

2008 Ward's e-Dealer 100

The Ward's e-Dealer 100 is a ranking of **INDIVIDUAL** franchise dealerships by sales volume of vehicles sold via the Internet. Ward's defines an Internet sale as one in which the customer contact is initiated online; the customer identifies a specific vehicle and the process is managed by a dedicated Internet or BDC department.

Dealership Name *(Must submit separate forms for individual rooftops):* _____

Dealer Owner/Principal: _____

Is this store part of a consolidated dealer group? Yes _____ No _____

If Yes, provide name of dealer group: _____

Street: _____

City: _____ **State:** _____ **Zip Code:** _____

Internet Director: _____ **Dealership URL:** _____

Form completed by: _____ **Title:** _____

E-mail: _____ **Phone:** _____

2008 Internet Units Sold		2008 Traditional Units Sold		2008 Total Units Sold	
New		New		New	
Used		Used		Used	
Total		Total		Total	
<i>Ranking is based on this total</i>				<i>Add Internet and Traditional Sales</i>	

Note: *Following questions are for aggregate use only -- will not be printed.*

How much of your dealership's overall marketing budget is allocated for Internet-related marketing?
(Please provide a percentage:) _____ %

How much does your dealership spend on the following categories? *(Please provide a dollar amount.)*

Search-Engine Marketing: \$ _____ *(Amount spent on key words, pay-per-click on Online portals --Google, Yahoo etc.)*

Online Ads: \$ _____ **Third-party Leads:** \$ _____

Internet lead management system used: _____

Customer-relationship system used: _____

Website company *(Can have multiple answers):* _____

Please return this form by Feb. 6, 2009 to:
Joe Greenwell -- Fax: 248-357-0809
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Phone: 248-799-2662

Questions or comments?
Contact Cliff Banks at:
248-799-2649; cbanks@wardsauto.com