



México, Boca del Río, Ver., March 19, 2013

To whom it may concern:

I hereby certify that from October 2012 to March 2013 we developed along with London Consulting Group a project called **INTEGRA**. This project was carried out along with the General Management and worked the Commercial, Service Shop, Body and Paint Shop and Spare Parts (Replacement and Reduction of Death Inventory Model) areas, while analyzing and redefining the work processes in order to perform the best practices generating the following results:

**Commercial:**

- A 15% increase in market share in the sale of retail units over the industry.
- A 10% increase in market share in the sale of retail units over direct competition.
- A 25% increase in gross profit for new units.
- A 24% increase in the sale of new units.
- An increase of 1.17 times the gross profit for semi-new units.

**Service Shop:**

- A 22% increase in service shop's gross profit.
- A 19% increase in service work orders.
- A 24% reduction in Unit Period of Stay (TPU) in the service shop.

**Body and Paint Shop:**

- A 15% increase in Body and Paint Shop's gross profit.
- An 8% increase in vehicles admitted in Body and Paint Shop.
- A 47% reduction in Unit Period of Stay (TPU) in the Body and Paint Shop.

**Spare Parts:**

- A 15% decrease in death inventory in 1 year.
- A 26% increase in invoicing in the spare parts area.
- A 19% increase in spare parts gross profit.

The return on investment to this date is 1.1 to 1 and we project a return on investment of 3.8 to 1 within one year. Additionally, the personnel's managerial skills were strengthened through awareness and training programs which had a positive impact.

It is worth mentioning the commitment showed by London Consulting Group's personnel, as well as the effectiveness of the design methodology and the shoulder-to-shoulder implementation used as this ensures compliance within all levels of the organization and the continuance of the results achieved.

Sincerely,

  
Ramon Gomez Sañudo  
General Director

  
Gerardo Gomez Barquin  
Director of Operations

