

Survey of Major Yellow Pages Advertisers *

Automobile / Car (Radio &) Stereo Systems - Sales & Service

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Foreign/Domestic Cars Sales/Installation/Service Car CD Players/Changers Car Stereo - Radio/Cassette TV/VCR /DVD Consoles Quads/Speakers/Equalizers Vehicle Security/Alarm Sys. Amplifiers/Power Amps Complete Repair Service Cellular Phones/Pagers/Service Speedometers/Tachometers Car Radios - AM/FM Navigation Sys/Satellite XM Complete Vehicle Automation Mobile Video/Vehicle Tracking Remote/Automatic Starters Window Tinting / Neon Lights	Exterior/Interior Accessories CB Radios/Scanners Cassette Decks Cruise Control/Radar Detectors Custom Car Stereo Systems Custom Enclosures / Amp Racks Rear Defrosters Home Stereos Ignition Cut-Offs Cleaning & Adjustment of Sound Systems "Total Theft Replacement" Body Kits/Accessories Keyless Entry Systems Passive-Remote Alarms Digital Audio & Security Systems	Removable Radios, Stereos Systems for Boats, RVs, Trucks Modify/Upgrade Existing Systems Two- and 4-Way Speakers Electric Antennas/Defrosters Insurance Work/Vandalism Repair Power Windows & Locks/Trunk Releases "Utilize Existing On-Board Capabilities" "Laser Entertainment" / "Sound Room" (Vandalized) Dashboard Restoration Quad Systems/Multimedia Amplifier Racks / "Bandpass Boxes" RTA Computer Printout Custom Woofer Boxes/Sub-Woofers Woofers/Tweeters/Midranges Multi Media / Monitors
Key Brand Names:	Aiwa Avitel Alpha Sonic Bazooka AMG Blaupunkt Audioart Blitz Audiovox Clifford Autotek Crossfire	Daco JVC Eclipse Magellan Fosgate Fujitsu Fujitsu Mul-T-Lock Infinity Orion JBL Panasonic	Phillips Sound Stream Pioneer Technics Polk Viper Prestige Whistler Rockford Zapco ETC., ETC. Sony Car Makes Listed
Confidence Factors:	Years in Business Guarantees/Warranties (Life) Authorized Dealer/Car Makes Factory Trained Personnel Insured/Certified/Bonded	No. of Installations Per Year BRANDS EMPHASIZED Fine Car Specialty - BMW, etc. "Trouble Shooting Experts" Innovative Product Line-Up	MECP Certified Installers Specialists - Auto Alarms, Esotechnic, etc. Quality Installations/Yrs at Same Location All Work Done On Premises / No. of Bays Member – CEDIA, BBB, MERA, etc.
Convenience Factors	Days/Hours Open Ample Parking/Valet Parking Location Data/Maps Credit Cards/Phone Estimates	Foreign Language(s) One-Day Service While-You-Wait/Mobile Service Free (Insurance) Estimates	Rental Car Available/Shuttle Toll-Free/Fax Number Multi Locations Website/E-Mail Address
Special Services or Extras:	Auto Repairs (Details) Sunroofs Installed Senior/Student Discounts Gold Plating Sound System Consulting	Your Equipment Installed Large Inventory/Wide Selection Foreign Language(s) Spoken Custom installation Classic Car Installations	"Custom Installation of Your Equipment" Buyer Protection Plans / Vehicle Graphics European Speakers / Custom Wheels Auto Glass / Air Ride Suspension Fleet Discounts
Typical Related Headings:	Stereo & Equipment Dealers Auto Repair & Service	Automobile Parts - New	Automobile Parts - Used