



Prepared for Honda Of : E@C:

# Your Performance Summary

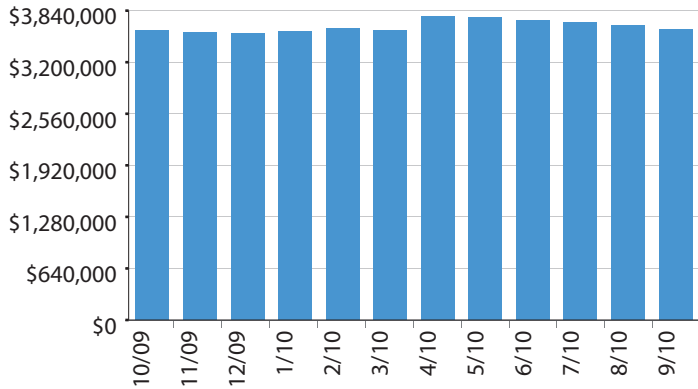
## 3rd Quarter 2010

### Performance — the key to selling more cars, more profitably.

Personalized service is a hallmark of Wells Fargo Dealer Services. That is why we created this personalized communication tool for your dealership. Your summary provides insight into your portfolio and how it is performing. In addition, this information can assist you with future loan placement and help identify further growth opportunities. By gaining a deeper understanding of our businesses, we can work together to further develop our mutually beneficial relationship.

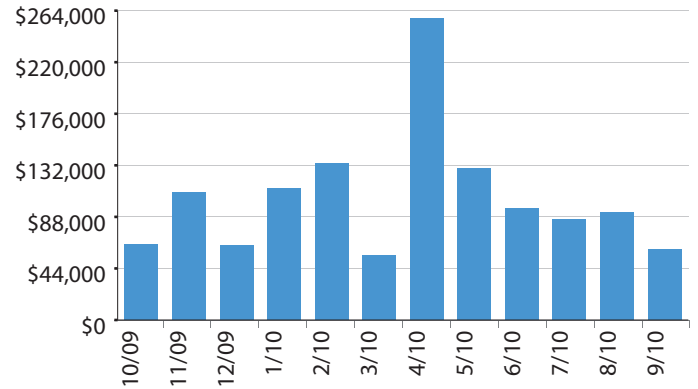
#### Total Outstandings

The total outstanding loan balances



#### 12 Month Volume Trend

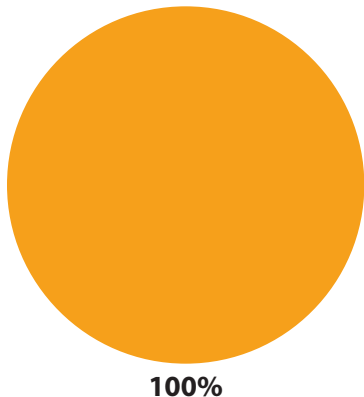
The total amount of loans funded



#### New vs. Used

The percent of new and used auto loans funded for the review period

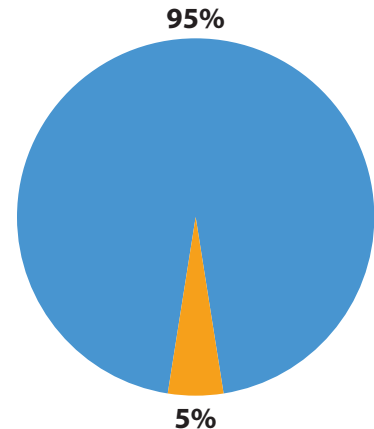
- New
- Used



#### Prime vs. Nonprime

The percent of prime and nonprime loans funded for the review period

- Prime
- Nonprime



# Your Performance Summary — 3rd Quarter 2010

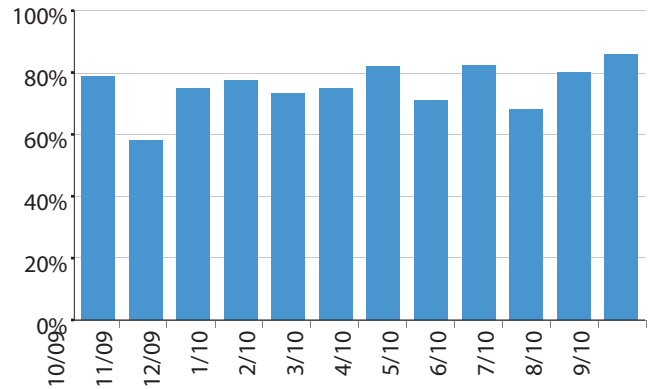
## Conversion Comparison

The total number of applications submitted, approved, and funded during the review period

	Current Review 7/10 to 9/10	3 Months Prior 4/10 to 6/10
Applications	56	100
Approvals	43	77
Approval Ratio	77%	77%
Booked	20	35
Conversion Ratio	36%	35%

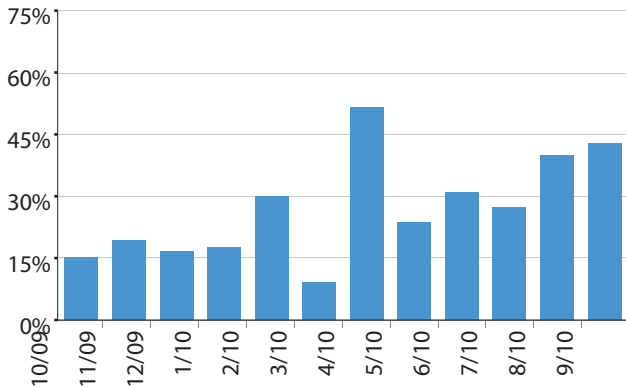
## 12 Month Approval Ratio

The percentage of loans that were approved



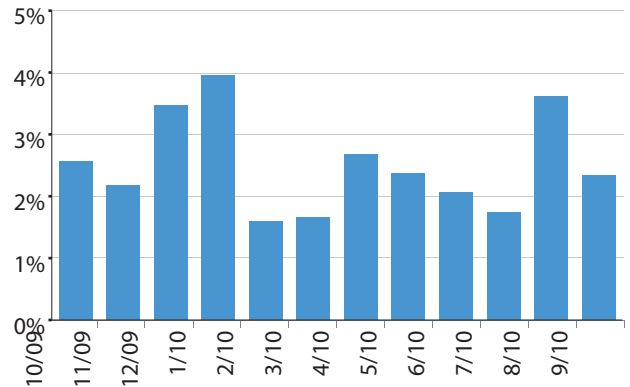
## 12 Month Conversion Ratio

The percentage of loans that were approved and funded



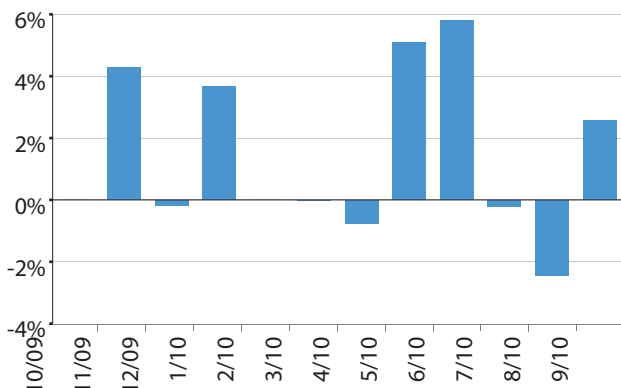
## 12 Month Delinquency

The percentage of loans that are greater than 30 days past due



## 12 Month Actual Losses

The percentage of loans that have been charged off and not recovered



If you have any questions or need more information, please let us know. We're here to help you sell more cars, more profitably.

Barry Lucas, *National Alliance Director*  
980-233-6883

Amy Doron, *National Alliance Manager*  
757-498-2031

Maurice Schmid, *National Alliance Manager*  
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Mike Krerowicz, *National Alliance Manager*  
913-905-6445



Prepared for *D 9 < 8 Honda*

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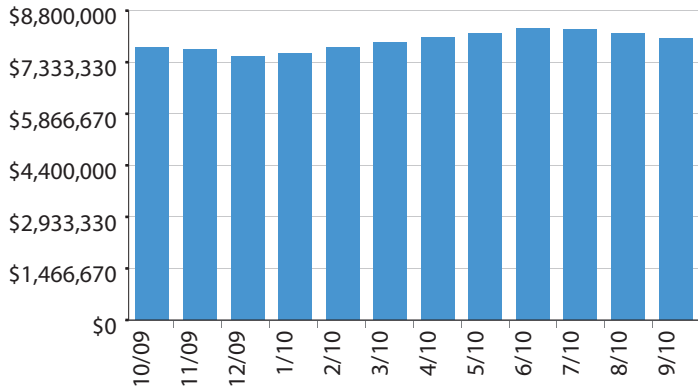
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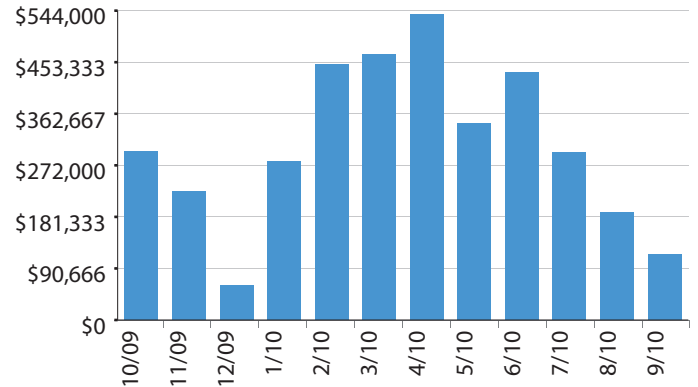
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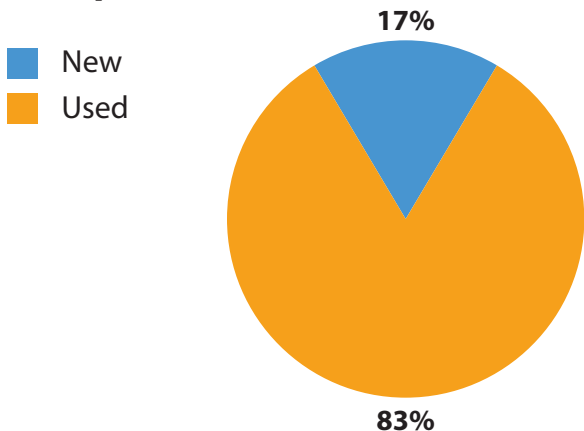
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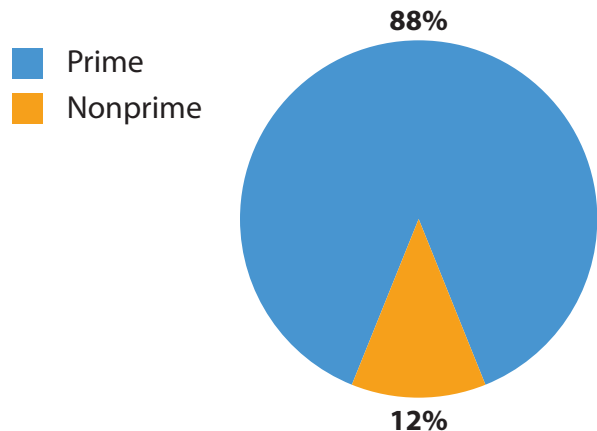
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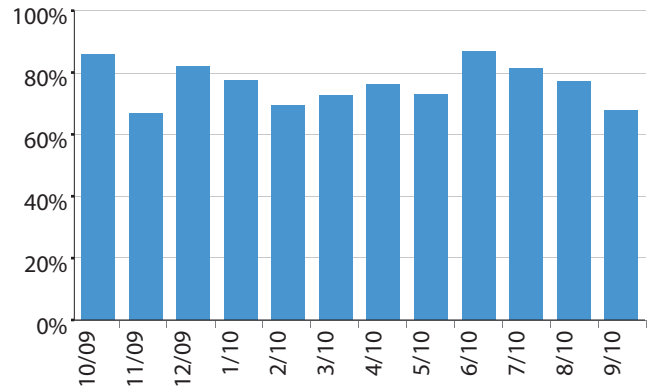
## Conversion Comparison

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	Current Review 7/10 to 9/10	3 Months Prior 4/10 to 6/10
Applications	112	175
Approvals	85	137
Approval Ratio	76%	78%
Booked	41	82
Conversion Ratio	37%	47%

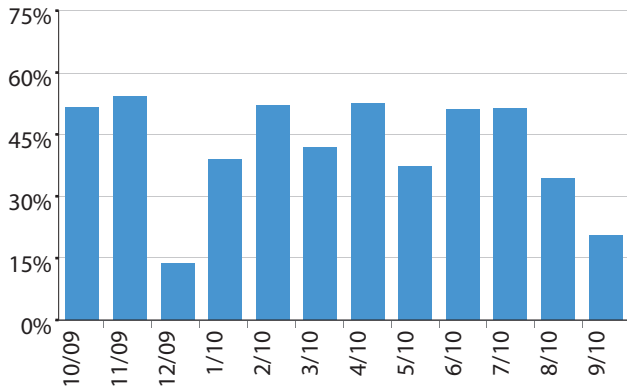
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The percentage of loans that were approved



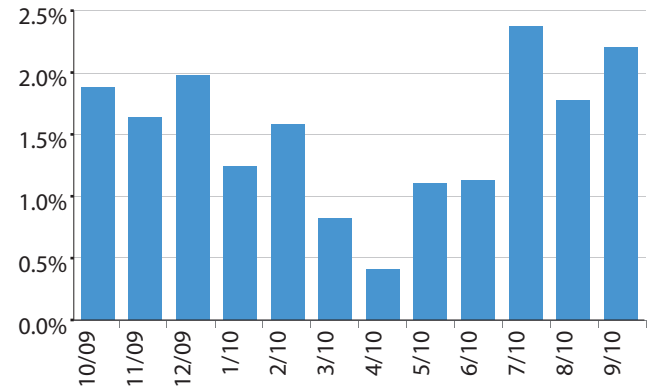
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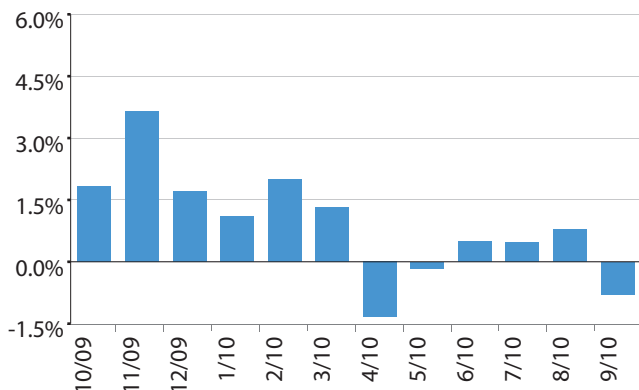
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*Prepared for Hyundai ; 2 D 9 < 8*

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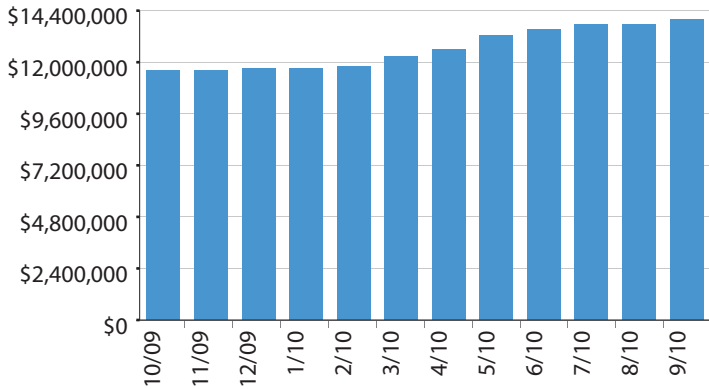
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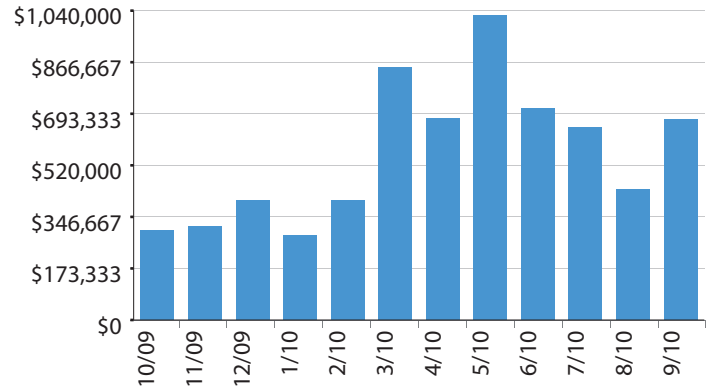
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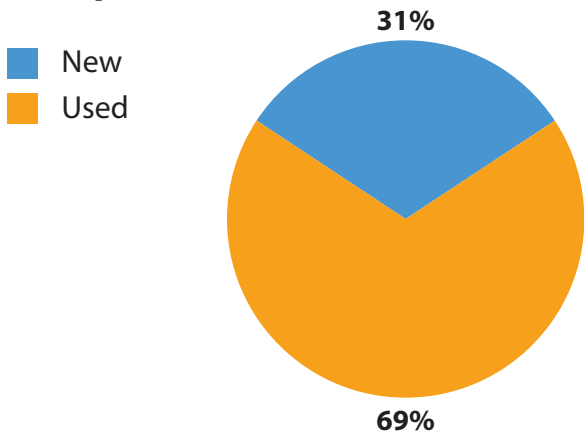
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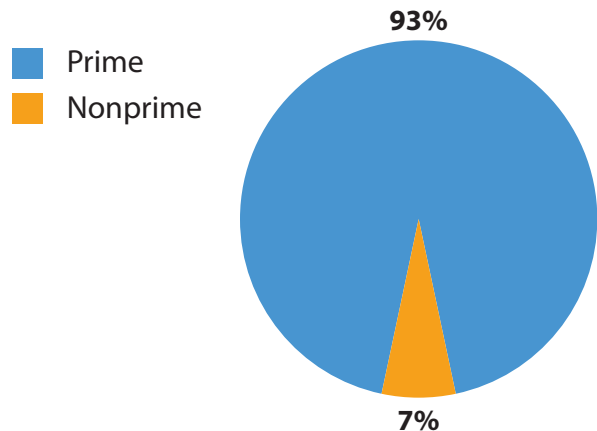
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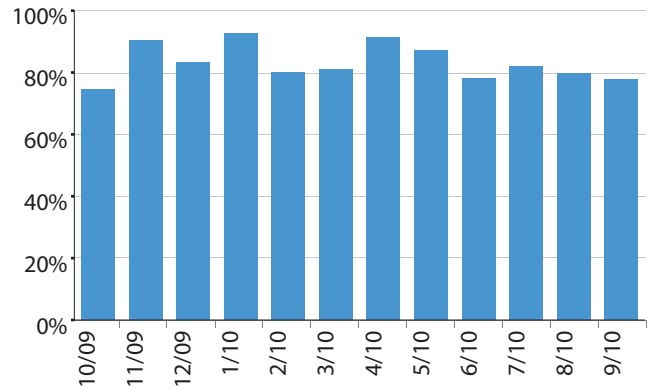
## Conversion Comparison

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	Current Review 7/10 to 9/10	3 Months Prior 4/10 to 6/10
Applications	222	238
Approvals	177	204
Approval Ratio	80%	86%
Booked	105	140
Conversion Ratio	47%	59%

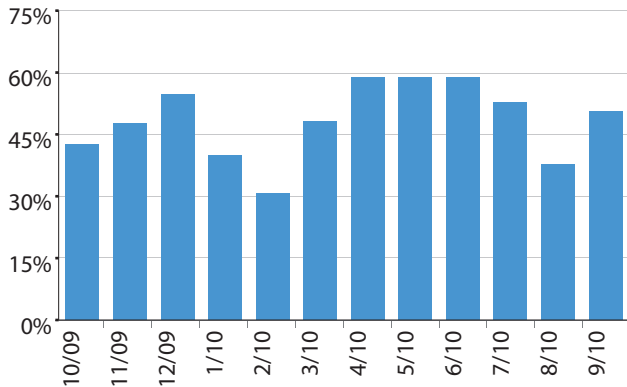
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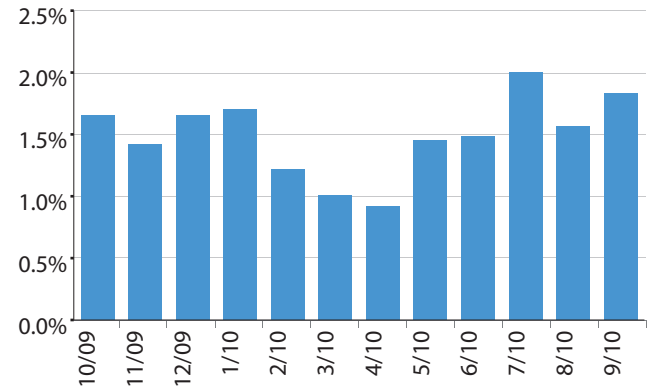
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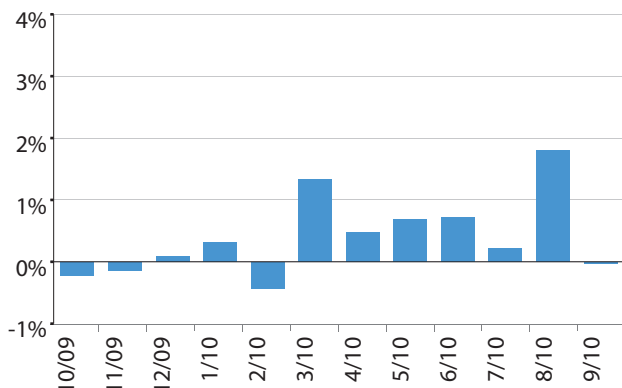
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