JEFFER MANGELS BUTLER & MITCHELL LLP
ALLEN RESNICK (Bar No. 116458)
MATTHEW D. HINKS (Bar No. 200750)
RYAN S. MAUCK (Bar No. 223173)
1900 Avenue of the Stars, Seventh Floor
Los Angeles, California 90067-4308
Telephone: (310) 203-8080
Facsimile: (310) 203-0567

Attorneys for Respondent
VOLKSWAGEN OF AMERICA, INC.

STATE OF CALIFORNIA

NEW MOTOR VEHICLE BOARD

In the Matter of the Protest of: SHAYCO, INC., dba ONTARIO VOLKSWAGEN, Protestant, v. VOLKSWAGEN OF AMERICA, INC., Respondent.	Protest No. PR-2265-10 **DECLARATION OF SHARIF FARHAT ON REMAND FROM THE SUPERIOR COURT**

I, Sharif Farhat, declare as follows:

I.

SUMMARY OF CONCLUSIONS

1. I am the Vice President of Expert Services for Urban Science Applications, Inc. ("Urban Science") and have been retained by Volkswagen of America, Inc. ("VWoA") as a dealer network analysis expert in this matter. I testified as an expert during the hearing before Administrative Law Judge Archibald (the "ALJ") in January 2011 and provided additional expert testimony through a separate declaration (the "2011 Remand Declaration") in response to the New Motor Vehicle Board's Corrected Order Remanding the Proposed Decision dated May 19, 2011. My credentials and experience were previously submitted through my testimony. I have personal

JMBM Jeffer Mangels Butler & Mitchell LLP
PRINTED ON RECYCLED PAPER
LA 9399235v1

knowledge of all of the following facts and, if called as a witness, could and would testify competently thereto.

2. As described in detail below, at the time I conducted my analysis for the hearing and 2011 Remand Declaration, the most recent full-year vehicle sales and registration data available was from 2008 and 2009, during the peak of the recession when new vehicle sales were at one of the lowest points in several years. Since that time, both the economy and the industry have rebounded, with new vehicle sales experiencing significant growth. Furthermore, since 2011, Volkswagen has experienced substantial growth in market share on top of the growth in vehicle sales experienced by the industry at large.

3. In light of these facts, I have updated much of the analysis I conducted at the time of the hearing to reflect new evidence and updated data which has become available since the time of the hearing and Remand, including actual registration and sales data for 2011 and 2012. In summary, this updated data establishes that:

- Because of the growth in industry sales and Volkswagen's market share, there are now hundreds of "lost" sales occurring in both the Montclair and Ontario PAIs -- sales to customers that would have been made by Volkswagen dealers if the brand had attained average market share in those territories, but instead are being made by dealers of other brands due to Volkswagen's inadequate brand representation (e.g., not enough dealers to serve those markets). The number of lost sales in Ontario's own PAI now greatly exceeds the number of sales that Ontario makes into Montclair. Thus, the answer to the Board's original concern on Remand -- where Ontario VW would be able to re-capture its current sales into Montclair -- is clearly Ontario's own PAI, in which there are many more sales opportunities than it could possibly "lose" in Montclair.

- Population and household trends in Montclair and Ontario project large growth in those areas in the next few years, which means even more new vehicle sales opportunities for Ontario VW and the proposed Montclair dealership.

- Updated registration data from 2011 and 2012 continues to disprove any notion that the Montclair RMA is incapable of achieving an average Volkswagen market share due to median income levels or the significant Hispanic population in that geography.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

- The opening of a new Volkswagen dealership in Moreno Valley, California provides an additional case study of how the establishment of a new Volkswagen dealership can increase Volkswagen sales for dealers in the entire area, rather than cannibalize the sales of existing dealers, as claimed by Ontario VW.
- Registration and sales records disprove Ontario VW's recent claim that Volkswagen's success is "inflated" by including fleet sales to Hertz Rental Car as retail sales.
- Finally, updated data from 2011 and 2012 shows that Ontario VW's own performance in the past few years has lagged well behind the performance of the Volkswagen brand and even the demand for Volkswagens in Ontario's own PAI. For example, while the total number of Volkswagens registered in the Ontario PAI increased by ***126.5%*** over the past three years, and registrations in California and the Western Region more than doubled, Ontario VW's sales during that same timeframe increased by only 47.7%. If Ontario VW merely met the increased demand for Volkswagens in its own territory, it would completely offset any "losses" that might occur in Montclair due to a new dealership.

4. Thus, the updated facts reinforce -- and even make more resounding -- my original conclusion that the establishment of the proposed new dealership in Montclair is warranted and will increase overall Volkswagen sales and provide greater customer service in the RMA, without necessarily resulting in any decreased sales by Ontario VW or any other Volkswagen dealerships.

II.

GENERAL BACKGROUND

5. As the Board is aware, I testified before the ALJ in January 2011. My 2011 Remand Declaration was submitted in July 2011. At the time I testified at the hearing, the available market data was current through August 2010, and the last full-year available data was for 2009. At the time of my 2011 Remand Declaration, which was directed to specific issues raised by the Board in its Remand Order, the available market data was current through March 2011.

6. Thus, much of the data presented to the ALJ and to the Board is quite dated. Indeed, a significant portion of that data was from the recessionary years of 2008 and 2009, a time when the automotive market and other portions of the American and California economies were at their low

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

point. Since that time, the automotive industry has experienced pronounced growth, so much of the economic and market data in the record does not present an accurate portrayal of current conditions.

7. Accordingly, and in view of the fact that the Board is directed by the Vehicle Code to consider the "existing circumstances," I have updated my research to provide the Board with more current evidence of sales performance, Volkswagen's registration effectiveness, and the opportunities available to Ontario VW in the event the Board were to permit the establishment of the proposed new dealer in Montclair. In addition, I have conducted further analysis regarding certain arguments raised by Ontario VW in its recently filed Motion Requesting the Board Remand Protest to a Board ALJ to Take Additional Evidence Pursuant to Gov't Code Section 11517(C)(2)(D).

8. The source data upon which I based my testimony and conclusions at the hearing and in my 2011 Remand Declaration was R.L. Polk registrations and sales of new Volkswagens reported by authorized Volkswagen dealers. Ontario VW's expert witness from the Fontana Group used the same source data. In fact, for many years in virtually all protest proceedings in California and elsewhere, Urban Science and the Fontana Group have been using this same source data. Most of the exhibits that are attached to this declaration come from the exact same source data used by myself and by Ontario VW's expert in this Protest, updated to provide the Board with more current information that was not available back in 2011. At VWoA's request, I provided the updated source data to Ontario VW's expert. My analysis is reflected in the charts attached hereto as Exhibit A.

III.

VOLKSWAGEN SALES OPPORTUNITIES CONTINUED TO INCREASE IN 2011-2012 AND MORE THAN OFFSET ANY HYPOTHETICAL "LOSSES" IN MONTCLAIR

9. As part of my analysis in the 2011 Remand Declaration, I provided projections of future growth in the number of available Volkswagen sales opportunities. The concept of "sales opportunities" or "expected registrations" is a measure of how many Volkswagen vehicles would be registered in a geographic area, such as the Montclair RMA or the Ontario PAI, if the performance of the Volkswagen brand in that area (i.e., market share) -- as compared to the primary competitive

JMBM Jeffer Mangels Butler & Mitchell LLP
PRINTED ON RECYCLED PAPER
LA 9399235v1

group -- was equal to Volkswagen's average performance (market share) in a larger geographic area such as the entire State of California (adjusted for local market preferences).

10. To take a simple example for illustration purposes only, if Volkswagen averaged 100 registrations per 1,000 primary competitive group vehicles registered within the State of California, Volkswagen would have a 10% market share statewide. Then, if Volkswagen were to attain an average performance within a local market, such as the Montclair RMA or the Ontario PAI, we would expect Volkswagen to have 10% of the primary competitive group registrations in that local market. If the actual Volkswagen registrations in the local market are less than 10%, the shortfall represents "sales opportunities" for Volkswagen dealers to achieve an average performance.

11. My analysis at the time of the hearing and Remand led me to conclude that the sales opportunities as they existed at that time would have allowed Ontario VW to more than offset and re-capture any potential "losses" of sales within the Montclair PAI as a result of the establishment of the proposed new dealer in Montclair. That conclusion was bolstered by the fact that automotive industry experts widely agreed at that time that there would be an increasing volume of new vehicle sales in the coming years, meaning that sales opportunities for all Volkswagen dealers -- including Ontario VW -- would likewise increase over the same time period, even if Volkswagen did not increase its market share.

12. When I prepared and submitted my analysis as part of my 2011 Remand Declaration, the most current available data at that time was data through March 2011. Thus, the industry registration figures for 2009 and 2010 were actual registration data, whereas the 2011 figures were projected annualized figures based upon actual data only through March 2011. The projected national industry sales for years 2012 through 2015 were based upon projections provided by IHS Automotive, a leading automotive and information analysis firm, whose projections are considered authoritative and are routinely relied upon by experts in my field. The sales opportunity figures reported for each of those years are calculated using the methodology described above.

13. Thus, using annualized YTD figures for 2011, I calculated the following sales opportunities for Volkswagen in 2011, if the brand attained average performance or market share: 944 in the Montclair RMA, 564 in the Ontario PAI, and 524 in the Montclair PAI. Using IHS

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

Automotive industry projections for 2012, I calculated the following sales opportunities for Volkswagen in 2012: 1,072 in the Montclair RMA, 641 in the Ontario PAI, and 595 in the Montclair PAI. Each of these figures represented substantial increases over the number of historical sales opportunities available to Volkswagen dealers within the relevant geographies in prior years.

A. <u>Actual Sales Opportunity Were Even Greater Than Prior Projections (Page A-1)</u>

14. I understand that my projections for increased Volkswagen sales opportunities was criticized by Ontario VW as being unreliable "pie in the sky" projections. Accordingly, I updated my analysis of additional Volkswagen sales opportunities for 2011 and 2012 using actual registration data, rather than projections. In direct contradiction to Ontario VW's criticisms, the actual data for those years demonstrate that my projections ***underestimated*** the number of sales opportunities available to Volkswagen dealers during 2011 and 2012, which means that Protestant had even more opportunities to make up any lost sales than I had predicted.

15. These updated facts are illustrated on page A-1 of Exhibit A, and are based upon actual registration data for 2011 and 2012, which was not available when I submitted my 2011 Remand Declaration. [1] For 2011, I had projected 944 Volkswagen sales opportunities in the Montclair RMA, whereas the updated data demonstrates that the actual number was 1,149. Similarly, again based on full-year 2011 registrations as reported by R.L. Polk, the actual number of sales opportunities in the Ontario and Montclair PAIs and in the Riverside-San Bernardino Market were greater than my original projections.

16. The actual increases in Volkswagen sales opportunities for 2012, as compared to my prior projections, are even more pronounced. As reflected on page A-1, for 2012 I had projected

[1] As the Board is aware, each PAI is comprised of census tracts, the precise geographies of which are occasionally changed as part of the census procedures. R.L. Polk, the third party service which provides registration data to Urban Science and others, began reporting registration data in 2012 based on the geographic borders of the most recent census tracts (modified following the 2010 Census) rather than the borders of the 2000 census tracts which were used for 2009-2011 registration data. Accordingly, the registration data set forth in the attached charts for 2012 is calculated using the updated census tracts rather than the prior ones (which were used for reporting 2009-2011 data). However, because changes to the census tract geographies are generally so minor, and/or the compositions of PAIs are updated to reflect such changes, there is no material difference in the number of registrations reported in using one set of census tracts or the other. Indeed, to ensure this, I compared the expected registrations in the Riverside-San Bernardino Market from the 2009-2011 time period using both sets of census tract geographies, and determined that there was a 0.1% difference in expected registrations between the two.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

1,072 sales opportunities in the Montclair RMA, whereas the actual number was 1,538. Likewise, in the Ontario PAI, I had projected 641 sales opportunities, whereas the actual number was 873. Overall, actual sales opportunities based on actual data for 2011 and 2012 ended up being between 117.9% to 143.5% ***higher*** than my so-called "pie in the sky" projections in 2011.

B. <u>Volkswagen Market Share Remained Poor in 2011-2012 (Pages A-2 through A-6)</u>

17. I also examined and have provided updated data pertaining to Volkswagen's retail registration effectiveness (market share) in the Montclair RMA, and the Montclair and Ontario PAIs. That data is set forth on pages A-2 through A-6 of Exhibit A, and again comes straight from R.L. Polk which is the same source used by both experts in this Protest.

18. "Registration effectiveness" is a measure of a brand's performance or market share, a concept closely related to sales opportunities. It is measured by comparing the brand's actual registrations in a given local market to the number of brand registrations that would have taken place if the market share of the brand in that local market were equal to the brand's average market share in a larger geography such as the State of California, after adjusting for local preferences (such as a preference in some communities for SUV's over cars, or vice versa). The number of registrations that would have taken place at "average" market share performance is referred to as the "expected" registrations.

19. Again, for illustration purposes only, if the expected Volkswagen registrations in a local market (based on California average market share) were 100 vehicles and the actual Volkswagen registrations were only 50 vehicles, then, Volkswagen's "registration effectiveness" in that local market would be 50% of the "expected" registrations if the brand had performed at an average level. In that same local market, if the expected Volkswagen registrations were 100 and the actual registrations were 120, Volkswagen's registration effectiveness would be 120%.

20. During the hearing before the ALJ, I testified concerning Volkswagen's registration effectiveness. The most current data available to me at that time was data through August 2010. As I testified then, the data through August 2010 demonstrated that Volkswagen's registrations in the Montclair RMA, in the Ontario and Montclair PAIs, and in the Riverside-San Bernardino Market as a whole, were all dramatically below the expected registrations based upon the California average.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

For example, in Ontario VW's own PAI in 2008, Volkswagen registrations were only 54.6% of the expected registrations based on the California average performance.

1. Registration Effectiveness in Montclair and Ontario (Pages A-2 through A-4)

21. The updated registration effectiveness on pages A-2 through A-4 is based upon actual data for the Montclair RMA and the Ontario and Montclair PAIs for 2009 through 2012, utilizing California averages to calculate expected registrations. Two key aspects of that data bear mentioning. First, despite the economic recovery and Volkswagen's own strong surge in market share in the past few years, Volkswagen's registration effectiveness in 2011 remained at levels similar to what was seen in previous years, and remained significantly below expectations. For example, the Ontario PAI was just 65.6% of California average.

22. Second, Volkswagen's registration effectiveness in these three territories actually ***decreased*** in 2012, particularly in the Montclair PAI where effectiveness went from 72.6% in 2011 to 63.9% in 2012. Thus, while the automotive industry as a whole has shown a significant rebound from the recessionary year of 2009 (and Volkswagen's share of industry sales significantly increased over that same time period), Volkswagen's performance in this particular market and therefore its share of that market improvement is lagging other areas, which further demonstrates that Volkswagen is underrepresented and is falling further behind its competitors in this particular geography.

2. Comparison of Registration Effectiveness to Other California Markets (Pages A-5 through A-6)

23. To put this performance into perspective, the chart on page A-5 shows the performance of the Riverside-San Bernardino Market and the Ontario and Montclair PAIs compared to the performance of every other market in California. In 2012, the Riverside-San Bernardino Market was the ***fifth*** worst performing market in the state in terms of registration effectiveness. The Montclair and Ontario PAIs, if they were considered their own markets, would rank as the ***lowest*** performing markets in the entire state other than the Stockton and Victorville markets -- and there is currently no Volkswagen dealership in the Victorville market.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

24. Page A-6 shows the registration effectiveness of all California PAIs, including open points in which there is currently no Volkswagen dealer. As seen on this page, Montclair and Ontario rank among the nine worst PAIs (out of 74) in the state in terms of registration effectiveness, and both PAIs have registration effectiveness levels considerably worse than other open point PAIs.

C. <u>Lost Sales In Ontario VW's Own PAI in 2011-2012 Far Exceeded Ontario VW's Sales Into Montclair In Those Same Years (Pages A-7 through A-11)</u>

25. Where actual registrations fall short of expected registrations -- as is the case in the Montclair RMA and the Ontario and Montclair PAIs in every way measured -- the difference can be expressed as lost units or lost sales -- *i.e.*, the number by which actual registrations fall short of expected registrations. Each of these "lost sales" represents an actual new vehicle sale to a consumer in the territory, which was simply "lost" to one of Volkswagen's competitors.

26. In my Declaration on Remand, I performed an analysis of where, in terms of geography, Ontario VW would be able to re-capture any sales hypothetically lost to a new dealership in the Montclair PAI. At that time, I concluded that, based on 2009, 2010 and partial year 2011 registration data, there were more than ample sales opportunities in either Ontario VW's own PAI or the remainder of the Riverside-San Bernardino Market (excluding Montclair) to replace any sales Ontario VW might "lose" to a new Montclair dealership. For example, in 2010 Ontario VW sold 126 new Volkswagens to customers in the Montclair PAI. However, these hypothetical "lost" sales were more than offset by a shortfall of 191 Volkswagen registrations in Ontario VW's own PAI. If Volkswagen's market share in the Ontario PAI had merely been equal to the California average, the hypothetical "loss" of 126 sales in the Montclair PAI would have been more than offset by the 191 additional sales in the Ontario PAI. That same year, there was also a shortfall of 562 Volkswagen registrations in the Riverside-San Bernardino Market (excluding Montclair), which provided Ontario VW with 436 additional sales opportunities in excess of the 126 sales needed to re-capture the hypothetical loss in the Montclair PAI.

27. As reflected on pages A-7 through A-11, this trend of more than ample opportunity to replace lost sales accelerated in 2011 and 2012. As industry sales increased, Volkswagen's

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

market share and expected sales also increased. And yet, due to insufficient Volkswagen brand representation, the Montclair PAI and Ontario VW's own PAI continued to perform poorly, well below the California average.

28. The shortfall or lost units based upon updated 2011 and 2012 registration data is set forth on pages A-7 through A10. For each year, I have provided a chart which identifies, among other things: (1) Ontario VW's sales into the Montclair PAI, (2) the expected registrations in each of the relevant geographies, and (3) the shortfall or lost sales in each of these territories. In order to avoid any potential confusion about which standard should be used to evaluate Volkswagen's performance in this market, I prepared a chart for each year applying both California average registration effectiveness and Western Region average. As the Board can see, the number of lost Volkswagen sales in each of the relevant territories is approximately the same regardless of the metric that is used.

29. As I discussed in my Declaration on Remand, the amount of shortfall in a given territory can be measured in terms of "gross loss" (used by me) or "net loss" (used by Protestant's expert). Gross loss is the appropriate methodology because net loss incorrectly assumes consistent performance throughout a geographic area. In any event, I have calculated the shortfall on each chart using both "gross" loss and "net" loss. Regardless of which methodology is used, in this case the conclusion is the same. The net or gross loss provides Protestant with every opportunity to make up for any lost sales to a new dealer in Montclair.

30. As seen on page A-7, in 2011 Ontario VW sold 170 new Volkswagens to customers in the Montclair PAI. Yet that same year there were 231 lost sales in Ontario's own PAI, and 732 lost sales in the Riverside-San Bernardino Market (excluding Montclair). If Ontario VW had captured just 74% of the lost sales in its own PAI -- which still would have left the Ontario PAI performing below California average -- Protestant could have recaptured every sale lost to a Montclair customer.

31. As seen on page A-9, in 2012 Protestant's sales into the Montclair PAI decreased to 167. However, the number of lost sales in its own PAI increased to 352, and the number of lost sales in the Riverside-San Bernardino Market (excluding Montclair) increased to 1,056. If

JMBM Jeffer Mangels Butler & Mitchell LLP

Protestant had captured just 47% of the lost sales in its own PAI, or just 16% of the lost sales in the Riverside-San Bernardino Market, it could have replaced every sale made into the Montclair PAI.

32. Page A-11 contains a summary of this information as well as the registration data from 2009 and 2010 which was presented during the hearing and on Remand. Using California average and gross loss methodology, for example, the Board can see that lost sales in the Montclair RMA during this time frame more than doubled, from 241 in 2009 to 514 in 2012. This data shows that, since the hearing and Remand occurred in 2011, the number of lost sales in this market has increased dramatically -- measuring in the ***hundreds*** in each geographic area in 2012.

33. As reflected on these charts, regardless of the methodology or average used, the conclusion is inescapable -- ***there are more than ample lost sales opportunities available to Ontario VW to offset any hypothetical loss of sales in the Montclair PAI.***

IV.

POPULATION AND HOUSEHOLD TRENDS IN THE LOCAL TERRITORIES ALSO PREDICT INCREASING SALES OVER THE NEXT FIVE YEARS

34. As part of my testimony in January 2011, I noted that population and household trends in the Riverside-San Bernardino Market and in particular the RMA and Montclair and Ontario PAIs projected significant growth in those territories over the next several years. The logical conclusion from this data is that this growth in population and households will result in increased sales opportunities for new automobiles in the coming years -- a portion of which can be expected to go to Volkswagen dealers if Volkswagen has a strong dealer network in place to cater to those new customers.

A. Updated Population and Household Trends Continue To Show Increases Over The Next Four Years, Particularly In Ontario (Pages A-12 through A-15)

35. In the two-plus years since the hearing, Claritas (the third-party vendor which provides this data to a number of industries including the automotive industry) updated its projections based in part on updated census data from 2010. These new projections are reflected on pages A-12 through A-15.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

36. Claritas now projects that, over just the next four years, the population in the RMA will increase by over 30,000. There will also be over 9,000 additional households in the RMA.

37. The population and household trends in Ontario VW's own PAI (where Ontario VW would retain a "proximity advantage" over the new dealership pursuant to Mr. Roesner's theory) are particularly striking, with the population projected to increase by nearly 33,000 and households projected to increase by over 8,000 in the next four years alone. These increases will provide even more sales opportunities for Ontario VW to grow its customer base in its own territory, on top of the hundreds of lost sales opportunities which already exist in Ontario VW's PAI and the Riverside-San Bernardino Market based on present-day population and registration figures.

38. In addition, as the Board is well aware, economic conditions in the Riverside-San Bernardino Market have improved since 2010. As I noted in my initial testimony, my analysis of registration effectiveness already takes into account economic considerations, because it is based on vehicles in Volkswagen's primary competitive group which were actually sold to customers in the market in the relevant years. If an individual did not purchase a vehicle -- or purchased a vehicle that was outside of Volkswagen's competitive group -- because he or she was unemployed or their house was being foreclosed upon, then that individual is not counted as an "expected" sale. On the other hand, if a customer did purchase a Toyota or Subaru in the same competitive group as a Volkswagen, then Volkswagen dealers had the same opportunity as their competitors to achieve that sale, regardless of whether that individual was employed or not.

39. In any event, as shown on page A-16, the number of employed individuals in Riverside and San Bernardino Counties has steadily improved over the past two years. In addition, as seen on page A-17, foreclosure rates in Riverside and San Bernardino Counties have significantly decreased since 2009, from 3.4% of households in 2009 to 1.5% of households in 2012.

B. <u>Ontario VW's Economic and Demographic Theories Continue To Be Contradicted By Actual Data (Pages A-18 through A-19)</u>

40. During the hearing in 2011, Ontario VW presented theories that the median income levels or race (specifically, Hispanic) of individuals in the Riverside-San Bernardino Market made the California or Western Region average for Volkswagen registrations unachievable in that area.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

At the time, I presented data which showed that, for each of these theories, the other markets in California containing similar populations obtained much better registration effectiveness than the Ontario and Montclair PAIs. Thus, there was no data to support the notion that the extremely poor Volkswagen performance in the Ontario and Montclair PAI's was due to, for example, large Hispanic populations.

41. Performing this same analysis using 2012 registration data again confirms that markets with similar median income levels or similar Hispanic populations as those found in Montclair and Ontario do achieve registration effectiveness levels much closer to the rest of California.

42. As seen on page A-18, the Ontario and Montclair PAIs do not, in fact, have median income levels significantly below the rest of California. Out of 74 California PAIs, Ontario actually ranks 37th, and Montclair ranks 43rd -- both roughly in the middle of California PAIs. Moreover, the average registration effectiveness for the other California PAIs with a median income level between $60,000 and $65,000 (excluding Ontario and the open point PAIs) is 87.0% -- much closer to the registration effectiveness for California overall.

43. As shown on page A-19, the Montclair and Ontario PAIs do have among the largest Hispanic populations in the state by percentage. However, the 2012 data once again shows that there is no basis to assume that California PAIs with large Hispanic populations will have the poor registration effectiveness found in Ontario and Montclair. In fact, the average registration effectiveness in the 19 PAIs with Hispanic populations above 55% is 86.3% -- significantly above the combined 62.8% registration effectiveness of the Ontario and Montclair PAIs.

V.

THE MORENO VALLEY CASE STUDY CONFIRMS THAT A MONTCLAIR DEALERSHIP WILL INCREASE SALES OPPORTUNITIES FOR ALL DEALERS

A. The Addition Of The Moreno Valley PAI In Riverside/Hemet (Pages A-20 through A-21)

44. At the time of the Hearing and Remand in 2011, the Riverside-San Bernardino Market consisted of five PAIs -- Ontario VW, Cardinale Way VW in Corona, Riverside VW in

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

Riverside, and the Montclair and Redlands "open" PAIs which contained census tracts for which no dealer was responsible (though Volkswagen dealers were of course free to sell to customers within those territories). A map reflecting this geography, as well as the surrounding PAIs located in other markets is attached at page A-20.

45. In 2011, Volkswagen appointed a new dealer in Moreno Valley, California, located to the east of Riverside. As a result of this appointment, VWoA reconfigured the PAIs in the eastern part of the Riverside-San Bernardino Market to create the new Moreno Valley PAI. This new PAI consisted of a portion of the former Redlands PAI, as well as a portion of the former Hemet PAI, which was another open point (now eliminated) to the southeast, outside of the Riverside-San Bernardino Market. The remaining portion of the Redlands PAI became a new open point centered roughly in San Bernardino. The Montclair open point PAI was also eliminated pending a final decision in this protest, and the census tracts in the former Montclair PAI were reassigned to surrounding dealers, including Ontario VW. A map reflecting the current geography and PAIs within the Riverside-San Bernardino Market is attached at page A-21.

B. <u>After The Moreno Valley Dealership Opened, Overall Volkswagen Sales Increased, Including In The Existing Dealers' PAIs (Pages A-22 Through A-25)</u>

46. The opening of the Moreno Valley Volkswagen dealership in September 2011 provides additional evidence that the establishment of a new dealership in Montclair would increase overall Volkswagen sales in the Riverside-San Bernardino Market rather than cannibalize sales from existing Volkswagen dealers.

47. As reflected on page A-22, in 2010 and 2011, Volkswagen's registration effectiveness in what is now the Moreno Valley PAI was well below average -- between 51.5% and 53%. In 2012, the first full year in which the Moreno Valley dealership was open, registration effectiveness dramatically increased to 73.4%. This increase was a result of the new dealership.

48. As shown on page A-23, the existing Volkswagen dealers within the Riverside-San Bernardino Market also increased sales. The chart on the top left of this page reflects Volkswagen sales to customers within the Riverside-San Bernardino Market by the other Volkswagen dealers in that market (i.e., Ontario VW, Cardinale Way and Riverside VW) in 2010, 2011 and 2012. As the

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

Board can see, sales by those dealers went from 1100 in 2010 to 1653 in 2012, after Moreno Valley opened. Total Volkswagen registrations increased from 1515 to 2707 during the same time period, a 79% increase.

49. As reflected on page A-24, each of the four dealers in the Riverside-San Bernardino Market significantly ***increased*** its sales to customers in the market between 2010 (before the Moreno Valley dealership opened) and 2012. Cardinale Way's sales increased 51%, and Ontario VW's sales increased 46% during this period. Riverside VW -- the dealer closest in proximity to the new Moreno Valley dealership -- actually increased its sales the most during this timeframe, 54%.

50. Furthermore, as reflected on page A-25, the new dealership did not "cannibalize" sales from existing dealers or cause any existing dealers to "lose" their sales in the Moreno Valley PAI. In fact, in 2012 each of the existing dealers sold ***more*** vehicles into the Moreno Valley PAI than they had in 2010. In addition, nearly all of Moreno Valley's sales in 2012 came from just two PAIs -- its own PAI, and the San Bernardino open point PAI. Out of Moreno Valley's 359 sales in 2012, only 16% came from customers in the three existing dealerships' PAIs. This percentage (16%) is almost the same as the percentage of Ontario VW's 2012 sales to customers in the Riverside VW, Cardinale Way and Moreno Valley PAIs.

51. This data supports my initial conclusion, particularly in the Riverside-San Bernardino Market, that the establishment of a new dealership in Montclair will not cannibalize sales from existing dealers or cause Ontario VW to "lose" all of its current sales in the Montclair PAI. Rather, the establishment of a new dealership strengthens the dealer network in the market. This leads to increased sales in the local PAI (Moreno Valley, or in this protest Montclair) to correct the poor performance in that area, thereby increasing sales opportunities for the existing same brand dealers.

C. <u>The Addition Of The Moreno Valley Dealership Does Not Address The Significant Shortfall In The Montclair RMA</u>

52. I anticipate that Ontario VW may attempt to argue that the establishment of the Moreno Valley dealership and VWoA's plans for a new dealership in San Bernardino later this year fully satisfy the need for additional Volkswagen dealers in the Riverside-San Bernardino Market.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

During the hearing in 2011, I testified that -- at that time -- Volkswagen dealers represented approximately 5% of competitive franchises in the average California market. I further noted that Volkswagen dealerships in the Riverside-San Bernardino Market constituted just 3.9% of the competitive franchises in that market, and therefore the number of dealerships required in the Riverside-San Bernardino Market (based on the number of competitive dealerships in the market as of 2010) to obtain an average California representation for Volkswagen was 3.9 (essentially, four dealerships). At the hearing, Ontario VW pointed to this analysis as an indication that Volkswagen required only four dealers in the Riverside-San Bernardino Market for an adequate dealer network.

53. Again, this analysis was based on market conditions as of 2010, and did not reflect the significant growth in both the industry and Volkswagen's market share since that time. Moreover, as I testified in 2011, this analysis is merely one of the tools that is utilized. It simply provides one type of indication that the number of dealers in a given market is inadequate. However, some markets require more than the average number of dealers and some markets require less, based among other things on the number of auto malls and discrete shopping areas in the market, the distance between the various auto malls and shopping areas, and customer purchasing patterns.

54. The evidence here shows that the Riverside-San Bernardino Market is one of those markets that require more than the average number of dealerships for Volkswagen to compete with the other brands. This conclusion is based on the number and location of auto malls in the market, and where customers go to shop for new vehicles. It is also based on the location and distances between distinct shopping areas within the Riverside-San Bernardino Market. For example, representatives from the City of Montclair testified at the hearing that Montclair draws customers from cities to the north and northwest (i.e., Upland, San Dimas, La Verne and Claremont), the west (Pomona) and the south (Chino); and that Ontario (which is located on the 15 Freeway) draws customers primarily from the east. Thus a dealership in one area of the Riverside-San Bernardino Market would not adequately serve customers in another area of the same market.

55. Finally, the number and location of the other primary competitive dealerships in the market, such as Toyota and Nissan, also suggest that Volkswagen may need more than the average

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

number of dealers in the Riverside-San Bernardino Market to compete effectively. While Volkswagen does not necessarily need to match those competitive dealerships on a one-to-one basis, customers will be attracted to shopping areas that contain several competitive dealerships, both for convenience and to comparison shop among the most popular brands. Thus, to be competitive, Volkswagen needs to maintain a dealer presence in those primary shopping locations.

56. In addition, the establishment of dealerships in Moreno Valley and San Bernardino, which are located in the eastern and southern portions of the Riverside-San Bernardino Market, will not adequately address Volkswagen's consistently poor representation in Montclair, which is at the far northern and western end of the market. This is confirmed by the fact that Volkswagen's registration effectiveness in Moreno Valley sharply increased in 2012 after the Moreno Valley dealership opened, whereas the brand's registration effectiveness in the Montclair PAI at the other end of the market actually decreased in 2012.

VI.

THE SUCCESS OF THE NEW PASSAT IS NOT DUE TO FLEET SALES TO HERTZ

57. In its recent Motion Requesting the Board Remand Protest to a Board ALJ to Take Additional Evidence Pursuant to Gov't Code Section 11517(C)(2)(D), Ontario VW stated that "Protestant believes evidence exists that shows Respondent's claims concerning the success of the Passat are overstated and based upon misleading evidence that showed fleet sales to Hertz Rental Company as retail sales."

58. There is no basis for such a statement. Volkswagen introduced its redesigned Passat in late 2011. As reflected on page A-26, Passat registrations in California in 2012 increased an incredible 871% from 2010. Page A-27 shows 11,869 of the 12,344 Passat sales were to retail customers. Contrary to Ontario VW's allegations, ***none*** of these retail vehicles were sold to any entity that included the name "Hertz." By contrast, 240 vehicles identified as fleet sales in California were registered to entities that included some variation of "Hertz" (representing over

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

50% of all fleet sales in California last year). Accordingly, there is no basis to suggest that the significant retail sales of Passats in 2012 were "inflated" by sales to Hertz Rental Company.[2]

VII.

ONTARIO VW'S SALES SIGNIFICANTLY INCREASED AFTER THE 2011 HEARING

59. During the hearing in 2011, Ontario VW's expert presented a model reflecting the "losses" that Mr. Roesner theorized Ontario VW would suffer as a result of the proposed Montclair dealership. At the time, Mr. Roesner theorized that Ontario VW would "lose" between 12.5% and 25% of its current sales due to the new dealership.

60. However, since the time of the hearing, Ontario VW's unit sales have dramatically increased (as have sales of Volkswagens and industry sales at large). As seen on page A-28, in 2012 Ontario VW sold 879 retail Volkswagens -- 242 more than it sold in 2010, and 284 more than it sold in 2009, the last full year for which sales data was available at the time of the hearing.

61. Even if the Board were inclined to give credence to Mr. Roesner's theory and assume that Ontario VW would "lose" between 12.5% and 25% of its current sales (which I do not believe to be true), this would mean that, based on 2012 data, Ontario VW would still make between 659 and 769 sales annually -- ***more*** units than Ontario VW was selling at the time of the hearing. Therefore, there is no basis to suggest that Ontario VW will lose its profitability or "go out of business" as a result of the Montclair dealership, as was suggested at the hearing.

62. Although Ontario VW is selling many more vehicles than it did in 2009, its sales performance in 2009-2012 has lagged significantly behind the tremendous growth in sales opportunities available to it, which supports the conclusion that Ontario VW has been ineffective over the past few years at capturing sales in its own territory. If Ontario VW can reverse this trend, it has significant room to grow its sales.

63. As shown on page A-29, the total number of Volkswagen sales to customers in the Ontario PAI increased by ***126.5%*** over the past three years. This increase was slightly less than the

[2] It is important to note that all of my analysis reflected in this declaration and the attached charts is based upon Volkswagen's retail sales and registrations, therefore excluding fleet sales such as the sales to Hertz Rental Company.

JMBM Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

"expected" number of Volkswagen registrations in the Ontario PAI, which increased by 127.3% from 2009 to 2012. Volkswagen registrations in California PAIs on average increased by 103.6% over this timeframe, and registrations in Western Region PAIs on average increased by 110.6%. Thus, by almost any measure -- including demand in its own PAI -- Ontario VW should have more than doubled its sales over these three years.

64. And yet, Ontario VW's sales increased by a mere 47.7% during the past three years, which is roughly one-third the growth of Volkswagen sales in its own territory. If Ontario VW simply matches the average sales growth of other Volkswagen dealers -- or even meets the growing demand for Volkswagen sales ***in its own PAI*** -- Ontario VW would be making hundreds of additional sales each year. Once again, this data supports the conclusion that if Ontario VW re-focuses on its own territory and meets the demands of customers in the Ontario PAI, it will remain profitable and can increase -- not decrease -- its sales after the proposed Montclair dealer opens for business.

VIII.

INDUSTRY AND VOLKSWAGEN SALES DATA, 2009-2012

65. Finally, in further support of my conclusions, attached to this declaration as Exhibit B are true and correct copies of charts setting forth sales data for car and light truck sales by make and industry-wide for the years 2009 through 2012. The charts were obtained from a database maintained by the publication *Automotive News* located at its website found at www.autonews.com. *Automotive News* is the leading automotive industry news publication in the United States. It obtains automotive sales data from company sources and maintains it in its Automotive News Data Center. Data maintained by *Automotive News* in its Automotive News Data Center is deemed reliable by experts within the industry and is routinely relied upon by experts in my field.

66. The sales data reflected on the *Automotive News* charts is consistent with and bolsters the conclusions I have reached throughout this Protest. Of particular note is the overall industry sales data and the sales data specific to Volkswagen. The charts reflect a steady and dramatic increase in both industry-wide sales and sales of Volkswagen vehicles. They also reflect Volkswagen's increasing market share over the same period. Total sales in the industry increased

JMBM Jeffer Mangels Butler & Mitchell LLP
PRINTED ON RECYCLED PAPER
LA 9399235v1

from 10,431,509 in 2009 to 14,492,398 in 2012. Sales of Volkswagen vehicles increased from 213,454 in 2009 to 438,133 in 2012. Finally, Volkswagen's market share rose from 2.0% in 2009 to 3.0% in 2012. Thus, as noted above, not only is the market for new vehicles on the rise, Volkswagen's share of that rising market is also increasing.

I declare under penalty of perjury under the laws of the United States of America and the State of California that the foregoing is true and correct. Executed at Detroit, Michigan on April 12, 2013.

Sharif Farhat

JMBM | Jeffer Mangels Butler & Mitchell LLP

PRINTED ON RECYCLED PAPER

PROOF OF SERVICE

STATE OF CALIFORNIA, CITY AND COUNTY OF LOS ANGELES

I am employed in the City and County of Los Angeles, State of California. I am over the age of 18 and not a party to the within action; my business address is: 1900 Avenue of the Stars, 7th Floor, Los Angeles, California 90067.

On April 12, 2013, I served the document(s) described as **DECLARATION OF SHARIF FARHAT ON REMAND FROM THE SUPERIOR COURT** in this action by placing the true copies thereof enclosed in sealed envelopes addressed as follows:

Michael J. Flanagan, Esq.
Gavin M. Hughes, Esq.
Law Offices of Michael J. Flanagan
2277 Fair Oaks Blvd., Suite 450
Sacramento, CA 95825
Email: lawmjf@msn.com

☐ (BY MAIL) I am "readily familiar" with the firm's practice for collection and processing correspondence for mailing. Under that practice it would be deposited with the U.S. Postal Service on that same day with postage thereon fully prepaid at Los Angeles, California in the ordinary course of business. I am aware that on motion of the party served, service is presumed invalid if postal cancellation date or postage meter date is more than one day after date of deposit for mailing in affidavit.

☒ (BY E-MAIL OR ELECTRONIC TRANSMISSION) I transmitted the above-described document by email in PDF format to the persons listed on the service list. I did not receive, within a reasonable time after the transmission, any electronic message or other indication that the transmission was unsuccessful.

☐ (BY PERSONAL SERVICE) I delivered such envelope by hand to the offices of the addressee.

☒ (BY OVERNIGHT DELIVERY) I caused said envelope(s) to be delivered overnight via an overnight delivery service in lieu of delivery by mail to the addressee(s).

Executed on April 12, 2013, at Los Angeles, California.

☒ (STATE) I declare under penalty of perjury under the laws of the State of California that the above is true and correct.

☐ (FEDERAL) I declare that I am employed in the office of a member of the bar of this court at whose direction the service was made.

CYNTHIA BLOORE

EXHIBIT A
TO DECLARATION OF SHARIF FARHAT ON REMAND FROM THE SUPERIOR COURT

VOLKSWAGEN SALES OPPORTUNITY*

PROJECTIONS PROVIDED IN HEARING WERE TOO CONSERVATIVE

AREA	Projections from Hearing		Actual Sales Opportunity*		Actual % of Projections	
	2011+	2012	2011	2012	2011	2012
Montclair 10 Mile RMA	944	1,072	1,149	1,538	121.7%	143.5%
Montclair PAI	524	595	645	846	123.1%	142.2%
Ontario PAI	564	641	665	873	117.9%	136.2%
Riverside-San Bernardino Market	2,600	2,953	3,128	4,031	120.3%	136.5%

+ 2011 Annualized Using March 2011 CYTD

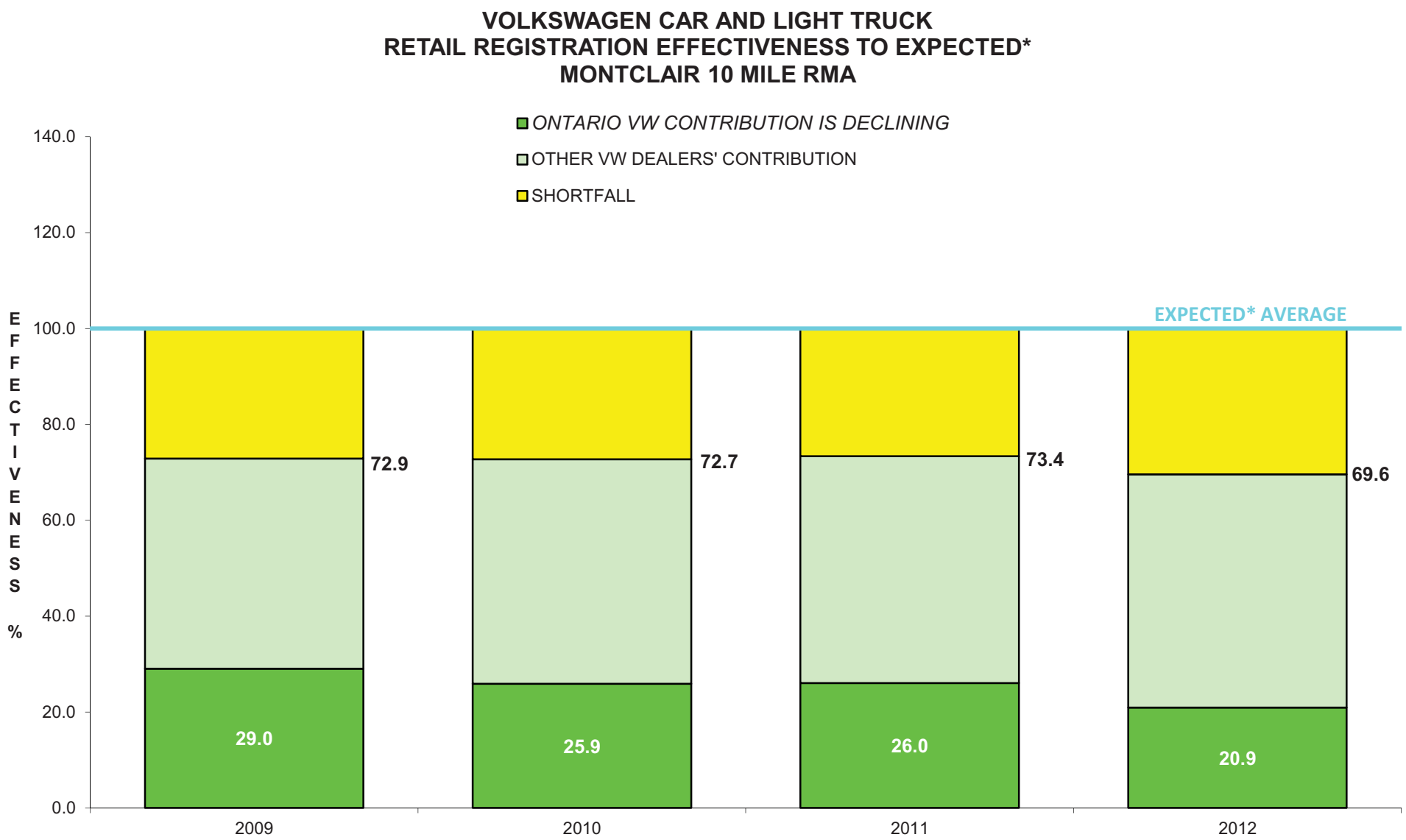
* Based on California Represented Average Adjusted For Local Segment Popularity

Source: Urban Science Remand Exhibit Page 10, using IHS Automotive, Automotive News, Volkswagen and R. L. Polk & Co. data

GEOG REF: H00-VW_MONTCLAIR_RSB_RMA, H10-VW_MONTCLAIR_RSB_RMA, H00-VW_MONTCLAIR_MKT, H10-VW_MONTCLAIR_MKT

712425

Volkswagen of America, Inc.



DATA BY: R.L. POLK & CO. AND VOLKSWAGEN
GEOG REF: H00-VW_MONTCLAIR_RSB_RMA,
H10-VW_MONTCLAIR_RSB_RMA

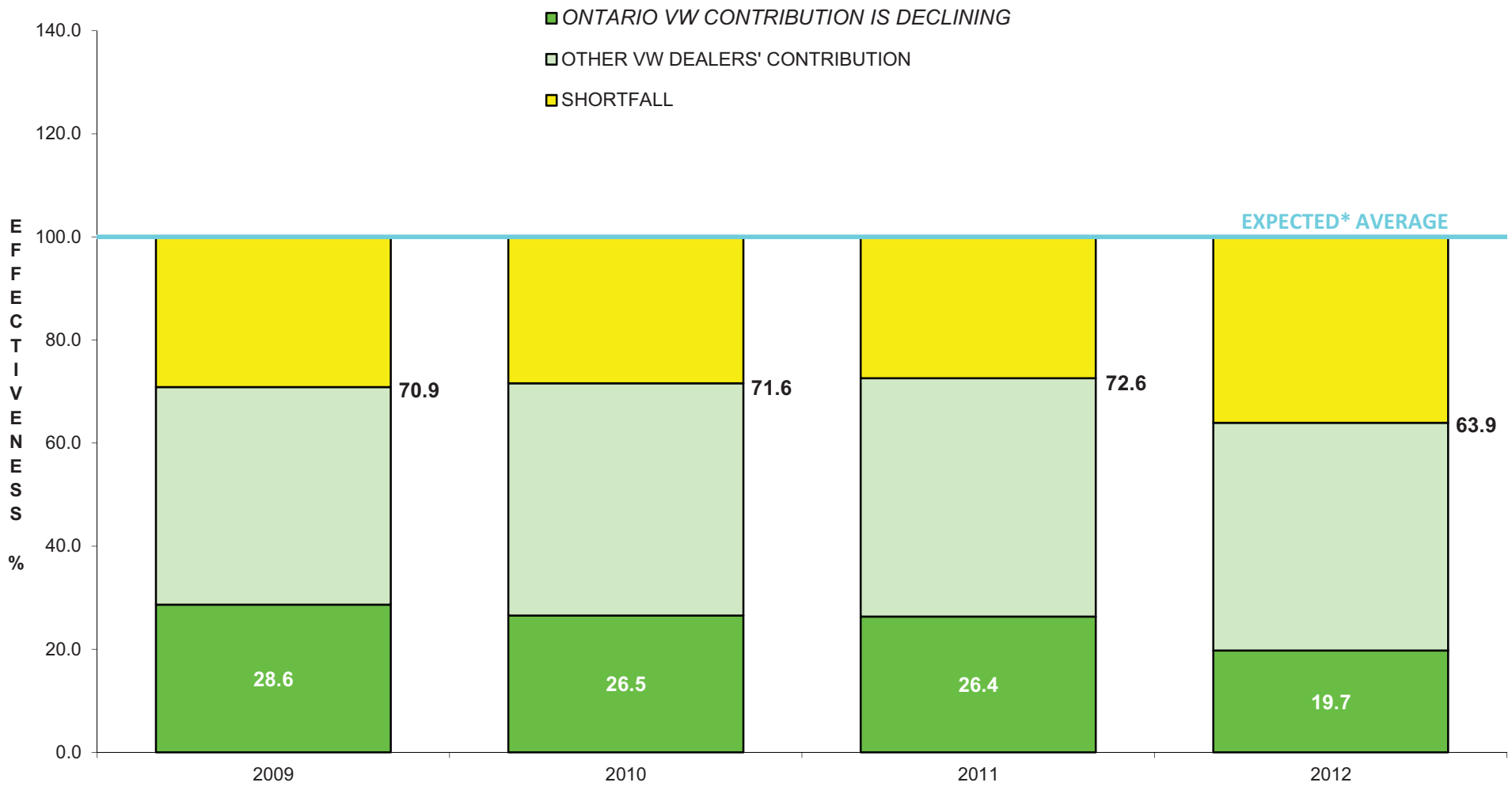
*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

Volkswagen of America, Inc.

VOLKSWAGEN CAR AND LIGHT TRUCK
RETAIL REGISTRATION EFFECTIVENESS TO EXPECTED*
PAI 2801 - MONTCLAIR



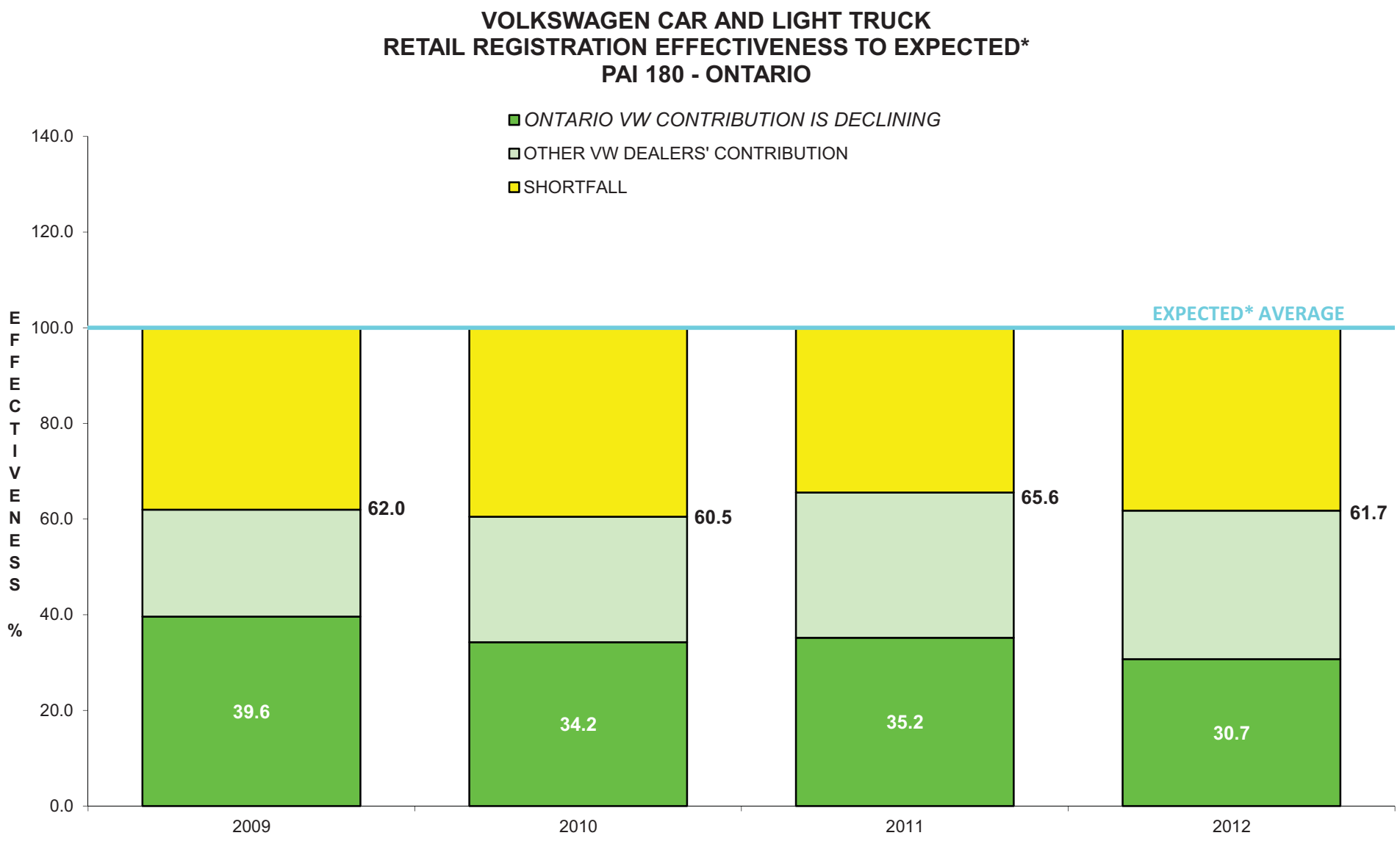
DATA BY: R.L. POLK & CO. AND VOLKSWAGEN
GEOG REF: H00-VW_MONTCLAIR_MKT,
H10-VW_MONTCLAIR_MKT

URBAN SCIENCE

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

© 2013 Urban Science Applications, Inc. All Rights Reserved.

Volkswagen of America, Inc.



DATA BY: R.L. POLK & CO. AND VOLKSWAGEN
GEOG REF: H00-VW_MONTCLAIR_MKT,
H10-VW_MONTCLAIR_MKT

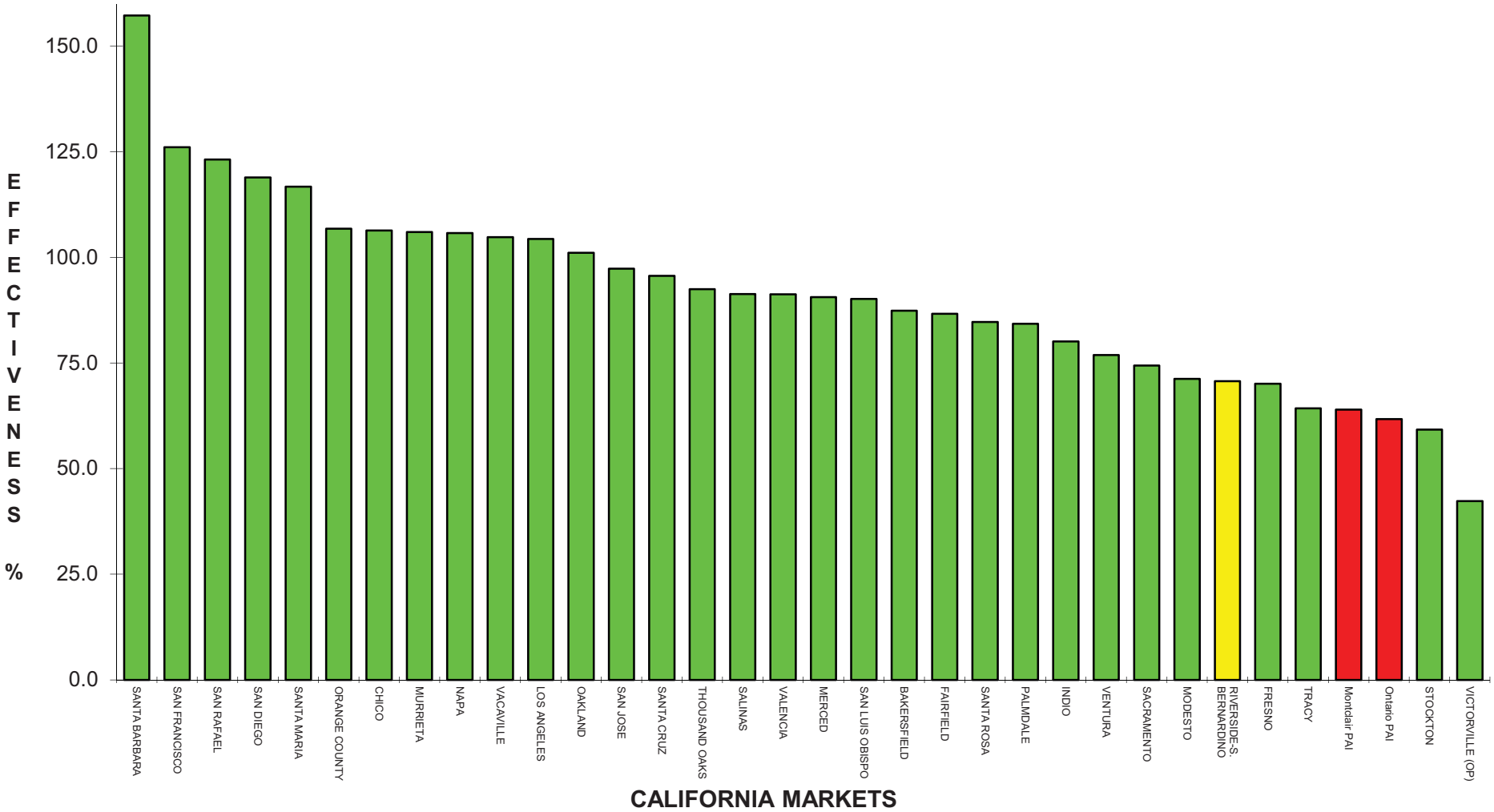
URBAN SCIENCE

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

© 2013 Urban Science Applications, Inc. All Rights Reserved.

Volkswagen of America, Inc.

VOLKSWAGEN CAR AND LIGHT TRUCK
RETAIL REGISTRATION EFFECTIVENESS TO EXPECTED*
2012



DATA BY: R.L. POLK & CO.
DATA REF: DEC 2012 YTD
GEOG REF: VW BASEFILES,
H10-VW_MONTCLAIR_MKT

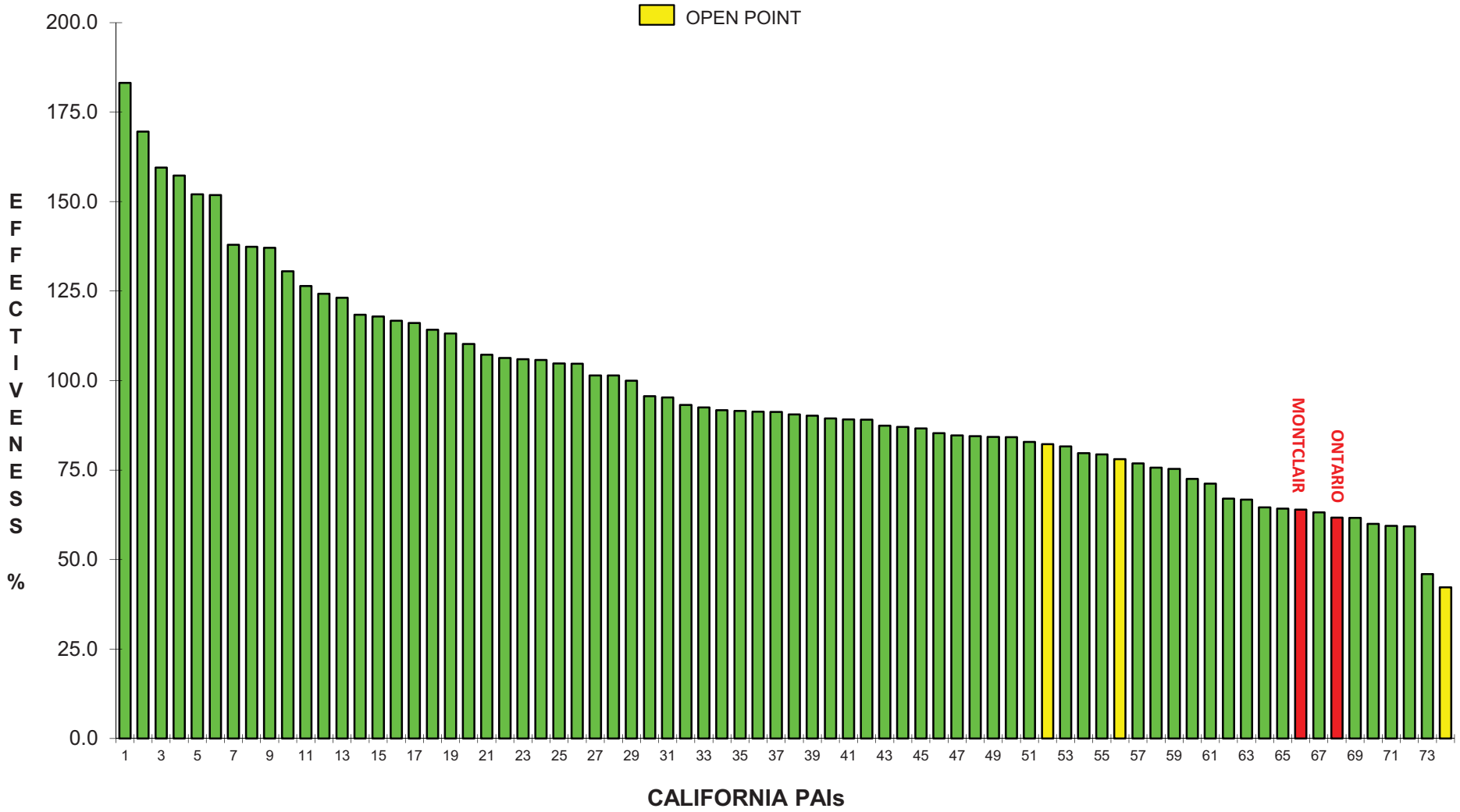
*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

Volkswagen of America, Inc.

VOLKSWAGEN CAR AND LIGHT TRUCK
RETAIL REGISTRATION EFFECTIVENESS TO EXPECTED*
2012



DATA BY: R.L. POLK & CO.
DATA REF: DEC 2012 YTD
GEOG REF: VW BASEFILES,
H10-VW_MONTCLAIR_MKT

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

2011 SALES ANALYSIS
ADDITIONAL VOLKSWAGEN SALES OPPORTUNITIES AT CALIFORNIA AVERAGE* FAR EXCEED HYPOTHETICAL LOST SALES BY ONTARIO VOLKSWAGEN

HYPOTHETICAL ONTARIO VW LOST SALES - 170

ADDITIONAL VW SALES OPPORTUNITIES AT CALIFORNIA AVERAGE* - 229 TO 231

ADDITIONAL VW SALES OPPORTUNITIES AT CALIFORNIA AVERAGE* - 592 TO 732

	MONTCLAIR PAI	ONTARIO PAI	RIVERSIDE - SAN BERNARDINO MARKET (EXCLUDING MONTCLAIR PAI)	TOTAL RIVERSIDE - SAN BERNARDINO MARKET (INCLUDING MONTCLAIR PAI)	MONTCLAIR RMA
Ontario Volkswagen Sales	170	234	429	599	299
Other Volkswagen Dealers' Sales	298	202	1,462	1,760	544
Expected* Volkswagen Registrations	645	665	2,483	3,128	1,149
SHORTFALL (Net Loss)**	**177**	**229**	**592**	**769**	**306**
SHORTFALL (Gross Loss)**	**203**	**231**	**732**	**935**	**335**

* California represented average adjusted for local segment popularity

** Net Loss assumes consistent Volkswagen performance throughout an area, Gross Loss takes into account actual performance variance throughout an area

GEOG REF: H00-VW_MONTCLAIR_MKT, H00-VW_MONTCLAIR_RSB_RMA
SOURCE: USAI USING R.L. POLK & CO. AND VW
712402

2011 SALES ANALYSIS
ADDITIONAL VOLKSWAGEN SALES OPPORTUNITIES AT REGION AVERAGE* FAR EXCEED HYPOTHETICAL LOST SALES BY ONTARIO VOLKSWAGEN

HYPOTHETICAL ONTARIO VW LOST SALES - 170

ADDITIONAL VW SALES OPPORTUNITIES AT REGION AVERAGE* - 223 TO 231

ADDITIONAL VW SALES OPPORTUNITIES AT REGION AVERAGE* - 573 TO 718

	MONTCLAIR PAI	ONTARIO PAI	RIVERSIDE - SAN BERNARDINO MARKET (EXCLUDING MONTCLAIR PAI)	TOTAL RIVERSIDE - SAN BERNARDINO MARKET (INCLUDING MONTCLAIR PAI)	MONTCLAIR RMA
Ontario Volkswagen Sales	170	234	429	599	299
Other Volkswagen Dealers' Sales	298	202	1,462	1,760	544
Region* Volkswagen Registrations	640	659	2,464	3,104	1,143
SHORTFALL (Net Loss)**	**172**	**223**	**573**	**745**	**300**
SHORTFALL (Gross Loss)**	**198**	**231**	**718**	**916**	**327**

* Western Region represented average adjusted for local segment popularity

** Net Loss assumes consistent Volkswagen performance throughout an area, Gross Loss takes into account actual performance variance throughout an area

GEOG REF: H00-VW_MONTCLAIR_MKT, H00-VW_MONTCLAIR_RSB_RMA
SOURCE: USAI USING R.L. POLK & CO. AND VW
712411

2012 SALES ANALYSIS
ADDITIONAL VOLKSWAGEN SALES OPPORTUNITIES AT CALIFORNIA AVERAGE* FAR EXCEED HYPOTHETICAL LOST SALES BY ONTARIO VOLKSWAGEN

HYPOTHETICAL ONTARIO VW LOST SALES - 167

ADDITIONAL VW SALES OPPORTUNITIES AT CALIFORNIA AVERAGE* - 334 TO 352

ADDITIONAL VW SALES OPPORTUNITIES AT CALIFORNIA AVERAGE* - 877 TO 1056

	MONTCLAIR PAI	ONTARIO PAI	RIVERSIDE - SAN BERNARDINO MARKET (EXCLUDING MONTCLAIR PAI)	TOTAL RIVERSIDE - SAN BERNARDINO MARKET (INCLUDING MONTCLAIR PAI)	MONTCLAIR RMA
Ontario Volkswagen Sales	167	268	455	622	322
Other Volkswagen Dealers' Sales	374	271	1,853	2,227	748
Expected* Volkswagen Registrations	846	873	3,185	4,031	1,538
SHORTFALL (Net Loss)**	**305**	**334**	**877**	**1,182**	**468**
SHORTFALL (Gross Loss)**	**323**	**352**	**1,056**	**1,379**	**514**

* California represented average adjusted for local segment popularity

** Net Loss assumes consistent Volkswagen performance throughout an area, Gross Loss takes into account actual performance variance throughout an area

GEOG REF: H10-VW_MONTCLAIR_MKT; H10-VW_MONTCLAIR_RSB_RMA
SOURCE: USAI USING R.L. POLK & CO. AND VW
712029

2012 SALES ANALYSIS
ADDITIONAL VOLKSWAGEN SALES OPPORTUNITIES AT REGION AVERAGE* FAR EXCEED HYPOTHETICAL LOST SALES BY ONTARIO VOLKSWAGEN

HYPOTHETICAL ONTARIO VW LOST SALES - 167

ADDITIONAL VW SALES OPPORTUNITIES AT REGION AVERAGE* - 379 TO 398

ADDITIONAL VW SALES OPPORTUNITIES AT REGION AVERAGE* - 1023 TO 1180

	MONTCLAIR PAI	ONTARIO PAI	RIVERSIDE - SAN BERNARDINO MARKET (EXCLUDING MONTCLAIR PAI)	TOTAL RIVERSIDE - SAN BERNARDINO MARKET (INCLUDING MONTCLAIR PAI)	MONTCLAIR RMA
Ontario Volkswagen Sales	167	268	455	622	322
Other Volkswagen Dealers' Sales	374	271	1,853	2,227	748
Region* Volkswagen Registrations	889	918	3,651	4,220	1,612
SHORTFALL (Net Loss)**	**348**	**379**	**1,023**	**1,371**	**542**
SHORTFALL (Gross Loss)**	**353**	**398**	**1,180**	**1,533**	**577**

* Western Region represented average adjusted for local segment popularity

** Net Loss assumes consistent Volkswagen performance throughout an area, Gross Loss takes into account actual performance variance throughout an area

GEOG REF: H10-VW_MONTCLAIR_MKT; H10-VW_MONTCLAIR_RSB_RMA
SOURCE: USAI USING R.L. POLK & CO. AND VW
712412

VOLKSWAGEN RETAIL REGISTRATION EFFECTIVENESS DECLINED

VOLKSWAGEN IS UNDER REPRESENTED

OPPORTUNITIES FOR ADDITIONAL VW SALES ARE INCREASING

EXPECTED* (CALIFORNIA REP AVERAGE)	2009					2010					2011					2012				
	VW	EXP*	%	NET LOSS	GROSS LOSS	VW	EXP*	%	NET LOSS	GROSS LOSS	VW	EXP*	%	NET LOSS	GROSS LOSS	VW	EXP*	%	NET LOSS	GROSS LOSS
MONTCLAIR 10 MILE RMA	527	723	72.9	196	241	637	876	72.7	239	271	843	1,149	73.4	306	335	1,070	1,538	69.6	468	514
PAI 2801 - MONTCLAIR	287	405	70.9	118	151	340	475	71.6	135	166	468	645	72.6	177	203	541	846	63.9	305	323
PAI 180 - ONTARIO	238	384	62.0	146	155	286	473	60.5	187	191	436	665	65.6	229	231	539	873	61.7	334	352
RIVERSIDE-SAN BERNARDINO MARKET	1,359	1,908	71.2	549	685	1,651	2,253	73.3	602	728	2,359	3,128	75.4	769	935	2,849	4,031	70.7	1,182	1,379

WESTERN REGION REP AVERAGE*	2009					2010					2011					2012				
	VW	EXP*	%	NET LOSS	GROSS LOSS	VW	EXP*	%	NET LOSS	GROSS LOSS	VW	EXP*	%	NET LOSS	GROSS LOSS	VW	EXP*	%	NET LOSS	GROSS LOSS
MONTCLAIR 10 MILE RMA	527	723	72.9	196	242	637	900	70.8	263	295	843	1,143	73.8	300	327	1,070	1,612	66.4	542	577
PAI 2801 - MONTCLAIR	287	405	70.9	118	150	340	492	69.1	152	179	468	640	73.1	172	198	541	889	60.9	348	353
PAI 180 - ONTARIO	238	386	61.7	148	154	286	487	58.7	201	206	436	659	66.2	223	231	539	918	58.7	379	398
RIVERSIDE-SAN BERNARDINO MARKET	1,359	1,903	71.4	544	681	1,651	2,315	71.3	664	788	2,359	3,104	76.0	745	916	2,849	4,220	67.5	1,371	1,533

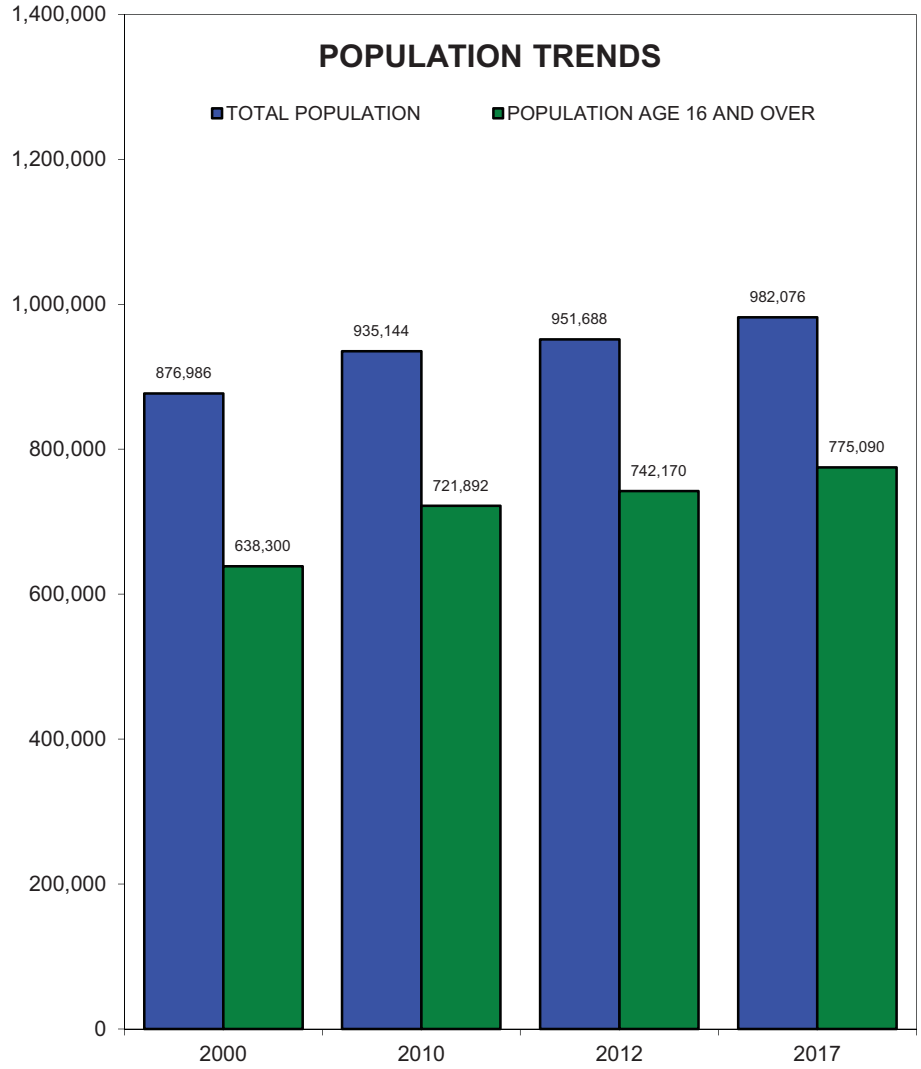
*AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

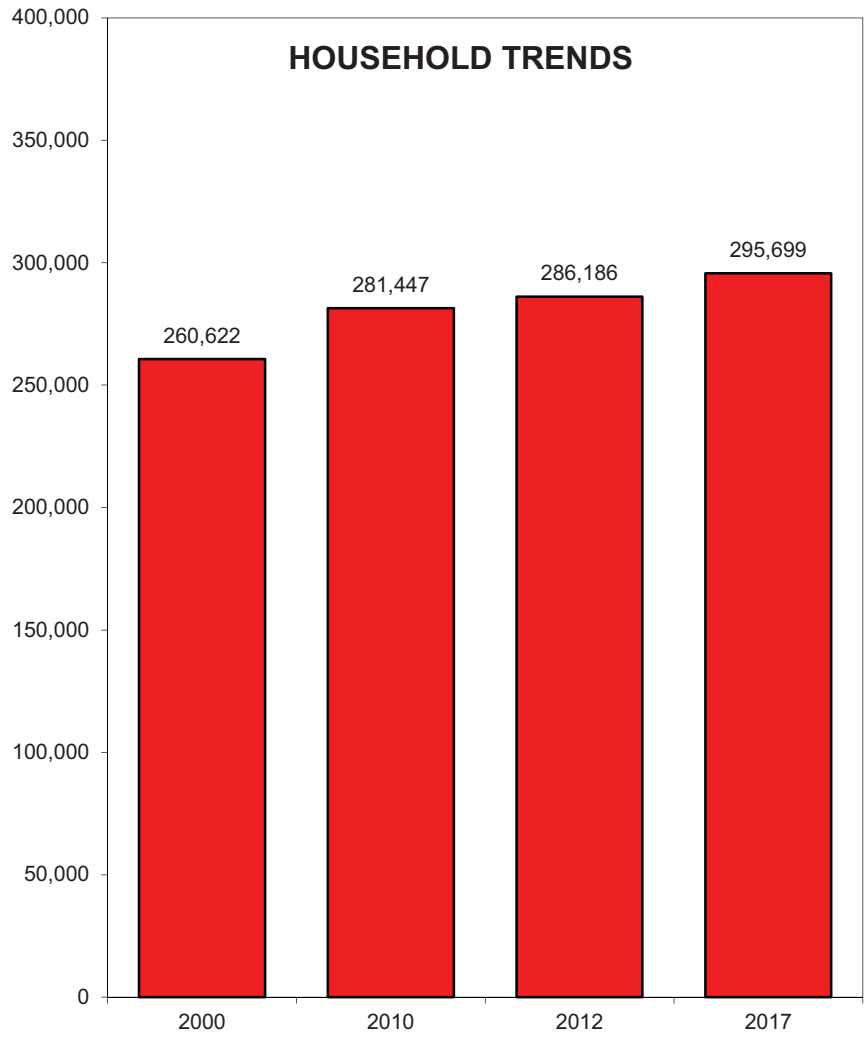
GEOG REF: H00-VW_MONTCLAIR_RSB_RMA, H10-VW_MONTCLAIR_RSB_RMA, H00-VW_MONTCLAIR_MKT, H10-VW_MONTCLAIR_MKT

SOURCE: USAI USING R.L. POLK & CO.

712424

MONTCLAIR 10 MILE RMA DEMOGRAPHIC TREND



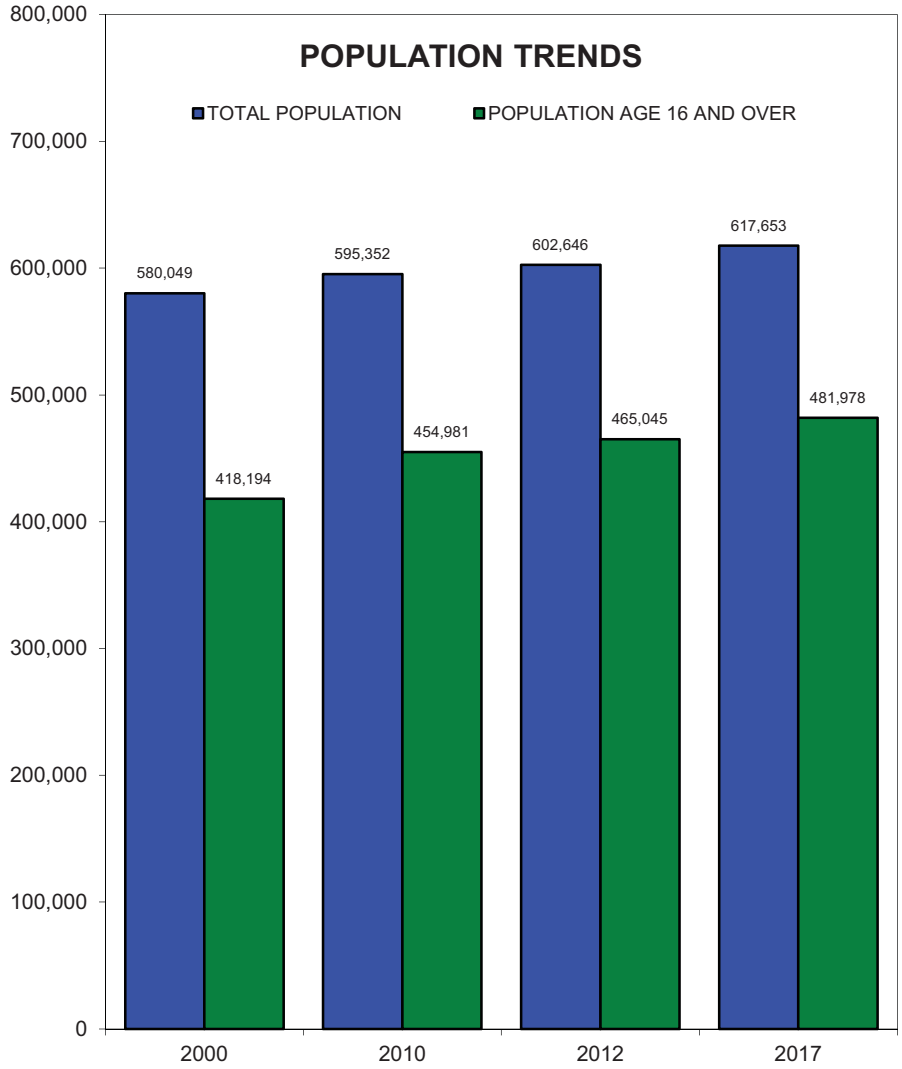


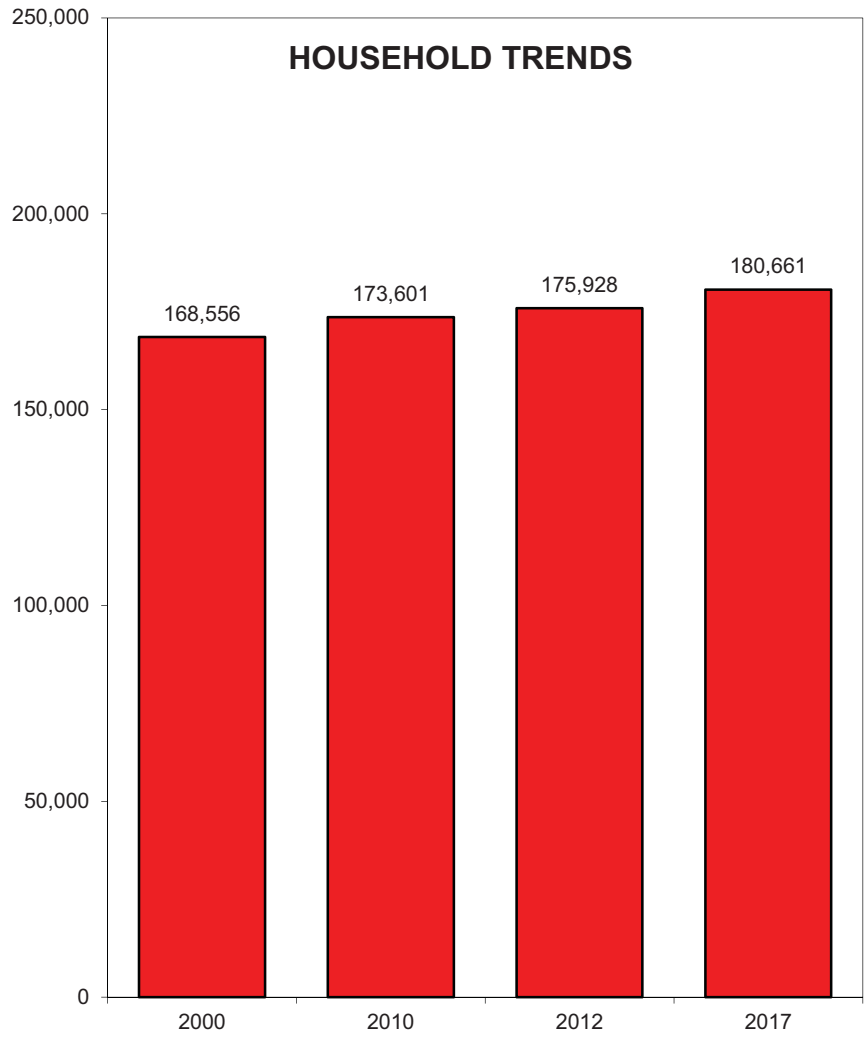
DATA BY: CLARITAS, INC
DATA REF: 2012 UPDATE
GEOG REF: H10-VW_MONTCLAIR_RSB_RM

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

PAI 2801 - MONTCLAIR DEMOGRAPHIC TREND



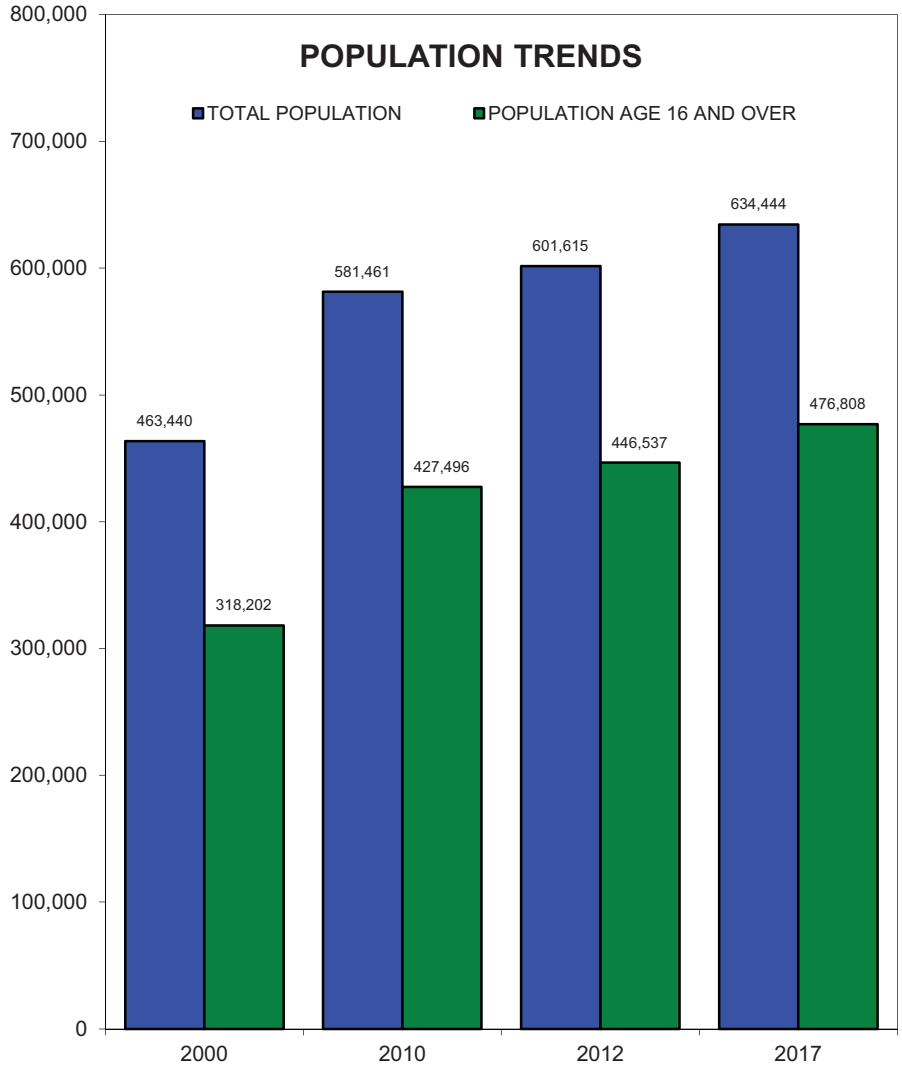


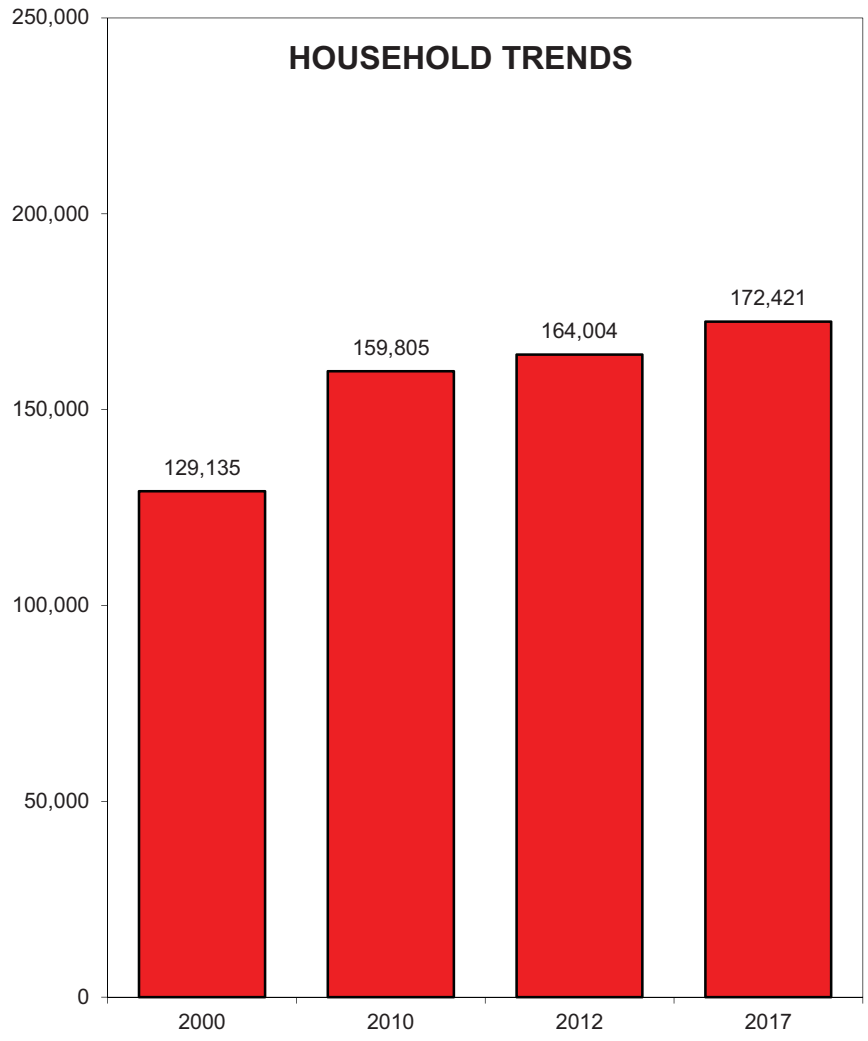
DATA BY: CLARITAS, INC
DATA REF: 2012 UPDATE
GEOG REF: H10-VW_MONTCLAIR_MKT

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

PAI 180 - ONTARIO DEMOGRAPHIC TREND



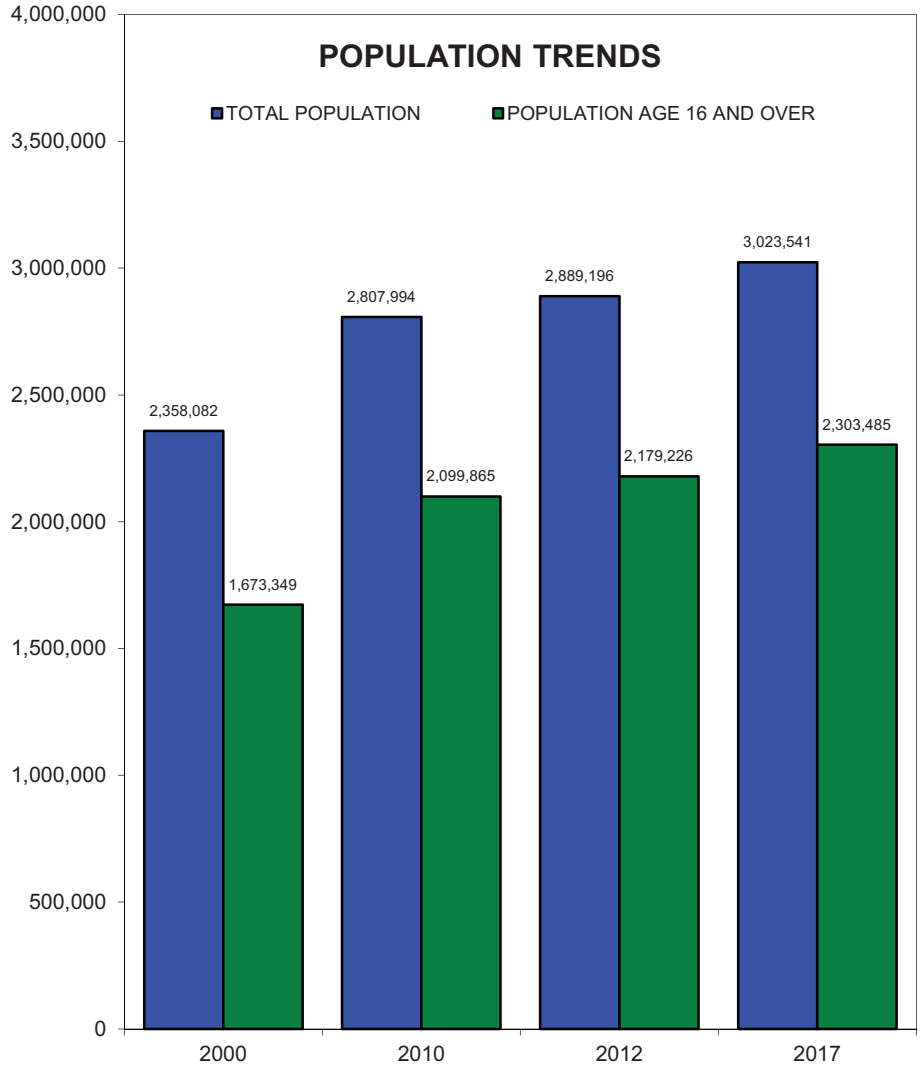


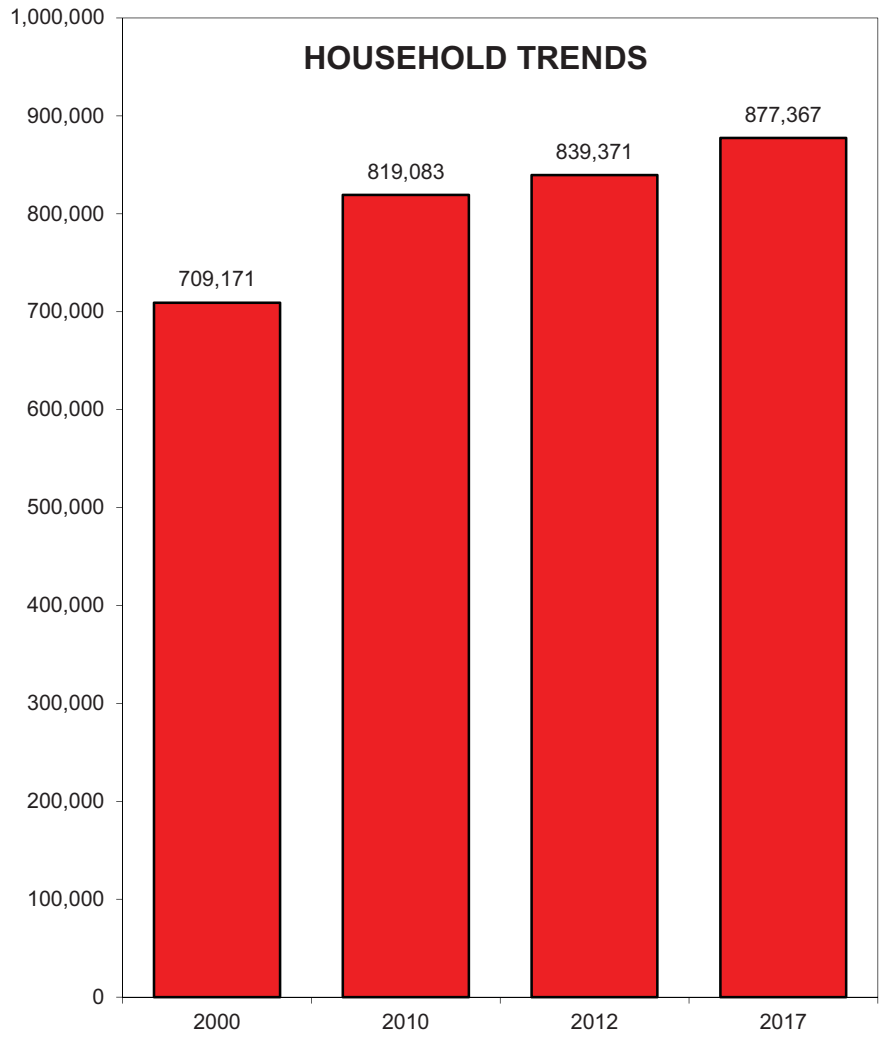
DATA BY: CLARITAS, INC
DATA REF: 2012 UPDATE
GEOG REF: H10-VW_MONTCLAIR_MKT

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

RIVERSIDE-SAN BERNARDINO MARKET DEMOGRAPHIC TREND



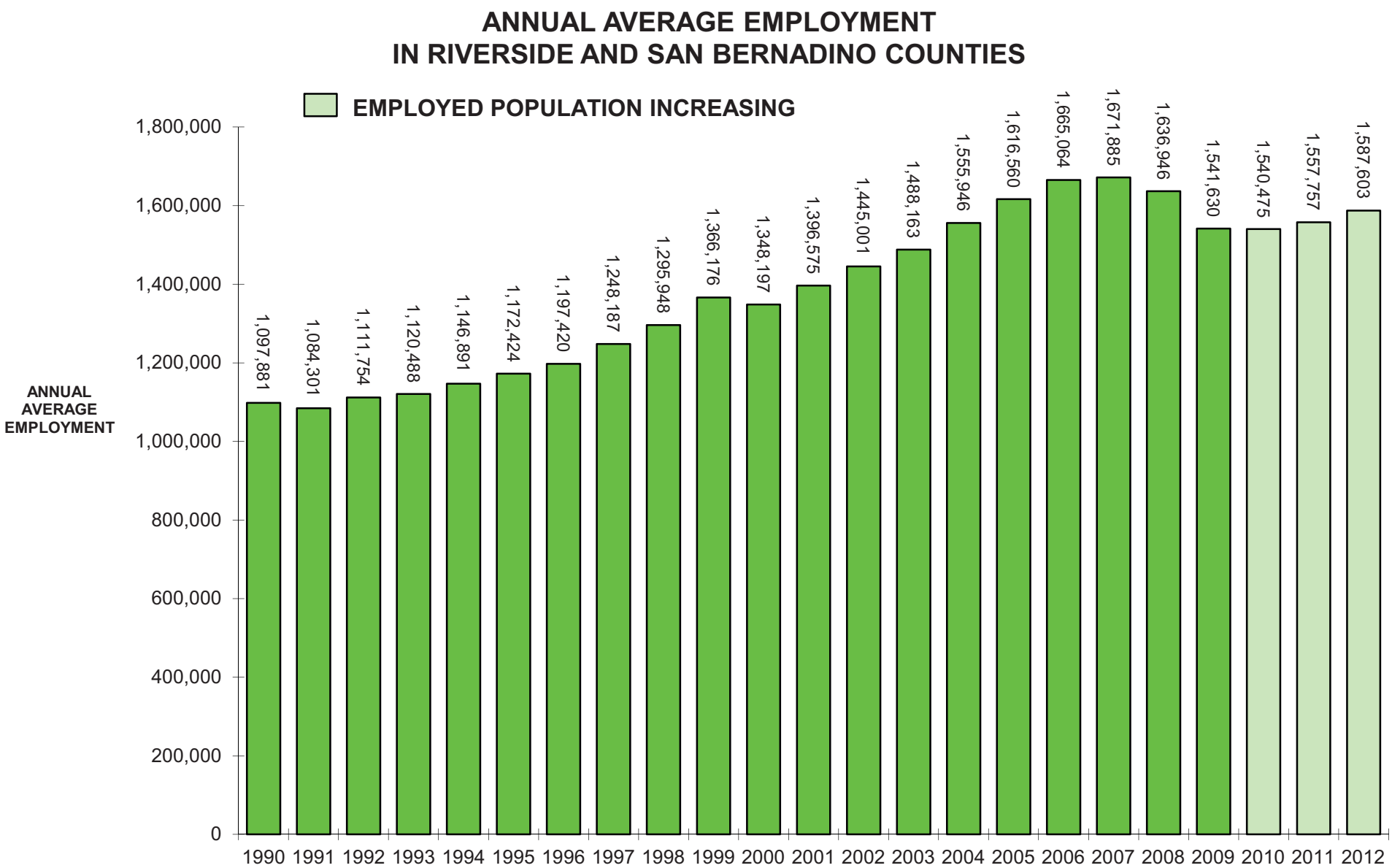


DATA BY: CLARITAS, INC
DATA REF: 2012 UPDATE
GEOG REF: H10-VW_MONTCLAIR_MKT

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

Volkswagen of America, Inc.

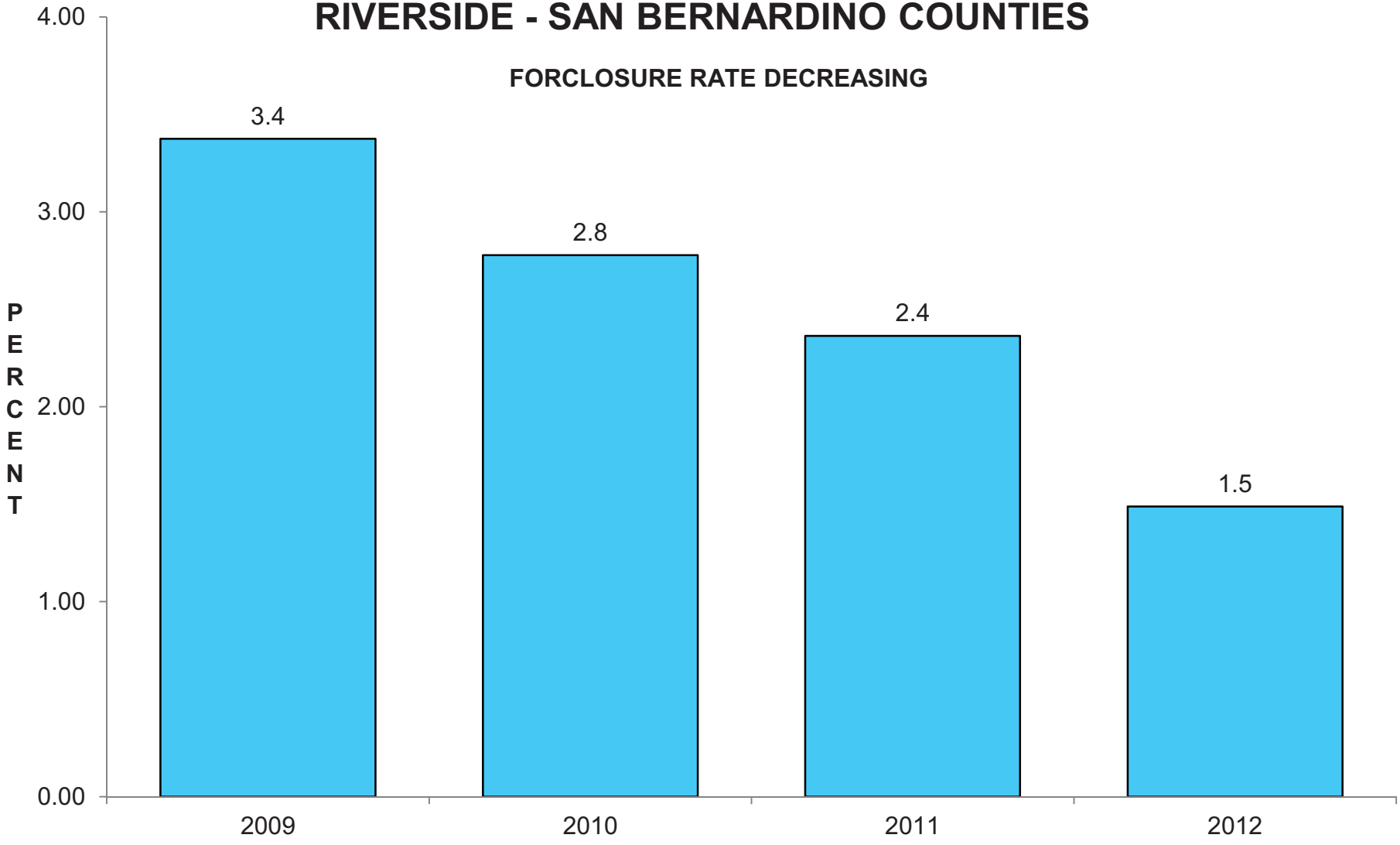


DATA BY: BUREAU OF LABOR STATISTICS

URBAN SCIENCE

Copyright 2013 Urban Science Inc.

FORECLOSURES AS A PERCENT OF TOTAL HOUSEHOLDS
RIVERSIDE - SAN BERNARDINO COUNTIES



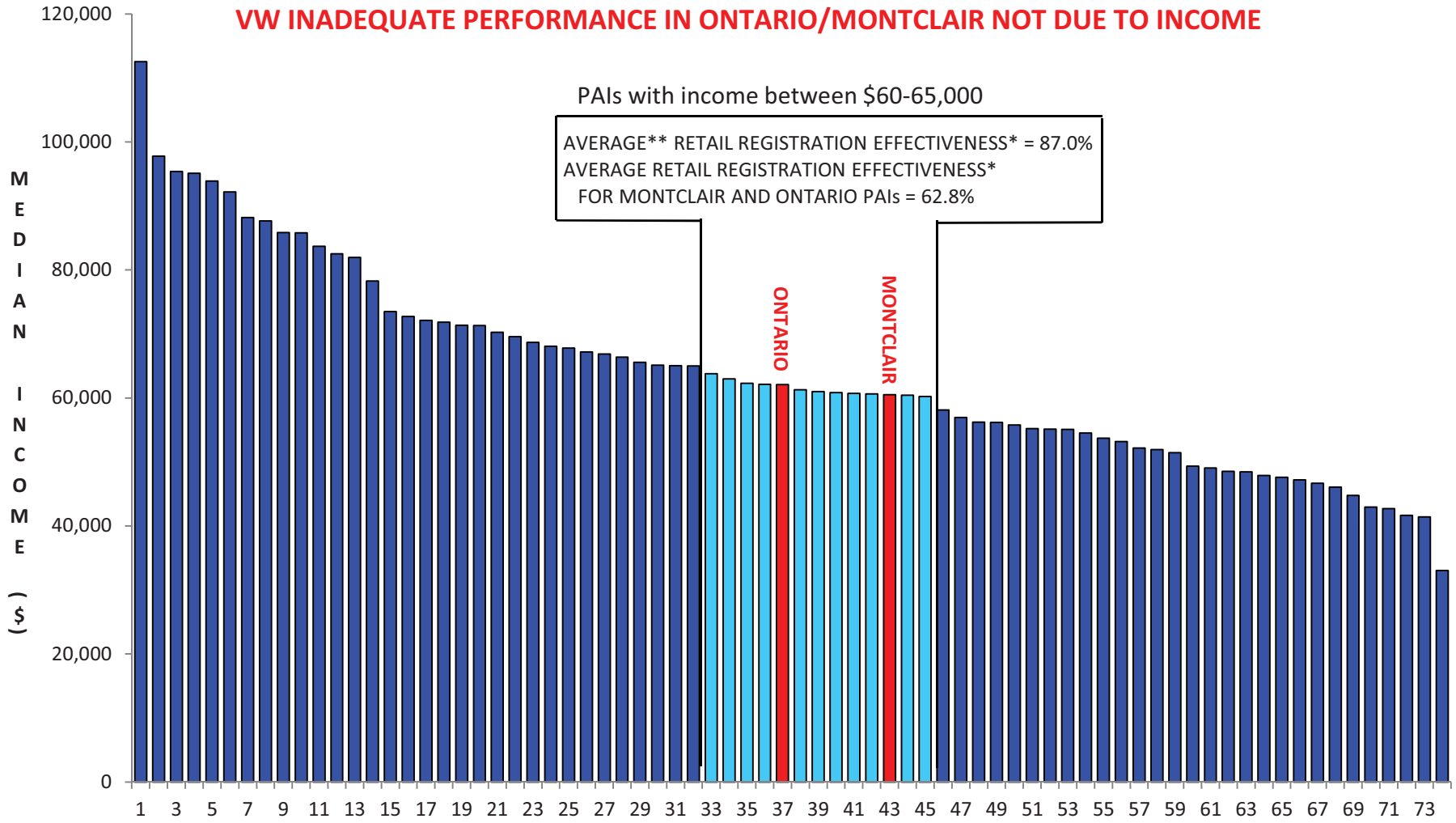
DATA REF: 2012 UPDATE, DEC 2012 YTD
DATA BY: USAI USING CLARITAS AND RAND
GEOG REF: VOLKSWAGEN BASEFILES

URBAN SCIENCE

Copyright 2013 Urban Science Inc.

MEDIAN HOUSEHOLD INCOME
CALIFORNIA PAIs

VW INADEQUATE PERFORMANCE IN ONTARIO/MONTCLAIR NOT DUE TO INCOME



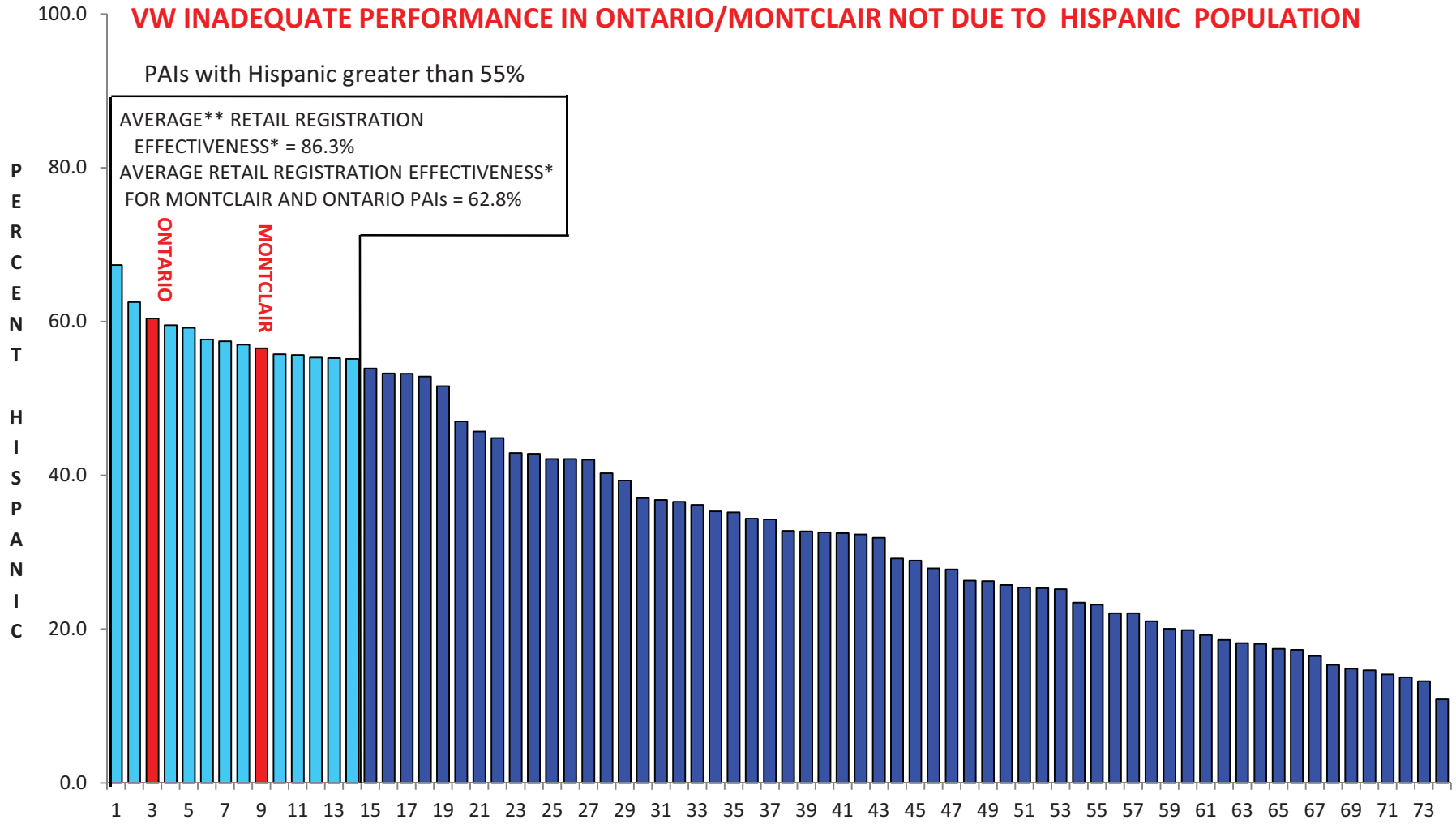
DATA REF: DEC 2012 YTD, 2012 Update
DATA BY: R.L. POLK & CO. AND CLARITAS
GEOG REF: VOLKSWAGEN BASEFILES,
H10-VW_MONTCLAIR_MKT

** EXCLUDING ONTARIO, MONTCLAIR, AND RICHMOND PARTIAL-YEAR
*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

URBAN SCIENCE

Copyright 2013 Urban Science Inc.

PERCENT OF POPULATION THAT IS HISPANIC
CALIFORNIA PAIs

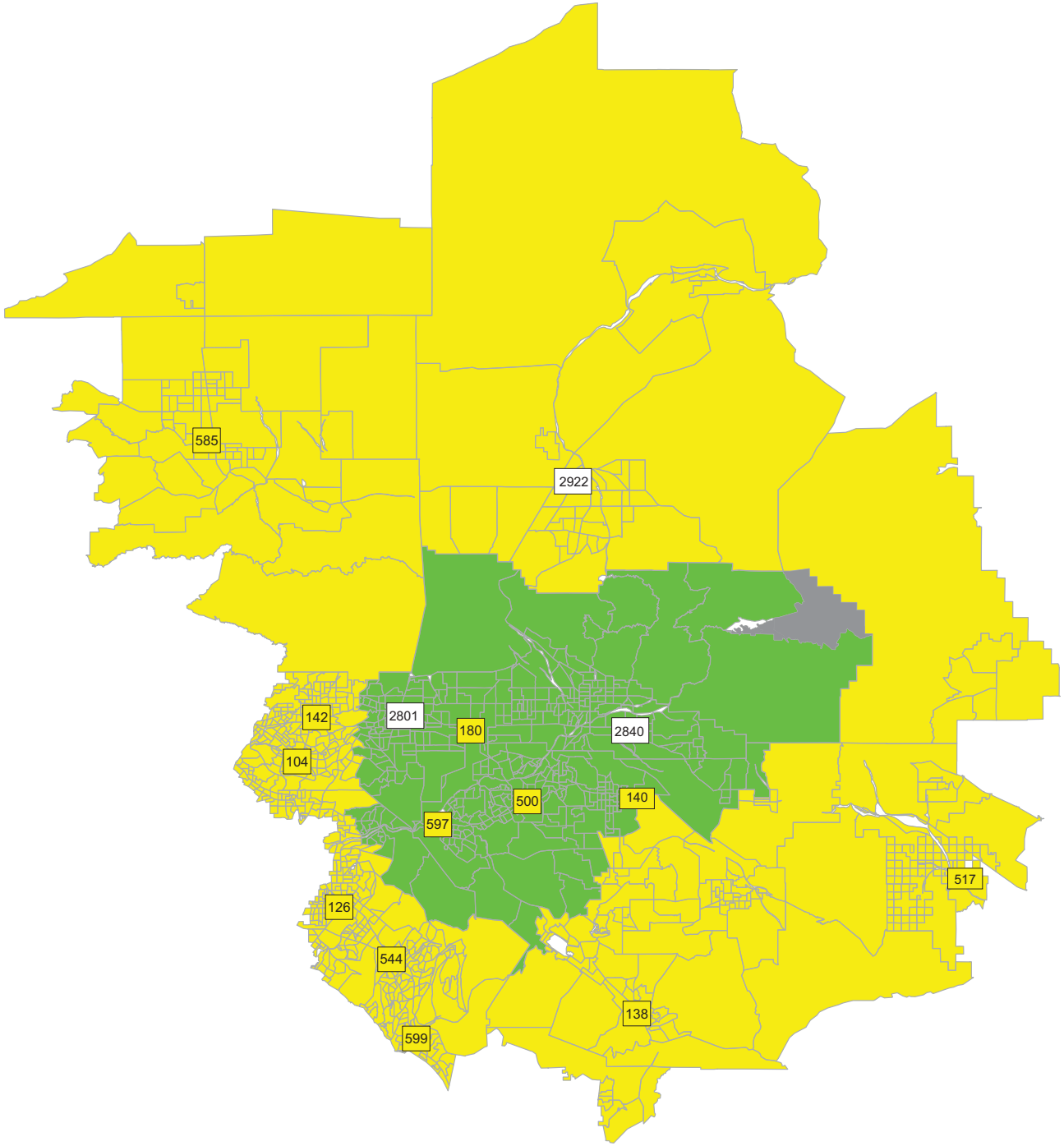


DATA REF: DEC 2012 YTD, 2012 Update
DATA BY: R.L. POLK & CO. AND CLARITAS
GEOG REF: VOLKSWAGEN BASEFILES, H10-VW_MONTCLAIR_MKT

** EXCLUDING ONTARIO, MONTCLAIR, NORTH HILLS PARTIAL-YEAR, AND INDIO BUY-SELL
*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

URBAN SCIENCE

Copyright 2013 Urban Science Inc.



104	Puente Hills VW	City Of Industr
126	Commonwealth VW	Santa Ana
138	Murrieta VW	Murrieta
142	Bozzani Motors	Covina
180	Ontario VW	Ontario
500	Riverside VW	Riverside
544	Fladeboe VW	Irvine
585	Antelope Valley	Palmdale
597	Cardinaleway VW	Corona
599	Capistrano VW	San Juan Capist
2801	Montclair OP	Montclair
2840	Redlands OP	Redlands
2922	Victorville OP	Victorville
		UNASSIGNED
517	VW Palm Springs	Palm Springs
140	VW Moreno Val	Moreno Valley

Riverside + Fringe
PAI MAP

Geog Ref: H00-VW_Montclair_Fringe

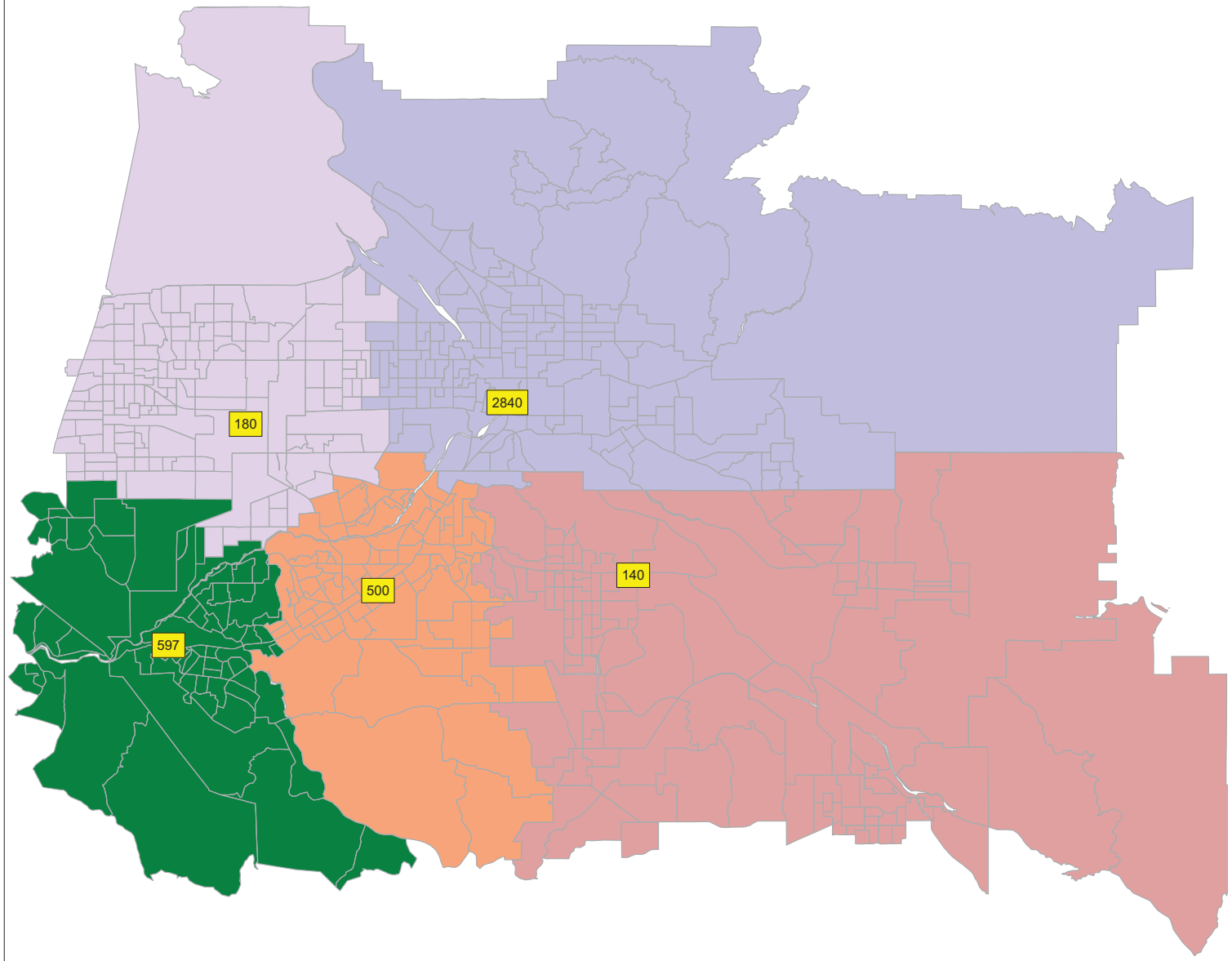
0 5 10 15 20 25 30

Miles

©2010 Urban Science. All rights reserved.
Serial number: 738027

Volkswagen of America, Inc.

Urban Science Applications, Inc.
Detroit, Michigan



140	VW Moreno Val	Moreno Valley
180	Ontario VW	Ontario
500	Riverside VW	Riverside
597	Cardinaleway VW	Corona
2840	San Bern OP	San Bernardino

Riverside-San Bernadino with Moreno Valley PAI Map

Roads: ©2006-2012 TomTom
Geog Ref: H10-VW_MORENO

0 5 10 15
Miles

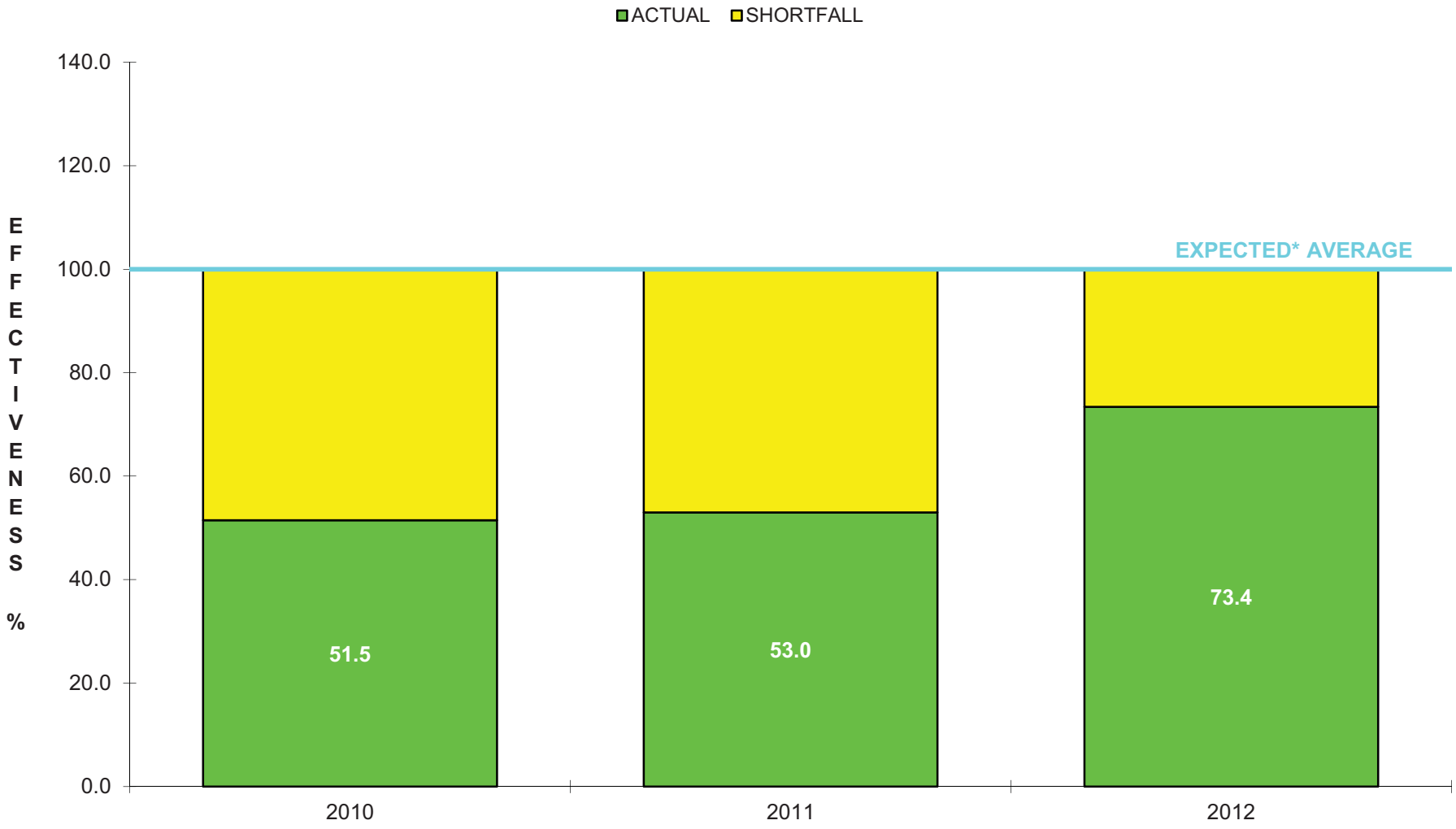
VW MORENO VALLEY OPENED SEPTEMBER, 2011

© 2013 Urban Science. All Rights Reserved.
Serial number: 1132513

Volkswagen of America, Inc.

Urban Science Applications, Inc.
Detroit, Michigan

Volkswagen of America, Inc.



VW MORENO VALLEY OPENED SEPTEMBER, 2011

* CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

DATA BY: R.L. POLK & CO.

GEOG REF: H10-VW_MORENO

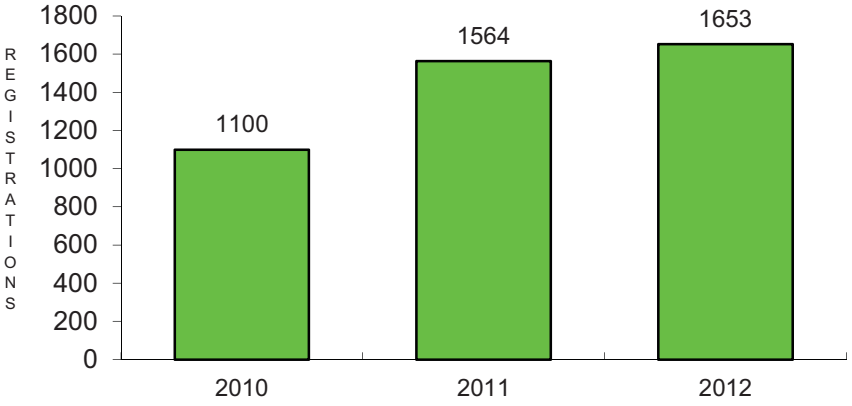
URBAN SCIENCE.

© 2013 Urban Science Applications, Inc. All Rights Reserved.

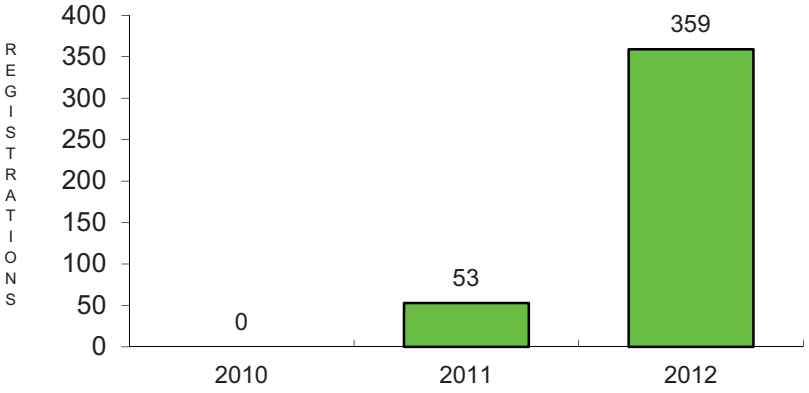
Volkswagen of America, Inc.

RETAIL VOLKSWAGEN CAR AND LIGHT TRUCK REGISTRATIONS IN RIVERSIDE-SAN BERNARDINO WITH MORENO VALLEY

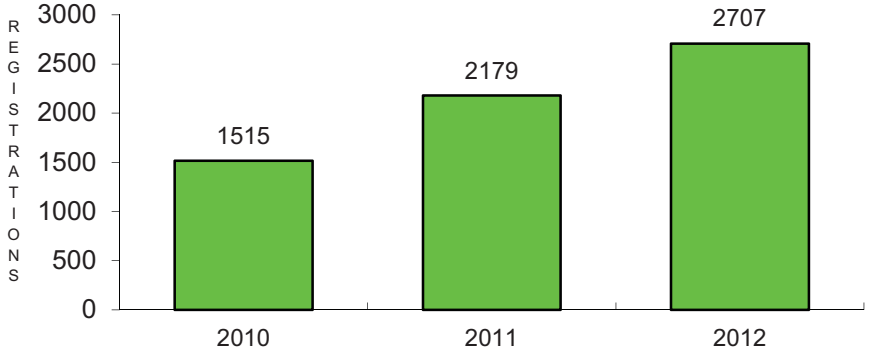
OTHER RIVERSIDE-SAN BERNARDINO WITH MORENO VALLEY DEALERS



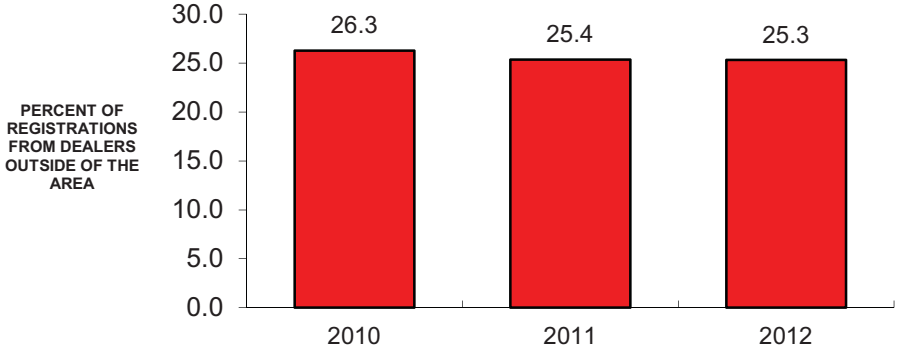
VW MORENO VALLEY



ALL VOLKSWAGEN



INSELL AS A PERCENT OF ALL REGISTRATIONS



DATA BY: R.L. POLK & CO.
GEOG REF: H10-VW_MORENO

VW MORENO VALLEY OPENED SEPTEMBER, 2011

URBAN SCIENCE.

© 2013 Urban Science Applications, Inc. All Rights Reserved.

SALES AND OPPORTUNITY IMPACT ANALYSIS
RIVERSIDE-SAN BERNARDINO WITH MORENO VALLEY

	2010	2012	UNIT CHANGE 2010 - 2012	PERCENT CHANGE 2010 - 2012
ACTUAL VW				
CALIFORNIA	33,395	52,927	19,532	58%
PAI 140 - MORENO VALLEY				
VW MORENO VALLEY SALES IN MARKET	0	359	359	
ACTUAL VW IN PAI	175	474	299	171%
PAI 180 - ONTARIO				
ONTARIO VW SALES IN MARKET	402	585	183	46%
ACTUAL VW IN PAI	448	779	331	74%
PAI 500 - RIVERSIDE				
RIVERSIDE VW SALES IN MARKET	398	614	216	54%
ACTUAL VW IN PAI	252	452	200	79%
PAI 597 - CORONA				
CARINDALEWAY VW SALES IN MARKET	300	454	154	51%
ACTUAL VW IN PAI	406	628	222	55%
PAI 2840 - SAN BERNARDINO				
SAN BERNARDINO OP SALES IN MARKET	0	0	0	
ACTUAL VW IN PAI	234	380	146	62%

* CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY
SOURCE: USAI USING R.L. POLK & CO. AND VW DATA
GEOG REF: H10-VW_MORENO
712459

CROSS-SELL IMPACT ANALYSIS
RIVERSIDE-SAN BERNARDINO WITH MORENO VALLEY

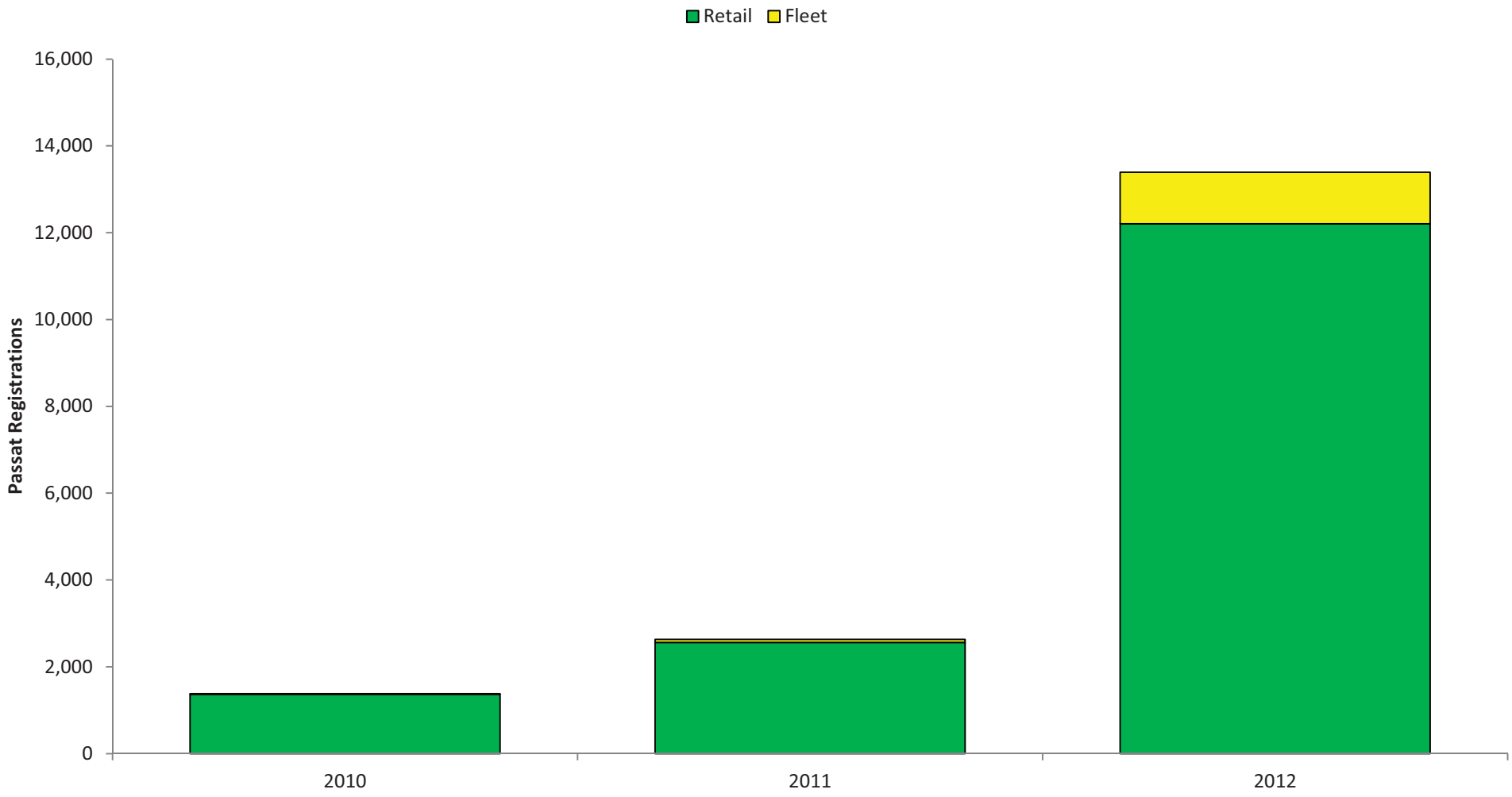
	PAI 140 MORENO VALLEY	PAI 180 ONTARIO	PAI 500 RIVERSIDE	PAI 597 CORONA	PAI 2840 SAN BERNARDINO	TOTAL
2010						
VW MORENO VALLEY	0	0	0	0	0	0
ONTARIO VW	17	238	23	43	81	402
RIVERSIDE VW	88	29	143	50	88	398
CARINDALEWAY VW	6	34	46	199	15	300
SAN BERNARDINO OP	0	0	0	0	0	0
OTHER	64	147	40	114	50	415
TOTAL	175	448	252	406	234	1,515
2012						
VW MORENO VALLEY	226	9	37	10	77	359
ONTARIO VW	22	368	34	58	103	585
RIVERSIDE VW	100	73	244	69	128	614
CARINDALEWAY VW	10	64	74	292	14	454
SAN BERNARDINO OP	0	0	0	0	0	0
OTHER	115	263	61	198	58	695
TOTAL	473	777	450	627	380	2,707
UNITS CHANGE 2010 - 2012						
VW MORENO VALLEY	226	9	37	10	77	359
ONTARIO VW	5	130	11	15	22	183
RIVERSIDE VW	12	44	101	19	40	216
CARINDALEWAY VW	4	30	28	93	-1	154
SAN BERNARDINO OP	0	0	0	0	0	0
TOTAL	247	213	177	137	138	912

VW MORENO VALLEY OPENED IN SEP, 2011
SOURCE: USAI USING R.L. POLK & CO. AND VW DATA
GEOG REF: H10-VW_MORENO
712043

Volkswagen Passat Registrations in California

Passat Registrations Increased 871% from 2010 to 2012

Fleet Represents a Small Portion of Total VW Passat Sales



Data By: R.L. Polk & Co.

URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

2012 Volkswagen Passat Sales in California

Less than 2% of VW Passats Sold to "Hertz" in 2012

Contains "Hertz"

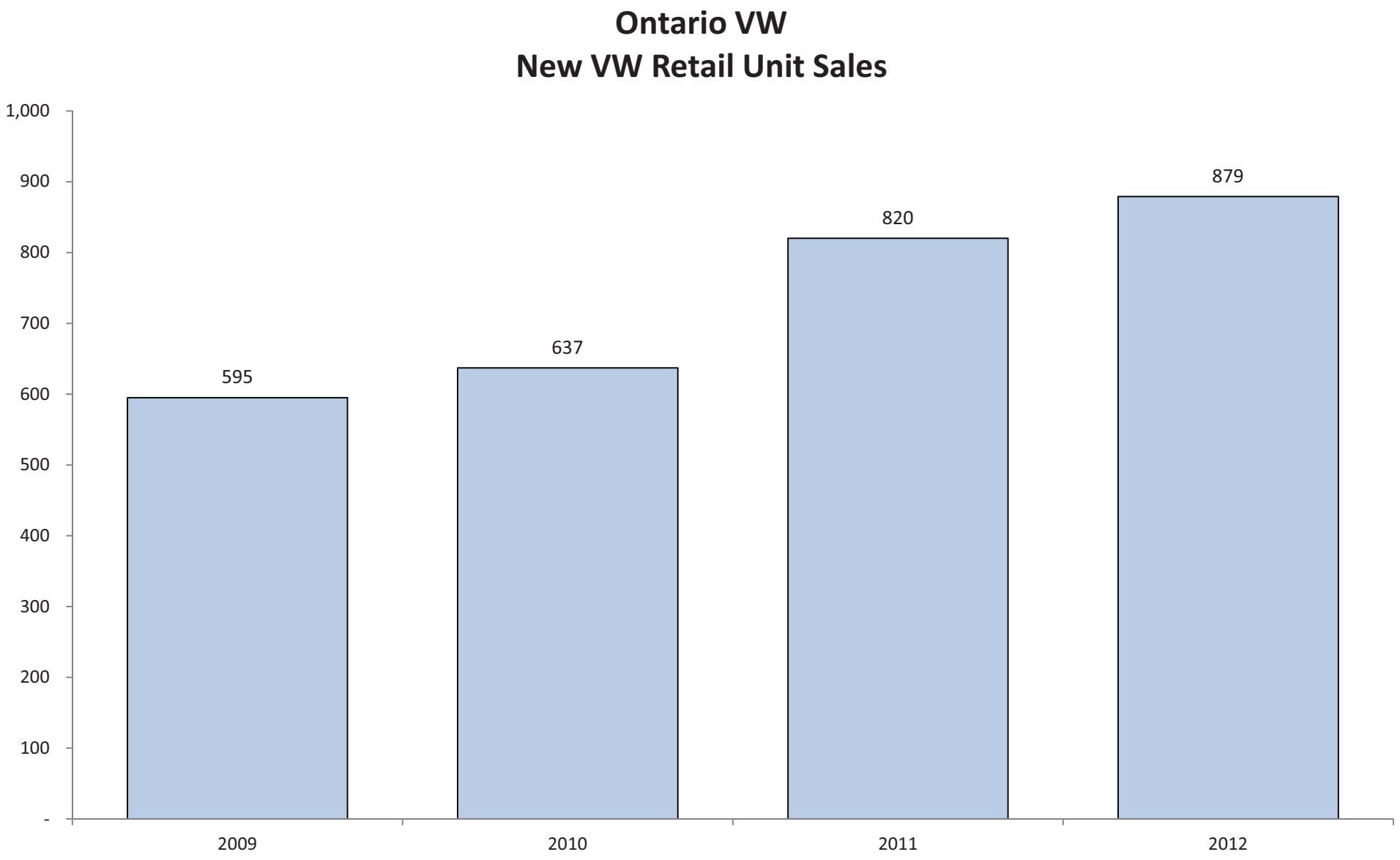
Driver Name	Retail	Fleet	Total
HERTZ VEHICLES LLC	-	212	212
The Hertz Corporation	-	10	10
the hertz coroporation	-	1	1
HERTZ VEHICLES LLD	-	1	1
hertz	-	5	5
HERTZ CORPORATION	-	5	5
HERTZ VEHCLES LLC	-	1	1
HERTZ VEHICLE LLC	-	5	5
Other Names	11,869	235	12,104
Total	**11,869**	**475**	**12,344**
"Hertz"	-	240	240
"Hertz" % Total	0.0%	50.5%	**1.9%**

NOTE: Retail/Fleet designation from RDR data

Source: Urban Science using data from Volkswagen RDR data

712211

Volkswagen of America, Inc.



Source: Dealer Financial Statements

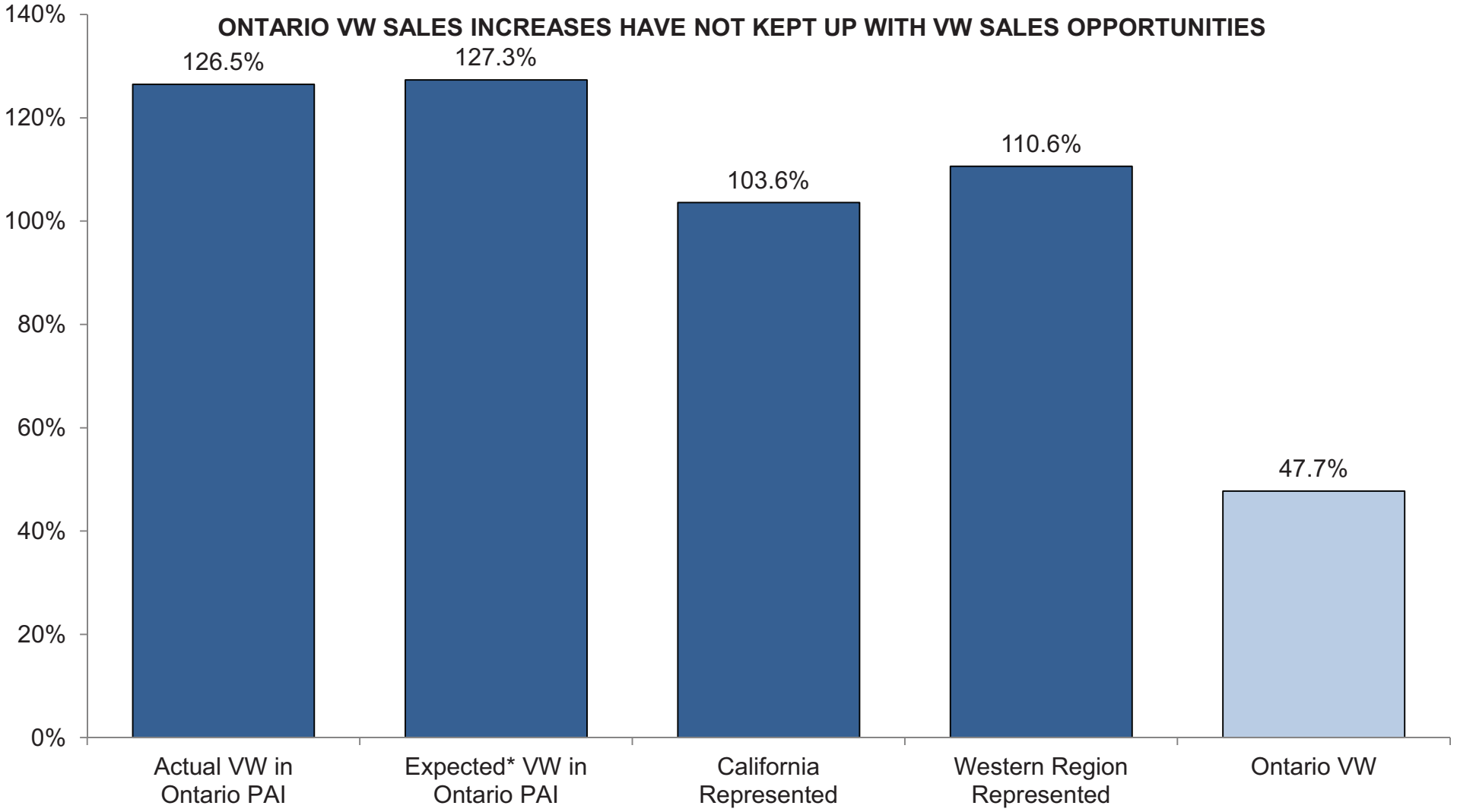
URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

Urban Science Applications Inc. Detroit, MI

Serial Number: 15506-005

2009 - 2012 INCREASE IN VW RETAIL SALES



DATA BY: R.L. POLK & CO. AND
DEALER FINANCIAL STATEMENTS
GEOG REF: H00-VW_MONTCLAIR_MKT,
H10-VW_MONTCLAIR_MKT

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

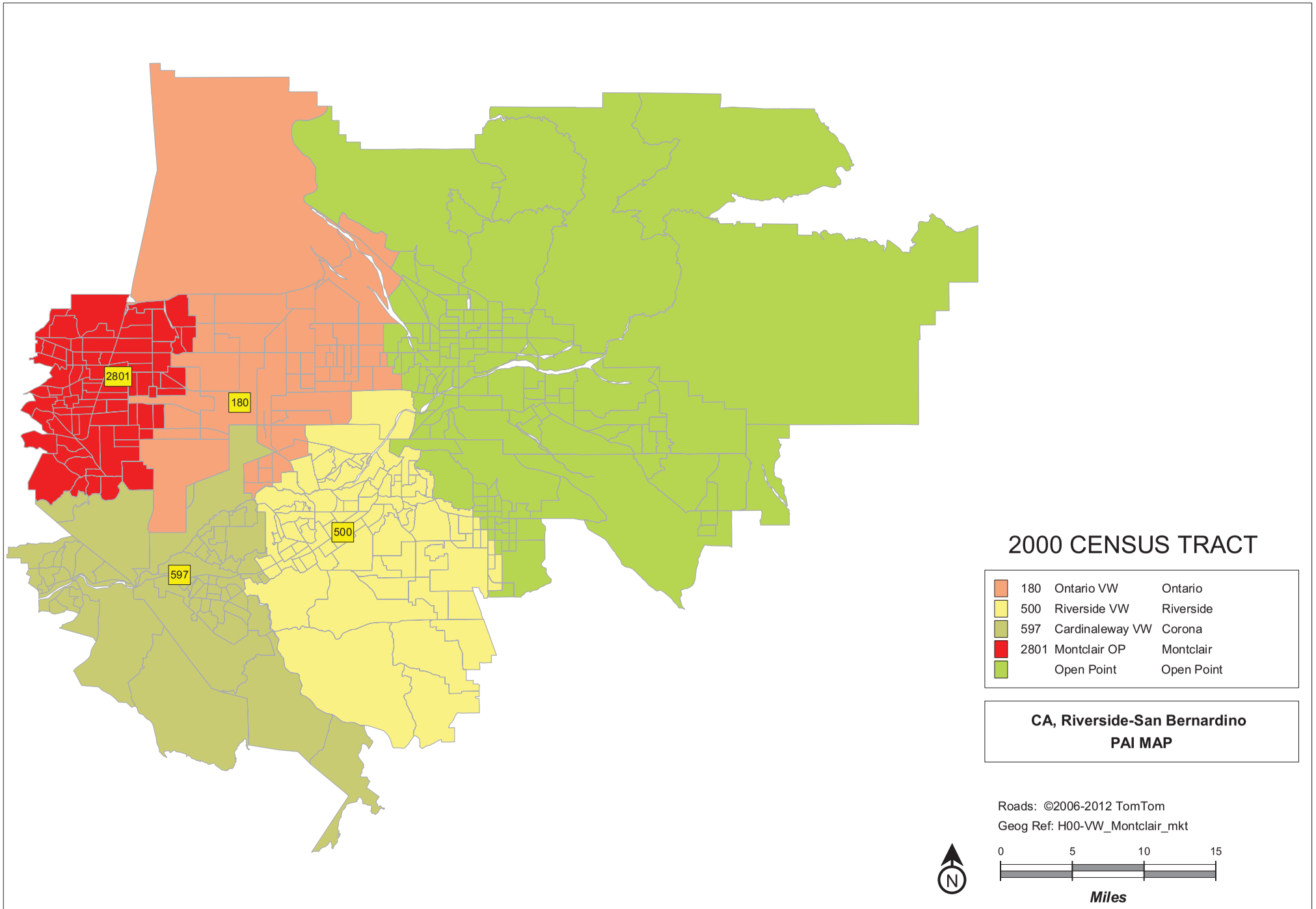
URBAN SCIENCE

© 2013 Urban Science Applications, Inc. All Rights Reserved.

APPENDIX TO EXHIBIT A
TO DECLARATION OF SHARIF FARHAT ON REMAND FROM THE SUPERIOR COURT

TABLE OF CONTENTS APPENDIX

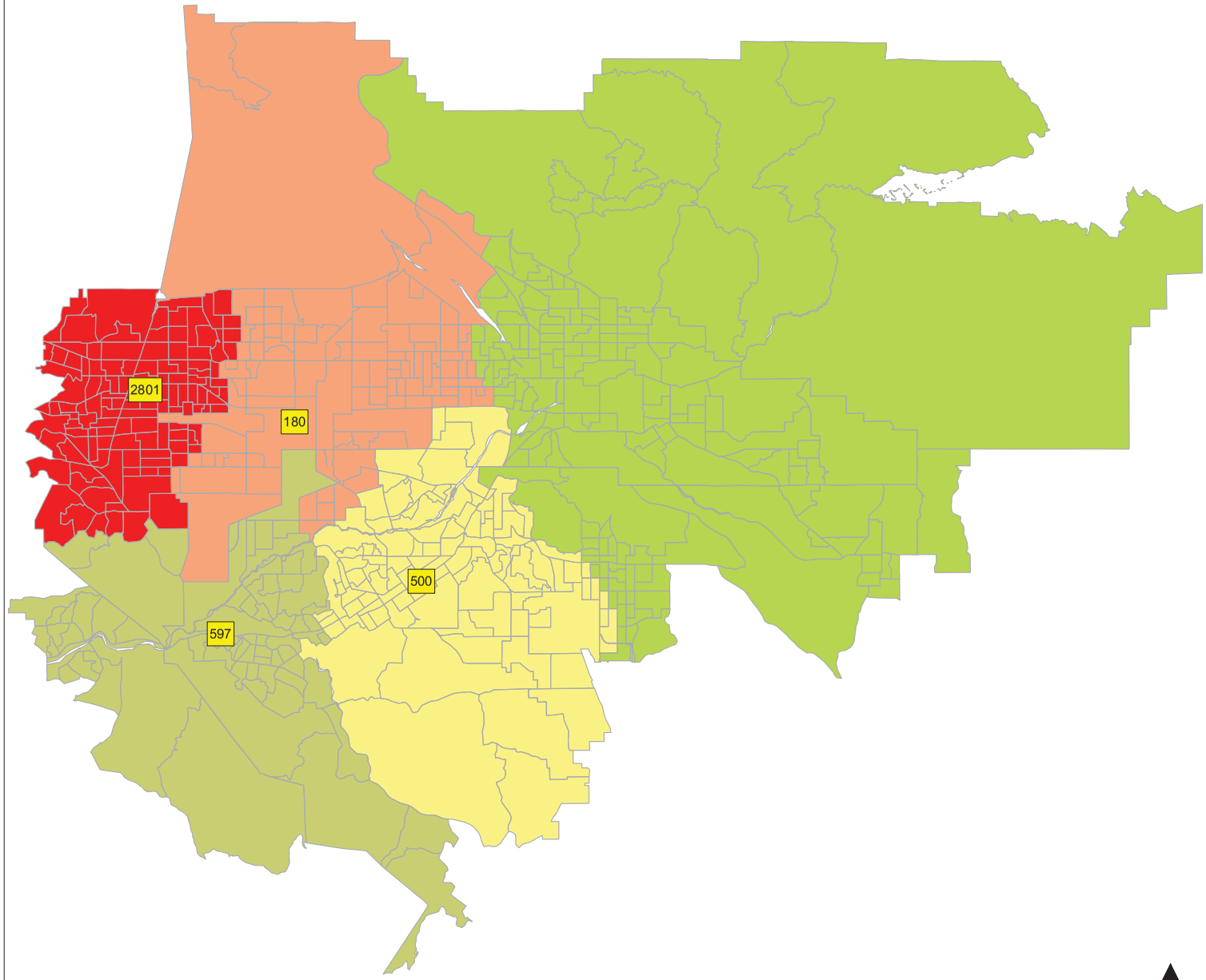
SECTION	PAGE
CENSUS TRACT COMPARISON	1
PRODUCT POPULARITY	
CALIFORNIA	4
WESTERN REGION	12
BUYER BEHAVIOR AND INSELL REPORTS	20
RETAIL SALES AND REGISTRATION REPORT RMA	24
CALIFORNIA REGISTRATION EFFECTIVENESS	
MARKET RANK	26
PAI RANK	27
MEDIAN INCOME	29
HISPANIC	31
DEMOGRAPHIC	33
COMPARABLE EXPERIENCE	38



© 2013 Urban Science. All Rights Reserved.
Serial number: 1133807

Volkswagen of America, Inc.

Urban Science Applications, Inc.
Detroit, Michigan



2010 CENSUS TRACT

180	Ontario VW	Ontario
500	Riverside VW	Riverside
597	Cardinaleway VW	Corona
2801	Montclair OP	Montclair
	Open Point	Open Point

CA, Riverside-San Bernardino
PAI MAP

Roads: ©2006-2013 TomTom
Geog Ref: H10-VW_MONTCLAIR_MKT

0 5 10 15
Miles

©2013 Urban Science. All rights reserved.
Serial number: 1133835

Volkswagen of America, Inc.

Urban Science Applications, Inc.
Detroit, Michigan

GEOGRAPHY COMPARISON
2000 VERSUS 2010 CENSUS TRACTS

	AREA BASED ON 2000 CENSUS TRACTS		AREA BASED ON 2010 CENSUS TRACTS	
	2009 - 2011		2009 - 2011	
	VW Actual	VW Expected*	VW Actual	VW Expected*
Montclair PAI	1,095	1,525	1,106	1,563
Ontario PAI	960	1,522	949	1,507
Riverside - San Bernardino Market	5,369	7,289	5,352	7,295

	PERCENT CHANGE	
	VW Actual	VW Expected*
Montclair PAI	1.0%	2.5%
Ontario PAI	-1.1%	-1.0%
Riverside - San Bernardino Market	-0.3%	0.1%

* CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY
SOURCE: USAI USING R.L. POLK & CO.
DATA REF: DEC 2009 YTD, DEC 2010 YTD, DEC 2011 YTD
GEOG REF: H00-VW_MONTCLAIR_MKT, H10-VW_MONTCLAIR_MKT
712453

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
Montclair 10 mile RMA

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	32	9.42	3	3
Compact Coupe/Hatch PCG (Golf/Beetle)	576	15.09	87	58
Compact Sport PCG (GTI)	321	27.18	87	66
Compact Sedan PCG (Jetta)	3,706	15.94	591	424
Wagon PCG (Jetta)	173	28.57	49	42
Midsize Convertible PCG (EOS)	26	43.78	11	11
Midsize Sedan PCG (Passat)	3,938	2.24	88	69
Upper Midsize Sedan PCG (CC)	1,499	6.77	102	84
Large SUV PCG (Touareg)	714	3.36	24	17
Minivan PCG (Routan)	760	3.40	26	16
Small SUV PCG (Tiguan)	1,434	5.66	81	53
Total	13,179		1,149	843

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 8.72%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 6.40%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_RSB_R

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
Montclair 10 mile RMA

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	24	2.94	1	1
Compact Hatch PCG (Golf/Beetle)	1,109	15.69	174	131
Compact Sport PCG (GTI/GL/R)	520	27.07	141	89
Compact Sedan PCG (Jetta)	6,883	7.26	500	364
Wagon PCG (Jetta/Passat Wagon)	194	22.79	44	34
Midsize Convertible PCG (EOS)	21	40.81	9	2
Midsize Sedan PCG (Passat)	5,994	7.03	421	282
Upper Midsize Sedan PCG (CC)	1,564	5.11	80	64
Large SUV PCG (Touareg)	970	3.03	29	18
Minivan PCG (Routan)	1,014	2.54	26	21
Small SUV PCG (Tiguan)	2,063	5.49	113	64
Total	20,356		1,538	1,070

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 7.56%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 5.26%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_Montclair_RSB_R

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
PAI: 2801 Montclair

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	17	9.42	2	2
Compact Coupe/Hatch PCG (Golf/Beetle)	332	15.09	50	29
Compact Sport PCG (GTI)	173	27.18	47	30
Compact Sedan PCG (Jetta)	2,122	15.94	338	242
Wagon PCG (Jetta)	109	28.57	31	27
Midsize Convertible PCG (EOS)	14	43.78	6	5
Midsize Sedan PCG (Passat)	2,179	2.24	49	38
Upper Midsize Sedan PCG (CC)	749	6.77	51	45
Large SUV PCG (Touareg)	363	3.36	12	8
Minivan PCG (Routan)	391	3.40	13	12
Small SUV PCG (Tiguan)	816	5.66	46	30
Total	7,265		645	468

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 8.88%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 6.44%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_mkt

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
PAI: 2801 Montclair

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	16	2.94	0	0
Compact Hatch PCG (Golf/Beetle)	594	15.69	93	61
Compact Sport PCG (GTI/GL/R)	275	27.07	74	43
Compact Sedan PCG (Jetta)	3,961	7.26	287	192
Wagon PCG (Jetta/Passat Wagon)	113	22.79	26	18
Midsize Convertible PCG (EOS)	11	40.81	4	1
Midsize Sedan PCG (Passat)	3,296	7.03	232	136
Upper Midsize Sedan PCG (CC)	750	5.11	38	36
Large SUV PCG (Touareg)	476	3.03	14	9
Minivan PCG (Routan)	544	2.54	14	7
Small SUV PCG (Tiguan)	1,167	5.49	64	38
Total	11,203		846	541

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 7.55%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 4.83%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MONTCLAIR_MK

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Ontario VW
PAI: 0180 Ontario

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	17	9.42	2	2
Compact Coupe/Hatch PCG (Golf/Beetle)	291	15.09	44	23
Compact Sport PCG (GTI)	175	27.18	48	28
Compact Sedan PCG (Jetta)	2,381	15.94	380	251
Wagon PCG (Jetta)	63	28.57	18	17
Midsize Convertible PCG (EOS)	18	43.78	8	8
Midsize Sedan PCG (Passat)	2,435	2.24	55	34
Upper Midsize Sedan PCG (CC)	710	6.77	48	43
Large SUV PCG (Touareg)	226	3.36	8	3
Minivan PCG (Routan)	349	3.40	12	3
Small SUV PCG (Tiguan)	743	5.66	42	24
Total	7,408		665	436

Expected Penetration in PAI 0180 for Volkswagen of America, Inc. 8.98%
Actual Penetration in PAI 0180 for Volkswagen of America, Inc. 5.89%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_mkt

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Ontario VW
PAI: 0180 Ontario

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	9	2.94	0	0
Compact Hatch PCG (Golf/Beetle)	615	15.69	97	66
Compact Sport PCG (GTI/GL/R)	307	27.07	83	47
Compact Sedan PCG (Jetta)	4,122	7.26	299	203
Wagon PCG (Jetta/Passat Wagon)	66	22.79	15	15
Midsize Convertible PCG (EOS)	7	40.81	3	0
Midsize Sedan PCG (Passat)	3,635	7.03	256	143
Upper Midsize Sedan PCG (CC)	789	5.11	40	31
Large SUV PCG (Touareg)	330	3.03	10	6
Minivan PCG (Routan)	462	2.54	12	9
Small SUV PCG (Tiguan)	1,048	5.49	58	19
Total	11,390		873	539

Expected Penetration in PAI 0180 for Volkswagen of America, Inc. 7.66%
Actual Penetration in PAI 0180 for Volkswagen of America, Inc. 4.73%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MONTCLAIR_MK

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

CA, Riverside-San Bernardino Market

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	79	9.42	7	6
Compact Coupe/Hatch PCG (Golf/Beetle)	1,468	15.09	222	170
Compact Sport PCG (GTI)	912	27.18	248	154
Compact Sedan PCG (Jetta)	10,568	15.94	1,685	1,212
Wagon PCG (Jetta)	509	28.57	145	141
Midsize Convertible PCG (EOS)	78	43.78	34	37
Midsize Sedan PCG (Passat)	10,448	2.24	234	172
Upper Midsize Sedan PCG (CC)	3,489	6.77	236	245
Large SUV PCG (Touareg)	1,440	3.36	48	36
Minivan PCG (Routan)	1,786	3.40	61	45
Small SUV PCG (Tiguan)	3,672	5.66	208	141
Total	34,449		3,128	2,359

Expected Penetration in CA, Riverside-San Bernardino Market for Volkswager 9.08%
Actual Penetration in CA, Riverside-San Bernardino Market for Volkswagen of 6.85%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_mkt

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

CA, Riverside-S Bernardino Market

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	72	2.94	2	2
Compact Hatch PCG (Golf/Beetle)	2,993	15.69	470	367
Compact Sport PCG (GTI/GL/R)	1,389	27.07	376	241
Compact Sedan PCG (Jetta)	18,501	7.26	1,343	1,016
Wagon PCG (Jetta/Passat Wagon)	547	22.79	125	99
Midsize Convertible PCG (EOS)	61	40.81	25	9
Midsize Sedan PCG (Passat)	15,708	7.03	1,104	695
Upper Midsize Sedan PCG (CC)	3,519	5.11	180	179
Large SUV PCG (Touareg)	2,047	3.03	62	36
Minivan PCG (Routan)	2,285	2.54	58	42
Small SUV PCG (Tiguan)	5,209	5.49	286	163
Total	52,331		4,031	2,849

Expected Penetration in CA, Riverside-S Bernardino Market for Volkswagen o 7.70%
Actual Penetration in CA, Riverside-S Bernardino Market for Volkswagen of 5.44%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MONTCLAIR_MK

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
Montclair 10 mile RMA

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	32	9.58	3	3
Compact Coupe/Hatch PCG (Golf/Beetle)	576	15.07	87	58
Compact Sport PCG (GTI)	321	27.61	89	66
Compact Sedan PCG (Jetta)	3,706	16.10	597	424
Wagon PCG (Jetta)	173	22.34	39	42
Midsize Convertible PCG (EOS)	26	43.89	11	11
Midsize Sedan PCG (Passat)	3,938	2.18	86	69
Upper Midsize Sedan PCG (CC)	1,499	7.05	106	84
Large SUV PCG (Touareg)	714	3.94	28	17
Minivan PCG (Routan)	760	3.57	27	16
Small SUV PCG (Tiguan)	1,434	4.89	70	53
Total	13,179		1,143	843

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 8.67%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 6.40%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_RSB_R

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
Montclair 10 mile RMA

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	24	2.36	1	1
Compact Hatch PCG (Golf/Beetle)	1,109	15.99	177	131
Compact Sport PCG (GTI/GL/R)	520	27.98	145	89
Compact Sedan PCG (Jetta)	6,883	8.02	552	364
Wagon PCG (Jetta/Passat Wagon)	194	16.39	32	34
Midsize Convertible PCG (EOS)	21	41.15	9	2
Midsize Sedan PCG (Passat)	5,994	7.45	447	282
Upper Midsize Sedan PCG (CC)	1,564	5.40	84	64
Large SUV PCG (Touareg)	970	3.98	39	18
Minivan PCG (Routan)	1,014	2.81	28	21
Small SUV PCG (Tiguan)	2,063	4.74	98	64
Total	20,356		1,612	1,070

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 7.92%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 5.26%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_Montclair_RSB_R

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
PAI: 2801 Montclair

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Dec. 2011 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	17	9.58	2	2
Compact Coupe/Hatch PCG (Golf/Beetle)	332	15.07	50	29
Compact Sport PCG (GTI)	173	27.61	48	30
Compact Sedan PCG (Jetta)	2,122	16.10	342	242
Wagon PCG (Jetta)	109	22.34	24	27
Midsize Convertible PCG (EOS)	14	43.89	6	5
Midsize Sedan PCG (Passat)	2,179	2.18	47	38
Upper Midsize Sedan PCG (CC)	749	7.05	53	45
Large SUV PCG (Touareg)	363	3.94	14	8
Minivan PCG (Routan)	391	3.57	14	12
Small SUV PCG (Tiguan)	816	4.89	40	30
Total	7,265		640	468

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 8.81%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 6.44%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_mkt

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Montclair OP
PAI: 2801 Montclair

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	16	2.36	0	0
Compact Hatch PCG (Golf/Beetle)	594	15.99	95	61
Compact Sport PCG (GTI/GL/R)	275	27.98	77	43
Compact Sedan PCG (Jetta)	3,961	8.02	318	192
Wagon PCG (Jetta/Passat Wagon)	113	16.39	19	18
Midsize Convertible PCG (EOS)	11	41.15	5	1
Midsize Sedan PCG (Passat)	3,296	7.45	246	136
Upper Midsize Sedan PCG (CC)	750	5.40	40	36
Large SUV PCG (Touareg)	476	3.98	19	9
Minivan PCG (Routan)	544	2.81	15	7
Small SUV PCG (Tiguan)	1,167	4.74	55	38
Total	11,203		889	541

Expected Penetration in PAI 2801 for Volkswagen of America, Inc. 7.94%
Actual Penetration in PAI 2801 for Volkswagen of America, Inc. 4.83%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MONTCLAIR_MK

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Ontario VW
PAI: 0180 Ontario

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Dec. 2011 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	17	9.58	2	2
Compact Coupe/Hatch PCG (Golf/Beetle)	291	15.07	44	23
Compact Sport PCG (GTI)	175	27.61	48	28
Compact Sedan PCG (Jetta)	2,381	16.10	383	251
Wagon PCG (Jetta)	63	22.34	14	17
Midsize Convertible PCG (EOS)	18	43.89	8	8
Midsize Sedan PCG (Passat)	2,435	2.18	53	34
Upper Midsize Sedan PCG (CC)	710	7.05	50	43
Large SUV PCG (Touareg)	226	3.94	9	3
Minivan PCG (Routan)	349	3.57	12	3
Small SUV PCG (Tiguan)	743	4.89	36	24
Total	7,408		659	436

Expected Penetration in PAI 0180 for Volkswagen of America, Inc. 8.90%
Actual Penetration in PAI 0180 for Volkswagen of America, Inc. 5.89%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_mkt

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Ontario VW
PAI: 0180 Ontario

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	9	2.36	0	0
Compact Hatch PCG (Golf/Beetle)	615	15.99	98	66
Compact Sport PCG (GTI/GL/R)	307	27.98	86	47
Compact Sedan PCG (Jetta)	4,122	8.02	330	203
Wagon PCG (Jetta/Passat Wagon)	66	16.39	11	15
Midsize Convertible PCG (EOS)	7	41.15	3	0
Midsize Sedan PCG (Passat)	3,635	7.45	271	143
Upper Midsize Sedan PCG (CC)	789	5.40	43	31
Large SUV PCG (Touareg)	330	3.98	13	6
Minivan PCG (Routan)	462	2.81	13	9
Small SUV PCG (Tiguan)	1,048	4.74	50	19
Total	11,390		918	539

Expected Penetration in PAI 0180 for Volkswagen of America, Inc. 8.06%
Actual Penetration in PAI 0180 for Volkswagen of America, Inc. 4.73%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MONTCLAIR_MK

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

CA, Riverside-San Bernardino Market

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Dec. 2011 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible (New Beetle)	79	9.58	8	6
Compact Coupe/Hatch PCG (Golf/Beetle)	1,468	15.07	221	170
Compact Sport PCG (GTI)	912	27.61	252	154
Compact Sedan PCG (Jetta)	10,568	16.10	1,701	1,212
Wagon PCG (Jetta)	509	22.34	114	141
Midsize Convertible PCG (EOS)	78	43.89	34	37
Midsize Sedan PCG (Passat)	10,448	2.18	228	172
Upper Midsize Sedan PCG (CC)	3,489	7.05	246	245
Large SUV PCG (Touareg)	1,440	3.94	57	36
Minivan PCG (Routan)	1,786	3.57	64	45
Small SUV PCG (Tiguan)	3,672	4.89	179	141
Total	34,449		3,104	2,359

Expected Penetration in CA, Riverside-San Bernardino Market for Volkswager 9.01%
Actual Penetration in CA, Riverside-San Bernardino Market for Volkswagen of 6.85%

Data Ref: Dec. 2011 YTD
Geog Ref: H00-VW_Montclair_mkt

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

CA, Riverside-S Bernardino Market

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. REGION WER REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	72	2.36	2	2
Compact Hatch PCG (Golf/Beetle)	2,993	15.99	478	367
Compact Sport PCG (GTI/GL/R)	1,389	27.98	389	241
Compact Sedan PCG (Jetta)	18,501	8.02	1,483	1,016
Wagon PCG (Jetta/Passat Wagon)	547	16.39	90	99
Midsize Convertible PCG (EOS)	61	41.15	25	9
Midsize Sedan PCG (Passat)	15,708	7.45	1,171	695
Upper Midsize Sedan PCG (CC)	3,519	5.40	190	179
Large SUV PCG (Touareg)	2,047	3.98	81	36
Minivan PCG (Routan)	2,285	2.81	64	42
Small SUV PCG (Tiguan)	5,209	4.74	247	163
Total	52,331		4,220	2,849

Expected Penetration in CA, Riverside-S Bernardino Market for Volkswagen o 8.06%
Actual Penetration in CA, Riverside-S Bernardino Market for Volkswagen of 5.44%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MONTCLAIR_MK

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Volkswagen of America, Inc.
Geog Ref:H00-VW_Montclair_mkt
Data Ref:Dec. 2011 YTD

Retail Buyer Behavior Summary Report
VW Cars and Light Trucks
CA, Riverside-San Bernardino

Dealer Name Dealer Number	DATA	PAI 0180	PAI 0500	PAI 0597	PAI 2801	PAI 2840	Total	NAT'L SALES
Ontario VW	Sales	234	43	61	170	91	599	819
422180	% of PAI	53.67	10.05	10.07	36.32	21.62	25.39	
	% of Dealer	28.57	5.25	7.45	20.76	11.11	73.14	
Riverside VW	Sales	49	237	60	14	187	547	1011
422500 422538	% of PAI	11.24	55.37	9.90	2.99	44.42	23.19	
	% of Dealer	4.85	23.44	5.93	1.38	18.50	54.10	
Cardinaleway VW	Sales	36	81	256	53	29	455	674
422597 422U16	% of PAI	8.26	18.93	42.24	11.32	6.89	19.29	
	% of Dealer	5.34	12.02	37.98	7.86	4.30	67.51	
Montclair OP	Sales	0	0	0	0	0	0	0
422U01	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
Redlands OP	Sales	0	0	0	0	0	0	0
422U40 400U40	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
Other	Sales	117	67	229	231	114	758	
	% of PAI	26.83	15.65	37.79	49.36	27.08	32.13	
	% of Dealer	15.44	8.84	30.21	30.47	15.04	100.00	
PAI Total	Sales	436	428	606	468	421	2359	
	Market % of PAI	18.48	18.14	25.69	19.84	17.85	100.00	
	Market % of Dealer							

Source: R.L. Polk & Co. Serial: 1132925 Page: 1

Volkswagen of America, Inc.

CA, Riverside-San Bernardino
VW Cars and Light Trucks

Retail
Insell Report

Geog Ref:H00-VW_Montclair_mkt

Data Ref:Dec. 2011 YTD

Dealer Name	City		Dealer Number	PAI 0180	PAI 0500	PAI 0597	PAI 2801	PAI 2840	Total
Bozzani Motors	Covina	CA	422142	26	5	8	75	6	120
Puente Hills Volkswagen	City of Industry	CA	422104	23	5	17	47	7	99
Commonwealth Volkswagen	Santa Ana	CA	422126	5	7	59	10	2	83
McKenna Motors Cerritos, Inc.	Cerritos	CA	422147	7	7	26	17	7	64
Volkswagen Pasadena	Pasadena	CA	422116	14	6	5	19	4	48
Volkswagen Of Garden Grove	Garden Grove	CA	422601	3	1	25	8	1	38
Volkswagen of Moreno Valley	Moreno Valley	CA	422140	2	5	3	1	26	37
McKenna Volkswagen	Huntington Beach	CA	422539	5	5	18	3	5	36
Capistrano Volkswagen	San Juan Capistrano	CA	422599	4	6	12	4	5	31
Volkswagen Of Downtown L.A.	Los Angeles	CA	422144	5	2	6	11	3	27
Murrieta Volkswagen	Murrieta	CA	422138	0	6	8	0	9	23
Fladeboe Volkswagen	Irvine	CA	422544	1	0	9	4	3	17
Volkswagen Santa Monica, Inc.	Santa Monica	CA	422503	3	1	4	4	4	16
Volkswagen Alhambra	Alhambra	CA	422530	3	2	3	5	3	16
Pacific Volkswagen	Hawthorne	CA	422110	3	1	3	5	1	13
Timmons Volkswagen	Long Beach	CA	422516	2	0	4	3	1	10
South Bay Volkswagen	National City	CA	422580	1	1	1	4	3	10
Mossy Volkswagen	Escondido	CA	422134	1	2	0	1	3	7
Livingston Volkswagen, Inc.	Woodland Hills	CA	422505	1	0	2	2	2	7
New Century Volkswagen	Glendale	CA	422595	2	0	2	2	1	7
Paradise Volkswagen	Indio	CA	422513	1	0	0	2	3	6
			491991	1	0	2	0	2	5
Volkswagen Of Van Nuys	Van Nuys	CA	422506	0	0	2	1	0	3
Winn Volkswagen	Newark	CA	426116	0	1	0	1	1	3
Herman Cook Volkswagen, Inc.	Encinitas	CA	422188	0	1	1	0	0	2
City Volkswagen	San Diego	CA	422578	0	0	0	0	2	2
Findlay Volkswagen	Henderson	NV	422600	0	0	2	0	0	2
Volkswagen Of Oakland	Oakland	CA	426084	0	0	2	0	0	2
Sunnyvale Volkswagen	Sunnyvale	CA	426101	1	0	1	0	0	2
			496496	1	0	0	1	0	2
			496996	0	1	0	0	1	2
Mike Haggerty Volkswagen, Inc.	Oak Lawn	IL	402105	1	0	0	0	0	1
Gunther Volkswagen	Fort Lauderdale	FL	405073	0	0	0	0	1	1
Strong Volkswagen, Inc.	Salt Lake City	UT	419400	0	0	1	0	0	1
Volkswagen Southtowne	South Jordan	UT	419419	0	0	0	0	1	1
Parkway Volkswagen	Valencia	CA	422103	0	0	0	1	0	1
Drew Volkswagen	LA Mesa	CA	422158	0	0	0	0	1	1
Findlay Volkswagen	Flagstaff	AZ	422201	0	1	0	0	0	1
Larry H. Miller Volkswagen Avondale	Avondale	AZ	422232	0	0	0	0	1	1
Camelback Volkswagen	Phoenix	AZ	422235	1	0	0	0	0	1
Community Volkswagen	Santa Maria	CA	422520	0	0	1	0	0	1
Bob Baker Volkswagen	Carlsbad	CA	422531	0	0	1	0	0	1
Volkswagen Kearny Mesa	San Diego	CA	422563	0	0	0	0	1	1
Santa Barbara Volkswagen	Santa Barbara	CA	422575	0	0	0	0	1	1
Family Volkswagen	Bakersfield	CA	422593	0	0	0	0	1	1
Desert Volkswagen	Las Vegas	NV	422607	0	0	1	0	0	1
Serramonte Volkswagen	Colma	CA	426002	0	1	0	0	0	1
Elk Grove Volkswagen	Elk Grove	CA	426026	0	0	0	0	1	1
Team Volkswagen Of Hayward	Hayward	CA	426031	0	0	0	0	1	1
			Total	117	67	229	231	114	758

Source: R.L. Polk & Co.

1132926

COPYRIGHT 2013 USAI

Volkswagen of America, Inc.
Geog Ref:H10-VW_MONTCLAIR_MKT
Data Ref:Dec. 2012 YTD

Retail Buyer Behavior Summary Report
VW Cars and Light Trucks
CA, Riverside-S Bernardino

Dealer Name Dealer Number	DATA	PAI 0180	PAI 0500	PAI 0597	PAI 2801	PAI 2840	Total	NAT'L SALES
Ontario VW 422180	Sales	268	42	58	167	87	622	859
	% of PAI	49.81	8.00	8.32	30.93	16.02	21.88	
	% of Dealer	31.20	4.89	6.75	19.44	10.13	72.41	
Riverside VW 422500 422538	Sales	57	264	76	28	169	594	1022
	% of PAI	10.59	50.29	10.90	5.19	31.12	20.89	
	% of Dealer	5.58	25.83	7.44	2.74	16.54	58.12	
Cardinaleway VW 422597 422U16	Sales	45	78	299	41	17	480	670
	% of PAI	8.36	14.86	42.90	7.59	3.13	16.88	
	% of Dealer	6.72	11.64	44.63	6.12	2.54	71.64	
Montclair OP PROP	Sales	0	0	0	0	0	0	0
	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
San Bern OP 422U40 400U40	Sales	0	0	0	0	0	0	0
	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
Other	Sales	168	141	264	304	270	1147	
	% of PAI	31.23	26.86	37.88	56.30	49.72	40.34	
	% of Dealer	14.65	12.29	23.02	26.50	23.54	100.00	
PAI Total	Sales	538	525	697	540	543	2843	
	Market % of PAI	18.92	18.47	24.52	18.99	19.10	100.00	
	Market % of Dealer							

Volkswagen of America, Inc.

CA, Riverside-S Bernardino
VW Cars and Light Trucks

Retail
Insell Report

Geog Ref:H10-VW_MONTCLAIR_MKT

Data Ref:Dec. 2012 YTD

Dealer Name	City		Dealer Number	PAI 0180	PAI 0500	PAI 0597	PAI 2801	PAI 2840	Total
Volkswagen of Moreno Valley	Moreno Valley	CA	422140	10	67	9	5	186	277
Bozzani Motors	Covina	CA	422142	28	1	12	99	4	144
Puente Hills Volkswagen	City of Industry	CA	422104	34	5	28	67	4	138
Commonwealth Volkswagen	Santa Ana	CA	422126	11	15	91	14	4	135
McKenna Motors Cerritos, Inc.	Cerritos	CA	422147	8	6	23	17	5	59
Volkswagen Pasadena	Pasadena	CA	422116	13	2	3	22	3	43
Volkswagen Of Garden Grove	Garden Grove	CA	422601	4	6	21	9	2	42
Volkswagen Of Downtown L.A.	Los Angeles	CA	422144	9	5	4	12	3	33
Volkswagen Alhambra	Alhambra	CA	422530	5	1	7	12	4	29
Fladeboe Volkswagen	Irvine	CA	422544	0	3	15	8	2	28
McKenna Volkswagen	Huntington Beach	CA	422539	4	4	8	7	3	26
Capistrano Volkswagen	San Juan Capistrano	CA	422599	3	2	9	6	4	24
Timmons Volkswagen	Long Beach	CA	422516	5	9	6	3	0	23
Murrieta Volkswagen	Murrieta	CA	422138	3	4	6	1	5	19
Volkswagen Santa Monica, Inc.	Santa Monica	CA	422503	1	1	3	2	6	13
Pacific Volkswagen	Hawthorne	CA	422110	4	0	1	3	4	12
Mossy Volkswagen	Escondido	CA	422134	2	2	2	0	6	12
New Century Volkswagen	Glendale	CA	422595	3	0	1	5	3	12
Coachella Valley Volkswagen	Indio	CA	422514	0	0	0	0	8	8
City Volkswagen	San Diego	CA	422578	2	0	1	0	3	6
Galpin Volkswagen	North Hills	CA	422507	1	1	1	1	1	5
			491991	1	2	1	1	0	5
Livingston Volkswagen, Inc.	Woodland Hills	CA	422505	3	0	0	1	0	4
Volkswagen Of Van Nuys	Van Nuys	CA	422506	1	1	1	1	0	4
Bob Baker Volkswagen	Carlsbad	CA	422531	0	0	1	0	3	4
South Bay Volkswagen	National City	CA	422580	2	0	1	0	1	4
Family Volkswagen	Bakersfield	CA	422593	2	0	0	1	1	4
Parkway Volkswagen	Valencia	CA	422103	2	0	0	0	0	2
Mossy Volkswagen El Cajon	El Cajon	CA	422133	0	0	2	0	0	2
Paradise Volkswagen	Indio	CA	422513	1	0	0	0	1	2
Community Volkswagen	Santa Maria	CA	422520	0	1	1	0	0	2
Neftin Volkswagen	Thousand Oaks	CA	422592	1	0	0	1	0	2
Barber Volkswagen	Ventura	CA	422596	1	0	0	1	0	2
Findlay Volkswagen	Henderson	NV	422600	0	0	1	0	1	2
			599999	0	0	0	2	0	2
Falcone Volkswagen	Indianapolis	IN	403302	0	0	1	0	0	1
Boise Volkswagen	Boise	ID	419127	0	0	0	0	1	1
Drew Volkswagen	LA Mesa	CA	422158	1	0	0	0	0	1
Larry H. Miller Volkswagen Avondale	Avondale	AZ	422232	1	0	0	0	0	1
Volkswagen Kearny Mesa	San Diego	CA	422563	0	0	0	0	1	1
Antelope Valley Volkswagen	Palmdale	CA	422585	0	0	1	0	0	1
Desert Volkswagen	Las Vegas	NV	422607	0	1	0	0	0	1
Chaplin's Bellevue Volkswagen	Bellevue	WA	423328	0	0	0	1	0	1
Sunflower Motors, Inc.	Topeka	KS	424323	0	1	0	0	0	1
Maund Automotive Group	Austin	TX	425155	0	0	1	0	0	1
Serramonte Volkswagen	Colma	CA	426002	0	1	0	0	0	1
Merced Volkswagen	Merced	CA	426043	0	0	0	0	1	1
Cardinale Volkswagen	Salinas	CA	426050	0	0	0	1	0	1
Capitol Volkswagen	San Jose	CA	426071	1	0	0	0	0	1
Volkswagen Of Stevens Creek	San Jose	CA	426085	0	0	1	0	0	1
Winn Volkswagen	Newark	CA	426116	0	0	0	1	0	1
			491974	1	0	0	0	0	1
			496408	0	0	1	0	0	1
			Total	168	141	264	304	270	1147

© 2013 Urban Science. All Rights Reserved

VW DIVISION
GEOG REF: H-00-VW_MONTCLAIR_RSB_RMA
DATA REF: DEC 2011 YTD

RETAIL SALES AND REGISTRATION REPORT
CAR AND LIGHT TRUCK
MONTCLAIR 10 MILE RMA

DEALER NAME DEALER NUMBER	RMA	NATIONAL
ONTARIO VW 422180	299 35.5	819
RIVERSIDE VW 422500 422538	34 4.0	1,011
CARDINALEWAY VW 422597 422U16	116 13.8	674
OTHER	394 46.7	
RMA TOTAL	843	

	RMA
INDUSTRY REGISTRATIONS	13,179
VW REGISTRATIONS	843
CALIFORNIA* REGISTRATIONS	1,149

* CALIFORNIA AVERAGE ADJUSTED FOR CENSUS TRACT SEGMENT POPULARITY

SOURCE: USAI USING R.L. POLK & CO. AND VW DATA
712454

VW DIVISION
GEOG REF: H-10-VW_MONTCLAIR_RSB_RMA
DATA REF: DEC 2012 YTD

RETAIL SALES AND REGISTRATION REPORT
CAR AND LIGHT TRUCK
MONTCLAIR 10 MILE RMA

DEALER NAME DEALER NUMBER	RMA	NATIONAL
ONTARIO VW 422180	322 30.1	859
RIVERSIDE VW 422500 422538	58 5.4	1,022
CARDINALEWAY VW 422597 422U16	139 13.0	670
OTHER	551 51.5	
RMA TOTAL	1,070	

	RMA
INDUSTRY REGISTRATIONS	20,356
VW REGISTRATIONS	1,070
CALIFORNIA* REGISTRATIONS	1,538

* CALIFORNIA AVERAGE ADJUSTED FOR CENSUS TRACT SEGMENT POPULARITY

SOURCE: USAI USING R.L. POLK & CO. AND VW DATA
712455

VOLKSWAGEN CAR AND LIGHT TRUCK
RETAIL REGISTRATION EFFECTIVENESS TO EXPECTED*
CALIFORNIA MARKETS - 2012

MARKET NAME	RANK	ACTUAL VW REGISTRATIONS	EXPECTED* VW REGISTRATIONS	EFFECTIVENESS TO EXPECTED*
SANTA BARBARA	1	467	297	157.2
SAN FRANCISCO	2	3,513	2,786	126.1
SAN RAFAEL	3	633	514	123.2
SAN DIEGO	4	6,226	5,236	118.9
SANTA MARIA	5	272	233	116.7
ORANGE COUNTY	6	5,758	5,391	106.8
CHICO	7	218	205	106.3
MURRIETA	8	1,042	983	106.0
NAPA	9	293	277	105.8
VACAVILLE	10	327	312	104.8
LOS ANGELES	11	16,090	15,418	104.4
OAKLAND	12	4,091	4,046	101.1
SAN JOSE	13	2,935	3,016	97.3
SANTA CRUZ	14	373	390	95.6
THOUSAND OAKS	15	763	825	92.5
SALINAS	16	442	484	91.3
VALENCIA	17	552	605	91.2
MERCED	18	173	191	90.6
SAN LUIS OBISPO	19	202	224	90.2
BAKERSFIELD	20	610	698	87.4
FAIRFIELD	21	208	240	86.7
SANTA ROSA	22	532	628	84.7
PALMDALE	23	435	516	84.3
INDIO	24	552	689	80.1
VENTURA	25	446	580	76.9
SACRAMENTO	26	1,925	2,587	74.4
MODESTO	27	339	476	71.2
RIVERSIDE-S. BERNARDINO	28	2,849	4,031	70.7
FRESNO	29	544	776	70.1
TRACY	30	205	319	64.3
Montclair PAI	31	541	846	63.9
Ontario PAI	32	539	873	61.7
STOCKTON	33	253	427	59.3
VICTORVILLE (OP)	34	211	499	42.3

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

SOURCE: USAI USING R.L. POLK & CO.
DATA REF: DEC 2012 YTD
GEOG REF: VW BASEFILES, H10-VW_MONTCLAIR_MKT
712451

VOLKSWAGEN CAR AND LIGHT TRUCK
RETAIL REGISTRATION EFFECTIVENESS TO EXPECTED*
CALIFORNIA PAIs - 2012

PAI NAME	RANK	ACTUAL VW REGISTRATIONS	EXPECTED* VW REGISTRATIONS	EFFECTIVENESS TO EXPECTED*
SAN JUAN CAPISTRANO	1	1165	636	183.2
SANTA MONICA	2	2862	1688	169.5
ENCINITAS	3	729	457	159.5
SANTA BARBARA	4	467	297	157.2
SAN DIEGO	5	894	588	152.0
GLENDALE	6	2381	1568	151.8
NATIONAL CITY	7	1408	1021	137.9
REDWOOD CITY	8	1206	878	137.4
SAN FRANCISCO	9	1638	1195	137.1
VAN NUYS	10	1265	969	130.5
HUNTINGTON BEACH	11	971	768	126.4
OAKLAND	12	1097	883	124.2
SAN RAFAEL	13	633	514	123.2
IRVINE	14	1281	1082	118.4
PASADENA	15	881	747	117.9
SANTA MARIA	16	272	233	116.7
WOODLAND HILLS	17	1074	925	116.1
SUNNYVALE	18	1118	979	114.2
ESCONDIDO	19	801	708	113.1
WALNUT CREEK	20	1069	970	110.2
SANTA ANA	21	1229	1146	107.2
CHICO	22	218	205	106.3
MURRIETA	23	1042	983	106.0
NAPA	24	293	277	105.8
VACAVILLE	25	327	312	104.8
SAN DIEGO	26	1040	993	104.7
SAN JOSE	27	906	893	101.5
HAWTHORNE	28	849	837	101.4
DUBLIN	29	615	615	100.0
SANTA CRUZ	30	373	390	95.6
CARLSBAD	31	645	677	95.3
COLMA	32	669	718	93.2
THOUSAND OAKS	33	763	825	92.5
CORONA	34	698	761	91.7
NORTH HILLS	35	979	1070	91.5
SALINAS	36	442	484	91.3
VALENCIA	37	552	605	91.2
MERCED	38	173	191	90.6
SAN LUIS OBISPO	39	202	224	90.2
EL CAJON	40	709	793	89.4
HAYWARD	41	500	561	89.1

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

SOURCE: USAI USING R.L. POLK & CO.
DATA REF: DEC 2012 YTD
GEOG REF: VW BASEFILES, H10-VW_MONTCLAIR_MKT
712384

VOLKSWAGEN CAR AND LIGHT TRUCK
RETAIL REGISTRATION EFFECTIVENESS TO EXPECTED*
CALIFORNIA PAIs - 2012

PAI NAME	RANK	ACTUAL VW REGISTRATIONS	EXPECTED* VW REGISTRATIONS	EFFECTIVENESS TO EXPECTED*
LOS ANGELES	42	1391	1561	89.1
BAKERSFIELD	43	610	698	87.4
ROSEVILLE	44	680	781	87.1
FAIRFIELD	45	208	240	86.7
INDIO	46	308	361	85.3
SANTA ROSA	47	532	628	84.7
NEWARK	48	511	605	84.5
PALMDALE	49	435	516	84.3
ALHAMBRA	50	893	1061	84.2
RIVERSIDE	51	527	636	82.9
TORRANCE OP	52	630	766	82.2
LONG BEACH	53	725	888	81.6
SAN JOSE	54	911	1143	79.7
CLOVIS	55	296	373	79.4
ANAHEIM OP	56	735	942	78.0
VENTURA	57	446	580	76.9
SACRAMENTO	58	614	811	75.7
PALM SPRINGS	59	244	324	75.3
RICHMOND	60	299	412	72.6
MODESTO	61	339	476	71.2
CITY OF INDUSTRY	62	683	1019	67.0
FOLSOM	63	349	523	66.7
COVINA	64	629	974	64.6
TRACY	65	205	319	64.3
MONTCLAIR	66	541	846	63.9
CERRITOS	67	848	1342	63.2
ONTARIO	68	539	873	61.7
FRESNO	69	248	402	61.7
ELK GROVE	70	282	470	60.0
SAN BERNARDINO	71	544	915	59.5
STOCKTON	72	253	427	59.3
GARDEN GROVE	73	377	820	46.0
VICTORVILLE (OP)	74	211	499	42.3

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

SOURCE: USAI USING R.L. POLK & CO.
DATA REF: DEC 2012 YTD
GEOG REF: VW BASEFILES, H10-VW_MONTCLAIR_MKT
712384

CALIFORNIA PAIs REGISTRATION EFFECTIVENESS TO EXPECTED*
RANKED ON MEDIAN HOUSEHOLD INCOME
2012

PAI NAME	RANK	ACTUAL VW REGISTRATIONS	EXPECTED* VW REGISTRATIONS	EFFECTIVENESS TO EXPECTED*	MEDIAN HOUSEHOLD INCOME
DUBLIN	1	615	615	100.0	112,555
SUNNYVALE	2	1,118	979	114.2	97,768
ENCINITAS	3	729	457	159.5	95,380
THOUSAND OAKS	4	763	825	92.5	95,117
REDWOOD CITY	5	1,206	878	137.4	93,889
NEWARK	6	511	605	84.5	92,186
IRVINE	7	1,281	1,082	118.4	88,176
SAN RAFAEL	8	633	514	123.2	87,672
VALENCIA	9	552	605	91.2	85,858
CORONA	10	698	761	91.7	85,794
SAN JOSE	11	906	893	101.5	83,709
SAN JOSE	12	911	1,143	79.7	82,525
SAN JUAN CAPISTRANO	13	1,165	636	183.2	81,940
COLMA	14	669	718	93.2	78,261
WALNUT CREEK	15	1,069	970	110.2	73,497
SAN FRANCISCO	16	1,638	1,195	137.1	72,733
SANTA ANA	17	1,229	1,146	107.2	72,133
HUNTINGTON BEACH	18	971	768	126.4	71,846
TRACY	19	205	319	64.3	71,347
FOLSOM	20	349	523	66.7	71,302
SANTA MONICA	21	2,862	1,688	169.5	70,273
WOODLAND HILLS	22	1,074	925	116.1	69,577
ANAHEIM OP	23	735	942	78.0	68,666
FAIRFIELD	24	208	240	86.7	68,086
PASADENA	25	881	747	117.9	67,778
SAN DIEGO	26	1,040	993	104.7	67,176
VACAVILLE	27	327	312	104.8	66,873
TORRANCE OP	28	630	766	82.2	66,386
CITY OF INDUSTRY	29	683	1,019	67.0	65,552
ROSEVILLE	30	680	781	87.1	65,107
ESCONDIDO	31	801	708	113.1	65,043
SANTA BARBARA	32	467	297	157.2	65,003
HAYWARD	33	500	561	89.1	63,792
SANTA CRUZ	34	373	390	95.6	62,990
MURRIETA	35	1,042	983	106.0	62,301
RICHMOND	36	299	412	72.6	62,149
ONTARIO	37	539	873	61.7	62,086
VENTURA	38	446	580	76.9	61,278

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

GEOG REF: VOLKSWAGEN BASEFILES, H10-VW_MONTCLAIR_MKT
SOURCE: USAI USING R.L. POLK & CO. AND CLARITAS
DATA REF: DEC 2012 YTD, 2012 UPDATE
712386

CALIFORNIA PAIs REGISTRATION EFFECTIVENESS TO EXPECTED*
RANKED ON MEDIAN HOUSEHOLD INCOME
2012

PAI NAME	RANK	ACTUAL VW REGISTRATIONS	EXPECTED* VW REGISTRATIONS	EFFECTIVENESS TO EXPECTED*	MEDIAN HOUSEHOLD INCOME
COVINA	39	629	974	64.6	60,997
CERRITOS	40	848	1,342	63.2	60,824
CARLSBAD	41	645	677	95.3	60,734
SAN DIEGO	42	894	588	152.0	60,617
MONTCLAIR	43	541	846	63.9	60,528
NAPA	44	293	277	105.8	60,428
ELK GROVE	45	282	470	60.0	60,241
EL CAJON	46	709	793	89.4	58,143
SALINAS	47	442	484	91.3	56,939
OAKLAND	48	1,097	883	124.2	56,230
HAWTHORNE	49	849	837	101.4	56,173
SANTA ROSA	50	532	628	84.7	55,762
GARDEN GROVE	51	377	820	46.0	55,195
SANTA MARIA	52	272	233	116.7	55,146
VAN NUYS	53	1,265	969	130.5	55,075
CLOVIS	54	296	373	79.4	54,519
PALMDALE	55	435	516	84.3	53,729
NORTH HILLS	56	979	1,070	91.5	53,204
RIVERSIDE	57	527	636	82.9	52,181
SAN LUIS OBISPO	58	202	224	90.2	51,945
GLENDALE	59	2,381	1,568	151.8	51,447
NATIONAL CITY	60	1,408	1,021	137.9	49,333
INDIO	61	308	361	85.3	49,053
LONG BEACH	62	725	888	81.6	48,522
SAN BERNARDINO	63	544	915	59.5	48,452
MODESTO	64	339	476	71.2	47,905
ALHAMBRA	65	893	1,061	84.2	47,589
VICTORVILLE	66	211	499	42.3	47,190
SACRAMENTO	67	614	811	75.7	46,680
BAKERSFIELD	68	610	698	87.4	46,073
STOCKTON	69	253	427	59.3	44,775
MERCED	70	173	191	90.6	42,945
CHICO	71	218	205	106.3	42,719
PALM SPRINGS	72	244	324	75.3	41,668
FRESNO	73	248	402	61.7	41,405
LOS ANGELES	74	1,391	1,561	89.1	33,052

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

GEOG REF: VOLKSWAGEN BASEFILES, H10-VW_MONTCLAIR_MKT
SOURCE: USAI USING R.L. POLK & CO. AND CLARITAS
DATA REF: DEC 2012 YTD, 2012 UPDATE
712386

CALIFORNIA PAIs REGISTRATION EFFECTIVENESS TO EXPECTED*
RANKED ON PERCENT OF POPULATION THAT IS HISPANIC
2012

PAI NAME	RANK	ACTUAL VW REGISTRATIONS	EXPECTED* VW REGISTRATIONS	EFFECTIVENESS TO EXPECTED*	PERCENT HISPANIC
LOS ANGELES	1	1391	1561	89.1	67.3
NORTH HILLS	2	979	1070	91.5	62.5
ONTARIO	3	539	873	61.7	60.4
INDIO	4	308	361	85.3	59.5
ALHAMBRA	5	893	1061	84.2	59.2
COVINA	6	629	974	64.6	57.7
NATIONAL CITY	7	1408	1021	137.9	57.5
VENTURA	8	446	580	76.9	57.0
MONTCLAIR	9	541	846	63.9	56.5
RIVERSIDE	10	527	636	82.9	55.7
CITY OF INDUSTRY	11	683	1019	67.0	55.7
SALINAS	12	442	484	91.3	55.3
FRESNO	13	248	402	61.7	55.2
MERCED	14	173	191	90.6	55.1
CERRITOS	15	848	1342	63.2	53.9
LONG BEACH	16	725	888	81.6	53.3
SANTA MARIA	17	272	233	116.7	53.2
BAKERSFIELD	18	610	698	87.4	52.9
SAN BERNARDINO	19	544	915	59.5	51.6
PALMDALE	20	435	516	84.3	47.0
GARDEN GROVE	21	377	820	46.0	45.7
VICTORVILLE	22	211	499	42.3	44.9
MODESTO	23	339	476	71.2	42.9
SANTA ANA	24	1229	1146	107.2	42.8
STOCKTON	25	253	427	59.3	42.1
ANAHEIM OP	26	735	942	78.0	42.1
CLOVIS	27	296	373	79.4	42.0
HAWTHORNE	28	849	837	101.4	40.3
PALM SPRINGS	29	244	324	75.3	39.3
VAN NUYS	30	1265	969	130.5	37.0
TORRANCE OP	31	630	766	82.2	36.8
SAN JOSE	32	911	1143	79.7	36.6
CORONA	33	698	761	91.7	36.2
CARLSBAD	34	645	677	95.3	35.3
TRACY	35	205	319	64.3	35.2
ESCONDIDO	36	801	708	113.1	34.4
HAYWARD	37	500	561	89.1	34.3
SANTA BARBARA	38	467	297	157.2	32.8
MURRIETA	39	1042	983	106.0	32.7
RICHMOND	40	299	412	72.6	32.6

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

GEOG REF: VOLKSWAGEN BASEFILES, H10-VW_MONTCLAIR_MKT
SOURCE: USAI USING R.L. POLK & CO. AND CLARITAS
DATA REF: DEC 2012 YTD, 2012 UPDATE
712384

CALIFORNIA PAIs REGISTRATION EFFECTIVENESS TO EXPECTED*
RANKED ON PERCENT OF POPULATION THAT IS HISPANIC
2012

PAI NAME	RANK	ACTUAL VW REGISTRATIONS	EXPECTED* VW REGISTRATIONS	EFFECTIVENESS TO EXPECTED*	PERCENT HISPANIC
SANTA CRUZ	41	373	390	95.6	32.5
NAPA	42	293	277	105.8	32.3
VALENCIA	43	552	605	91.2	31.9
GLENDALE	44	2381	1568	151.8	29.2
PASADENA	45	881	747	117.9	28.9
WOODLAND HILLS	46	1074	925	116.1	27.9
SACRAMENTO	47	614	811	75.7	27.8
SANTA ROSA	48	532	628	84.7	26.3
FAIRFIELD	49	208	240	86.7	26.2
ELK GROVE	50	282	470	60.0	25.7
WALNUT CREEK	51	1069	970	110.2	25.4
REDWOOD CITY	52	1206	878	137.4	25.3
EL CAJON	53	709	793	89.4	25.2
VACAVILLE	54	327	312	104.8	23.5
COLMA	55	669	718	93.2	23.2
HUNTINGTON BEACH	56	971	768	126.4	22.1
SAN JOSE	57	906	893	101.5	22.1
SAN DIEGO	58	1040	993	104.7	21.0
THOUSAND OAKS	59	763	825	92.5	20.0
OAKLAND	60	1097	883	124.2	19.9
SAN JUAN CAPISTRANO	61	1165	636	183.2	19.3
CHICO	62	218	205	106.3	18.6
NEWARK	63	511	605	84.5	18.2
SAN LUIS OBISPO	64	202	224	90.2	18.1
SUNNYVALE	65	1118	979	114.2	17.5
IRVINE	66	1281	1082	118.4	17.3
SAN RAFAEL	67	633	514	123.2	16.5
SANTA MONICA	68	2862	1688	169.5	15.3
SAN FRANCISCO	69	1638	1195	137.1	14.9
SAN DIEGO	70	894	588	152.0	14.6
ROSEVILLE	71	680	781	87.1	14.1
DUBLIN	72	615	615	100.0	13.7
FOLSOM	73	349	523	66.7	13.2
ENCINITAS	74	729	457	159.5	10.9

*CALIFORNIA REPRESENTED AVERAGE ADJUSTED FOR LOCAL SEGMENT POPULARITY

GEOG REF: VOLKSWAGEN BASEFILES, H10-VW_MONTCLAIR_MKT
SOURCE: USAI USING R.L. POLK & CO. AND CLARITAS
DATA REF: DEC 2012 YTD, 2012 UPDATE
712384

DEMOGRAPHIC REPORT

Volkswagen of America, Inc.

Geog Ref: H10-VW_MONTCLAIR_MKT

Data Ref: 2012 UPDATE

CA, Riverside-S Bernardino

PAI	POPULATION				POPULATION > 16				HOUSEHOLDS				Median HH. INCOME
	2000	2010	2012	2017	2000	2010	2012	2017	2000	2010	2012	2017	2012
Ontario	463440	581461	601615	634444	318202	427496	446537	476808	129135	159805	164004	172421	62086
Riverside	415054	504118	516916	538442	297170	378571	391266	410785	126930	145029	148491	154774	52181
Corona	265674	368232	385024	410736	190927	276416	292324	316287	81132	108942	112680	119674	85794
Montclair	580049	595352	602646	617653	418194	454981	465045	481978	168556	173601	175928	180661	60528
San Bernardino	633865	758831	782995	822266	448856	562401	584054	617627	203418	231706	238268	249837	48452
Market Total	2358082	2807994	2889196	3023541	1673349	2099865	2179226	2303485	709171	819083	839371	877367	58674
Montclair 10 Mile RMA	876986	935144	951688	982076	638300	721892	742170	775090	260622	281447	286186	295699	

Source: CLARITAS
Data By: CLARITAS

USAI
Page: 1

© 2013 Urban Science. All Rights Reserved
Serial: 1131880

Local Area Employment Statistics

Not Seasonally Adjusted
Area: Riverside, and San Bernardino Counties, CA
Area Type: COUNTIES AND EQUIVALENTS
State/Region/Division: California

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
1990	1096835	1103146	1112972	1102143	1107441	1119521	1101423	1092371	1067747	1087040	1088634	1095303	1097881
1991	1090198	1085628	1089086	1090114	1084394	1091623	1086880	1069289	1068709	1082592	1084873	1088220	1084301
1992	1114192	1110173	1120963	1111404	1110256	1120725	1108039	1098405	1095286	1109684	1117217	1124710	1111754
1993	1114941	1116951	1123370	1115012	1116503	1123193	1113220	1109437	1106223	1124796	1136674	1145539	1120488
1994	1138245	1141208	1143730	1138785	1151213	1147036	1135590	1136788	1139805	1155584	1163550	1171162	1146891
1995	1172186	1173607	1184439	1173119	1172505	1167477	1160046	1154797	1160543	1177168	1183829	1189375	1172424
1996	1185056	1190766	1199700	1189641	1190653	1191929	1179058	1180969	1188322	1220386	1222192	1230360	1197420
1997	1231243	1236603	1251764	1244765	1247947	1250642	1239878	1230548	1238618	1259126	1271305	1275803	1248187
1998	1275012	1279029	1286759	1282552	1286223	1292396	1289944	1283345	1289946	1314725	1329707	1341730	1295948
1999	1339177	1343581	1352271	1346714	1349566	1358458	1366336	1363751	1361364	1389865	1403913	1419104	1366176
2000	1341960	1345443	1349471	1349629	1346540	1346116	1332983	1333715	1336623	1355564	1363581	1376741	1348197
2001	1387781	1384153	1390722	1385706	1388811	1394578	1397594	1384031	1397041	1408478	1415520	1424485	1396575
2002	1424158	1436032	1433633	1442061	1446192	1446831	1433348	1437354	1447551	1455381	1462348	1475127	1445001
2003	1474603	1476914	1480527	1478153	1480119	1479990	1476428	1473154	1482096	1507659	1518280	1530029	1488163
2004	1531899	1533776	1538004	1539777	1543948	1549295	1546900	1551163	1558806	1581339	1594214	1602228	1555946
2005	1592640	1596891	1604370	1609595	1610076	1610141	1609770	1612599	1621042	1635300	1640530	1655770	1616560
2006	1651168	1651273	1661450	1665701	1657450	1661502	1660871	1658089	1660169	1676589	1682319	1694187	1665064
2007	1682800	1680579	1687683	1672627	1671648	1671354	1664584	1652956	1658932	1665395	1676061	1677994	1671885
2008	1669956	1657630	1660867	1659530	1645336	1643436	1627172	1618478	1610670	1620368	1617162	1612742	1636946
2009	1590884	1580515	1576499	1566164	1549037	1542120	1528797	1523048	1509409	1509667	1514306	1509112	1541630
2010	1533686	1536901	1544841	1552364	1541890	1537687	1527782	1533720	1531457	1537479	1548769	1559121	1540475
2011	1544682	1548047	1559159	1555517	1549598	1542706	1539410	1548989	1557304	1569824	1584392	1593459	1557757
2012	1589004	1584836	1586259	1586012	1582164	1579804	1576377	1581306	1578069	1586931	1602646	1617824	1587603

SOURCE: USAI USING THE BUREAU OF LABOR STATISTICS
712357

Local Area Employment Statistics

Not Seasonally Adjusted
Area: Riverside County, CA
Area Type: COUNTIES AND EQUIVALENTS
State/Region/Division: California

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
1990	497821	500686	505146	500230	502635	508118	499903	495795	484619	493375	494099	497126	498296
1991	496509	494428	496003	496470	493865	497158	494997	486986	486722	493045	494083	495608	493823
1992	508718	506883	511810	507445	506921	511702	505909	501510	500086	506659	510099	513521	507605
1993	509060	509978	512909	509093	509773	512828	508275	506547	505080	513561	518983	523031	511593
1994	529983	531363	532537	530235	536021	534076	528748	529305	530709	538057	541766	545310	534009
1995	549795	550461	555543	550233	549945	547587	544102	541639	544334	552132	555256	557858	549907
1996	557269	559954	564155	559425	559901	560501	554448	555346	558805	573883	574732	578573	563083
1997	581591	584123	591284	587978	589481	590754	585670	581263	585075	594762	600515	602640	589595
1998	605926	607835	611508	609509	611253	614187	613022	609886	613023	624799	631918	637632	615875
1999	640636	642743	646900	644242	645606	649860	653628	652392	651250	664884	671605	678872	653552
2000	641229	642894	644818	644894	643418	643215	636940	637290	638679	647730	651561	657849	644210
2001	667810	666065	669226	666812	668306	671081	672533	666006	672266	677770	681159	685473	672042
2002	691713	697480	696315	700408	702415	702725	696176	698122	703075	706878	710262	716468	701836
2003	724013	725148	726922	725756	726722	726658	724910	723302	727692	740244	745459	751227	730671
2004	759667	760599	762694	763574	765643	768294	767106	769220	773011	784185	790569	794543	771592
2005	796179	798304	802043	804655	804896	804928	804742	806157	810377	817505	820120	827738	808137
2006	834685	834738	839883	842032	837861	839909	839590	838184	839236	847535	850432	856432	841710
2007	858493	857359	860984	853302	852803	852653	849199	843267	846316	849613	855054	856041	852924
2008	855760	849443	851102	850417	843143	842170	833835	829380	825379	830349	828706	826441	838844
2009	815240	809926	807868	802572	793795	790251	783424	780477	773488	773620	775998	773336	790000
2010	798090	799763	803895	807809	802359	800172	795018	798108	796930	800064	805939	811326	801623
2011	803812	805563	811345	809450	806370	802784	801069	806053	810380	816895	824476	829194	810616
2012	826876	824707	825448	825319	823317	822089	820305	822870	821186	825797	833975	841873	826147

SOURCE: USAI USING THE BUREAU OF LABOR STATISTICS
712357

Local Area Employment Statistics

Not Seasonally Adjusted
Area: San Bernardino COUNTY, CA
Area Type: COUNTIES AND EQUIVALENTS
State/Region/Division: CA

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
1990	599014	602460	607826	601913	604806	611403	601520	596576	583128	593665	594535	598177	599585
1991	593689	591200	593083	593644	590529	594465	591883	582303	581987	589547	590790	592612	590478
1992	605474	603290	609153	603959	603335	609023	602130	596895	595200	603025	607118	611189	604149
1993	605881	606973	610461	605919	606730	610365	604945	602890	601143	611235	617691	622508	608895
1994	608262	609845	611193	608550	615192	612960	606842	607483	609096	617527	621784	625852	612882
1995	622391	623146	628896	622886	622560	619890	615944	613158	616209	625036	628573	631517	622517
1996	627787	630812	635545	630216	630752	631428	624610	625623	629517	646503	647460	651787	634337
1997	649652	652480	660480	656787	658466	659888	654208	649285	653543	664364	670790	673163	658592
1998	669086	671194	675251	673043	674970	678209	676922	673459	676923	689926	697789	704098	680073
1999	698541	700838	705371	702472	703960	708598	712708	711359	710114	724981	732308	740232	712624
2000	700731	702549	704653	704735	703122	702901	696043	696425	697944	707834	712020	718892	703987
2001	719971	718088	721496	718894	720505	723497	725061	718025	724775	730708	734361	739012	724533
2002	732445	738552	737318	741653	743777	744106	737172	739232	744476	748503	752086	758659	743165
2003	750590	751766	753605	752397	753397	753332	751518	749852	754404	767415	772821	778802	757492
2004	772232	773177	775310	776203	778305	781001	779794	781943	785795	797154	803645	807685	784354
2005	796461	798587	802327	804940	805180	805213	805028	806442	810665	817795	820410	828032	808423
2006	816483	816535	821567	823669	819589	821593	821281	819905	820933	829054	831887	837755	823354
2007	824307	823220	826699	819325	818845	818701	815385	809689	812616	815782	821007	821953	818961
2008	814196	808187	809765	809113	802193	801266	793337	789098	785291	790019	788456	786301	798102
2009	775644	770589	768631	763592	755242	751869	745373	742571	735921	736047	738308	735776	751630
2010	735596	737138	740946	744555	739531	737515	732764	735612	734527	737415	742830	747795	738852
2011	740870	742484	747814	746067	743228	739922	738341	742936	746924	752929	759916	764265	747141
2012	762128	760129	760811	760693	758847	757715	756072	758436	756883	761134	768671	775951	761456

SOURCE: USAI USING THE BUREAU OF LABOR STATISTICS
712357

NUMBER OF FORECLOSURES (ALL HOMES) AND TOTAL HOUSEHOLDS
COUNTY TOTALS

	FORECLOSURES				HOUSEHOLDS
	2009	2010	2011	2012	2012
San Bernardino County	19,649	16,496	14,170	9,183	627,681
Riverside County	25,552	20,719	17,495	10,762	712,024

DATA REF: 2012 UPDATE
DATA BY: USAI USING RAND AND CLARITAS
712452

Pricegroup: VW Cars and Light Trucks

Dealer Name: VW Moreno Val
PAI: 0140 Moreno Valley

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2010 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	7	24.80	2	1
Compact Hatch PCG (Golf/Beetle)	181	16.24	29	14
Compact Sport PCG (GTI/GL/R)	129	20.11	26	13
Compact Sedan PCG (Jetta)	1,602	11.90	191	83
Wagon PCG (Jetta/Passat Wagon)	52	36.94	19	12
Midsize Convertible PCG (EOS)	11	34.92	4	4
Midsize Sedan PCG (Passat)	1,412	0.93	13	5
Upper Midsize Sedan PCG (CC)	308	8.26	25	27
Large SUV PCG (Touareg)	74	1.72	1	0
Minivan PCG (Routan)	185	5.18	10	9
Small SUV PCG (Tiguan)	502	4.06	20	7
Total	4,463		340	175

Expected Penetration in PAI 0140 for Volkswagen of America, Inc. 7.62%
Actual Penetration in PAI 0140 for Volkswagen of America, Inc. 3.92%

Data Ref: Dec. 2010 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: VW Moreno Val
PAI: 0140 Moreno Valley

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	11	9.38	1	0
Compact Hatch PCG (Golf/Beetle)	226	13.23	30	24
Compact Sport PCG (GTI/GL/R)	209	23.63	49	23
Compact Sedan PCG (Jetta)	2,143	14.38	308	149
Wagon PCG (Jetta/Passat Wagon)	66	31.67	21	14
Midsize Convertible PCG (EOS)	8	42.53	3	2
Midsize Sedan PCG (Passat)	1,754	2.12	37	7
Upper Midsize Sedan PCG (CC)	331	7.25	24	30
Large SUV PCG (Touareg)	114	3.17	4	7
Minivan PCG (Routan)	222	3.40	8	4
Small SUV PCG (Tiguan)	605	5.36	32	14
Total	5,689		517	274

Expected Penetration in PAI 0140 for Volkswagen of America, Inc. 9.09%
Actual Penetration in PAI 0140 for Volkswagen of America, Inc. 4.82%

Data Ref: Dec. 2011 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: VW Moreno Val
PAI: 0140 Moreno Valley

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	8	2.94	0	1
Compact Hatch PCG (Golf/Beetle)	436	15.69	68	62
Compact Sport PCG (GTI/GL/R)	224	27.07	61	36
Compact Sedan PCG (Jetta)	3,257	7.26	236	198
Wagon PCG (Jetta/Passat Wagon)	80	22.79	18	17
Midsize Convertible PCG (EOS)	14	40.81	6	3
Midsize Sedan PCG (Passat)	2,570	7.03	181	100
Upper Midsize Sedan PCG (CC)	362	5.11	18	21
Large SUV PCG (Touareg)	133	3.03	4	5
Minivan PCG (Routan)	299	2.54	8	10
Small SUV PCG (Tiguan)	846	5.49	46	21
Total	8,229		646	474

Expected Penetration in PAI 0140 for Volkswagen of America, Inc. 7.85%
Actual Penetration in PAI 0140 for Volkswagen of America, Inc. 5.76%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Ontario VW
PAI: 0180 Ontario

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2010 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	26	24.80	6	6
Compact Hatch PCG (Golf/Beetle)	416	16.24	68	43
Compact Sport PCG (GTI/GL/R)	249	20.11	50	36
Compact Sedan PCG (Jetta)	2,776	11.90	330	213
Wagon PCG (Jetta/Passat Wagon)	88	36.94	33	27
Midsize Convertible PCG (EOS)	11	34.92	4	2
Midsize Sedan PCG (Passat)	2,874	0.93	27	12
Upper Midsize Sedan PCG (CC)	919	8.26	76	66
Large SUV PCG (Touareg)	358	1.72	6	4
Minivan PCG (Routan)	403	5.18	21	20
Small SUV PCG (Tiguan)	939	4.06	38	19
Total	9,059		659	448

Expected Penetration in PAI 0180 for Volkswagen of America, Inc. 7.27%
Actual Penetration in PAI 0180 for Volkswagen of America, Inc. 4.95%

Data Ref: Dec. 2010 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Ontario VW
PAI: 0180 Ontario

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	21	9.38	2	2
Compact Hatch PCG (Golf/Beetle)	498	13.23	66	39
Compact Sport PCG (GTI/GL/R)	309	23.63	73	46
Compact Sedan PCG (Jetta)	3,693	14.38	531	356
Wagon PCG (Jetta/Passat Wagon)	99	31.67	31	28
Midsize Convertible PCG (EOS)	27	42.53	11	10
Midsize Sedan PCG (Passat)	3,451	2.12	73	53
Upper Midsize Sedan PCG (CC)	913	7.25	66	67
Large SUV PCG (Touareg)	394	3.17	12	8
Minivan PCG (Routan)	516	3.40	18	8
Small SUV PCG (Tiguan)	1,152	5.36	62	28
Total	11,073		945	645

Expected Penetration in PAI 0180 for Volkswagen of America, Inc. 8.53%
Actual Penetration in PAI 0180 for Volkswagen of America, Inc. 5.82%

Data Ref: Dec. 2011 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Ontario VW
PAI: 0180 Ontario

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	17	2.94	1	0
Compact Hatch PCG (Golf/Beetle)	849	15.69	133	98
Compact Sport PCG (GTI/GL/R)	401	27.07	109	66
Compact Sedan PCG (Jetta)	5,517	7.26	400	279
Wagon PCG (Jetta/Passat Wagon)	107	22.79	24	22
Midsize Convertible PCG (EOS)	14	40.81	6	0
Midsize Sedan PCG (Passat)	4,964	7.03	349	207
Upper Midsize Sedan PCG (CC)	1,077	5.11	55	43
Large SUV PCG (Touareg)	558	3.03	17	10
Minivan PCG (Routan)	702	2.54	18	12
Small SUV PCG (Tiguan)	1,514	5.49	83	42
Total	15,720		1,195	779

Expected Penetration in PAI 0180 for Volkswagen of America, Inc. 7.60%
Actual Penetration in PAI 0180 for Volkswagen of America, Inc. 4.96%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Riverside VW
PAI: 0500 Riverside

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2010 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	9	24.80	2	5
Compact Hatch PCG (Golf/Beetle)	168	16.24	27	23
Compact Sport PCG (GTI/GL/R)	139	20.11	28	24
Compact Sedan PCG (Jetta)	1,268	11.90	151	111
Wagon PCG (Jetta/Passat Wagon)	51	36.94	19	18
Midsize Convertible PCG (EOS)	5	34.92	2	2
Midsize Sedan PCG (Passat)	1,180	0.93	11	11
Upper Midsize Sedan PCG (CC)	403	8.26	33	34
Large SUV PCG (Touareg)	173	1.72	3	2
Minivan PCG (Routan)	151	5.18	8	11
Small SUV PCG (Tiguan)	401	4.06	16	11
Total	3,948		300	252

Expected Penetration in PAI 0500 for Volkswagen of America, Inc. 7.60%
Actual Penetration in PAI 0500 for Volkswagen of America, Inc. 6.38%

Data Ref: Dec. 2010 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Riverside VW
PAI: 0500 Riverside

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	10	9.38	1	2
Compact Hatch PCG (Golf/Beetle)	240	13.23	32	24
Compact Sport PCG (GTI/GL/R)	140	23.63	33	22
Compact Sedan PCG (Jetta)	1,717	14.38	247	205
Wagon PCG (Jetta/Passat Wagon)	66	31.67	21	26
Midsize Convertible PCG (EOS)	14	42.53	6	7
Midsize Sedan PCG (Passat)	1,432	2.12	30	27
Upper Midsize Sedan PCG (CC)	456	7.25	33	46
Large SUV PCG (Touareg)	165	3.17	5	5
Minivan PCG (Routan)	205	3.40	7	6
Small SUV PCG (Tiguan)	498	5.36	27	24
Total	4,943		442	394

Expected Penetration in PAI 0500 for Volkswagen of America, Inc. 8.94%
Actual Penetration in PAI 0500 for Volkswagen of America, Inc. 7.97%

Data Ref: Dec. 2011 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Riverside VW
PAI: 0500 Riverside

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	14	2.94	0	1
Compact Hatch PCG (Golf/Beetle)	439	15.69	69	72
Compact Sport PCG (GTI/GL/R)	178	27.07	48	45
Compact Sedan PCG (Jetta)	2,598	7.26	189	180
Wagon PCG (Jetta/Passat Wagon)	78	22.79	18	13
Midsize Convertible PCG (EOS)	4	40.81	2	1
Midsize Sedan PCG (Passat)	2,095	7.03	147	83
Upper Midsize Sedan PCG (CC)	489	5.11	25	21
Large SUV PCG (Touareg)	212	3.03	6	5
Minivan PCG (Routan)	239	2.54	6	3
Small SUV PCG (Tiguan)	649	5.49	36	28
Total	6,995		546	452

Expected Penetration in PAI 0500 for Volkswagen of America, Inc. 7.81%
Actual Penetration in PAI 0500 for Volkswagen of America, Inc. 6.46%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Cardinaleway VW
PAI: 0597 Corona

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2010 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	19	24.80	5	8
Compact Hatch PCG (Golf/Beetle)	257	16.24	42	29
Compact Sport PCG (GTI/GL/R)	137	20.11	28	26
Compact Sedan PCG (Jetta)	1,457	11.90	173	175
Wagon PCG (Jetta/Passat Wagon)	73	36.94	27	34
Midsize Convertible PCG (EOS)	29	34.92	10	9
Midsize Sedan PCG (Passat)	1,608	0.93	15	18
Upper Midsize Sedan PCG (CC)	661	8.26	55	65
Large SUV PCG (Touareg)	371	1.72	6	5
Minivan PCG (Routan)	323	5.18	17	18
Small SUV PCG (Tiguan)	586	4.06	24	19
Total	5,521		402	406

Expected Penetration in PAI 0597 for Volkswagen of America, Inc. 7.28%
Actual Penetration in PAI 0597 for Volkswagen of America, Inc. 7.35%

Data Ref: Dec. 2010 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Cardinaleway VW
PAI: 0597 Corona

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	17	9.38	2	1
Compact Hatch PCG (Golf/Beetle)	340	13.23	45	38
Compact Sport PCG (GTI/GL/R)	214	23.63	51	45
Compact Sedan PCG (Jetta)	1,828	14.38	263	244
Wagon PCG (Jetta/Passat Wagon)	89	31.67	28	35
Midsize Convertible PCG (EOS)	9	42.53	4	5
Midsize Sedan PCG (Passat)	1,908	2.12	41	55
Upper Midsize Sedan PCG (CC)	705	7.25	51	57
Large SUV PCG (Touareg)	396	3.17	13	7
Minivan PCG (Routan)	393	3.40	13	17
Small SUV PCG (Tiguan)	669	5.36	36	32
Total	6,568		547	536

Expected Penetration in PAI 0597 for Volkswagen of America, Inc. 8.33%
Actual Penetration in PAI 0597 for Volkswagen of America, Inc. 8.16%

Data Ref: Dec. 2011 YTD (2010)
Geog Ref: H10-VW_MORENO

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: Cardinaleway VW
PAI: 0597 Corona

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	15	2.94	0	0
Compact Hatch PCG (Golf/Beetle)	528	15.69	83	78
Compact Sport PCG (GTI/GL/R)	220	27.07	60	41
Compact Sedan PCG (Jetta)	2,877	7.26	209	212
Wagon PCG (Jetta/Passat Wagon)	87	22.79	20	23
Midsize Convertible PCG (EOS)	17	40.81	7	3
Midsize Sedan PCG (Passat)	2,648	7.03	186	177
Upper Midsize Sedan PCG (CC)	744	5.11	38	46
Large SUV PCG (Touareg)	576	3.03	17	7
Minivan PCG (Routan)	526	2.54	13	12
Small SUV PCG (Tiguan)	903	5.49	50	29
Total	9,141		683	628

Expected Penetration in PAI 0597 for Volkswagen of America, Inc. 7.47%
Actual Penetration in PAI 0597 for Volkswagen of America, Inc. 6.87%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MORENO

URBAN SCIENCE

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: San Bern OP
PAI: 2840 San Bernardino

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2010 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	29	24.80	7	7
Compact Hatch PCG (Golf/Beetle)	265	16.24	43	36
Compact Sport PCG (GTI/GL/R)	175	20.11	35	13
Compact Sedan PCG (Jetta)	1,858	11.90	221	103
Wagon PCG (Jetta/Passat Wagon)	117	36.94	43	20
Midsize Convertible PCG (EOS)	8	34.92	3	4
Midsize Sedan PCG (Passat)	1,730	0.93	16	7
Upper Midsize Sedan PCG (CC)	448	8.26	37	27
Large SUV PCG (Touareg)	204	1.72	3	1
Minivan PCG (Routan)	221	5.18	11	6
Small SUV PCG (Tiguan)	673	4.06	27	10
Total	5,728		446	234

Expected Penetration in PAI 2840 for Volkswagen of America, Inc. 7.79%
Actual Penetration in PAI 2840 for Volkswagen of America, Inc. 4.09%

Data Ref: Dec. 2010 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: San Bern OP
PAI: 2840 San Bernardino

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2011 YTD (2010) Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	14	9.38	1	1
Compact Hatch PCG (Golf/Beetle)	337	13.23	45	29
Compact Sport PCG (GTI/GL/R)	226	23.63	53	28
Compact Sedan PCG (Jetta)	2,621	14.38	377	163
Wagon PCG (Jetta/Passat Wagon)	142	31.67	45	24
Midsize Convertible PCG (EOS)	13	42.53	6	7
Midsize Sedan PCG (Passat)	2,166	2.12	46	17
Upper Midsize Sedan PCG (CC)	451	7.25	33	30
Large SUV PCG (Touareg)	202	3.17	6	6
Minivan PCG (Routan)	295	3.40	10	5
Small SUV PCG (Tiguan)	832	5.36	45	20
Total	7,299		667	330

Expected Penetration in PAI 2840 for Volkswagen of America, Inc. 9.14%
Actual Penetration in PAI 2840 for Volkswagen of America, Inc. 4.52%

Data Ref: Dec. 2011 YTD (2010)
Geog Ref: H10-VW_MORENO

URBAN SCIENCE™

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Pricegroup: VW Cars and Light Trucks

Dealer Name: San Bern OP
PAI: 2840 San Bernardino

Segment	(1) Retail Industry CG	(2) Volkswagen of America, Inc. CA REPRESENTED* Dec. 2012 YTD Penetration of Retail Industry	(3) = 2*1 Volkswagen of America, Inc. Expected Retail Registrations	(4) Actual Retail Registrations
Compact Convertible PCG (Beetle)	11	2.94	0	0
Compact Hatch PCG (Golf/Beetle)	615	15.69	97	49
Compact Sport PCG (GTI/GL/R)	300	27.07	81	36
Compact Sedan PCG (Jetta)	3,791	7.26	275	129
Wagon PCG (Jetta/Passat Wagon)	163	22.79	37	20
Midsize Convertible PCG (EOS)	15	40.81	6	3
Midsize Sedan PCG (Passat)	2,944	7.03	207	85
Upper Midsize Sedan PCG (CC)	482	5.11	25	28
Large SUV PCG (Touareg)	231	3.03	7	4
Minivan PCG (Routan)	329	2.54	8	3
Small SUV PCG (Tiguan)	1,042	5.49	57	23
Total	9,923		800	380

Expected Penetration in PAI 2840 for Volkswagen of America, Inc. 8.06%
Actual Penetration in PAI 2840 for Volkswagen of America, Inc. 3.83%

Data Ref: Dec. 2012 YTD
Geog Ref: H10-VW_MORENO

URBAN SCIENCE

© 2013 Urban Science. All rights reserved. Source: USAI using R.L. Polk & Co.

Volkswagen of America, Inc.
Geog Ref:H10-VW_MORENO
Data Ref:Dec. 2010 YTD (2010)

Retail Buyer Behavior Summary Report
VW Cars and Light Trucks
Moreno Valley

Dealer Name Dealer Number	DATA	PAI 0140	PAI 0180	PAI 0500	PAI 0597	PAI 2840	Total	NAT'L SALES
VW Moreno Val	Sales	0	0	0	0	0	0	0
422140 422U04 400U40	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
Ontario VW	Sales	17	238	23	43	81	402	632
422180	% of PAI	9.71	53.13	9.13	10.59	34.62	26.53	
	% of Dealer	2.69	37.66	3.64	6.80	12.82	63.61	
Riverside VW	Sales	88	29	143	50	88	398	722
422500 422538	% of PAI	50.29	6.47	56.75	12.32	37.61	26.27	
	% of Dealer	12.19	4.02	19.81	6.93	12.19	55.12	
Cardinaleway VW	Sales	6	34	46	199	15	300	463
422597 422U16	% of PAI	3.43	7.59	18.25	49.01	6.41	19.80	
	% of Dealer	1.30	7.34	9.94	42.98	3.24	64.79	
San Bern OP	Sales	0	0	0	0	0	0	0
422U40 400U40	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
Other	Sales	64	147	40	114	50	415	
	% of PAI	36.57	32.81	15.87	28.08	21.37	27.39	
	% of Dealer	15.42	35.42	9.64	27.47	12.05	100.00	
PAI Total	Sales	175	448	252	406	234	1515	
	Market % of PAI	11.55	29.57	16.63	26.80	15.45	100.00	
	Market % of Dealer							

Source: R.L. Polk & Co. Serial: 1113174 Page: 1

Volkswagen of America, Inc.

Moreno Valley
VW Cars and Light Trucks

Retail
Insell Report

Geog Ref:H10-VW_MORENO

Data Ref:Dec. 2010 YTD (2010)

Dealer Name	City		Dealer Number	PAI 0140	PAI 0180	PAI 0500	PAI 0597	PAI 2840	Total
Bozzani Motors	Covina	CA	422142	0	34	2	12	2	50
Puente Hills Volkswagen	City of Industry	CA	422104	3	27	3	11	4	48
Commonwealth Volkswagen	Santa Ana	CA	422126	2	5	3	27	4	41
Volkswagen Pasadena	Pasadena	CA	422116	2	18	2	2	4	28
Murrieta Volkswagen	Murrieta	CA	422138	17	1	4	3	2	27
Capistrano Volkswagen	San Juan Capistrano	CA	422599	2	4	6	6	5	23
McKenna Volkswagen	Huntington Beach	CA	422539	0	4	4	7	1	16
Volkswagen Of Downtown L.A.	Los Angeles	CA	422144	0	7	4	3	1	15
Fladeboe Volkswagen	Irvine	CA	422544	1	1	1	11	1	15
McKenna Volkswagen	Norwalk	CA	422567	2	6	0	4	0	12
Volkswagen Of Garden Grove	Garden Grove	CA	422601	0	6	1	4	1	12
Volkswagen Santa Monica, Inc.	Santa Monica	CA	422503	3	1	0	3	3	10
			599999	5	4	0	1	0	10
Pacific Volkswagen	Hawthorne	CA	422110	3	3	0	2	1	9
McKenna Motors Cerritos, Inc.	Cerritos	CA	422147	1	5	0	2	1	9
Paradise Volkswagen	Indio	CA	422513	7	0	0	0	2	9
New Century Volkswagen	Glendale	CA	422595	0	4	2	1	2	9
Bob Baker Volkswagen	Carlsbad	CA	422531	0	2	2	2	2	8
Timmons Volkswagen	Long Beach	CA	422516	1	2	0	3	1	7
Volkswagen Alhambra	Alhambra	CA	422530	2	1	0	2	1	6
South Bay Volkswagen	National City	CA	422580	1	0	2	0	3	6
Miramar Volkswagen	San Diego	CA	422525	2	2	1	0	0	5
			491991	0	0	1	0	3	4
Drew Volkswagen	LA Mesa	CA	422158	1	1	0	0	1	3
Santa Barbara Volkswagen	Santa Barbara	CA	422575	2	0	0	1	0	3
City Volkswagen	San Diego	CA	422578	1	0	1	1	0	3
Team Volkswagen Of Hayward	Hayward	CA	426031	0	2	1	0	0	3
Parkway Volkswagen	Valencia	CA	422103	1	0	0	0	1	2
Classic Volkswagen	Escondido	CA	422136	1	1	0	0	0	2
Neftin Volkswagen	Thousand Oaks	CA	422592	0	2	0	0	0	2
Goodwin Volkswagen, Inc.	Sumter	SC	407316	0	1	0	0	0	1
Herman Cook Volkswagen, Inc.	Encinitas	CA	422188	0	0	0	0	1	1
Chapman Volkswagen	Scottsdale	AZ	422228	0	1	0	0	0	1
Camelback Volkswagen	Phoenix	AZ	422235	0	0	0	1	0	1
Commonwealth Volkswagen	Santa Ana	CA	422501	0	0	0	1	0	1
Livingston Volkswagen, Inc.	Woodland Hills	CA	422505	0	1	0	0	0	1
Community Volkswagen	Santa Maria	CA	422520	1	0	0	0	0	1
Family Volkswagen	Bakersfield	CA	422593	0	0	0	0	1	1
Findlay Volkswagen	Henderson	NV	422600	1	0	0	0	0	1
Robert Larson's Autohaus	Tacoma	WA	423303	0	0	0	1	0	1
Serramonte Volkswagen	Colma	CA	426002	0	0	0	1	0	1
Volkswagen Of Santa Cruz	Santa Cruz	CA	426030	0	0	0	0	1	1
Central Valley Volkswagen	Modesto	CA	426086	1	0	0	0	0	1
Roseville Volkswagen, L.L.C	Roseville	CA	426111	1	0	0	0	0	1
Winn Volkswagen	Newark	CA	426116	0	0	0	1	0	1
			491974	0	0	0	0	1	1
			496496	0	0	0	1	0	1
			496996	0	1	0	0	0	1
			Total	64	147	40	114	50	415

Source: R.L. Polk & Co.

1113176

© 2013 Urban Science. All Rights Reserved

Volkswagen of America, Inc.
Geog Ref:H10-VW_MORENO
Data Ref:Dec. 2011 YTD (2010)

Retail Buyer Behavior Summary Report
VW Cars and Light Trucks
Moreno Valley

Dealer Name Dealer Number	DATA	PAI 0140	PAI 0180	PAI 0500	PAI 0597	PAI 2840	Total	NAT'L SALES
VW Moreno Val	Sales	38	3	4	3	5	53	77
422140 422U04 400U40	% of PAI	13.87	0.47	1.02	0.56	1.52	2.43	
	% of Dealer	49.35	3.90	5.19	3.90	6.49	68.83	
Ontario VW	Sales	30	341	40	53	95	559	819
422180	% of PAI	10.95	52.87	10.15	9.89	28.79	25.65	
	% of Dealer	3.66	41.64	4.88	6.47	11.60	68.25	
Riverside VW	Sales	106	56	213	57	141	573	1011
422500 422538	% of PAI	38.69	8.68	54.06	10.63	42.73	26.30	
	% of Dealer	10.48	5.54	21.07	5.64	13.95	56.68	
Cardinaleway VW	Sales	16	54	78	256	28	432	673
422597 422U16	% of PAI	5.84	8.37	19.80	47.76	8.48	19.83	
	% of Dealer	2.38	8.02	11.59	38.04	4.16	64.19	
San Bern OP	Sales	0	0	0	0	0	0	0
422U40 400U40	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
Other	Sales	84	191	59	167	61	562	
	% of PAI	30.66	29.61	14.97	31.16	18.48	25.79	
	% of Dealer	14.95	33.99	10.50	29.72	10.85	100.00	
PAI Total	Sales	274	645	394	536	330	2179	
	Market % of PAI	12.57	29.60	18.08	24.60	15.14	100.00	
	Market % of Dealer							

Source: R.L. Polk & Co. Serial: 1113180 Page: 1

Volkswagen of America, Inc.

Moreno Valley
VW Cars and Light Trucks

Retail
Insell Report

Geog Ref:H10-VW_MORENO

Data Ref:Dec. 2011 YTD (2010)

Dealer Name	City		Dealer Number	PAI 0140	PAI 0180	PAI 0500	PAI 0597	PAI 2840	Total
Bozzani Motors	Covina	CA	422142	2	51	5	10	6	74
Puente Hills Volkswagen	City of Industry	CA	422104	8	28	4	22	3	65
Commonwealth Volkswagen	Santa Ana	CA	422126	1	10	6	35	2	54
Murrieta Volkswagen	Murrieta	CA	422138	33	0	6	6	4	49
McKenna Motors Cerritos, Inc.	Cerritos	CA	422147	6	14	7	18	3	48
Volkswagen Pasadena	Pasadena	CA	422116	1	17	6	4	5	33
McKenna Volkswagen	Huntington Beach	CA	422539	3	7	5	12	3	30
Capistrano Volkswagen	San Juan Capistrano	CA	422599	2	7	6	10	5	30
Volkswagen Of Garden Grove	Garden Grove	CA	422601	0	7	1	15	1	24
Volkswagen Of Downtown L.A.	Los Angeles	CA	422144	2	9	2	6	1	20
Volkswagen Santa Monica, Inc.	Santa Monica	CA	422503	4	7	1	2	1	15
Paradise Volkswagen	Indio	CA	422513	7	3	0	0	2	12
Volkswagen Alhambra	Alhambra	CA	422530	2	4	2	3	1	12
Fladeboe Volkswagen	Irvine	CA	422544	0	4	0	5	3	12
Pacific Volkswagen	Hawthorne	CA	422110	0	6	1	3	1	11
Mossy Volkswagen	Escondido	CA	422134	4	1	1	0	2	8
Timmons Volkswagen	Long Beach	CA	422516	1	3	0	3	1	8
South Bay Volkswagen	National City	CA	422580	2	3	1	1	1	8
Livingston Volkswagen, Inc.	Woodland Hills	CA	422505	0	2	0	2	2	6
			491991	1	0	0	3	2	6
New Century Volkswagen	Glendale	CA	422595	1	2	0	1	0	4
Winn Volkswagen	Newark	CA	426116	0	1	1	0	1	3
Bob Baker Volkswagen	Carlsbad	CA	422531	1	0	0	1	0	2
City Volkswagen	San Diego	CA	422578	1	0	0	0	1	2
Sunnyvale Volkswagen	Sunnyvale	CA	426101	0	1	0	1	0	2
			496996	0	0	1	0	1	2
Mike Haggerty Volkswagen, Inc.	Oak Lawn	IL	402105	0	1	0	0	0	1
Gunther Volkswagen	Fort Lauderdale	FL	405073	0	0	0	0	1	1
Strong Volkswagen, Inc.	Salt Lake City	UT	419400	0	0	0	1	0	1
Volkswagen Southtowne	South Jordan	UT	419419	0	0	0	0	1	1
Parkway Volkswagen	Valencia	CA	422103	0	1	0	0	0	1
Drew Volkswagen	LA Mesa	CA	422158	0	0	0	0	1	1
Herman Cook Volkswagen, Inc.	Encinitas	CA	422188	0	0	1	0	0	1
Findlay Volkswagen	Flagstaff	AZ	422201	0	0	1	0	0	1
Larry H. Miller Volkswagen Avondale	Avondale	AZ	422232	0	0	0	0	1	1
Camelback Volkswagen	Phoenix	AZ	422235	0	1	0	0	0	1
Volkswagen Kearny Mesa	San Diego	CA	422563	0	0	0	0	1	1
Santa Barbara Volkswagen	Santa Barbara	CA	422575	0	0	0	0	1	1
Neftin Volkswagen	Thousand Oaks	CA	422592	1	0	0	0	0	1
Family Volkswagen	Bakersfield	CA	422593	0	0	0	0	1	1
Findlay Volkswagen	Henderson	NV	422600	0	0	0	1	0	1
Desert Volkswagen	Las Vegas	NV	422607	0	0	0	1	0	1
Serramonte Volkswagen	Colma	CA	426002	0	0	1	0	0	1
Elk Grove Volkswagen	Elk Grove	CA	426026	0	0	0	0	1	1
Team Volkswagen Of Hayward	Hayward	CA	426031	0	0	0	0	1	1
Volkswagen Of Oakland	Oakland	CA	426084	0	0	0	1	0	1
Volkswagen Of Stevens Creek	San Jose	CA	426085	1	0	0	0	0	1
			496496	0	1	0	0	0	1
			Total	84	191	59	167	61	562

Source: R.L. Polk & Co.

1113181

© 2013 Urban Science. All Rights Reserved

Volkswagen of America, Inc.
Geog Ref:H10-VW_MORENO
Data Ref:Dec. 2012 YTD

Retail Buyer Behavior Summary Report
VW Cars and Light Trucks
Moreno Valley

Dealer Name Dealer Number	DATA	PAI 0140	PAI 0180	PAI 0500	PAI 0597	PAI 2840	Total	NAT'L SALES
VW Moreno Val	Sales	226	9	37	10	77	359	537
422140 422U04 400U40	% of PAI	47.78	1.16	8.22	1.59	20.26	13.26	
	% of Dealer	42.09	1.68	6.89	1.86	14.34	66.85	
Ontario VW	Sales	22	368	34	58	103	585	859
422180	% of PAI	4.65	47.36	7.56	9.25	27.11	21.61	
	% of Dealer	2.56	42.84	3.96	6.75	11.99	68.10	
Riverside VW	Sales	100	73	244	69	128	614	1022
422500 422538	% of PAI	21.14	9.40	54.22	11.00	33.68	22.68	
	% of Dealer	9.78	7.14	23.87	6.75	12.52	60.08	
Cardinaleway VW	Sales	10	64	74	292	14	454	670
422597 422U16	% of PAI	2.11	8.24	16.44	46.57	3.68	16.77	
	% of Dealer	1.49	9.55	11.04	43.58	2.09	67.76	
San Bern OP	Sales	0	0	0	0	0	0	0
422U40 400U40	% of PAI	0.00	0.00	0.00	0.00	0.00	0.00	
	% of Dealer	0.00	0.00	0.00	0.00	0.00	0.00	
Other	Sales	115	263	61	198	58	695	
	% of PAI	24.31	33.85	13.56	31.58	15.26	25.67	
	% of Dealer	16.55	37.84	8.78	28.49	8.35	100.00	
PAI Total	Sales	473	777	450	627	380	2707	
	Market % of PAI	17.47	28.70	16.62	23.16	14.04	100.00	
	Market % of Dealer							

Volkswagen of America, Inc.

Geog Ref:H10-VW_MORENO

Moreno Valley
VW Cars and Light Trucks

Retail
Insell Report

Data Ref:Dec. 2012 YTD

Dealer Name	City		Dealer Number	PAI 0140	PAI 0180	PAI 0500	PAI 0597	PAI 2840	Total
Puente Hills Volkswagen	City of Industry	CA	422104	3	55	5	32	3	98
Commonwealth Volkswagen	Santa Ana	CA	422126	4	20	13	57	3	97
Bozzani Motors	Covina	CA	422142	1	55	0	14	5	75
Murrieta Volkswagen	Murrieta	CA	422138	49	1	3	5	5	63
McKenna Motors Cerritos, Inc.	Cerritos	CA	422147	4	14	5	19	4	46
Volkswagen Pasadena	Pasadena	CA	422116	2	24	1	1	3	31
Volkswagen Of Garden Grove	Garden Grove	CA	422601	0	8	6	12	2	28
Volkswagen Of Downtown L.A.	Los Angeles	CA	422144	4	12	4	2	3	25
Volkswagen Alhambra	Alhambra	CA	422530	2	8	1	7	4	22
McKenna Volkswagen	Huntington Beach	CA	422539	3	6	2	9	2	22
Timmons Volkswagen	Long Beach	CA	422516	1	6	8	6	0	21
Fladeboe Volkswagen	Irvine	CA	422544	2	4	2	10	2	20
Capistrano Volkswagen	San Juan Capistrano	CA	422599	3	6	2	7	1	19
Mossy Volkswagen	Escondido	CA	422134	11	2	1	1	2	17
Volkswagen Santa Monica, Inc.	Santa Monica	CA	422503	4	2	0	2	5	13
Pacific Volkswagen	Hawthorne	CA	422110	2	7	0	1	2	12
Coachella Valley Volkswagen	Indio	CA	422514	8	0	0	0	3	11
New Century Volkswagen	Glendale	CA	422595	1	5	0	1	2	9
Volkswagen Of Van Nuys	Van Nuys	CA	422506	2	1	1	1	0	5
Galpin Volkswagen	North Hills	CA	422507	0	2	1	1	1	5
City Volkswagen	San Diego	CA	422578	1	2	0	1	1	5
South Bay Volkswagen	National City	CA	422580	1	2	0	1	1	5
			491991	1	1	2	1	0	5
Bob Baker Volkswagen	Carlsbad	CA	422531	2	0	0	1	1	4
Livingston Volkswagen, Inc.	Woodland Hills	CA	422505	0	3	0	0	0	3
Family Volkswagen	Bakersfield	CA	422593	1	0	0	2	0	3
Parkway Volkswagen	Valencia	CA	422103	0	2	0	0	0	2
Mossy Volkswagen El Cajon	El Cajon	CA	422133	0	1	0	1	0	2
Paradise Volkswagen	Indio	CA	422513	1	1	0	0	0	2
Community Volkswagen	Santa Maria	CA	422520	0	0	1	1	0	2
Neftin Volkswagen	Thousand Oaks	CA	422592	0	2	0	0	0	2
Findlay Volkswagen	Henderson	NV	422600	1	0	0	1	0	2
			599999	0	2	0	0	0	2
Falcone Volkswagen	Indianapolis	IN	403302	0	1	0	0	0	1
Brown's Volkswagen	Richmond	VA	409451	1	0	0	0	0	1
Boise Volkswagen	Boise	ID	419127	0	0	0	0	1	1
Drew Volkswagen	LA Mesa	CA	422158	0	1	0	0	0	1
Larry H. Miller Volkswagen Avondale	Avondale	AZ	422232	0	1	0	0	0	1
Volkswagen Kearny Mesa	San Diego	CA	422563	0	0	0	0	1	1
Barber Volkswagen	Ventura	CA	422596	0	1	0	0	0	1
Desert Volkswagen	Las Vegas	NV	422607	0	0	1	0	0	1
Chaplin's Bellevue Volkswagen	Bellevue	WA	423328	0	1	0	0	0	1
Sunflower Motors, Inc.	Topeka	KS	424323	0	0	1	0	0	1
Serramonte Volkswagen	Colma	CA	426002	0	0	1	0	0	1
Merced Volkswagen	Merced	CA	426043	0	0	0	0	1	1
Cardinale Volkswagen	Salinas	CA	426050	0	1	0	0	0	1
Capitol Volkswagen	San Jose	CA	426071	0	1	0	0	0	1
Winn Volkswagen	Newark	CA	426116	0	1	0	0	0	1
			491974	0	1	0	0	0	1
			496408	0	0	0	1	0	1
			Total	115	263	61	198	58	695

Source: R.L. Polk & Co.

1113307

© 2013 Urban Science. All Rights Reserved