

Trust Automotive Group

Geo Justification & ZIP Code Coverage Appendix

This appendix provides (1) formal geo-justification language suitable for local cable interconnect approval and insertion order support, and (2) a ZIP-code coverage framework for each Trust Automotive Group franchise rooftop. ZIP lists are planning exhibits and are validated and finalized in coordination with the local cable interconnect.

Section 1: Geo Justification (IO-Ready)

Trade Area Definition

Each Trust Automotive Group dealership operates within a primary retail trade area defined as a 15-mile radius from the physical rooftop location. This radius reflects standard automotive retail drive behavior, competitive dealership spacing, and historical customer origination patterns.

Drive-Time & Consumer Behavior Rationale

For automotive purchase decisions, a 15-mile radius aligns with a 20–35 minute drive time in Southern California markets. This range captures the majority of in-market shoppers while avoiding excess geographic waste associated with full-DMA buying.

Alignment With Cable Interconnect Geography

Local cable interconnects aggregate households at the ZIP and zone level. The 15-mile radius naturally maps to a defined cluster of primary and secondary ZIP codes that can be efficiently activated through interconnect zones without overextension.

Market Density Considerations

- Antelope Valley rooftops (Palmdale/Lancaster) serve a defined, self-contained urbanized area with limited cross-market leakage.
- Orange County rooftops operate in a dense, multi-city metro where a 15-mile radius captures high-income, high-vehicle-ownership households across contiguous ZIPs.

Media Efficiency & Frequency Control

This geo approach allows Trust Automotive Group to maximize frequency and impression density within the true retail trade area, supporting cable CPM efficiency while maintaining brand and offer relevance.

Conclusion

The 15-mile radius ZIP-based geo strategy represents a defensible, industry-standard methodology for local cable interconnect buying and is appropriate for insertion order execution and performance evaluation.

Section 2: ZIP Code Coverage (Planning Exhibit)

Palmdale / Lancaster Rooftops (Honda, Kia, Subaru)

Coverage Tier	ZIP Codes
Primary ZIPs	93550, 93551, 93534, 93535
Secondary ZIPs	93536, 93552, 93543
Fringe ZIPs	93510, 93591

Irvine / Orange County Rooftops (Trust, Acura, INEOS, Lotus)

Coverage Tier	ZIP Codes
Primary ZIPs	92618, 92602, 92620, 92604, 92612
Secondary ZIPs	92614, 92606, 92626, 92705
Fringe ZIPs	92630, 92603, 92708

Important Note

ZIP lists are planning references. Final ZIP and zone activation is validated and confirmed by the local cable interconnect at time of insertion order to ensure alignment with available inventory and household delivery.