

Genesis MarketMaster™ Quick Reference Guide – Home Page

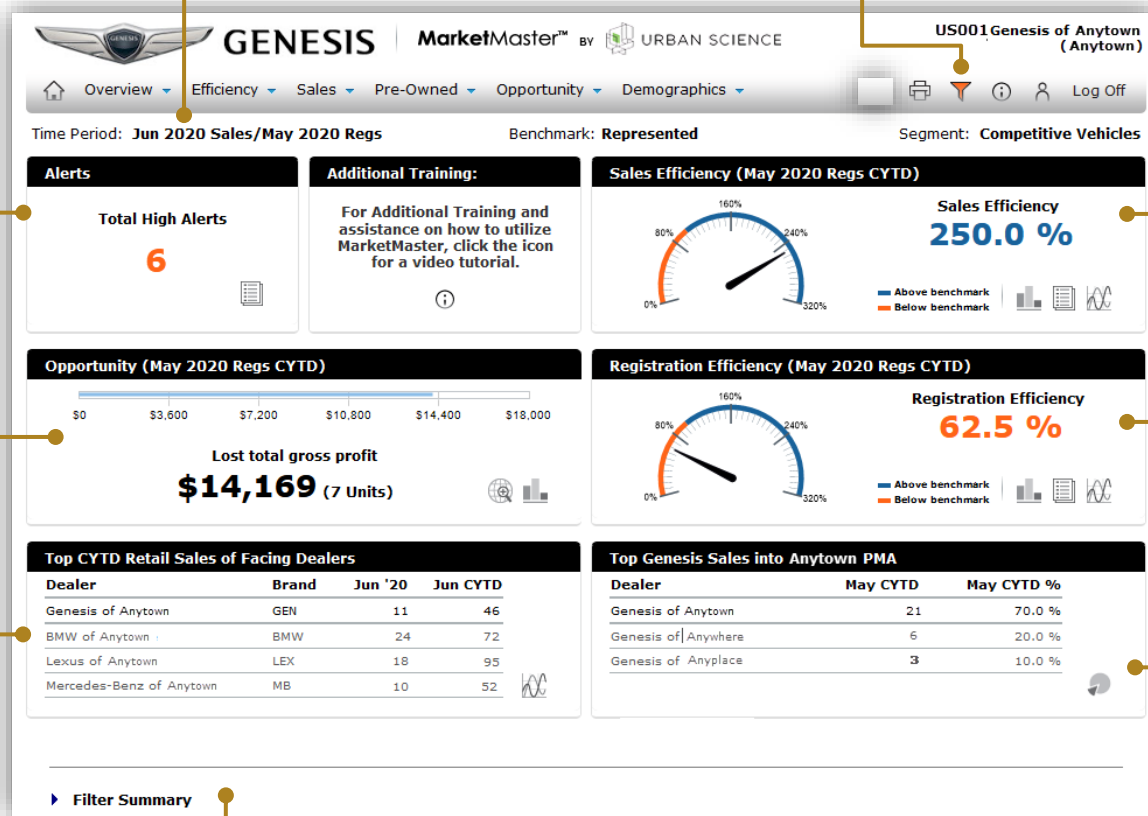
The Time Period, Benchmark, and Segment selection is displayed below the navigation bar where applicable. You can change these selections by clicking on the *Filter* icon on the navigation bar.

Click on the Criteria Filter icon to see how the exhibit metrics change when applying these filter selections: Time Period, Benchmark, and Segment. A change to the Filter will affect every page.

Alerts are your key performance issues summarized in one place. Clicking on the icon in the lower corner will take you to the details.

This panel shows your potential Opportunity. Lost Profit is the Lost Sales in the PMA plus the insell from other retailers, multiplied by the national average Total Gross Profit per vehicle.

The Top Facing Competitive Dealer Segment Sales Panel shows your retailer's current month and year-to-date retail sales compared to the top three competitive retailers in your PMA.



Your sales performance is measured by Sales Efficiency, which looks at your retailer's actual sales anywhere in the nation against the Expected at the benchmark indicated. A number above 100% exceeds the benchmark.

Registration Efficiency is a calculation of actual sales of the brand in the PMA against the Expected at the Benchmark. The formula: ((Brand Sales in the PMA) ÷ (Expected @ Benchmark in the PMA)) x 100. A number above 100% exceeds the benchmark.

The Pump-In Panel summarizes the CYTD (Calendar Year-To-Date) sales made by you and the top three other Genesis Retailers in your PMA and the percentage they represent.

Navigation Buttons

- Change View
- Filter Icon
- Information
- PDF Print
- Enabled
- User Profile

Convenience Buttons

- Map
- Bar Chart
- Pie Chart
- Trend Graph
- Tabular Report

Expand the **Filter Summary** to see the Geography, Time Period, Benchmark, and Segment selection used to generate the page. You can change these selections by clicking on the *Filter* icon on the navigation bar.

Genesis MarketMaster™ Quick Reference Guide – Maps and Filter

The Key tab shows information regarding the current map you are viewing.

The Legend tab shows retailers and exposes optional map layers.

Slide this tab from left to right to adjust the transparency of the Map Layers.

Select **Road**, **Aerial**, or **Bird's Eye** to toggle between regular and satellite map views.

Map Layers - Check boxes allows you to overlay additional information on the each of the maps.

Hover over any census tract for additional detailed data about that census tract.

A change to the Filter will affect every page.



All Vehicles



Filtered Vehicles

Click **Filter** from any page to open a new window that will allow you to change settings. Filter options will differ for each report type but may affect other pages.

Main | Map

Geography: US001 Genesis of Anytown (Anytown)

Time Period/Data Type: Jun 2020 Sales/May 2020 Regs

Time Span: CYTD

Category: Retail

Segment:

Total Vehicles

Competitive Vehicles

Competitive Car

- Near Luxury Car (G70)
- Mid Luxury Car (G80)
- Premium Luxury Car (G90)
- Competitive S

Selected: Total Vehicles

OK Cancel

Filter a report or map to only show a specific segment by selecting the desired segment. Once selected, all pages will change to reflect selection.