

## 2009 Printed Media Hits

01-09-2009	Car, Truck Sales Continue Skid	Journal Sentinel	Smart Motors
01-09-2009	Take extra care next week as dangerous cold will assault Madison	Wisconsin State Journal	Smart Motors
01-10-2009	State Vehicle Sales	Milwaukee Journal Sentinel/Online	Smart Motors
03-01-2009	Scion Competition	Capital Times:ONLINE	Smart Motors
03-01-2009	John Dolan Green Issue	Madison Magazine:ONLINE	Smart Motors
03-28-2009	Police Motorcycle	Wisconsin State Journal	Quaker Steak & Lube
05-01-2009	Auto Dealers Make Adjustments	Wisconsin State Journal	Smart Motors
05-01-2009	Mike Wood "Middleton Police Motorcycle Donation"	Middleton Times Tribune	Quaker Steak & Lube
06-01-2009	Scott Acker "Middleton Police Motorcycle Donation"	The Mounted Officer	Quaker Steak & Lube
06-20-2009	Car dealers embrace Internet sales to accommodate customers...	Wisconsin State Journal	Smart Motors
06-21-2009	Hiring "Auto Dealer is Hiring"	Wisconsin State Journal	
06-2102009	Hiring "Auto Dealer is Hiring"	Wisconsin State Journal:ONLINE	
07-16-2009	For a price, "For a price, Prius can save more in fuel"	Journal Sentinel	Smart Motors
07-16-2009	Plug In Prius "Supersize Those Prius Miles"	Wisconsin State Journal	Smart Motors
07-16-2009	Plug In Prius "Supersize Those Prius Miles"	Wisconsin State Journal:ONLINE	Smart Motors
07-16-2009	Plug In Prius "Supersize Those Prius Miles"	Milwaukee Journal Sentinel	Smart Motors
07-16-2009	Plug In Prius "Supersize Those Prius Miles"	Milwaukee Journal Sentinel:ONLINE	Smart Motors
07-25-2009	Auto Dealers seeing green in clunkers the government program...	Tools of the Trade	Smart Motors
07-25-2009	Cash for Clunkers: A Billion bucks to upgrade your ride	Wisconsin State Journal	Smart Motors
08-02-2009	Cash for Clunkers program creates opportunities, challenges	Detroit Business Development Examiner	Smart Motors
08-04-2009	Many 'Clunker' Dumpers Buy Foreign	Washington Post	Smart Motors
08-05-2009	Many 'Clunker' Dumpers Buy Foreign	Washington Post:ONLINE	Smart Motors
08-05-2009	Clunker Dumpers Buy Foreign	Carsetcinfo ONLINE	Smart Motors
08-05-2009	How About Some Cash For My Junker Sofa?	Capital Times	Smart Motors
08-05-2009	How About Some Cash For My Junker Sofa?	Capital Times:ONLINE	Smart Motors
08-07-2009	Clunkers stack up as Senate refuels rebate program	Milwaukee Journal Sentinel	Smart Motors
08-07-2009	Clunkers stack up as Senate refuels rebate program	Milwaukee Journal Sentinel:ONLINE	Smart Motors
08-09-2009	'Cash for Clunkers' Program Boosting Car Sales in Area	Wisconsin State Journal	Smart Motors
08-09-2009	'Cash for Clunkers' Program Boosting Car Sales in Area	Wisconsin State Journal:ONLINE	Smart Motors
08-09-2009	'Cash for Clunkers' Program Boosting Car Sales in Area	Tools Of The Trade Online	Smart Motors
08-20-2009	Favre Pinata	Capital Times	Quaker Steak & Lube
08-23-2009	Last Call for Clunkerville	Wisconsin State Journal	Smart Motors

08-23-2009	Last Call for Clunkerville	Wisconsin State Journal:ONLINE	Smart Motors
08-23-2009	Some dealers happy to see Cash for Clunkers go	Detroit Business Development Examiner	Smart Motors
08-24-2009	Race Is On to File Clunker Deals	Wall Street Journal	Smart Motors
08-24-2009	Race Is On to File Clunker Deals	Wall Street Journal:ONLINE	Smart Motors
08-24-2009	Local car buyers take advantage of clunkers program before it ends	Wisconsin State Journal	Smart Motors
08-26-2009	Real Cash for Clunkers intention easily questionable	Detroit Business Development Examiner	Smart Motors
08-27-2009	Clunkers I Backlog of dealer claims	Wisconsin State Journal	Smart Motors
08-29-2009	Is clunker cash taxable income	Detroit Business Development Examiner	Smart Motors
09-11-2009	New Cars Continuing to Sell	Wisconsin State Journal:ONLINE	Smart Motors
09-11-2009	New Cars Continuing to Sell	Wisconsin State Journal	Smart Motors
09-11-2009	Clunkers program is factor in 41 percent boost in new vehicle sales...	Wisconsin State Journal	Smart Motors
10-1-2009	Plug In Prius	Sustainable Times	Smart Motors
10-01-2009	Plug In Prius	Corporate Report	Smart Motors
10-01-2009	Plug In Prius	Corporate Report:ONLINE	Smart Motors
10-05-2009	Premium mileage at a premium price, but worth it to some Prius owners	Focus: Green Business	Smart Motors
10-28-2009	Alternative Medicine, but to insurers, no alternative "Pro Bono"	Capital Times	Smart Motors
11-09-2009	Safe Harbar Fundraiser	The Mounted Officer	Quaker Steak & Lube
11-25-2009	Deercar "Deer Car Crashes/Walmart"	Detroit Business Development Examiner	Smart Motors

## 2009 TV Hits

01-14-2009	Jump Starting Hybrids	WISC 3: 6A News	Smart Motors
01-21-2009	Smart 2008 Sales up 4%-Toyota takes over as #1	WISC 3: 10P News	Smart Motors
01-22-2009	Smart 2008 Sales up 4%-Toyota takes over as #1	WISC 3: 5A News	Smart Motors
01-22-2009	Smart 2008 Sales up 4%-Toyota takes over as #1	WISC 3: 6A News	Smart Motors
01-22-2009	Hot Trends Nitrogen in Tires	WMTV 15: 5A News	Smart Motors
01-22-2009	Hot Trends Nitrogen in Tires	WMTV 15: 6A News	Smart Motors
02-04-2009	Tax Break for New Car Buyers	WMSN 9: 9P News	Smart Motors
02-04-2009	Tax Break for New Car Buyers	WKOW 27: 10 P News	Smart Motors
02-05-2009	Tax Break for New Car Buyers	WKOW 27: 6A News	Smart Motors
03-12-2009	Scion Competition	WKOW 27: 6A News	Smart Motors
03-25-2009	Police Motorcycle	WMTV 15: 4P News	Quaker Steak & Lube
03-25-2009	Police Motorcycle	WMTV 15: 5P News	Quaker Steak & Lube

04-13-2009	Gilda's Club Prius Raffle	WKOW 27: 6A News	Smart Motors
04-16-2009	Gilda's Club Prius Raffle	WISC 3: 6A News	
04-22-2009	Local Dealers Have Sales Jobs Openings	WISC 3: 5P News	Smart Motors
04-22-2009	Local Dealers Have Sales Jobs Openings	WISC 3: 6P News	Smart Motors
04-22-2009	Local Dealers Have Sales Jobs Openings	WISC 3: 10P News	Smart Motors
04-23-2009	Local Dealers Have Sales Jobs Openings	WISC 3: 5A News	Smart Motors
04-23-2009	Local Dealers Have Sales Jobs Openings	WISC 3: 6P News	Smart Motors
05-03-2009	Scott Acker, Mike Wood, Sergeant Don Mueller"Middleton Police Motorcycle Donation"	WISC 3: 10P	Quaker Steak & Lube
05-04-2009	Scott Acker, Mike Wood, Sergeant Don Mueller"Middleton Police Motorcycle Donation"	WISC 3: 5A	Quaker Steak & Lube
05-04-2009	Scott Acker, Mike Wood, Sergeant Don Mueller"Middleton Police Motorcycle Donation"	WISC 3: 6A	Quaker Steak & Lube
05-08-2009	Gilda's Club Prius Winner	WKOW 27: 5P News	Smart Motors
05-08-2009	Gilda's Club Prius Winner	WKOW 27: 6P News	Smart Motors
07-02-2009	Plug in Prius	WMTV 15: 6P News	Smart Motors
07-18-2009	Hybridfest	WISC 3: 6P News	Smart Motors
07-24-2009	Quicklube 1400 Mile Kitten	WISC 3: 6P News	Smart Motors
08-01-2009	Rushing In for Cash for Clunkers	WISC 3: 6P News	Smart Motors
08-01-2009	Rushing In for Cash for Clunkers	WISC 3: 10P News	Smart Motors
08-07-2009	Killing A Clunker	WISC 3: 5P News	Smart Motors
08-07-2009	Killing A Clunker	WISC 3: 6P News	Smart Motors
08-07-2009	Killing A Clunker	WISC 3: 9P News	Smart Motors
08-07-2009	Killing A Clunker	WISC 3: 10P News	Smart Motors
08-07-2009	Killing A Clunker	WISC 3: ONLINE	Smart Motors
08-21-2009	Favre Pinata	WISC 3: 6P News	Quaker Steak & Lube
08-21-2009	Favre Pinata	WISC 3: 10P News	Quaker Steak & Lube
08-21-2009	Favre Pinata	WMTV 15: 6P News	Quaker Steak & Lube
08-21-2009	Favre Pinata	WMTV 15: 10P News	Quaker Steak & Lube
08-21-2009	Favre Pinata	WTMJ 4: 10P News	Quaker Steak & Lube
08-22-2009	Favre Pinata	WMTV 15: 6A News	Quaker Steak & Lube
08-22-2009	Favre Pinata	WTMJ 4: 9A News	Quaker Steak & Lube
08-22-2009	Green Bay "Favre Pinata"	WLUK: 9P News	Quaker Steak & Lube
08-22-2009	Favre Pinata	Good Morning America	Quaker Steak & Lube
08-22-2009	Safe Harbor "Safe harbor Fundraiser"	WMTV 15: 6P News	Quaker Steak & Lube
08-22-2009	Safe Harbor "Safe harbor Fundraiser"	WMTV 15: 10P News	Quaker Steak & Lube
08-22-2009	Safe Harbor "Safe harbor Fundraiser"	WISC 3: 6P News	Quaker Steak & Lube
08-22-2009	Safe Harbor "Safe harbor Fundraiser"	WISC 3: 10P News	Quaker Steak & Lube

10-29-2009	Restaurant Inspections	WKOW 27	Quaker Steak & Lube
11-25-2009	Toyota Gas Pedal Recall	WISC 3: 5P News	Smart Motors
11-25-2009	Toyota Gas Pedal Recall	WISC 3: 6P News	Smart Motors
11-25-2009	Toyota Gas Pedal Recall	WISC 3: 10P News	Smart Motors
11-25-2009	Toyota Gas Pedal Recall	WISC 3: ONLINE	Smart Motors
11-30-2009	Winterizing Your Vehicle	WKOW 27	Smart Motors
11-30-2009	Winterizing Your Vehicle	WKOW 27:ONLINE	Smart Motors
12-14-2009	Bad Weather is Good News for Auto Body Repair Shops	WKOW 27	Smart Motors

### 2009 Radio Hits

02-17-2009	Tax Break for New Car Buyers	WIBA: Am News	Smart Motors
02-23-2009	Hybrid repair costs now the same as non hybrids	WIBA: Am News	Smart Motors
04-01-2009	Madison In the Morning	WIBA AM News	Quaker Steak & Lube
07-02-2009	Preparing the vehicle for the family vacation	1310 WIBA: AM	Smart Motors
08-04-2009	How Are Clunkers Killed	National Public Radio	Smart Motors
08-04-2009	Cash For Clunkers	Wisconsin Radio Network	Smart Motors
08-04-2009	Cash For Clunkers	WIBA AM	Smart Motors
09-09-2009	Plug In Hybrids	Wisconsin Public Radio	Smart Motors
09-15-2009	Auto Sales/Cash for Clunkers	WIBA AM	Smart Motors