

Villahermosa, Tabasco, August 26, 2011

To whom it may concern:

We hereby would like to express our gratitude and complete satisfaction with the work performed at Chevrolet Cruces of Tabasco by London Consulting Group who along with our personnel developed the project called "Together Managing Our Brand" ("Manejando Juntos Nuestra Marca"). Through this project a comprehensive reengineering of the Service area of our company was performed including: Strategy, Processes, Structure, KPI's, Remuneration and Profiles.

Among the main results obtained from the project were:

- A 29% increase of units invoiced.
- A 27% increase in gross income.
- A 57% increase in operating income.

These financial results are the product of different operating results, including:


- A 66% increase in the sales of packages and accessories.
- A 52% reduction in vehicle delivery time to clients; 93% of vehicles in maintenance are delivered the same day.
- A 10% reduction in payroll and structure.

It is worth mentioning that London Consulting Group's job was not only limited to giving recommendations for improvements, but to work along with our personnel shoulder-to-shoulder to design and implement the changes within the organization.

Given the results obtained we have decided to hire London Consulting Group to start a project for improvement in other agencies within the Group.

Based on the above, it is our pleasure to fully recommend the firm as a group of professionals who are ideal for these types of projects focused on improving other company's competitiveness.

Sincerely



Marisol Cruces Fernández  
Quality Processes, Recruiting  
and Training Director



Lic. Sergio Cruces Galán  
General Director of Grupo  
Cruces