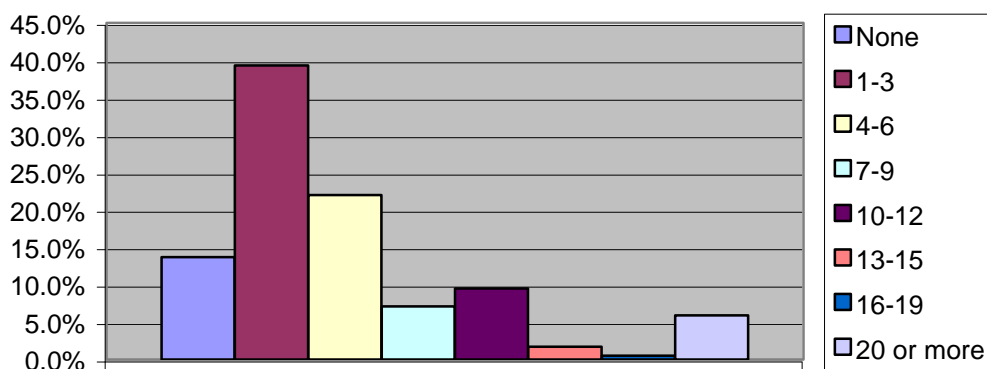




Member Survey

Purchase Influence

How many of your friends and/or customers, who purchased a new vehicle within the last year, chose the specific make and/or model based on your recommendation?



iATN survey completed April 1998, 1093 responses tallied

www.iatn.net

How many of your friends and/or customers, who purchased a new vehicle within the last year, chose the specific make and/or model based on your recommendation?

None	13.7%
1-3	39.3%
4-6	22.0%
7-9	7.1%
10-12	9.5%
13-15	1.7%
16-19	0.5%
20 or more	5.9%

According to the above poll, the average iATN member influences 5.0 new vehicle purchases each year. At an average new car cost of \$20,000, the current iATN membership of 38,225 members collectively influence over \$3,822,500,000 in new vehicle purchases every year!

(As of February 19, 2002)