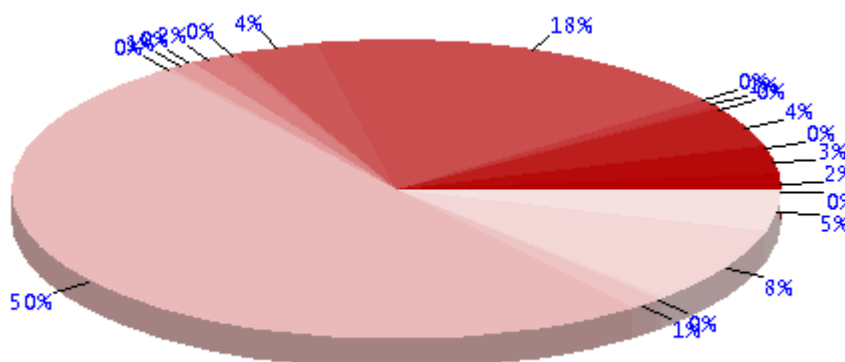


Dealership: Olathe Toyota dealership  
 Brokdown By:

Start Date: Jan 1, 2001  
 End Date: Dec 31, 2001

### ADVERTISING SOURCE REPORT



- Autobytel
- AutoTrader
- buyatoyota.com
- Cars.Com Dealer Website
- dealers specialties
- getauto
- NO SOURCE
- Referral
- Vehicles Online.com
- AutoNetUSA
- AutoVantage
- CarPoint
- CarSmart
- direct email/noleadservice
- InvoiceDealers
- olathetoyota website
- StoneAge
- Vehix
- Autopilot
- AutoWeb
- cars.com
- dealerdirect/autobytel
- Edmunds.com
- Newspaper
- Other
- TYBRP/CORPORATE TOYOTA

SOURCE	VALUE	PERCENT
Autobytel	54	1.68%
AutoNetUSA	100	3.11%
Autopilot	1	0.03%
AutoTrader	142	4.41%
AutoVantage	3	0.09%
AutoWeb	4	0.12%
buyatoyota.com	23	0.71%
CarPoint	2	0.06%
<b>cars.com</b>	<b>585</b>	18.18%
Cars.Com Dealer Website	119	

3.70%		
CarSmart	1	
0.03%		
dealerdirect/autobytel	1	
0.03%		
dealers specialties	4	
0.12%		
direct email/noleadservice	56	
1.74%		
Edmunds.com	1	
0.03%		
getauto	2	
0.06%		
InvoiceDealers	30	
0.93%		
Newspaper	4	
0.12%		
NO SOURCE	12	
0.37%		
<b>Olathe toyota website</b>	<b>1616</b>	
50.22%		
Other	41	
1.27%		
Referral	6	
0.19%		
StoneAge	264	
8.20%		
TYBRP/CORPORATE TOYOTA	145	
4.51%		
Vehicles Online.com	1	
0.03%		
Vehix	1	
0.03%		
<b>Total</b>	<b>3218</b>	<b>100.00%</b>