

	Dealership	Internet Traffic	Internet Leads	Other Leads	Total Deals (No Fleet)	Conversion
2017	Bytek VW	20,568	318	591	126	14%
	TCVW	15,654	81	223	67	22%
	Carling Volvo	16,957	49	135	56	30%
	St L Volvo	17,328	91	148	28	12%
	LR/Jag	16,736	199	530	134	18%
	Carling Mazda	21,567	135	516	153	24%
	Hull Nissan	14,543	70	481	98	18%

2018	Bytek VW	14,409	404	559	168	17%
	TCVW	11,822	225	381	93	15%
	Carling Volvo	11,239	186	237	46	11%
	St L Volvo	11,409	190	251	51	12%
	LR/Jag	13,827	468	399	116	13%
	Carling Mazda	20,711	180	500	177	26%
	Hull Nissan	11,997	206	466	126	19%

2019	Bytek VW	15,633	303	477	131	17%
	TCVW	14,425	180	351	133	25%
	Carling Volvo	6,558	126	147	44	16%
	St L Volvo	5,583	152	170	23	7%
	LR/Jag	25,613	288	285	89	16%
	Carling Mazda	21,321	227	406	133	21%
	Hull Nissan	11,992	336	399	159	22%

*Note: OTHER LEADS refer to other type of leads (showroom walk-ins, newspaper, etc.) and does not include Internet leads, however the conversion percentage is based on total leads including Internet.