

THE POWER REPORT

J.D. Power and Associates Special Report on Dealix

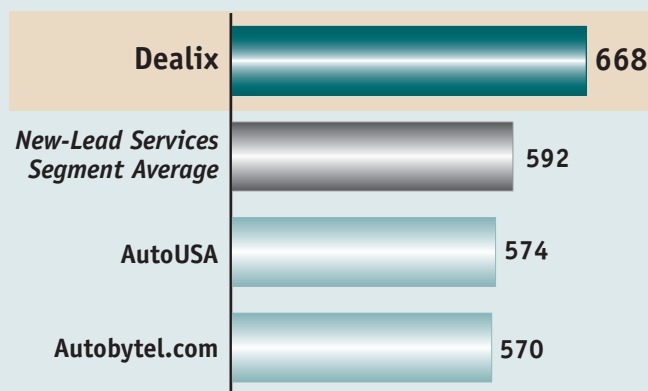
Dealix Ranks Highest in Dealer Satisfaction with New-Vehicle Online Buying Services

—Business generation and dealer support/service are keys to success

Dealix ranks highest among independent new-vehicle online buying services in satisfying dealers, according to the *J.D. Power and Associates 2006 Dealer Satisfaction with Online Buying Services Study*.SM By providing segment-leading business generation and dealer support and service, Dealix (668 index points out of a possible 1,000) outperforms the New-Lead segment average (592) by 11 percent.

Customer Satisfaction Index Scores: New-Lead Service Segment

Based on a 1,000-point scale



Companies included in the study but not ranked due to small sample size: AutoTrader.com, Autoweb.com, Car.com, cars.com, CarsDirect, eBay Motors and Vehix.com.
Source: J.D. Power and Associates 2006 Dealer Satisfaction with Online Buying Services StudySM

The study, which examines four factors to determine overall dealer satisfaction with new-vehicle lead services, reveals that Dealix outperforms the New-Lead segment average in each of the nine dealer satisfaction attributes that comprise the factors, and ranks highest in all of the measures: *Business Generation, Dealer Support/Service, Fees and Transmission of Leads*.

According to Dealers, Dealix Delivers More Leads

The most important measure in the study (accounting for 53 percent of the overall index score) focuses on an online buying service's ability to generate new business and deliver high-quality new-vehicle customer leads. Dealix excels in this area, as their *Business Generation* measure score of 644 (nearly 12 percent above the segment average of 568) clearly indicates.

Generating a high number of quality leads is, in fact, Dealix's main strength in the study. It achieves a rating of 7.0 in Quantity of Leads, versus the average rating of 5.7 among New-Lead services. Additionally, dealers who use Dealix report the highest number of new-vehicle leads per month (74), compared to the New-Lead segment average of 42. Quantity, however, is nothing without quality. Dealix also scores highest for Quality of Leads, with a 6.1 rating compared to 5.5 for the segment.

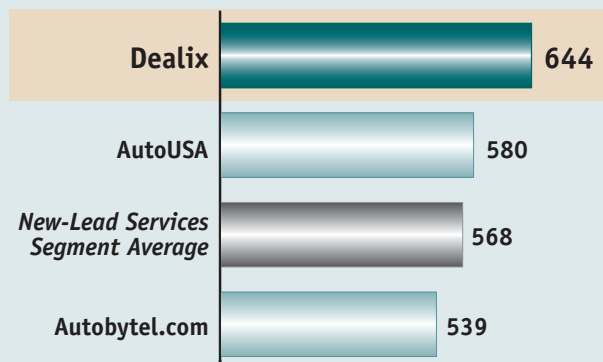


Dealix outperforms the New-Lead segment average in each of the nine dealer satisfaction attributes that comprise the study, and ranks highest in the Business Generation and Dealer Support/Service measures.

Dealix Ranks Highest in Dealer Satisfaction with New-Vehicle Online Buying Services *(continued)*

Overall Satisfaction: Business Generation

Based on a 1,000-point scale



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Source: J.D. Power and Associates 2006 Dealer Satisfaction with Online Buying Services StudySM

According to Dealers, Dealix Provides Superior Support and Service

In addition to its strength in generating new business, Dealix also outperforms the competition with regard to *Dealer Support/Service*. With a score of 705, Dealix outperforms the segment average of 599 by 15 percent. Dealers give Dealix the highest ratings in each of the three *Dealer Support/Service* attributes, including:

- Technical support (7.6 vs. 6.6 segment average)
- Amount of contact (6.9 vs. 5.7)
- Training provided (6.5 vs. 5.5)

By providing segment-leading business generation and dealer support and service, Dealix outperforms the New-Lead segment average by 11 percent.

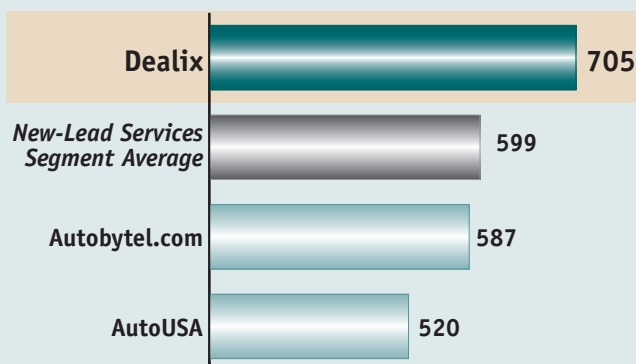
Fees and *Transmission of Leads* are two other measures where Dealix is ranked highest. With regard to *Fees*, Dealix scores 614 points, compared to 562 for the segment—a difference of eight percent. In *Transmission of Leads*, which measures how quickly leads are transmitted and the amount of information included in the lead, Dealix scores 747 points, six percent better than the segment average of 704.

Other highlights from the study:

- Dealix provides the highest rate of online training (29%) to dealers
- Of those ranked in the study, Dealix has the highest loyalty rates among New-Lead services
- Dealix scores highest on the provides incremental business attribute
- Dealix has the lowest average cost per new-vehicle lead
- Dealix's average cost per new-vehicle sale is 19 percent below the segment average ■ ■

Overall Satisfaction: Dealer/Support Service

Based on a 1,000-point scale



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Source: J.D. Power and Associates 2006 Dealer Satisfaction with Online Buying Services StudySM

About the study:

The J.D. Power and Associates 2006 Dealer Satisfaction with Online Buying Services StudySM is based on 1,010 dealer evaluations of the online buying services they use.

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