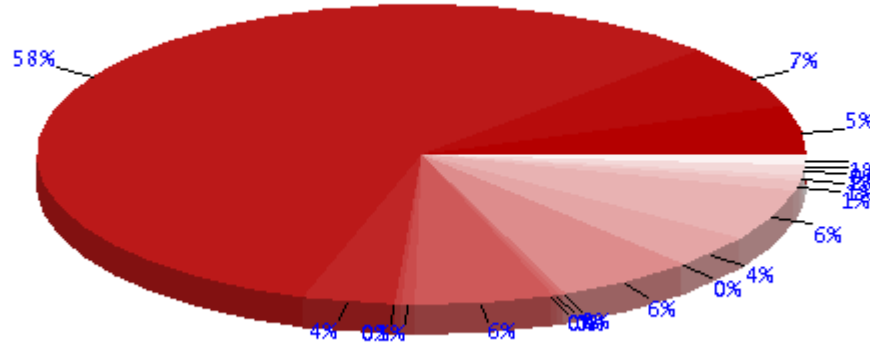


Dealership:
 Brokdown By:

Olathe Toyota dealership

Start Date: Jan 1, 2000
 End Date: Dec 31, 2000

ADVERTISING SOURCE REPORT



- Legend
- Autobytel
 - AutoTrader
 - cars.com
 - Cars.Com Dealer Website
 - ChromeCarbook
 - dealerdirect/autobytel
 - dealers specialties
 - direct email/noleadservice
 - Drive-by
 - getauto
 - green light
 - InvoiceDealers
 - Newspaper
 - NO SOURCE
 - olathetoyota website
 - Other
 - Referral
 - StoneAge
 - Television
 - TYBRP/CORPORATE TOYOTA

SOURCE	VALUE	PERCENT
Autobytel	85	5.23%
AutoTrader	115	7.07%
cars.com	938	57.69%
Cars.Com Dealer Website	65	4.00%
ChromeCarbook	1	0.06%
dealerdirect/autobytel	2	0.12%
dealers specialties	10	0.62%
direct email/noleadservice	95	5.84%
Drive-by	4	0.25%
getauto	3	0.18%
green light	1	

0.06%		
InvoiceDealers	93	
5.72%		
Newspaper	2	
0.12%		
NO SOURCE	58	
3.57%		
Olathe website	91	
5.60%		
Other	18	
1.11%		
Referral	10	
0.62%		
StoneAge	16	
0.98%		
Television	1	
0.06%		
TYBRP/CORPORATE TOYOTA	18	
1.11%		
	Total	1626
		100.00%

