

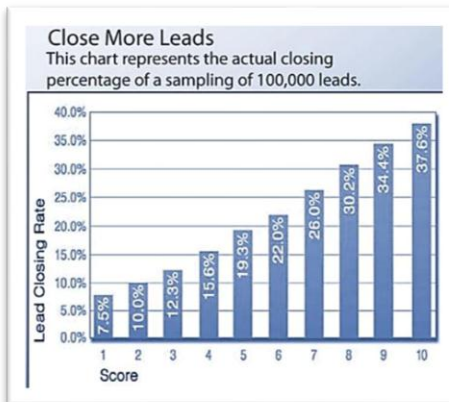
DETROIT TRADING SERVICES

Providing Dealers with DTS Refined Leads

The Detroit Trading Company has been serving the industry since 2004 under the premise of creating superior products and services based on the principles of efficiency, technology and integrity. The DTS platform, launched in 2008 as a result of these initiatives, currently operates the largest auto lead exchange in the nation, bringing over 200,000 leads to market each month. The relationship we have developed with the top automotive intelligence leaders has allowed us to begin selling these refined new car leads directly to dealer groups.

Our Product: DTS Refined Leads

- Our DTS refinement process gauges every lead based on a predictive model which works to determine how likely it is that the consumer will purchase a vehicle. →
- This model uses PolkInsight™ (new, used and VIO registration statistics, sales) and Polk's Lead Scoring solution to identify which leads dealers should buy.



Our Services: Program Customization

- We create a program to fit your dealership's specific needs and characteristics to ensure a greater degree of success in driving sales. This lead program is customized based on:
 - Refinement thresholds – defining your quality vs. quantity needs
 - Specific territory definition – down to individual zip codes
 - Desired daily or monthly lead flow
 - Vehicle model appetite preference
 - Multiple lead delivery methods to ensure a quick response

For more information, contact:

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Easy

- No contract length
- No volume or quantity requirements
- Hassle-free returns

Efficient

- 200,000+ leads per month from the most visited sites online
- Lead validation process that utilizes the latest technologies from the global leaders in automotive intelligence
- A customized lead purchasing program tailored to your dealership's needs helps to optimize lead flow
- Real-time delivery of leads
- Proven team of automotive internet marketing veterans with over 50 years of experience

DTS