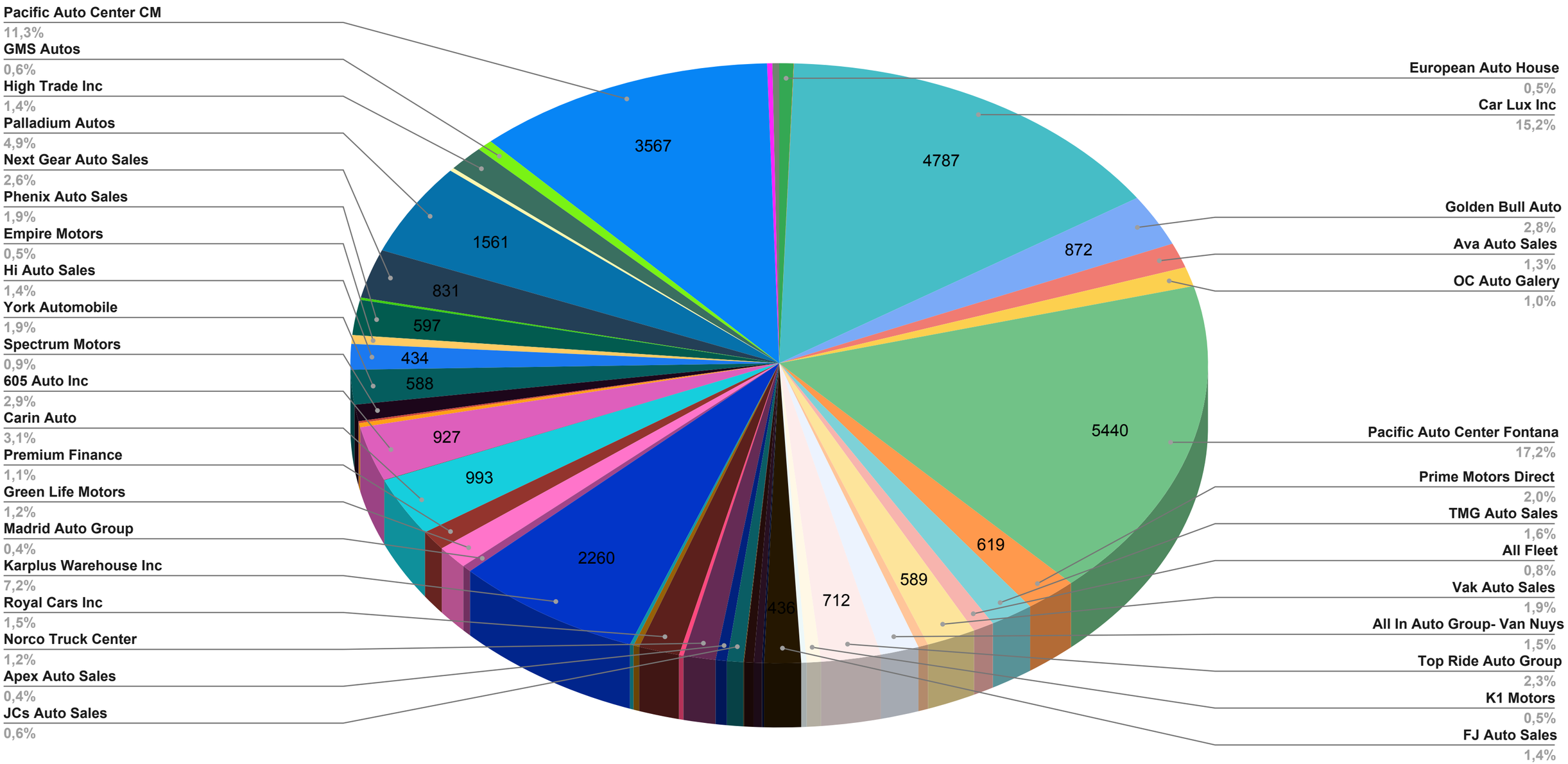Total Leads Per Dealer (10.03-12.02)