

TO WHOM IT MAY CONCERN,

As an advertising and marketing specialist with 24 years of tenure, I wanted to let you know that the Hispanic market is a unique market in the United States versus the General Anglo Market.

In fact, for the retail automotive segment (America's largest gross revenue business), the U.S. Hispanic Market varies by geographic market. AutoNation markets in 25 cities in 17 states across the United States. Within our geography, we do business in most of the largest Hispanic markets:

- Los Angeles, CA
- Northern California (San Francisco area, Sacramento)
- Las Vegas, NE
- Phoenix, AZ
- Tucson, AZ
- Dallas, TX
- Amarillo, TX
- Houston, TX
- Chicago, IL
- Florida (Miami, West Palm Beach, Orlando, Jacksonville)

The Hispanic market represents a significant portion of our new and used vehicle as well as our service business. Our Hispanic marketing programs are unique to the local makeup and segments of the Hispanic customer base. Our media plans and investments are customized by market and by retail location. We employ TV, radio, newspaper, outdoor, direct mail, promotion, and e-com strategies to reach the U.S. Hispanic market from sunrise to sunset and beyond. Our leverage is considerable and we operate from a building-block approach. We build from a foundation of core media prioritized by market and confirmed and measured by proven performance benchmarks. We consider Hispanic radio in many markets to represent a core media capability for retail automotive and AutoNation.

I hope you find this information useful in your assessment of the U.S. Hispanic market as a distinct and separate market from the General media market.

Sincerely,

Fred Zuckerman  
Vice President, Media Services  
AutoNation