

**The 2013 DealerLegion
\$25,000.00
Drop the Hammer
G.M. Challenge**

2013 is coming to a close, and it's time to drop the hammer, shatter some records, and close this year out with a bang (and some bucks)!!!

DealerLegion is holding the 2013 Drop the Hammer Challenge for all of its Dealer Partners, and putting our money where our mouth is.... \$25,000 dollars' worth.

The DealerLegion Drop the Hammer Challenge will test each dealer, small or large, to compete for a purse where the winner takes all! The contest will be held with the following scoring parameters:

- 1. (33.3%) Dealer with highest December New Unit monthly increase % year over year (December 2012 vs. December 2013).**
- 2. (33.3%) Dealer with the highest total gross increase % year over year (December 2012 vs. December 2013).**
- 3. (33.3%) Dealer with the highest overall percentage over factory objective.**

These three categories will be scored based on DMS sales data, as polled by DealerLegion over the course of December's Xchange event cycle. Every dealer, small or large, has the same chance of taking the purse.

So don't wait, participate in the largest purse and payout for 2013 with the DealerLegion \$25,000.00 Drop the Hammer G.M. Challenge!

You now have the Legion behind You!