

FOR IMMEDIATE RELEASE

Is Auto Dealership Behavior To Blame For Recent Industry Woes?

MYDEALERREPORT.COM DEBUTS FIRST EVER U.S. AUTO DEALERSHIP
BEHAVIOR REPORT.

Atlanta, GA – Nov 1, 2006 – Clear Intelligence, Inc., the parent company of Mydealerreport.com, today released the first ever U.S. Auto Dealership Behavior Report. Mydealerreport.com provides one single, easy access public source of qualified consumer intelligence on auto dealerships. The report highlights the need for improvement. The encouraging news is that overall the auto industry has a positive consumer rating.

Mydealerreport.com uses a unique 23-data point methodology survey system that rates the buying process; the sales associate's expertise; vehicle selection; financing options; trade-in process; service department; amenities; and legal issues such as past or pending lawsuits. Additionally, each report includes more in-depth first-hand consumer comments.

The biggest challenge for the manufacturers and ownership groups is monitoring dealership behavior. They have the ability to monitor sales and new vehicle customer satisfaction level. However, new vehicles only account for roughly 28 percent of total U.S. sales. Therefore, they are only monitoring 28 percent of their customer's satisfaction level.

"How a consumer perceives an auto industry brand is directly influenced by their actual car shopping experience," said John H. Isaac, President and CEO of Clear Intelligence, Inc. "According to recent reports, dealership groups are having difficulties moving inventory at the rate of production. We are now seeing how a manufacturer's production output maybe controlled by consumer-dealership interaction," he added.

According to the report the overall auto industry has a positive consumer rating (DBI) of 3.748 out of 5. BMW of North America, Inc. tops the list with a rating of 3.820, followed by Hyundai Motor America at 3.812 and General Motors Corp. rounding out the top three at 3.800. For a complete list visit www.mydealerreport.com/dbi.pdf.

About Clear Intelligence, Inc.

Atlanta-based Clear Intelligence, Inc. is the privately-held parent company of www.mydealerreport.com, an auto dealership comparison and rating service based purely on direct consumer intelligence reports. Mydealerreport.com is the first service to let car buyers list, rate and buy direct consumer intelligence reports on branded franchise and independent car dealerships that sell new, certified and used cars throughout the U.S. Consumers benefit from advance intelligence that saves them time; protects them from disreputable dealers; and provides them with a safer, more enjoyable purchasing experience. For more information, visit www.mydealerreport.com or call 404-838-5433.