

Successful Dealer
DELIVERING INNOVATION IN SALES, SERVICE AND SUPPORT



**PARTS &
SERVICE**

WEBINARS

Identifying the Right Prospect to Grow Revenue

Presented by
R. L. Polk & Co

March 30, 2010





File View Help

Attendee List (2 | Max 201)

Attendees (1) Staff (1)


NAMES - ALPHABETICALLY

Rob Hoffman (Me)

Search

Audio

Audio Mode: Use Telephone Use Mic & Speakers

MUTED 

[Audio Setup](#)

Talking: Rob Hoffman

Questions

Questions Log

[Enter a question for staff]

Send

Webinar Now
Webinar ID: 651-136-945

GoToWebinar™



Moderators

Denise Rondini, Editor



Successful Dealer
DELIVERING INNOVATION IN SALES, SERVICE AND SUPPORT

Derek Smith, Editor



TRUCK PARTS & SERVICE



Successful Dealer
REDEFINING INNOVATION IN SALES, SERVICE AND SUPPORT

PARTS & SERVICE
AFTERMARKET

WEBINARS



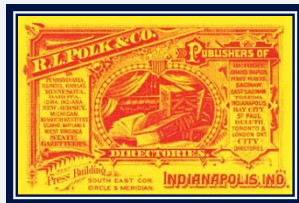
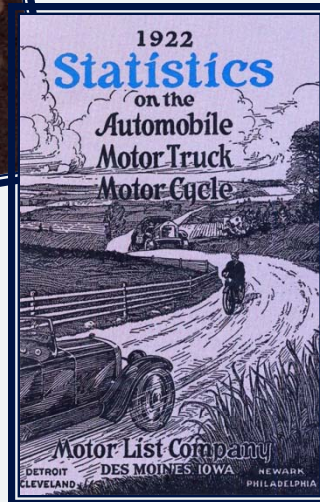
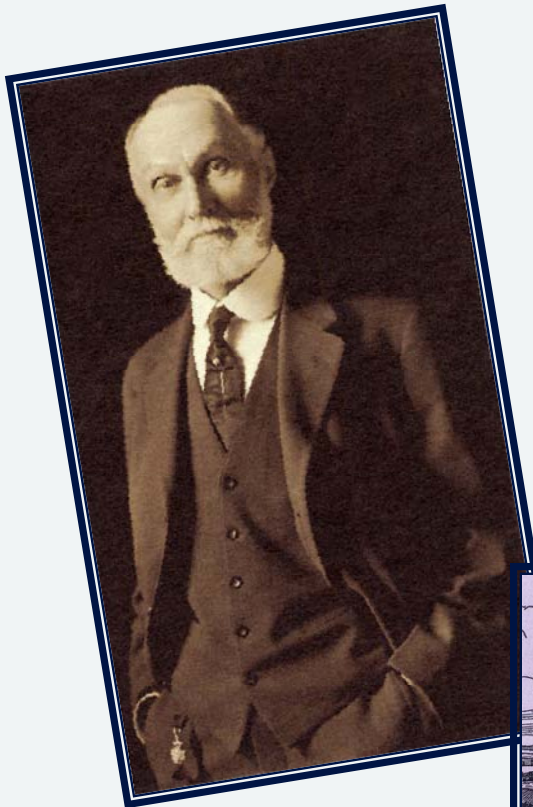
Gary Meter, Sr.
Director of Sales and Client
Services for the Commercial
Vehicle and Automotive Aftermarket
R. L. Polk & Co.

Agenda

- R. L. Polk & Co.
- Identifying the Right Target
- Prospecting Opportunities
- Lead Scoring
 - Examples
 - Reports
- Aftermarket Parts Demand
 - Statistics
 - Leads
- Questions



R. L. Polk & Co.



Why R. L. Polk & Co.



The Premier Provider of Market Information and Solutions for the Motor Vehicle Industry



What Information can Polk Provide

- Vehicle populations
- Lead Generation
- Business Information
- Vehicle Specifications
 - Make
 - Model
 - Series
 - Engine Manufacturer
 - Engine Model
 - Fuel Type
 - Vehicle Type
 - Wheel Driving
 - Vehicle Class
 - Cab configuration
 - Year Model
- Fleet Composition
- Geographic Area



What's Golf Got To Do With It?

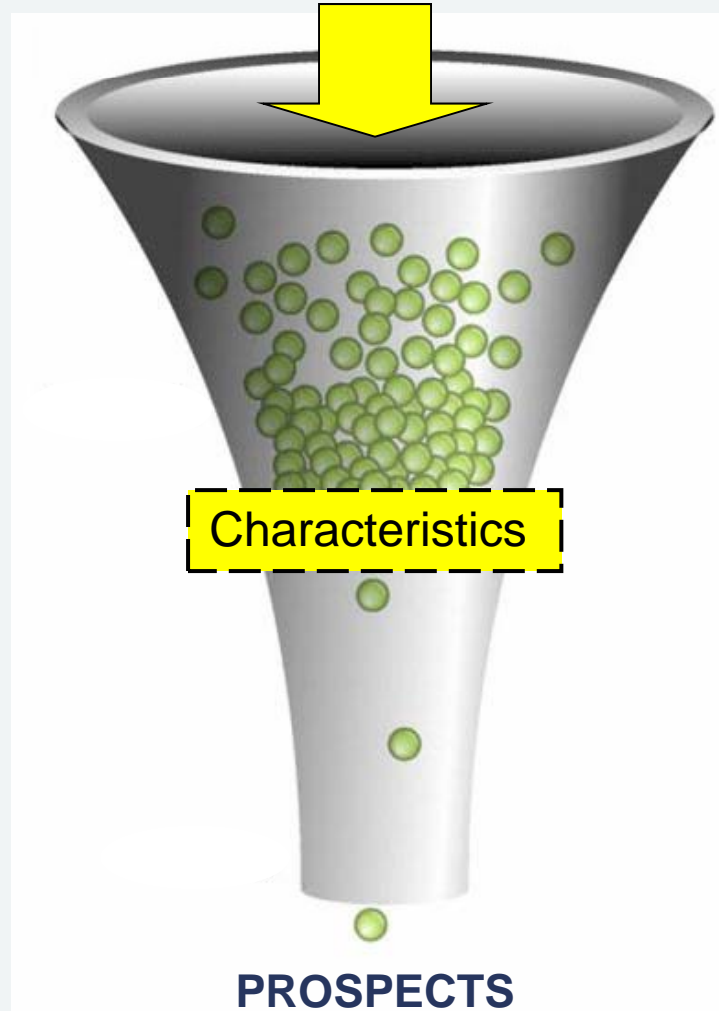


What's Golf Got To Do With It?



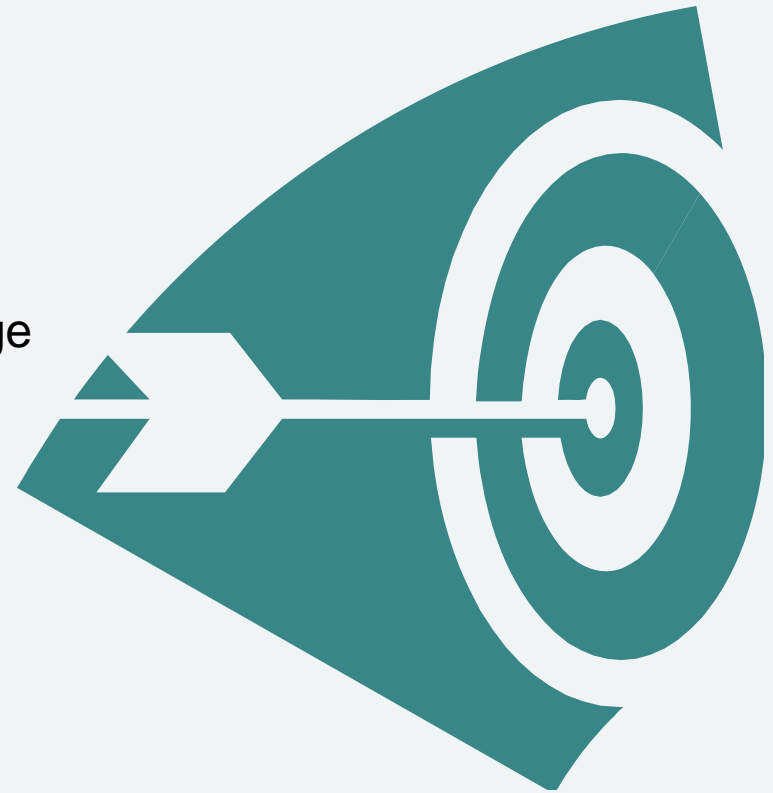
Identify the Right Prospect!

Vehicle population in your market



Prospecting is all about identifying the right Target

- Key success factors
 - Determine who your ideal customer is
 - Develop an effective message
 - Determine best way to deliver message
 - Plan for converting the lead
 - Modify the plan based on success
 - Track the results



Prospecting Opportunities

- New / Used / Sales / Service
 - Brand
 - Vocation
 - Engine
 - Age
 - Fleet Size / Composition
 - Loyalty
- Inventory / Replacement Demand
 - Engine Parts
 - Brake Parts
 - Tire
 - Filters
 - Lubricants



Questions to answer before starting a campaign!

- “Best Customers” primary characteristics
 - Vehicle type
 - Fleet size
 - Vocation
 - Age of Vehicle
- Target “Best Prospects”
 - New or Used Vehicle Sales
 - Service or Parts Opportunities
 - Conquest Opportunities
 - Brand loyal fleets
 - Mixed fleets
- Specific Type of Owner
 - School Bus
 - Heating and Cooling Company
 - Cummins engines
 - Luxury Coach
 - Local, State or Federal Government



Examples



Vehicle / Cab Type Prospects

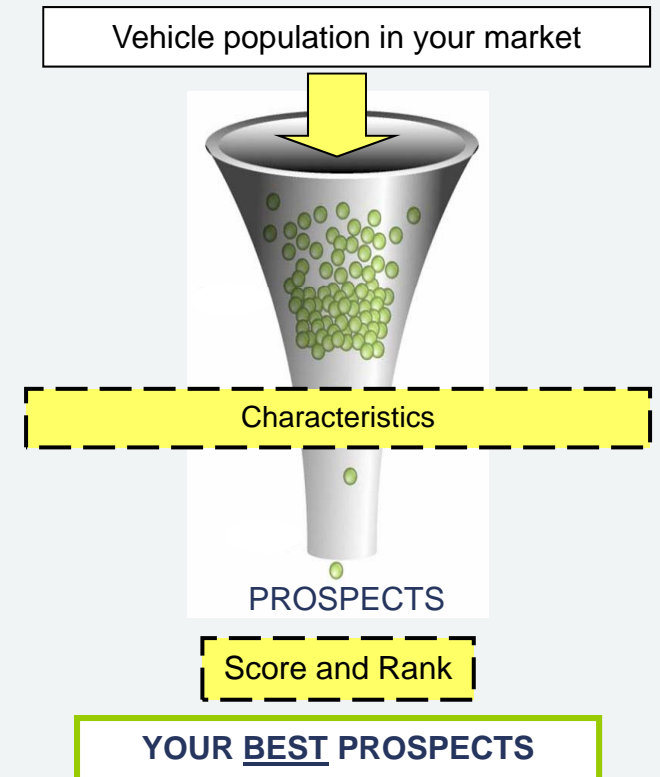
Registration Name	Cab	Vehicle Type	GVW	Make	YM	Engine Mfr	Count
4 D SERVICES	LONG CONV	TRACTOR	8	PETERBILT	2000	DETROIT DIESEL	4
4 D SERVICES	MEDIUM CONV	TRACTOR	8	VOLVO	1997	DETROIT DIESEL	1
A & B LAND LLC	CONVENTIONAL	PICKUP TRUCK	2C	GMC	1991	GENERAL MOTORS	1
A & S ENERGY LLC	CONVENTIONAL	PICKUP TRUCK	2C	DODGE	1996	CHRYSLER	1
A & S ENERGY LLC	EXTENDED CAB	PICKUP TRUCK	2C	GMC	2000	GENERAL MOTORS	1
A & S ENERGY LLC	LONG CONV	STRAIGHT TRUCK	8	INTERNATIONAL	1985	CUMMINS	1
A J LOGGING	LONG CONV	TRACTOR	8	INTERNATIONAL	1998	CATERPILLAR	1
A J TRANS INC	LONG CONV	TRACTOR	8	FREIGHTLINER	1992	CATERPILLAR	1
A J TRANS INC	LONG CONV	TRACTOR	8	FREIGHTLINER	1998	DETROIT DIESEL	1
A J TRANS INC	LONG CONV	TRACTOR	8	FREIGHTLINER	1999	DETROIT DIESEL	1
A J TRANS INC	MEDIUM CONV	TRACTOR	8	WHITEGMC	1995	CUMMINS	1
ACTION SERVICES	EXTENDED CAB	PICKUP TRUCK	2C	CHEVROLET	1998	GENERAL MOTORS	1
ADVANCED AIR TECHNOLOGIES INC	CONVENTIONAL	PICKUP TRUCK	2C	DODGE	2007	CHRYSLER	1
ADVANCED ELEVATOR CO INC	CONVENTIONAL	CAB CHASSIS	3	CHEVROLET	1991	GENERAL MOTORS	1
ADVANCED SEALCOAT INC	EXTENDED CAB	PICKUP TRUCK	2C	FORD	1999	FORD	1
ALBERT D NEWTON JOINT LIVING T	EXTENDED CAB	PICKUP TRUCK	2C	FORD	2009	FORD	1
ALEXANDER IND INC	EXTENDED CAB	PICKUP TRUCK	1C	FORD	1999	FORD	1
CONSTINE INC	CONVENTIONAL	PICKUP TRUCK	2C	CHEVROLET	1989	GENERAL MOTORS	1
CONSTINE INC	EXTENDED CAB	PICKUP TRUCK	2C	CHEVROLET	1994	GENERAL MOTORS	1
CONSTINE INC	EXTENDED CAB	PICKUP TRUCK	2C	CHEVROLET	2000	GENERAL MOTORS	1
CONSTINE INC	HIGH TILT	GLIDER KIT	8	INTERNATIONAL	1985	UNKNOWN	1
CONSTINE INC	MEDIUM CONV	STRAIGHT TRUCK	5	CHEVROLET	1996	CATERPILLAR	1
D & D STONE INC	EXTENDED CAB	PICKUP TRUCK	2C	CHEVROLET	2003	ISUZU	1
D & D STONE INC	VAN	VAN	2C	FORD	2004	FORD	1
D & F LEASING	LOW HILI	STRAIGHT TRUCK	4	ISUZU	2000	ISUZU	1
D & L AUTO SALES	CREW CAB	CAB CHASSIS	2C	CHEVROLET	1997	GENERAL MOTORS	1
D & M TRANS INC	LONG CONV	TRACTOR	8	FREIGHTLINER	1997	DETROIT DIESEL	2
D W TRANS	EXTENDED CAB	PICKUP TRUCK	2C	DODGE	1996	CHRYSLER	1
DELAU CONCRETE LLC	CONVENTIONAL	PICKUP TRUCK	1C	FORD	1998	FORD	1
DELAU CONCRETE LLC	SHORT CONV	STRAIGHT TRUCK	8	FORD	1982	CUMMINS	1
DENNIS FARMS INC	UNKNOWN	UNKNOWN	5	FORD	1971	UNKNOWN	1
DETROIT ABRASIVES CO	CONVENTIONAL	PICKUP TRUCK	2C	CHEVROLET	1996	GENERAL MOTORS	1
DICKS AUTO SERVICE	MEDIUM CONV	STRAIGHT TRUCK	4	GMC	1992	GENERAL MOTORS	1
GREAT LAKES TECHNOLOGIES INC/H	CONVENTIONAL	PICKUP TRUCK	2C	CHEVROLET	1996	GENERAL MOTORS	1
GREAT LAKES TRUCK	CONVENTIONAL	PICKUP TRUCK	1C	FORD	1999	FORD	1
GREAT LAKES TRUCK	LONG CONV	STRAIGHT TRUCK	8	FREIGHTLINER	1997	CATERPILLAR	1

Low Cab Forward Prospects

Registration Name	Cab Type	GVW	YM	Make	Engine Mfr	Count
AMERICAN WASTE SERVICES LLC	LOW TILT	8	1988	MACK	MACK	1
AMERICAN WASTE SERVICES LLC	LOW TILT	8	1997	MACK	MACK	1
BE GONE CONTAINER & CLEANUP LL	LOW TILT	3	1993	MITSUBISHI FUSO	MITSUBISHI FUSO	1
CIELO WATER CO	LOW TILT	3	1997	CHEVROLET	GENERAL MOTORS	1
CORUNNA CALEDONIA FIRE DEPT	LOW TILT	8	2005	HME	UNKNOWN	1
CUSTOM IRRIGATION & LANDSCAPIN	LOW TILT	8	1990	WHITEGMC	CUMMINS	1
D & F LEASING	LOW TILT	4	2000	ISUZU	ISUZU	1
DON MARRAH AUTOBODY I	LOW TILT	3	1992	GMC	ISUZU	1
ELITE EXCAVATION	LOW TILT	7	1988	FORD	FORD	1
FROMM FARMS	LOW TILT	6	1978	GMC	GENERAL MOTORS	1
HOWER EXCAVTG INC	LOW TILT	7	1994	FORD	CUMMINS	1
INTL AMUSEMENT LTD	LOW TILT	5	1999	GMC	ISUZU	1
KELLY BROS INC	LOW TILT	3	2001	MITSUBISHI FUSO	MITSUBISHI FUSO	1
OWOSSO CITY OF	LOW TILT	8	2007	HME	UNKNOWN	1
OWOSSO POOLS LLC	LOW TILT	4	1995	ISUZU	ISUZU	1
OWOSSO RENTAL & PURCHASE INC	LOW TILT	4	2008	ISUZU	GENERAL MOTORS	1
PAIGE ENTERPRISES	LOW TILT	4	1993	CHEVROLET	ISUZU	1
PF GREEN & SONS INC	LOW TILT	4	1999	ISUZU	ISUZU	1
R D MCCLAREN & SON PLMG	LOW TILT	4	1999	GMC	ISUZU	2
RUSSELL BROS CONCRETE PUMPING	LOW TILT	8	2002	MACK	MACK	1
SERVICE EMERGENCY LLC	LOW TILT	7	1993	FORD	FORD	1
SHIAWASSEE COUNTY MENTAL	LOW TILT	4	2006	GMC	ISUZU	1
SPRING MOUNTAIN WATER CO	LOW TILT	4	1995	GMC	ISUZU	1
SPRING VALE ACADEMY	LOW TILT	4	1994	UD TRUCKS	NISSAN	1
VERTICAL CONCRETE	LOW TILT	3	1996	GMC	GENERAL MOTORS	1

Lead Generation and Lead Scoring

- Typically a list is based on one of the following criteria:
 - Total vehicle volume
 - Volume by Brand or Vehicle Type
 - Vocation
 - Geographic area by Brand or Volume
- To assure the best possible leads for our clients, Polk has developed a scoring technique to evaluate each lead. The technique is based on a series of questions which Polk can either develop jointly with the client or the client can defer to Polk's expertise.




Lead Scoring

- For this sample, we took the list of leads and scored them based on the following:
 - D&B Matched Record with a phone number... **Score 5**
 - Fleet Brand (at least 25% of a specific Brand)... **Score 4**
 - Company has purchased a 2009 or 2007 of a given Brand... **Score 3**
 - Fleet Composition (25%+ LCF)... **Score 2**
 - Average age of fleet (5 years or older)... **Score 1**
 - Fleet Composition (50%+ is GVW 3-6 Vehicles)... **Score 1**
 - Number of vehicles in the fleet (less than 50)... **Score 1**
- The maximum score for each lead was 17


Sample Report-Washington (List without scoring)

Counties: King, Kitsap, Pierce

									
Registration Name	Address	City	St	Zip	Vocation	First Name	Last Name	Title	Bus.Phone
UNITED PARCEL SERVICE INC	13035 GATEWAY DR	SEATTLE	WA	98168	SERVICES	HARRY	SMITH	CONTROLLER	(206) 241-4314
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98444	GENERAL FREIGHT	GARY	MC LEAN	CHIEF EXECUTIVE	(253) 537-9455
UNITED PARCEL SERVICE INC	13035 GATEWAY DR	SEATTLE	WA	98168	SERVICES	HARRY	SMITH	CONTROLLER	(206) 241-4314
KING COUNTY DEPT OF TRANS	500 4TH AVE RM 653	SEATTLE	WA	98104	ROAD/HIGHWAY MA	JOHN	AMOS	DIRECTOR	(206) 684-1938
UNITED PARCEL SERVICE INC	13035 GATEWAY DR	SEATTLE	WA	98168	SERVICES	HARRY	SMITH	CONTROLLER	(206) 241-4314
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98409	GENERAL FREIGHT				
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98444	GENERAL FREIGHT	GARY	MC LEAN	CHIEF EXECUTIVE	(253) 537-9455
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98444	GENERAL FREIGHT	GARY	MC LEAN	CHIEF EXECUTIVE	(253) 537-9455
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98409	GENERAL FREIGHT				
KING COUNTY	500 4TH AVE STE 653	SEATTLE	WA	98104	GOVERNMENT/MISC				(206) 296-4000
KING COUNTY DEPT OF TRANS	500 4TH AVE RM 653	SEATTLE	WA	98104	ROAD/HIGHWAY MA	JOHN	AMOS	DIRECTOR	(206) 684-1938
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98444	GENERAL FREIGHT	GARY	MC LEAN	CHIEF EXECUTIVE	(253) 537-9455
UNITED PARCEL SERVICE INC	13035 GATEWAY DR	SEATTLE	WA	98168	SERVICES	HARRY	SMITH	CONTROLLER	(206) 241-4314
TACOMA PUBLIC SCHOOLS	TRANSPORTATION O	TACOMA	WA	98409	BUS TRANSPORTAT	KEN	PRICE	DIRECTOR	(253) 571-3350
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98444	GENERAL FREIGHT	GARY	MC LEAN	CHIEF EXECUTIVE	(253) 537-9455
UNITED PARCEL SERVICE INC	13035 GATEWAY DR	SEATTLE	WA	98168	SERVICES	HARRY	SMITH	CONTROLLER	(206) 241-4314
INTERSTATE DISTRIBUTOR CO	POB 45999	TACOMA	WA	98409	GENERAL FREIGHT				
SEATTLE SCHOOL DISTRICT	815 4TH AVE N	SEATTLE	WA	98109	BUS TRANSPORTAT	MICHAEL	MURPHEY	DIRECTOR	(206) 284-6220
UNITED PARCEL SERVICE INC	13035 GATEWAY DR	SEATTLE	WA	98168	SERVICES	HARRY	SMITH	CONTROLLER	(206) 241-4314
CENTRAL PUGET SOUND REGIO	1100 2ND AVE STE 50	SEATTLE	WA	98101	SERVICES				(206) 838-3028
UNITED PARCEL SERVICE INC	13035 GATEWAY DR	SEATTLE	WA	98168	SERVICES	HARRY	SMITH	CONTROLLER	(206) 241-4314
KING COUNTY DEPT OF TRANS	500 4TH AVE RM 653	SEATTLE	WA	98104	ROAD/HIGHWAY MA	JOHN	AMOS	DIRECTOR	(206) 684-1938
OAK HARBOR FREIGHT LINES I	POB 1469	AUBURN	WA	98001	GENERAL FREIGHT	VANDER	POL	CHIEF EXECUTIVE	(253) 288-8300

Sample Report Washington (Scored)

Counties: King, Kitsap, Pierce

												
Registration Name	Address	City	St	Zip	Vocation	First Name	Last Name	Title	Phone	Fleet Size	Make	Make
RICH LANDSCAPE INC	27901 NE REDMOND	REDMOND	WA	98053	LANDSCAPING/HORTICU	MIKE	RICHARD	PRESIDE	(425) 882-2226	24	10	0
TUTKO LANDSCAPING & I	22210 NE 80TH ST	REDMOND	WA	98053	LANDSCAPING/HORTICU	TIM	TUTKO	PRESIDE	(425) 868-1515	12	8	1
PUGET SOUND WOOD W	603 MARKET ST	KIRKLAND	WA	98033	WHOLESALE/RETAIL	MATT	SHEFFER	MEMBER	(425) 828-9736	2	2	0
EXTERMINATORS INC	17511 68TH AVE NE	KENMORE	WA	98028	SERVICES	ALEX	ALTIZER	PRESIDE	(425) 820-1137	2	1	0
SMITH BROTHERS	19610 55TH AVE NE	KENMORE	WA	98028	LANDSCAPING/HORTICU	RODNEY	SMITH	PRESIDE	(425) 483-5783	3	1	0
BEACON PLUMBING & ME	16719 SE 149TH ST	RENTON	WA	98059	SERVICES	BILL	CAHILL	PRESIDE	(425) 277-1879	23	13	0
N W HANDLING SYSTEMS	1100 SW 7TH ST	RENTON	WA	98057	GENERAL FREIGHT	JAMES	FRANCK	PRESIDE	(425) 255-0500	40	24	0
WALT & VERNIS INC	28520 STATE ROUTE	BUCKLEY	WA	98321	WHOLESALE/RETAIL	STEVEN	SMITH	PRESIDE	(360) 829-1263	5	2	0
INDERBITZIN DIST INC	901 VALLEY AVE NW	PUYALLUP	WA	98371	FOOD PROCESSING & D	JHON	INDERBIT	PRESIDE	(253) 922-2592	41	20	0
TOTEM FOOD PRODS INC	6203 S 194TH ST	KENT	WA	98032	FOOD PROCESSING & D	KATHLEE	AUTRY	PRESIDE	(253) 872-9200	16	7	0
KOREAN EXPRESS USA I	6858 S 220TH ST	KENT	WA	98032	GENERAL FREIGHT	CHANG	KIM	PRESIDE	(253) 872-6700	2	1	0
BEACON PLUMBING & ME	8611 S 192ND ST	KENT	WA	98031	SERVICES	WILLIAM	CAHILL	PRESIDE	(253) 854-0182	4	2	0
SIX ROBBLEES INC	11010 TUKWILA INTE	SEATTLE	WA	98168	WHOLESALE/RETAIL	DAVID	ROBBLEE	CHIEF EX	(206) 767-7970	15	8	0
ASKO PROCESSING INC	434 N 35TH ST	SEATTLE	WA	98103	MANUFACTURING	DAVID	KELLY	PRESIDE	(206) 634-2080	3	3	0
FISHERIS SPLY CO	1900 N NORTHLAKE	SEATTLE	WA	98103	WHOLESALE/RETAIL	CARL	SUTTER	PRESIDE	(206) 632-4462	6	6	0
NORTH STAR CASTEEL P	820 S BRADFORD ST	SEATTLE	WA	98108	WHOLESALE/RETAIL	WILLIAM	GIBB	PRESIDE	(206) 622-0068	2	1	0
ED PALMER CONST	22024 103RD AVE SW	VASHON	WA	98070	CONSTRUCTION	ED	PALMER	PRESIDE	(206) 463-9889	5	2	0
KEMPER & INVERSON LT	761 BELLEVUE AVE E	SEATTLE	WA	98102	LANDSCAPING/HORTICU	THOMAS	IVERSEN	PRESIDE	(206) 329-6633	2	2	0
PUGET SOUND BLOOD C	921 TERRY AVE	SEATTLE	WA	98104	BUS TRANSPORTATION	BOB	GLEESON	DIRECTO	(206) 292-6500	8	3	0
ATLAS CONSTRUCTION S	4044 22ND AVE W	SEATTLE	WA	98199	CONSTRUCTION	DAVID	CONNOR	PRESIDE	(206) 283-2000	8	6	0
COPIERS NORTHWEST I	601 DEXTER AVE N	SEATTLE	WA	98109	WHOLESALE/RETAIL	MARK	PETRIE	CHIEF EX	(206) 282-1200	5	5	0
SALVATION ARMY	111 QUEEN ANNE AV	SEATTLE	WA	98109	SERVICES	HAROLD	BRODIN	PRINCIPA	(206) 281-4600	5	3	0
STAR NURSERY AND LAN	13916 42ND AVE S	SEATTLE	WA	98168	LANDSCAPING/HORTICU	MICHAEL	PALMER	MANAGEI	(206) 241-2115	4	4	0

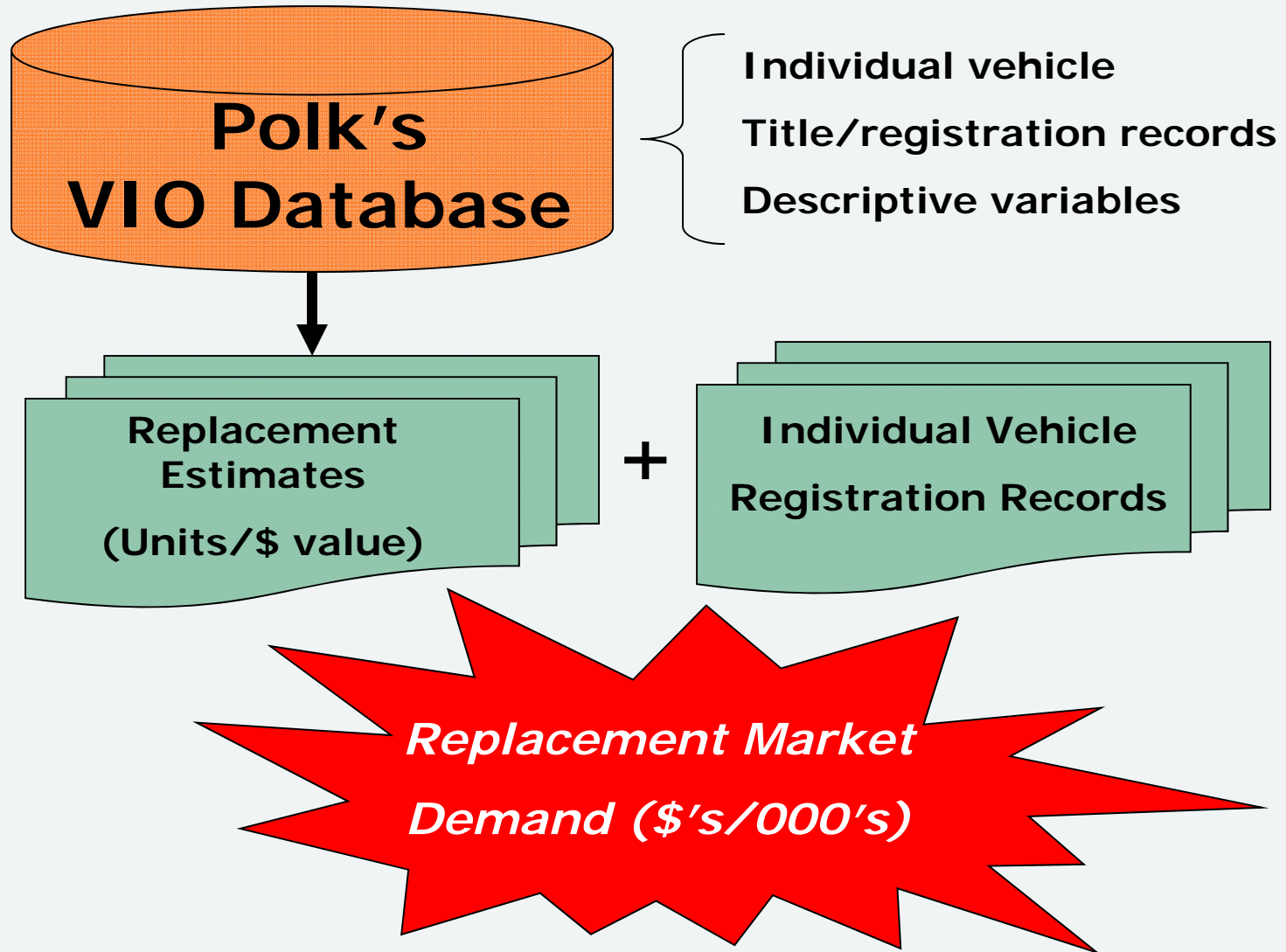
Aftermarket Replacement Demand

Source of Data



- Fact-Based Information
 - Based on Polk Vehicle-In-Operations
 - Updated Quarterly
 - Market Research by Commercial Motor Vehicle Research (CMVC)
- Replacement Demand Factors Updated Annually
- Statistics updated Quarterly
- GVW 3-8
 - Medium and Heavy Duty Trucks
 - Buses
 - Trailers (Tires only)

How is Replacement Demand Derived



Commercial Aftermarket Replacement Parts



- Tires (Vehicle/Trailer):
 - Tire size and type (New/Retread)
- Brakes:
 - Systems and type (New/Remanufactured)
 - Major Components (29 parts)
- Engine Oil:
 - Engine Size and fuel type (gasoline, diesel, alternative fuel)
- Filters:
 - Type (oil, fuel and air)
- Diesel Engine Parts
 - Major components by Part, Kit and type of part (New/Remanufactured)

Commercial Aftermarket Replacement Parts Demand: Diesel Engines Information

- **Parts**
 - Cylinder Heads
 - EGR Valves
 - Engine Control Module
 - Fan Clutch
 - Fuel Injectors
 - Fuel Pumps
 - Intake Exhaust Valves
 - Oil Pump
 - Turbocharger
 - Water Pump
- **Engine Kits**
 - In-Frame
 - Overhaul Kit
 - Replacement Engine
- **Part Type**
 - New
 - OEM Remanufactured
 - Non-OEM Remanufactured
 - Parts Kit
 - Used / Salvaged

Commercial Aftermarket Replacement Parts Demand: Fuel Pump Demand in Georgia

GVW	New	Non-OE Reman	OE Reman	Parts Kits	Used Salvage	Total Units
3	6941	1096	4182	252	126	12597
4	3429	541	2066	124	62	6222
5	1846	291	1112	67	34	3350
6	3297	363	2032	82	82	5856
7	7818	861	4818	194	194	13885
8	25460	3959	23205	2200	165	54989
Total	48791	7111	37415	2919	663	96899

Note: Each part count is derived from a specific Vehicle owned by a specific Company and these statistics translate into Leads for a specific Part

Data as of September 2005

Commercial Aftermarket Replacement Parts Demand: Brake Parts

• Parts

- ABS ECU
- ABS Modular Valve
- ABS Wheel Sensors

Air Brake

- Air Compressor
- Air Dryer
- Air Tanks
- Cam Bushing
- Camshaft
- Chamber
- Check Valves
- Dash Valves
- Drums
- Dryer Cartridge
- Foot Brake Valves
- Hoses
- Other Air Valves
- Relay Valves
- Relined Shoe
- Roller Pins Springs
- Slack Adjusters
- Spider
- Spring Brake
- Spring Brake Valves

Hydraulic Brake

- Boosters
- Calipers
- Drums
- Hoses
- Master Cylinders
- Pads
- Relined Shoes
- Rotors
- Springs Pin
- Valves
- Wheel Cylinders

Commercial Aftermarket Replacement Parts Demand: Brake Drum Demand Alabama

Brake Drum Demand – Alabama February 2009 – January 2010

Class 6-8, Tractors and Straight Trucks only, Fleets < 500

Brake Part	VGWV	Vehicle Type	Brake Units New	Brake Value New
AIR BRAKE.DRUMS	6	STRAIGHT TRUCK	1580	\$ 135,979
AIR BRAKE.DRUMS	6	TRACTOR	8	\$ 692
AIR BRAKE.DRUMS	7	STRAIGHT TRUCK	3958	\$ 340,638
AIR BRAKE.DRUMS	7	TRACTOR	931	\$ 80,099
AIR BRAKE.DRUMS	8	STRAIGHT TRUCK	9125	\$ 957,626
AIR BRAKE.DRUMS	8	TRACTOR	20059	\$ 2,105,185
Grand Total			35661 units	\$ 3,620,219

Commercial Aftermarket Replacement Parts Demand: Top 10 Tractor & straight truck prospects – Fleet < 500

<u>Registration Name</u>	<u>Registration Address</u>	<u>Reg. City</u>	<u>Reg. State</u>	<u>ZIP Code</u>	<u>Total</u>
AAA COOPER TRANSPORTATION	1751 KINSEY RD POB 6827	DOTHAN	ALABAMA	36303	325
ALABAMA MOTOR EXPRESS INC	10720 E HIGHWAY 8 POB 487	ASHFORD	ALABAMA	36312	305
WTI TRANS INC	1526 51ST AVE	TUSCALOOSA	ALABAMA	35401	284
GARRISON R E TRUCK INC	1103 COUNTY ROAD 1194	VINEMONT	ALABAMA	35179	270
MCGRIFF TRANS INC	563 COUNTY ROAD 1339	CULLMAN	ALABAMA	35058	260
SOUTHERN CAL TRANS INC	150 41ST AVE W	BIRMINGHAM	ALABAMA	35207	254
HORNADY TRUCK LINES INC	211 HORNADY DR	MONROEVILL	ALABAMA	36460	240
EVERGREEN TRANSPORTATION INC	206 INDUSTRIAL PARK RD	EVERGREEN	ALABAMA	36401	229
GREENBUSH LOGISTICS INC	403 W WASHINGTON ST	ABBEVILLE	ALABAMA	36310	223
READY MIX USA	POB 101868	BIRMINGHAM	ALABAMA	35210	215

Commercial Aftermarket Replacement Parts Demand: Brake Rotor Demand Georgia

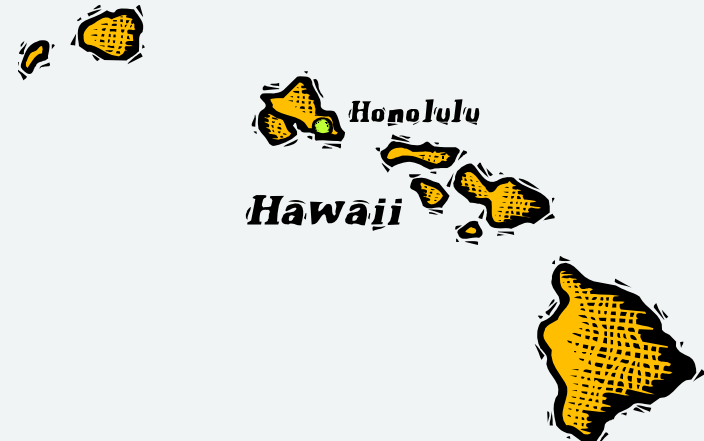
Brake Rotor Demand - Georgia February 2009 – January 2010 Class 4-6, Ford & GM

Brake Part	Make	VGWV	Brake-Units New	Brake-Value New
HYDRAULIC BRAKE.ROTOR	FORD	4	5662	\$ 722,160
HYDRAULIC BRAKE.ROTOR	FORD	5	3149	\$ 401,711
HYDRAULIC BRAKE.ROTOR	FORD	6	3878	\$ 561,277
HYDRAULIC BRAKE.ROTOR	GMC	4	829	\$ 105,786
HYDRAULIC BRAKE.ROTOR	GMC	5	279	\$ 35,593
HYDRAULIC BRAKE.ROTOR	GMC	6	1640	\$ 237,351
Grand Total			15437 Units	\$ 2,063,878

Restricted States

- Currently seven (7) states restrict the use of Owners Name / Address

- Arizona
- Colorado
- Hawaii
- Nebraska
- Nevada
- New Hampshire
- Pennsylvania



- Registrations for these vehicles are included in the statistical summaries
- Based on individual state privacy laws
- Polk provides prospect leads through statistical modeling

Modeled Business Data – Restricted States

NAME	ADDRESS	ST	SIC4 DESCRIPTION	FIRST NAME	LAST NAME	PHONE
10 ENTERPRISES LLC	0275 222 RD	CO	SPORTING & RECREATIONAL CAMPS	DAVID	FURR	(970) 283-9420
1ST AMERICANS SHIPPING & TRCKG	449 FAIRWAY AVE	CO	LOCAL TRUCKING WITHOUT STORAGE			(970) 625-0727
201 FRANKLIN LLC	2120 ELLA ST	CO	BUSINESS SERVICES NEC			(970) 243-0527
2H MECHANICAL LLC	566 S WESTGATE DR	CO	PLUMBING HEATING & AIR CONDITIONING			(970) 433-9111
3 GIRLS LLC	1123 24 RD	CO	BUSINESS SERVICES NEC	CAROLYN	MEYERS	(970) 242-7673
3B ENTERPRISES LLC	1200 E 1ST ST	CO	BUSINESS SERVICES NEC	STEVE	BAKER	(970) 824-0225
3D ENTERPRISES	1307 14 RD	CO	BUSINESS SERVICES NEC			(970) 858-5159
4 CORNERS ROOFING & SHTMTL LLC	278 S SKYLANE DR	CO	ROOFING SIDING & SHEET METAL WORK	MARK	ISHAM	(970) 259-0040
84 LUMBER COMPANY LTD PARTNR	779 22 RD	CO	LUMBER & OTHER BUILDING MATERIALS	MIKE	GRAHAM	(970) 245-8400
A & B ENTERPRISES LLC	1405 DOE RUN	CO	BUSINESS SERVICES NEC	ALAN	KNOB	(970) 824-4775
A & B LINES	12180 COUNTY ROAD 250	CO	HIGHWAY & STREET CONSTRUCTION	DAN	FULLER	(970) 247-9176
A & D SEPTIC & DRAIN	3395 1900 RD	CO	REPAIR SHOPS & RELATED SERVICES NEC	JAMES	BATTEY	(970) 874-3559
A 1 TRAFFIC CTRL & BARRICADE	32597 HIGHWAY 6 624	CO	EQUIPMENT RENTAL & LEASING NEC	JANICE	GIRODO	(970) 876-0738
A B C SUPPLY	730 SCARLET DR	CO	BRICK STONE & RELATED MATERIALS	KENNY	CUMINS	(970) 242-5491
A BC WELDING	895 COUNTY ROAD 223	CO	WELDING REPAIR	DAN	MIKAELA	(970) 259-7737
A M BESTWAY INC	2492 1/2 INDUSTRIAL BLVD	CO	TRUCKING EXCEPT LOCAL	AL	MURRY	(970) 242-2426
A TO Z PLUMBING & HEATING SVC	2074 COUNTY ROAD 109	CO	PLUMBING HEATING & AIR CONDITIONING	FRANCIS	NICCOLI	(970) 704-0692
A WATER WAGON	870 DEER TRAIL RD	CO	DIRECT SELLING ESTABLISHMENTS	ALEX	RODRIGUEZ	(970) 259-1618
A-1 HEATING AND COOLING INC	2342 AIRPORT RD	CO	PLUMBING HEATING & AIR CONDITIONING	DUSTIN	CHURCH	(970) 625-2136
A-1 INC	131 N BOWER AVE TRLR 6	CO	LOCAL TRUCKING WITHOUT STORAGE	BONNIE	SILZELL	(970) 464-7797
A1 MAINTENANCE & BUILDING MGT	520 E COOPER AVE STE 23	CO	BUILDING CLEANING/MAINTENANCE SVCS NEC	CHARLES	BESANTY	(970) 925-8539
AA AMERICAN INC	28753 HIGHWAY 160	CO	TRUCK RENTAL & LEASING NO DRIVERS	ROBERT	ABRAMS	(970) 247-4651
AAA WATERPROOFING INC	4830 HIGHWAY 348	CO	SPECIAL TRADE CONTRACTORS NEC	JACK	RHINE	(970) 874-8829
AAA WATERPROOFING INCORPORATED	1779 AIRPORT RD	CO	SPECIAL TRADE CONTRACTORS NEC	JACK	RHINE	(970) 625-9257
AAES MILD TO WILD RAFTING	53 RIO VISTA CIR	CO	AMUSEMENT & RECREATION SERVICES NEC	ALEX	MICKEL	(970) 247-4789
AARON KINNEY TRUCKING INC	209 N 3RD ST	CO	LOCAL TRUCKING WITHOUT STORAGE	H	KINNEY	(970) 323-5413
ABBOTT & SONS TRUCKING	707 E MARKET ST	CO	TRUCKING EXCEPT LOCAL	KENNETH	ABBOTT	(970) 878-4629
ABC CROMER LLC	340 LEGION ST	CO	BUSINESS SERVICES NEC	JOHN	CROMER	(970) 824-5354
ABCD SODERBERG LLCM	921 GRAND AVE	CO	PLUMBING HEATING & AIR CONDITIONING			(970) 945-2511

Special Discount for Participants in Today's Webinar!

- Contact Polk
 - Joe Bond
 - (248) 728-7486
 - joseph_bond@polk.com
 - Advise Joe of your participation in the webinar
 - Offer good through April 15, 2010
- Polk provides a Scored Prospect List with Business and Vehicle Information
 - 750 leads for \$1,000
- Polk is available for discussion regarding prospects generation and analyzing results



What are your colleagues saying?



“Everyone needs a plan to be successful and one way to assure success is to incorporate the Best Information and Technology available.”

A Successful Client





Thank You!



The logo features the text "Successful Dealer" in a bold, sans-serif font, followed by a yellow gear icon. To the right is "PARTS & SERVICE" in a stylized, italicized font. Below these elements is the word "WEBINARS" in a large, blue, sans-serif font. A small tagline "DELIVERING INNOVATION IN SALES, SERVICE AND SUPPORT" is visible under "Successful Dealer".

Successful Dealer  PARTS & SERVICE
DELIVERING INNOVATION IN SALES, SERVICE AND SUPPORT
WEBINARS

Questions?

The logo features the text "Successful Dealer" in a grey box, a yellow gear icon, and "PARTS & SERVICE" in a stylized font. Below this is the tagline "DELIVERING INNOVATION IN SALES, SERVICE AND SUPPORT" and the word "WEBINARS" in large blue letters.

Successful Dealer  PARTS & SERVICE
DELIVERING INNOVATION IN SALES, SERVICE AND SUPPORT
WEBINARS

Contact:

Denise Rondini: (847) 636-5069 or drondini@rrpub.com

Derek Smith: (847) 636-5073 or dsmith@rrpub.com



Join Us for Our Next Webinar:

Surviving the Recovery

Tuesday, May 18

2-3 PM Central

Bruce Plaxton

BGP Marketing