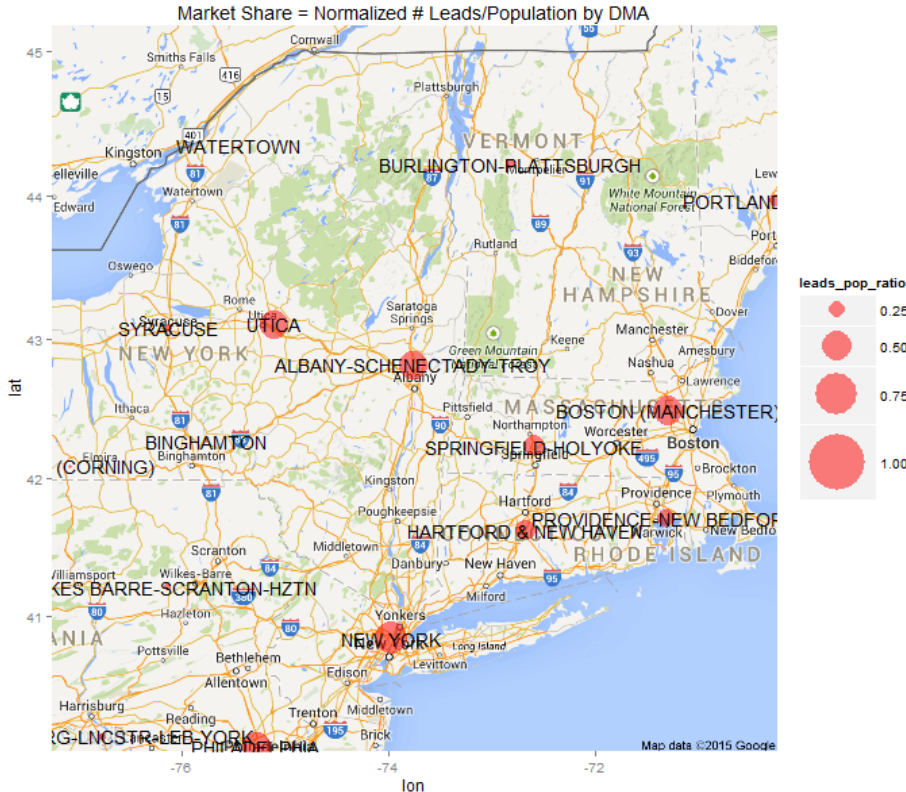


Market Potential = (1-Market Share) x Size



DMA	1- Market Share	Market Size (Salaries and Wages)	Market Potential
SYRACUSE	0.90	8531685	7740088
UTICA	0.55	853549	463723
ATLANTA	0.60	51671343	30786255
MINNEAPOLIS ST. PAUL	0.8	39104931	30682731
FAIRBANKS	0.99	301230	297817

Consumer Preference for Style of Car by Market

