

Mike Sullivan's

www.LAcarsGUY.com

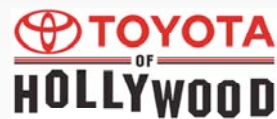
Family of Dealers

9 DEALERSHIPS

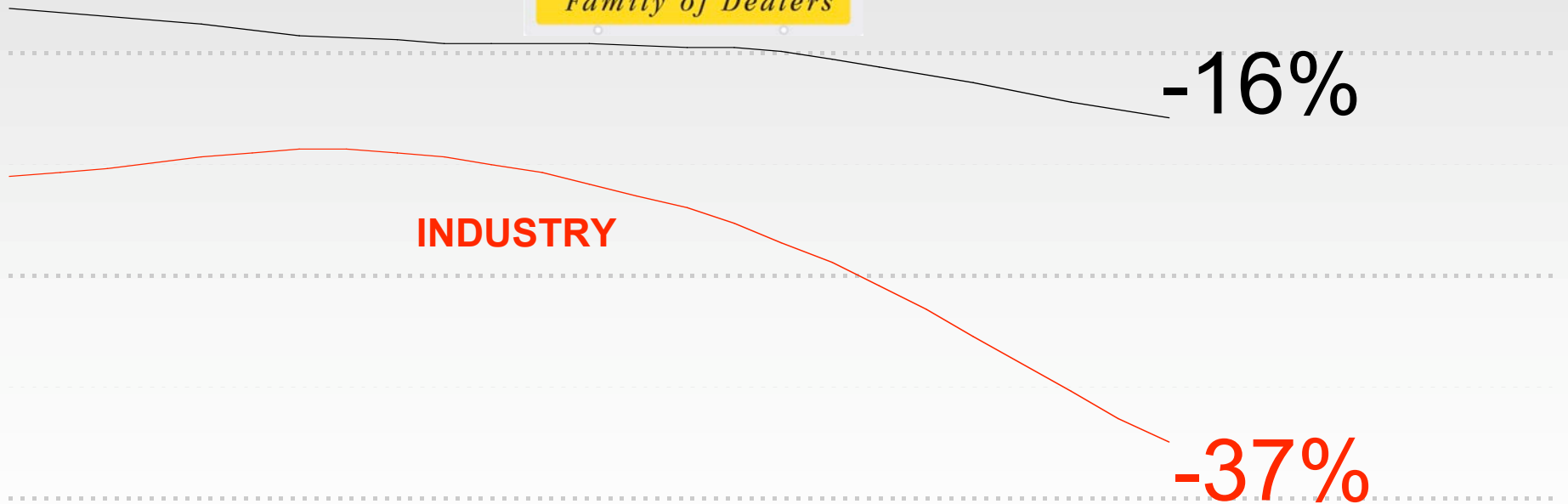
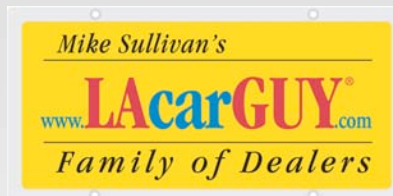
\$600MM IN REVENUE

677 EMPLOYEES

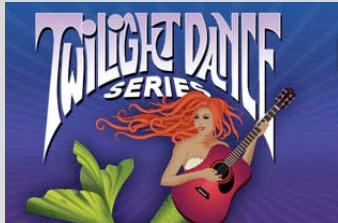
\$4.2MM IN AD SPENDING



BUCKING THE TREND GROWING MARKET SHARE



COMMUNITY INVOLVEMENT



BUILDING ONE BRAND AND ONE DESTINATION



Mike Sullivan's
LAcarGUY.com

Family of Dealers
9 DEALERSHIPS, 1 SITE

HOME VEHICLES UNDER \$10K SERVICE & PARTS SPECIALS CAR LOANS BODY SHOP ABOUT US DEALERS

About Us Español Print

Mike Sullivan's **LAcarGUY.com**

PORSCHE LEXUS TOYOTA SCION VOLKSWAGEN AUDI

Southern California's trusted online auto resource,
LAcarGUY.com helps you research,
find and purchase your car, your way.

Family of Dealers

LAcarGUY.com

For all you car buyers out there, we know car purchasing can be a taxing and time-consuming experience. Looking for a way to eliminate that stress and strain? ... so are we. As Southern California's comprehensive online auto resource, LAcarGUY.com helps you research, find and purchase your car, your way. You gain access to our entire inventory including thousands of new and pre-owned cars. If you know what you want, tell us and we will contact you when we get it. If you are not sure what you want, you can compare vehicles, check out reviews and save your own searches. We can also lend our expertise. Our staff helps you select the vehicle that best fits your needs, budget and lifestyle. Car buying the way it should be: comfortable, convenient and reliable. Visit us any time to research cars at our

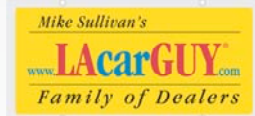
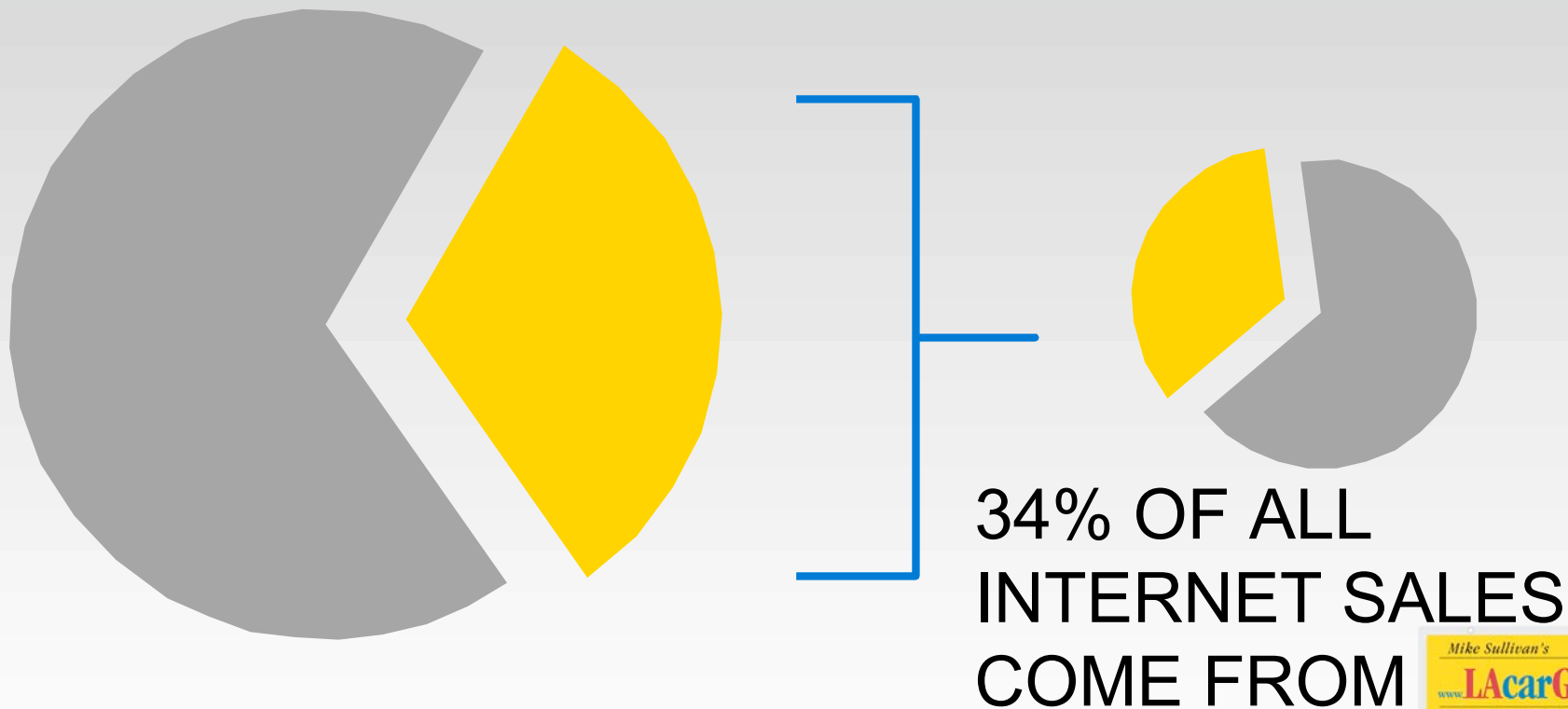
FOCUS ON IDEAS THAT PROVIDE

MEASURABILITY

ACCOUNTABILITY

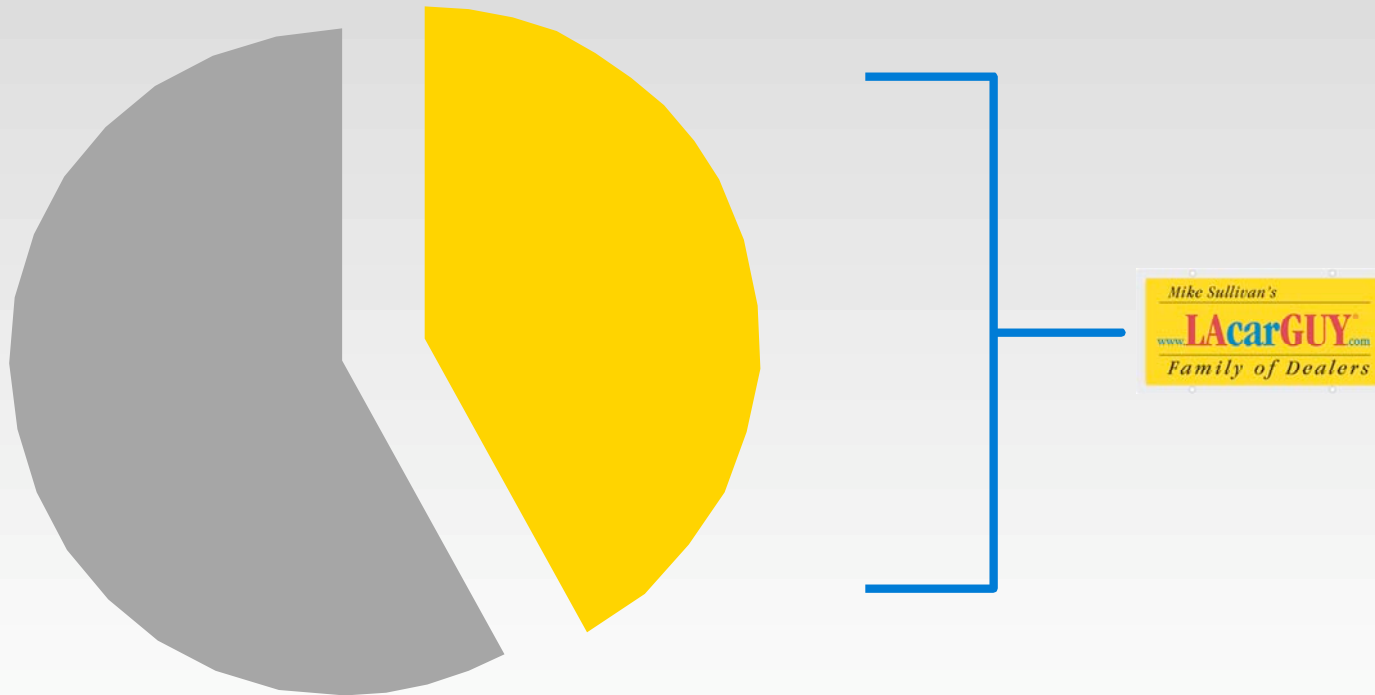
Lead provider	Leads	Sold	Close %	Cost	Cost/Sold	ROI %
Scion.com	7	3	43%	\$ -	\$ -	-
pacaudi.com	11	4	36%	\$ 400	\$ 100	2,105%
pacporsche.com	27	7	26%	\$ 480	\$ 69	8,462%
pacvw.com	12	3	25%	\$ 200	\$ 67	911%
LAcarGUY	383	93	24%	\$ 15,600	\$ 168	743%
Autotrader	214	41	19%	\$ 22,989	\$ 561	21%
Toyota.com	161	30	19%	\$ -	\$ -	-
Lexus.com	23	4	17%	\$ -	\$ -	-
lexussm.com	64	10	16%	\$ 300	\$ 30	7,170%
VW.com	119	15	13%	\$ -	\$ -	-
vwsm.com	25	3	12%	\$ 200	\$ 67	1,585%
Cars.com	166	17	10%	\$ 11,614	\$ 683	55%
Carsdirect	180	16	9%	\$ 7,589	\$ 474	21%
Autousa	501	43	9%	\$ 9,394	\$ 218	354%
Autobytel	484	39	8%	\$ 10,228	\$ 262	329%
Dealix	429	31	7%	\$ 9,084	\$ 293	253%
Cars.com plus	75	5	7%	\$ 1,350	\$ 270	164%
KBB	32	1	3%	\$ 1,300	\$ 1,300	-122%
Audi.com	41	1	2%	\$ 190	\$ 190	158%
Automotive	6	0	0%	\$ 150		-100%
Grand Total	2,976	382	12.8%	\$ 91,068	\$ 238	452%

32% OF SALES COME FROM THE INTERNET

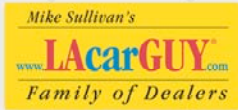


PERCENTAGE OF SALES FROM INTERNET IS UP 45% FROM 2006

42% OF AD SPENDING IS SPENT ONLINE

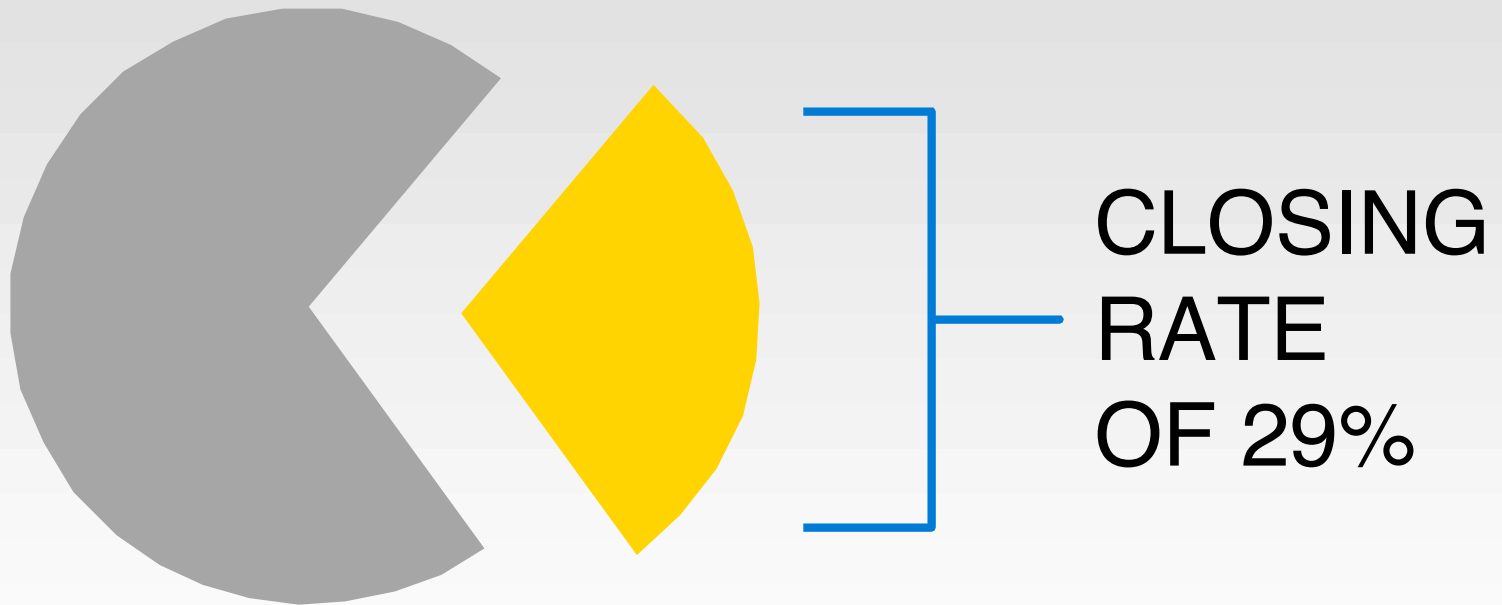


ONLINE SPENDING IS UP 75% FROM 2006



GENERATING QUALITY LEADS

TOTAL LAcARguy.COM LEADS



VS. 8% AVERAGE FOR 3rd PARTY LEADS

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