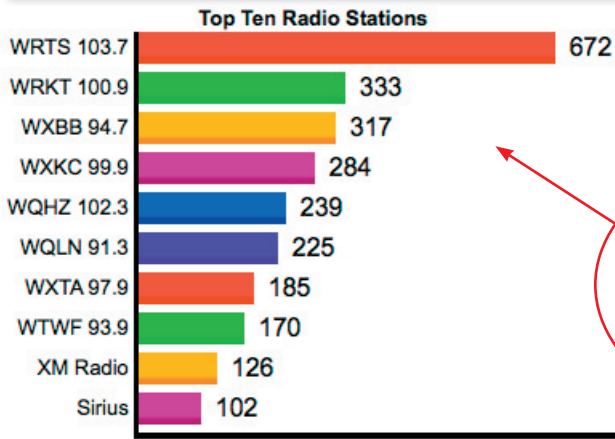


What You Want to Know - Radio

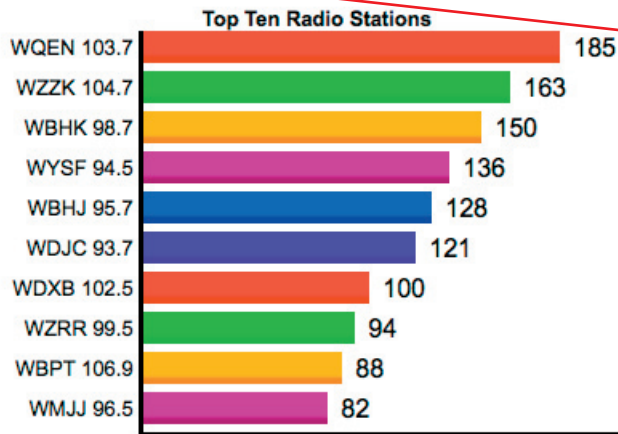
SELECTION CRITERIA: **RADIO**
 TOTAL CUSTOMERS SURVEYED: 3539
 73% of Your Customers Listen to Radio - 2380



Know what percentage of YOUR Customers listen to the Radio

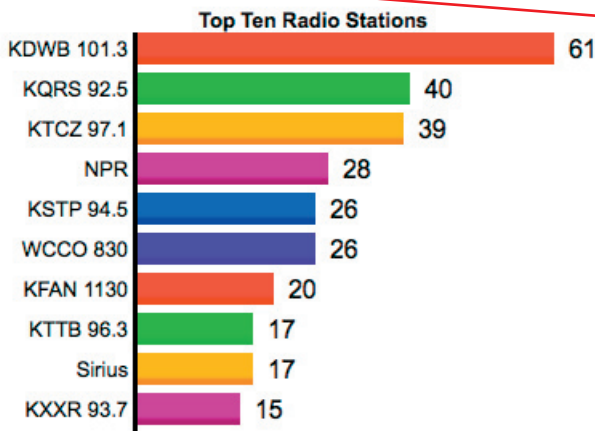
Know which Radio stations will work - and - just as important know which stations won't

SELECTION CRITERIA: **RADIO - Car Type - Used**
 TOTAL CUSTOMERS SURVEYED: 1204
 90% of Your Customers Listen to Radio - 1079



Know how to reach YOUR Used Vehicle Customers

SELECTION CRITERIA: **RADIO - Vehicle - Mercedes-Benz C Class**
 TOTAL CUSTOMERS SURVEYED: 343
 71% of Your Customers Listen to Radio - 266



Know how to reach YOUR Customers by Make and Model