

CITIES SERIES PROSPECTIVE SUBSCRIBER SURVEY

Overview: FleetLeads currently supports fleet sales through more than 25 thousand distributor and dealer locations with over 1.4 million fleet leads. Alone, the FleetLeads program is 25% of the cost of having sales reps and channel partners prospect for sales leads on their own. The Cities Series is a multi-client FleetLeads program for companies interested in reducing this cost another 50% by sharing the cost of lead generation in major metropolitan areas across the country with other non-competing subscribers.

Purpose: The Cities Series will roll out, market-by-market, for the top 50 MSA's across the country. These cities represent nearly one-third of the total US fleet population and are important markets for most sales organizations. The purpose of this brief survey is to collect information about the type of sales leads that would be of most value to your selling organization. You will be notified as MSA's come up on the schedule and will be provided with a prospectus to subscribe at that time. Subscriptions will be accepted on a first-come, first-served basis.

1. What vehicle types do you target? **Check all that apply.**

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> Sedans and light duty trucks class 1 & 2 – includes SUVs | <input type="checkbox"/> Tractors |
| <input type="checkbox"/> Medium duty trucks class 3, 4, & 5 | <input type="checkbox"/> Trailers |
| <input type="checkbox"/> Heavy duty trucks class 6, 7, & 8 | |

2. What marketing channel(s) would you like to generate sales leads for? **Check all that apply.**

- | | |
|---|---|
| <input type="checkbox"/> Direct sales force | <input type="checkbox"/> Both direct sales and channel partners |
| <input type="checkbox"/> Channel partners | |

3. When designing lead generating programs, we typically recommend targeting the top 20% of fleets that make up 80% of the market opportunity, excluding fleets with 1,000 or more vehicles which are generally well know to marketers. For the Cities series, we were planning on generating leads for fleets with between 25 and 1,000 vehicles. Does this fleet size range fall within your target market?

- Yes
 No

If No, please indicate what fleet size range you target: _____

4. Would leads in ALL OF THE TOP 50 MSA's be of value to your selling organization?

- Yes
 No

Please check below () the twelve (12) MSA's where leads would have the greatest value. Draw a line through (**Example: Orlando, FL**) MSA's that would have NO VALUE to your selling organization.

- | | | |
|---|--|--|
| <input type="checkbox"/> Los Angeles-Long Beach, CA | <input type="checkbox"/> Pittsburgh, PA | <input type="checkbox"/> Sacramento, CA |
| <input type="checkbox"/> New York, NY | <input type="checkbox"/> Baltimore, MD | <input type="checkbox"/> Kansas City, MO-KS |
| <input type="checkbox"/> Chicago, IL | <input type="checkbox"/> San Diego, CA | <input type="checkbox"/> West Palm-Boca Raton-Delray, FL |
| <input type="checkbox"/> Philadelphia, PA-NJ | <input type="checkbox"/> Miami-Hialeah, FL | <input type="checkbox"/> Bergen-Passaic, NJ |
| <input type="checkbox"/> Washington, DC-MD-VA | <input type="checkbox"/> Portland, OR | <input type="checkbox"/> Columbus, OH |
| <input type="checkbox"/> Atlanta, GA | <input type="checkbox"/> Denver, CO | <input type="checkbox"/> Cincinnati, OH-KY-IN |
| <input type="checkbox"/> Houston, TX | <input type="checkbox"/> Orlando, FL | <input type="checkbox"/> Indianapolis, IN MSA |
| <input type="checkbox"/> Detroit, MI | <input type="checkbox"/> Oakland, CA | <input type="checkbox"/> Greensboro-Winston-Salem-High Point, NC |
| <input type="checkbox"/> Dallas, TX | <input type="checkbox"/> St. Louis, MO-IL | <input type="checkbox"/> Raleigh-Durham, NC |
| <input type="checkbox"/> Nassau--Suffolk, NY | <input type="checkbox"/> Newark, NJ PMSA | <input type="checkbox"/> Las Vegas, NV |
| <input type="checkbox"/> Orange County, CA | <input type="checkbox"/> Ft Lauderdale-Hollywood-Pompano, FL | <input type="checkbox"/> Nashville, TN |
| <input type="checkbox"/> Seattle, WA | <input type="checkbox"/> San Francisco, CA | <input type="checkbox"/> Norfolk-Virginia Beach-Newport News, VA |
| <input type="checkbox"/> Phoenix, AZ | <input type="checkbox"/> Cleveland, OH | <input type="checkbox"/> Jacksonville, FL |
| <input type="checkbox"/> Minneapolis-St. Paul, MN-WI | <input type="checkbox"/> Charlotte-Gastonia-Rock Hill, NC-SC | <input type="checkbox"/> San Antonio, TX |
| <input type="checkbox"/> Tampa--St. Petersburg-Clearwater, FL | <input type="checkbox"/> Fort Worth-Arlington, TX | <input type="checkbox"/> Hartford, CT |
| <input type="checkbox"/> Riverside-San Bernardino, CA | <input type="checkbox"/> Salt Lake City-Ogden, UT | <input type="checkbox"/> Austin, TX |
| <input type="checkbox"/> Boston, MA | <input type="checkbox"/> San Jose, CA | |

5. The Cities Series excludes competitors from receiving sales leads in the subscriber's city. Please indicate your two primary competitors for exclusion.

Competitor #1: _____ Competitor #2: _____

6. To receive a Cities Series Prospectus, please fill in your contact information below:

Company: _____ Phone: _____

Name: _____ Fax: _____

Title: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Please FAX your completed survey to (419) 841-2211.