



Casey Sheen
Naked Lime Marketing
One Reynolds Way
Dayton, OH 45430

Dear Casey,

Vann York Automotive Group has been a Naked Lime Targeted Marketing customer for a long time. We chose Naked Lime because we have 5 stores and we want to be on the cutting edge of marketing. We've been using the program for email and direct mail in our Honda and Toyota Service Departments.

The campaigns that we launch have driven so much traffic to our stores that we are struggling to handle our work load. We built a Toyota store and now it's not big enough. Recently, we built a new GM store with 26 stalls in it and I'm sure Targeted Marketing will fill it up.

Since implementing the program we have grown our RO count for the past three years by 9% - this pays off in Service, customer pay, and car sales. Last year our car sales were 5,000 units, now they are 6,000. I attribute this to the relationships we build and maintain in Service using Targeted Marketing. Everyone knows that 70% of the people who do business in Service are going to buy a car from you. That's why our motto is "Relationships that Last". We know it's about the connections we make and Targeted Marketing is the service that helps us make those connections.

We have 5 stores and the one that is not using Targeted Marketing has a much higher advertising expense. Plus, they are not doing anywhere near as well as the stores on Targeted Marketing. At the end of July last year we did \$116,000 and we're on track to do \$136,000 this July – that's a \$20,000 increase in gross profit. Plus, our RO count was up 167 RO's at the Honda store.

These results have created such a buzz that we are expanding Targeted Marketing to our new GM store. We are sending an email out to current customers promoting the GM store grand opening then a mailer to capture new customers. This strategy has worked very well for us in the past. In fact, the last time we sent a conquest mailer out we found Honda and Toyota customers right in our backyard that were not buying from us – the mailer brought them in. I don't know how you do it, but you find good quality prospects.

If anyone told me they were hesitant about investing in Targeted Marketing I would tell them the longer you wait the more money you are going to lose. Vann York Automotive Group has grown from 1 store to 5, and with Targeted Marketing, we are going to keep on growing. Everybody I work with at Naked Lime Marketing with Targeted Marketing has been great!

Sincerely,

Rick Hayworth
Parts and Service Director
Vann York Auto Park
High Point, NC