	ROs Written	Avg RO	Customer	Warranty	Internal	TOTAL
	11	2	18.2%	4	\$1,063	\$23	\$4,208	\$20	\$4,251
0 - 10 K	446	55	12.3%	67	\$183	\$6,541	\$5,645	\$48	\$12,233
10 - 20 K	250	44	17.6%	50	\$371	\$6,832	\$11,658	\$47	\$18,537
20 - 30 K	224	24	10.7%	31	\$386	\$8,638	\$3,065	\$267	\$11,970
30 - 40 K	223	28	12.6%	35	\$426	\$7,643	\$7,239	\$40	\$14,922
40 - 50 K	219	24	11.0%	32	\$354	\$5,371	\$5,928	\$40	\$11,339
50 - 60 K	154	10	6.5%	15	\$656	\$9,631	\$209	\$0	\$9,840
60 - 70 K	149	16	10.7%	20	\$444	\$3,712	\$5,177	\$0	\$8,888
70 - 80 K	133	5	3.8%	6	\$397	\$1,623	\$759	\$0	\$2,382
80 - 90 K	88	6	6.8%	8	\$871	\$6,968	\$0	\$0	\$6,968
90 - 100 K	65	3	4.6%	4	\$244	\$978	\$0	\$0	\$978
100 - 110 K	49	2	4.1%	4	\$365	\$1,397	\$61	\$0	\$1,458
110 - 120 K	31	6	19.4%	9	\$716	\$6,435	\$0	\$13	\$6,448
120 - 130 K	15	1	6.7%	2	\$2,733	\$5,466	\$0	\$0	\$5,466
130 - 140 K	16	2	12.5%	2	\$305	\$609	\$0	\$0	\$609
140 - 150 K	10	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
150 - 160 K	11	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
160 - 170 K	11	2	18.2%	2	\$23	\$46	\$0	\$0	\$46
170 - 180 K	3	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
180 - 190 K	2	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
190 - 200 K	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
220 - 230 K	2	1	50.0%	2	\$659	\$1,217	\$101	\$0	\$1,318
350 - 360 K	1	0	0.0%	0	\$0	\$0	\$0	\$0	\$0
Totals	2,114	231	10.9%	293	\$402	\$73,130	\$44,050	\$474	\$117,654



Service Mailing Results - Transactions

Sample Ford

123 Main Street

Somewhere, IL 60011

	Customer Name	Address	Vehicle	Cust Paid	Warranty	RO Total
	Customer No / RO Number		VIN	RO Date	Last Svc	Ops
1	Tony Soprano	567 Any Street	2002 Cadillac DeVille	\$23.18	\$0.00	\$23.18
	119898 / 708597	Chicago, IL 60000	1G6KF579X2U286561	11/09/2007		1
2	Tammy F Baker	567 Any Street	2002 Cadillac DeVille	\$0.00	\$3,816.57	\$3,816.57
	119898 / 708693	Olympia Fields IL 60461	1G6KF579X2U286561	11/12/2007		3
3	Elizabeth Windsor	567 Any Street	2007 GMC Yukon XL	\$0.00	\$195.52	\$215.52
	46088 / 707385	Skokie IL 60076	1GKFK16327J272246	10/24/2007		2
4	Mao Zedong	567 Any Street	2004 Cadillac DeVille	\$0.00	\$195.78	\$195.78
	145657 / 708477	Skokie IL 60076	1G6KD54Y04U144627	11/08/2007		3
5	Donald Trump	567 Any Street	2005 Cadillac Escalade	\$60.62	\$96.13	\$156.75
	148988 / 709657	Chicago IL 60646	1GYEK63N05R199915	11/23/2007	6 Mths	5
6	Harry Potter	567 Any Street	2005 Cadillac CTS	\$0.00	\$1,964.28	\$1,964.28
	148248 / 712269	Chicago IL 60634	1G6DP567450199823	12/26/2007	6 Mths	5
7	Paul McCartney	567 Any Street	2005 Cadillac CTS	\$0.00	\$60.46	\$60.46
	148248 / 712671	Chicago IL 60634	1G6DP567450199823	01/02/2008	6 Mths	2
8	Kim Il Sung	567 Any Street	2003 Cadillac CTS	\$836.81	\$0.00	\$836.81
	113361 / 709023	Norridge IL 60706	1G6DM57N630161027	11/15/2007	6 Mths	7
9	Bill Gates Sr	567 Any Street	2002 Cadillac Seville	\$11.20	\$0.00	\$11.20
	120194 / 711381	Morton Grove IL 60053	1G6KY54952U147503	12/14/2007	6 Mths	3
10	Tom Jones	567 Any Street	2002 Cadillac Seville	\$0.00	\$110.84	\$110.84
	120194 / 713537	Morton Grove IL 60053	1G6KY54952U147503	01/11/2008	6 Mths	1
11	Tina Turner	567 Any Street	2004 Cadillac DeVille	\$0.00	\$110.40	\$110.40
	148902 / 709478	Wilmette IL 60091	1G6KD54Y94U229949	11/20/2007	6 Mths	1
12	Rev Al Sharpton	567 Any Street	1999 Cadillac DeVille	\$257.34	\$0.00	\$257.34
	144606 / 713661	Chicago IL 60630	1G6KD54YXXU800630	01/12/2008	6 Mths	1
13	Queen O Sheba	567 Any Street	2008 Cadillac CTS	\$0.00	\$240.14	\$240.14
	132079 / 710415	Chicago IL 60639	1G6DM577680110894	12/03/2007	6 Mths	7
14	Noah Zark	567 Any Street	2005 Cadillac DeVille	\$487.75	\$0.00	\$487.75
	148743 / 713847	Chicago IL 60609	1G6KD54Y95U130565	01/15/2008	6 Mths	4
15	Will DeBeast	567 Any Street	2005 Cadillac DeVille	\$125.00	\$0.00	\$125.00
	148743 / 714042	Chicago IL 60609	1G6KD54Y95U130565	01/17/2008	6 Mths	1
16	C Nemall	567 Any Street	2003 Cadillac DeVille	\$258.20	\$625.94	\$884.14
	47778 / 708008	Chicago IL 60631	1G6KD54YX3U237525	11/01/2007	6 Mths	5
17	Richard Cheney	567 Any Street	2003 Cadillac DeVille	\$100.00	\$433.33	\$533.33
	47778 / 711383	Chicago IL 60631	1G6KD54YX3U237525	12/14/2007	6 Mths	3
18	Lucy Lastic	567 Any Street	2003 Cadillac DeVille	\$100.00	\$141.16	\$241.16
	47778 / 713690	Chicago IL 60631	1G6KD54YX3U237525	01/14/2008	6 Mths	2
19	Seymore Withem	567 Any Street	2005 Cadillac Escalade EXT	\$53.13	\$21.49	\$74.62
	144473 / 711835	Niles IL 60714	3GYEK62N95G228684	12/19/2007	6 Mths	3
20	Captain C Runch	567 Any Street	2002 Cadillac DeVille	\$980.28	\$0.00	\$980.28
	89910 / 709087	Lincolnwood IL 60712	1G6KD54Y92U120226	11/15/2007	6 Mths	2

