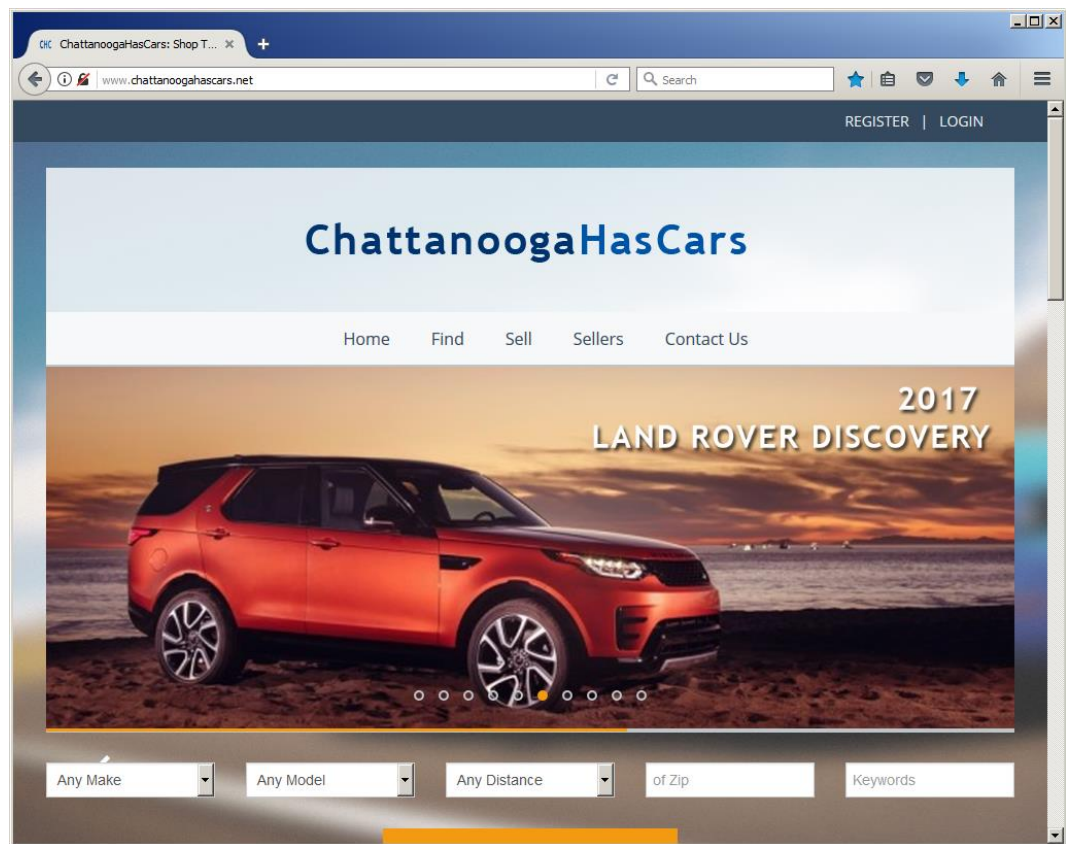


AUTOMOTIVE REPORT



3/2/2017

Hamilton County Vehicle Registrations

A Monthly Snapshot of Local Vehicle Sales and Trends

ChattanoogaHasCars

Automotive Report

HAMILTON COUNTY VEHICLE REGISTRATIONS

ABOUT THIS REPORT

The Automotive Report is prepared by **ChattanoogaHasCars.com**, a service of the **Brewer Media Group**, and is compiled monthly from raw data released from the Hamilton County Clerk's Office www.CountyClerkAnytime.com. This report is based solely upon vehicles reported Registered By Dealers in Hamilton County, Tennessee and does not reflect vehicles sold and registered in another State or County. The report is provided for informational purposes only and **Brewer Media Group** offers no warranty, expressed or implied, as to the accuracy of data contained herein.

Reporting Period: March 2016 through February 2017

Hamilton County, Tennessee

Hamilton County represents 52% of the total population of the nine-county Chattanooga Metropolitan Area. While this report does not reflect Total Sales Volume, it does provide a snapshot of relative strength within the heaviest concentration of local consumers.

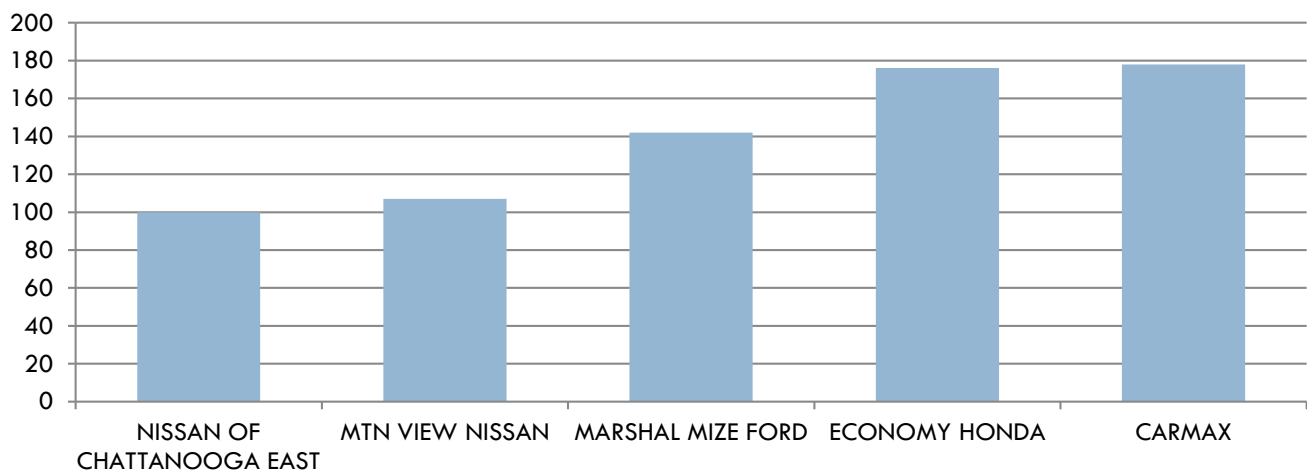
About Brewer Media Group

Brewer Media Group is Chattanooga's only locally owned mass communications company and offers the unique ability to fully integrate Radio, Print, Television, Internet and Video Pre-Roll campaigns in a single platform.

About ChattanoogaHasCars.com

ChattanoogaHasCars.com has become the Tennessee Valley's most powerful automotive shopping marketplace with consistent branding across 6 radio stations and WDEF TV every week in prime drive periods. Local dealer inventory is refreshed daily with automated feeds from various data providers.

February 2017 Top Dealers



ANNUAL METAL COUNT

March 2016 through February 2017

New Vehicle Leading Brands

Rank	Brand	Vehicle Count	Market %	% Change*
#1	FORD	2,255	16.9%	-0.1%
#2	HONDA	1,788	13.4%	+0.1%
#3	NISSAN	1,693	12.7%	+0.1%
#4	CHEVROLET	1,270	9.5%	-0.2%
#5	TOYOTA	1,164	8.7%	--
#6	SUBARU	561	4.2%	+0.1%
#7	KIA	544	4.1%	--
#8	DODGE	496	3.7%	-0.1%
#9	JEEP	492	3.7%	--
#10	HYUNDAI	325	2.4%	-0.1%
#11	VOLKSWAGEN	297	2.2%	-0.1%
#12	GMC	290	2.2%	--
#13	LEXUS	275	2.1%	+0.1%
#14	BMW	245	1.8%	-0.1%
#15	MERCEDES	176	1.3%	-0.1%
#16	AUDI	158	1.2%	--
#17	ACURA	134	1.0%	--
#18	INFINITI	114	0.9%	+0.1%
#19	BUICK	107	0.8%	--
	Other	939	7.0%	+0.2%
	TOTALS	13,323	100.0%	

*Difference in Market % from previous Annual Reporting Period (Feb 16 through Jan 17).



On Average,
 ChattanoogaHasCars.com Hosts
 More Than 5,000 Unique
 Shoppers Each Month

Used Vehicle Leading Brands

Rank	Brand	Vehicle Count	Market %	% Change*
#1	FORD	3,651	14.8%	-0.1%
#2	CHEVROLET	3,186	13.0%	--
#3	NISSAN	2,450	10.0%	+0.1%
#4	TOYOTA	2,078	8.4%	--
#5	HONDA	1,849	7.5%	--
#6	DODGE	1,337	5.4%	-0.1%
#7	KIA	907	3.7%	--
#8	JEEP	888	3.6%	+0.1%
#9	HYUNDAI	743	3.0%	-0.1%
#10	BMW	684	2.8%	--
#11	CHRYSLER	677	2.8%	--
#12	GMC	612	2.5%	--
#13	VOLKSWAGEN	580	2.4%	+0.2%
#14	LEXUS	577	2.3%	-0.1%
#15	MERCEDES	418	1.7%	--
#16	BUICK	392	1.6%	--
#17	SUBARU	370	1.5%	--
#18	MAZDA	365	1.5%	--
#19	CADILLAC	364	1.5%	--
	Other	2,474	10.1%	--
	TOTALS	24,602	100.0%	

*Difference in Market % from previous Annual Reporting Period (Feb 16 through Jan 17).

**DAVID CARROLL'S
VINYL EXPRESS**

**SATURDAYS & SUNDAYS
10 to NOON**

BIG 95.3
Chattanooga's Greatest Hits

LEADING DEALERS (New and Used Combined)

Rank	Dealer Name	Vehicle Count	Market %	% Change*
#1	ECONOMY HONDA	2,306	6.1%	+0.1%
#2	CARMAX	1,968	5.2%	--
#3	MARSHAL MIZE FORD	1,665	4.4%	--
#4	MTN VIEW NISSAN	1,464	3.9%	+0.1%
#5	INTEGRITY	1,427	3.8%	--
#6	MTN VIEW FORD	1,233	3.3%	--
#7	CAPITAL TOYOTA	1,151	3.0%	-0.1%
#8	MTN VIEW @ 153	1,063	2.8%	+0.1%
#9	NISSAN OF CHATTANOOGA	1,030	2.7%	--
#10	CROWN AUTOMOTIVE	953	2.5%	--
#11	MTN VIEW CHEVROLET	950	2.5%	-0.1%
#12	LONG OF CHATTANOOGA	744	2.0%	--
#13	KIA OF CHATTANOOGA	718	1.9%	--
#14	KELLY AUTO GROUP	706	1.9%	+0.1%
#15	VILLAGE VW	656	1.7%	--
#16	HONDA OF CLEVELAND	595	1.6%	+0.1%
#17	BMW OF CHATTANOOGA	592	1.6%	--
#18	BUY HERE PAY HERE USA	561	1.5%	--
#19	CHATTANOOGA MOTORS	500	1.3%	--
	Other	17,643	46.5%	-0.1%
	TOTALS	37,925	100.0%	

*Difference in Market % from previous Annual Reporting Period (Feb 16 through Jan 17).

A NEW HOME FOR THE ATLANTA BRAVES FOR 2017!



The New Stadium...

- Closer Proximity to Chattanooga
- Greater Access for Fans
- Lots of Excitement!

ESPN 105.1...

- All The Games, All The Excitement!
- **Atlanta Braves Baseball** Finally on FM Radio!



New Vehicle Leading Dealers

Rank	Dealer Name	Vehicle Count	Market %	% Change
#1	ECONOMY HONDA	1,356	10.2%	+0.1%
#2	MTN VIEW NISSAN	916	6.9%	+0.1%
#3	MARSHAL MIZE FORD	891	6.7%	+0.2%
#4	MTN VIEW FORD	755	5.7%	--
#5	INTEGRITY	707	5.3%	-0.1%
#6	CROWN AUTOMOTIVE	629	4.7%	--
#7	CAPITAL TOYOTA	611	4.6%	--
#8	NISSAN OF CHATTANOOGA	583	4.4%	--
#9	MTN VIEW CHEVROLET	502	3.8%	-0.1%
#10	KELLY AUTO GROUP	480	3.6%	+0.1%
#11	LONG OF CHATTANOOGA	451	3.4%	-0.1%
#12	KIA OF CHATTANOOGA	433	3.3%	--
#13	HONDA OF CLEVELAND	333	2.5%	+0.1%
#14	VILLAGE VW	316	2.4%	--
#15	TOYOTA OF CLEVELAND	272	2.0%	--
#16	LEXUS OF CHATTANOOGA	226	1.7%	+0.1%
#17	BMW OF CHATTANOOGA	224	1.7%	--
#18	EDD KIRBY	212	1.6%	--
#19	MTN VIEW CDJ	189	1.5%	-0.1%
	Other	3,237	24.3%	+0.1%
	TOTALS	13,323	100%	

*Difference in Market % from previous Annual Reporting Period (Feb 16 through Jan 17).



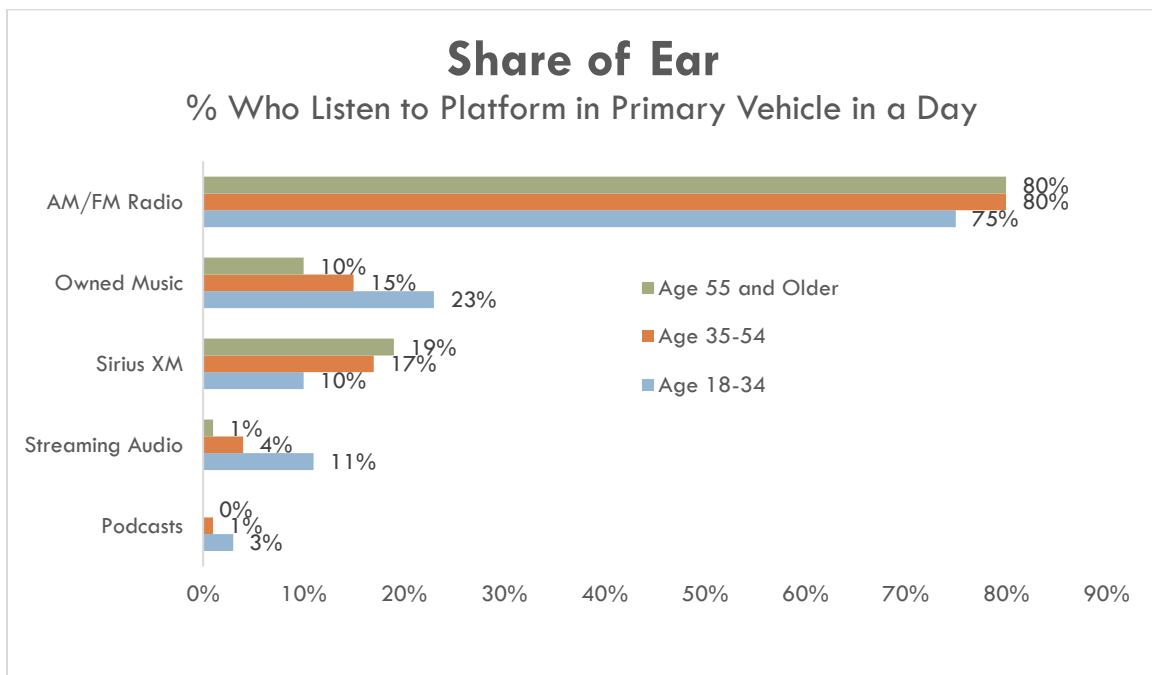
Local Ownership provides the ability to respond to customer needs rapidly and the flexibility to think outside the box. We strive every day to assure a Superior level of customer service with the area's largest collection of media properties and creative professionals under one roof.

www.BrewerMediaGroup.com

Used Vehicle Leading Dealers

Rank	Dealer Name	Vehicle Count	Market %	% Change
#1	CARMAX	1,967	8.0%	-0.1%
#2	MTN VIEW @ 153	1,063	4.3%	+0.1%
#3	ECONOMY HONDA	950	3.9%	+0.1%
#4	MARSHAL MIZE FORD	774	3.1%	-0.1%
#5	INTEGRITY	720	2.9%	--
#6	BUY HERE PAY HERE	561	2.3%	--
#7	MTN VIEW NISSAN	548	2.2%	+0.1%
#8	CAPITAL TOYOTA	540	2.2%	-0.1%
#9	CHATTANOOGA MOTORS	500	2.0%	--
#10	EASY AUTO	480	1.9%	+0.1%
#11	MTN VIEW FORD	478	1.9%	--
#12	MTN VIEW CHEVROLET	448	1.9%	-0.1%
#13	NISSAN OF CHATTANOOGA	447	1.9%	--
#14	DRIVETIME	444	1.8%	-0.1%
#15	BMW OF CHATTANOOGA	368	1.6%	--
#16	WRIGHT MOTOR COMPANY	346	1.5%	-0.2%
#17	VILLAGE VW	340	1.4%	--
#18	CROWN AUTOMOTIVE	324	1.3%	--
#19	LARRY HILL FORD	321	1.3%	--
	Other	12,983	52.8%	+0.1%
	TOTALS	24,602	100.0%	

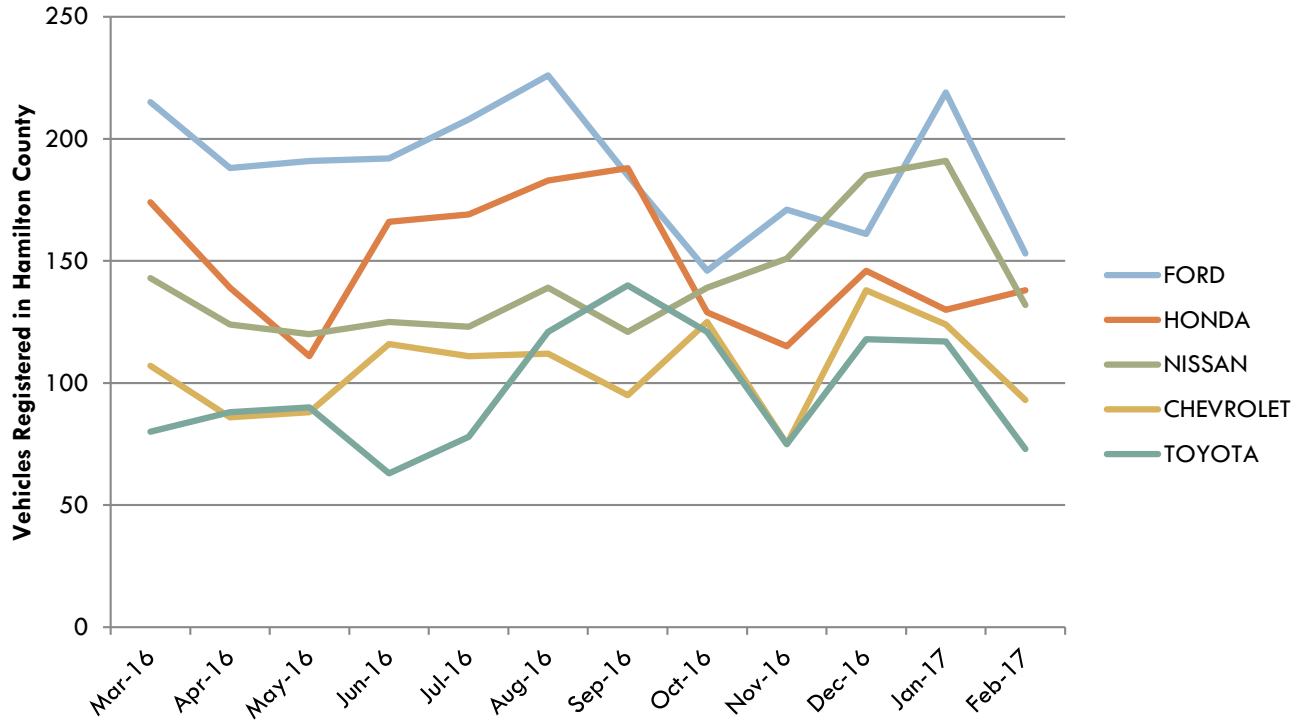
Radio: Still The King of In-Vehicle Media



*Edison Research: Share of Ear® Q2 2016 – Base: Listen to audio in a car/truck on diary day

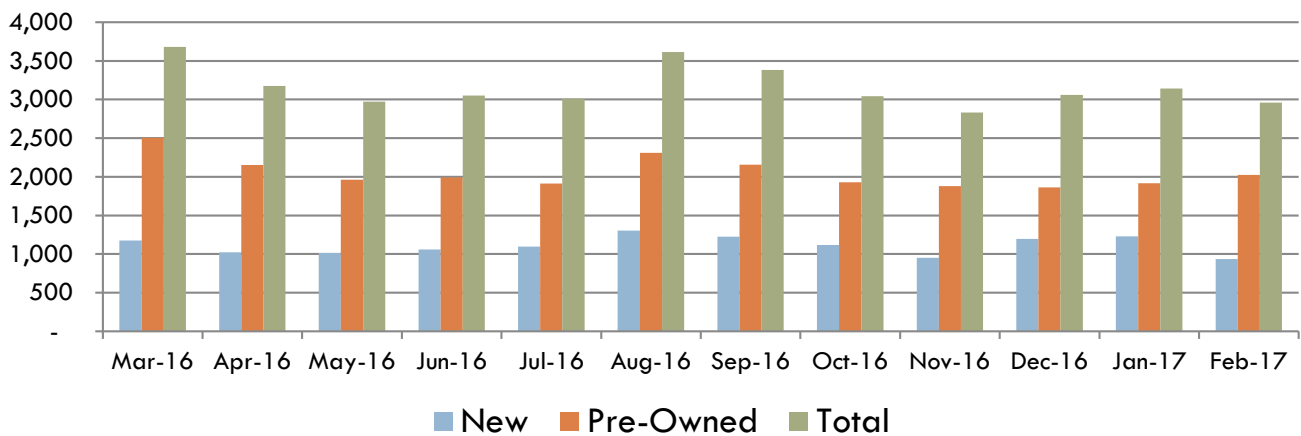
Monthly Tracking Top Brands

Monthly Tracking: Top 5 New Brands



Monthly Tracking Totals

Monthly Tracking



Dealer Brand Share (New)

Brand	Dealer	Count	Brand %	% Change
FORD	Marshal Mize Ford	890	39.5%	+0.2%
	Mtn View Ford	715	31.7%	--
	Larry Hill Ford	168	7.5%	+0.1%
	Other	482	21.4%	-0.3%
HONDA	Economy Honda	1,354	75.7%	-0.3%
	Honda of Cleveland	333	18.6%	+0.8%
	Pye Honda	15	0.8%	-0.2%
	Other	86	4.8%	-0.3%
NISSAN	Mtn View Nissan	913	53.9%	-0.3%
	Nissan of Chattanooga	582	34.4%	-0.3%
	Nissan of Cleveland	27	1.6%	+0.6%
	Other	171	10.1%	--
TOYOTA	Capital Toyota	606	52.1%	-0.7%
	Toyota of Cleveland	266	22.9%	+0.9%
	North Georgia Toyota	109	9.4%	+0.2%
	Other	183	15.7%	-0.4%
CHEVROLET	Mtn View Chevrolet	502	39.5%	+0.4%
	Integrity	355	28.0%	-0.8%
	Don Ledford	73	5.7%	-0.4%
	Other	340	26.8%	+0.8%
KIA	Kia of Chattanooga	432	79.4%	-0.4%
	Kia of Cleveland	81	14.9%	+0.5%
	Other	31	5.7%	-0.1%
VOLKSWAGEN	Village Volkswagen	269	90.6%	-1.1%
	Jim Ellis Volkswagen	9	3.0%	+0.3%
	Other	19	6.4%	+0.8%
DODGE	Crown Automotive	269	54.2%	+1.2%
	Mtn View CDJ	80	16.1%	-0.8%
	Other	147	29.6%	-0.4%
HYUNDAI	Long of Chattanooga	292	89.8%	-0.9%
	Other	33	10.2%	+0.9%
SUBARU	Kelly Auto Group	479	85.4%	--
	Subaru of Kennesaw	27	4.8%	-1.2%
	Other	55	9.8%	+1.2%
JEEP	Crown Automotive	291	59.1%	+2.0%
	Mtn View CDJ	90	18.3%	-1.3%
	Edd Kirby	20	4.1%	+0.1%
	Other	91	18.5%	-0.8%
LEXUS	Lexus of Chattanooga	220	80.0%	+0.7%
	Nalley Automotive	20	7.3%	+0.5%
	Hennessey	16	5.8%	+0.2%
	Other	19	6.9%	-1.4%
BMW	BMW of Chattanooga	224	91.4%	-0.1%
	Other	21	8.6%	+0.1%
GMC	Integrity	190	65.5%	+1.0%
	Don Ledford	21	7.2%	--
	Other	79	27.3%	-1.0%

Brand	Dealer	Count	Brand %	% Change
MERCEDES	Long of Chattanooga	146	83.0%	+0.4%
	RBM of Atlanta	5	2.8%	+0.2%
	Other	25	14.2%	-0.6%
CADILLAC	Integrity	77	81.1%	-0.2%
	Classic Cadillac	4	5.2%	-1.0%
	Other	14	14.7%	+1.2%
BUICK	Integrity	85	79.4%	-0.4%
	Don Ledford	12	11.1%	+1.1%
	Gentry Chevrolet	4	3.7%	--
	Other	6	5.6%	-0.7%
MAZDA	Edd Kirby	61	72.2%	-2.1%
	Tim Short Mazda	5	6.7%	+0.5%
	Other	21	24.1%	+1.6%
INFINITI	Infiniti of Chattanooga	104	91.2%	-0.6%
	Nalley Automotive	3	2.6%	+0.8%
	Other	7	6.2%	-0.2%

“With incomes steadily rising at a rate that outpaces that of the general population, African-Americans’ buying power is expected to grow 21.6% between now and 2020, by which time it will reach just over \$1.4 trillion, according to the Selig Center for Economic Growth”



The combination of **Power 94** and **Groove 93** reaches 76.5% of ALL Black Consumers 18-64 in Chattanooga Each Week. No other medium can deliver this growing consumer segment as efficiently.

*Nielsen – Summer 2016, Mon-Sun, 6am-12mid

FEBRUARY 2017 DEALER RANKINGS

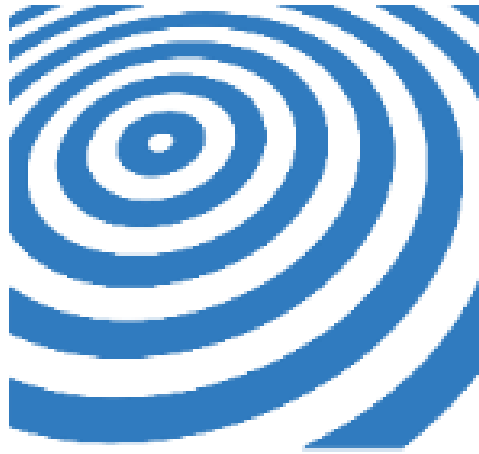
Dealer	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-16	Feb-17
CARMAX	214	148	163	128	132	202	159	158	141	181	164	201	178
New		1											
Used	214	147	163	128	132	202	159	158	141	181	164	201	178
ECONOMY HONDA	238	177	153	219	213	233	245	173	153	174	152	163	176
New	145	113	82	123	116	140	152	101	87	107	88	91	102
Used	93	64	71	96	97	93	93	72	66	67	64	72	74
MARSHAL MIZE FORD	161	118	125	143	137	148	159	115	142	117	158	152	142
New	90	58	65	70	76	88	93	55	76	58	95	68	67
Used	71	60	60	73	61	60	66	60	66	59	63	84	75
MTN VIEW NISSAN	143	141	118	107	110	130	114	113	119	125	137	74	107
New	93	88	69	81	75	82	59	74	68	87	84	51	56
Used	50	53	49	26	35	48	55	39	51	38	53	23	51
NISSAN OF CHATTANOOGA	81	62	74	52	78	74	88	90	108	107	116	98	100
New	43	27	44	21	35	42	50	49	74	72	72	53	54
Used	38	35	30	31	43	32	38	41	34	35	44	45	46
MTN VIEW FORD	113	126	91	102	112	123	64	114	87	98	109	98	94
New	72	75	61	69	64	77	43	60	49	67	70	52	48
Used	41	51	30	33	48	46	21	54	38	31	39	46	46
MTN VIEW @ 153	97	88	81	83	87	106	104	80	86	88	76	70	87
INTEGRITY	173	124	131	119	107	128	130	108	93	128	100	115	86
New	77	52	66	56	54	66	62	66	48	75	48	57	37
Used	96	72	65	63	53	62	68	42	45	53	52	58	49
CROWN AUTOMOTIVE	106	77	66	70	106	80	71	77	59	77	90	72	74
New	79	41	45	44	66	46	49	60	37	60	52	48	50
Used	27	36	21	26	40	34	22	17	22	17	38	24	24
KELLY AUTO GROUP	56	49	44	63	35	61	68	65	65	75	54	51	71
New	35	31	31	44	21	44	50	45	49	53	36	34	41
Used	21	18	13	19	14	17	18	20	16	22	18	17	30
CAPITAL TOYOTA	101	83	89	71	100	107	123	112	80	102	116	95	67
New	44	50	43	28	53	59	67	73	38	55	69	41	32
Used	57	33	46	43	47	48	56	39	42	47	47	54	35
MTN VIEW CHEVROLET	71	96	65	94	83	85	68	86	71	80	85	88	66
New	39	47	30	50	41	42	35	51	27	50	54	48	36
Used	32	49	35	44	42	43	33	35	44	30	31	40	30
CHATTANOOGA MOTORS	43	39	37	30	33	38	67	39	32	48	39	51	55
HONDA OF CLEVELAND	41	41	33	43	58	64	54	43	47	55	62	32	54
New	23	21	19	30	39	34	28	21	20	30	35	14	33
Used	18	20	14	13	19	30	26	22	27	25	27	18	21
LONG OF CHATTANOOGA	70	47	54	62	54	78	80	63	59	57	73	68	47
New	39	24	31	34	30	52	57	41	30	33	56	38	24
Used	31	23	23	28	24	26	23	22	29	24	17	30	23
VILLAGE VW	51	39	37	68	30	90	69	41	62	71	58	41	40
New	21	19	20	35	13	46	39	19	27	33	31	19	13
Used	30	20	17	33	17	44	30	22	35	38	27	22	27

Dealer	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-16	Feb-17
EDD KIRBY	49	50	32	26	36	45	36	27	25	25	28	40	40
New	22	26	18	18	23	24	15	11	13	14	14	15	14
Used	27	24	14	8	13	21	21	16	12	11	14	25	26
KIA OF CHATTANOOGA	77	58	61	85	46	83	62	72	39	56	42	55	37
New	49	35	33	53	18	55	36	48	24	38	21	30	23
Used	28	23	28	32	28	28	26	24	15	18	21	25	14
EASY AUTO	45	43	43	49	45	62	25	46	30	30	27	50	35
WRIGHT MOTOR COMPANY	63	28	27	34	18	25	27	25	23	15	26	78	35
TOYOTA OF CLEVELAND	22	22	24	19	18	46	65	32	27	41	26	23	34
New	14	17	21	14	11	27	48	22	18	33	21	18	26
Used	8	5	3	5	7	19	17	10	9	8	5	5	8
LARRY HILL FORD	40	48	31	40	38	61	56	41	28	34	38	32	34
New	14	17	11	15	13	21	17	15	8	7	18	12	12
Used	26	31	20	25	25	40	39	26	20	27	20	20	22
BMW OF CHATTANOOGA	58	52	42	38	48	58	73	60	38	44	47	39	34
New	26	23	12	14	18	22	25	18	16	20	24	8	6
Used	32	29	30	24	30	36	48	42	22	24	23	31	28
CAMPING WORLD	31	38	45	23	33	46	48	25	39	43	32	23	31
New	19	13	29	13	20	25	29	13	25	18	16	10	23
Used	12	25	16	10	13	21	19	12	14	25	16	13	8
CARMART	28	28	19	20	24	22	30	12	21	23	25	25	30
AMERICAN CAR CENTER											15		29
TIM SHORT MAZDA											14		26
New											2		3
Used											12		23
BUY HERE PAY HERE	59	55	45	43	17	40	59	54	50	54	59	26	26
REDS AUTO SALES	5	7	11	26	24	19	14	24	31	24	23		24
LEXUS OF CHATTANOOGA	20	14	30	14	23	30	17	26	15	30	31	10	22
New	13	12	27	9	19	24	14	23	15	24	28	9	18
Used	7	2	3	5	4	6	3	3		6	3	1	4
NISSAN OF CLEVELAND										13	14		21
New										10	9		8
Used										3	5		13
CAR EXPRESS										2	13		21
UNIVERSITY MOTORS	1	7	14	23	25	25	24	26	29	25	18		20
MTN VIEW CDJR	23	35	34	35	24	37	26	29	28	31	26	34	20
New	8	19	13	20	13	25	15	18	14	18	15	25	11
Used	15	16	21	15	11	12	11	11	14	13	11	9	9
DRIVETIME	65	49	35	28	44	56	37	29	23	36	22	49	20
TWEETY AUTOMART INC	29	37	21	30	9	30	31	23	11	20	11	14	17
ACURA OF CHATTANOOGA	14	19	23	23	35	38	25	10	24	25	18	9	16
New	7	10	8	10	24	16	12	5	12	10	9	7	4
Used	7	9	15	13	11	22	13	5	12	15	9	2	12
SUPER TOYS	27	18	7	11	15	16	14	10	8	6	7	8	16

Automotive Report

Dealer	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-16	Feb-17
DON LEDFORD	9	10	4	12	11	7	22	8	7	11	12	12	16
New	8	9	4	8	11	6	18	7	6	11	10	11	12
Used	1	1		4		1	4	1	1		2	1	4
NORTHGATE RV CENTER	4	3	4	4	4		4	2	1	2		1	13
New	2	3	3	3	2		2	1	1	2		1	5
Used	2		1	1	2		2	1					8
SOUTHSIDE AUTO SALES	9	3	2	5	3	6	6	2	3	4	3	22	13
RIVER CITY AUTO	13	11	9	11	7	7	7	6	4	6	3	9	13
INFINITI OF CHATTANOOGA	16	25	16	14	22	17	32	19	11	15	20	14	13
New	4	10	6	2	17	9	16	12	3	10	6	6	9
Used	12	15	10	12	5	8	16	7	8	5	14	8	4
WHOLESALE IMPORT	21	9	5	23	2	24	11	12	4	15	22	14	12
AIRPORT AUTO BROKERS	19	10	9	17	8	20	9	14	7	6	21	16	11
PHOENIX AUTO SALES	28	16	11	7	12	19	23	12	19	12	10	18	11
PRESTIGE CARS	17	21	20	8	14	15	8	14	16	12	16	11	10
NORTH GEORGIA TOYOTA	7	8	10	9	8	15	19	12	10	7	19	7	10
New	6	8	8	7	6	13	15	11	6	6	17	4	6
Used	1		2	2	2	2	4	1	4	1	2	3	4





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Why Brewer Media?

- **A Broad Base of Media Assets in Broadcast and Print**
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 - Target and engage key market segments by audience type
 - Award-Winning Performance: proven ability to deliver results
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 - Dollars invested here stay in the Chattanooga and resonate in the business and community environment
 - Twice nominated Chattanooga Area Chamber of Commerce Small Business of the Year
 - Recognized as Corporate Philanthropist of the Year by The Association of Fundraising Professionals
 - In 2016 alone, we provided more than a million dollars in support to local charitable organizations through in-kind sponsorship