



Xalapa, Veracruz, March 15, 2013

To whom it may concern:

In September 2012 we made the decision to hire the services of London Consulting Group to develop an improvement project for 24 weeks. The main objective was to define a management model for the commercial, service and spare parts areas that was focused on the increase of sales and profits, process optimization and standardization, the review of compensation outlines and the design and implementation of performance indicators.

This is the reason why the project "ACER" was created, which had, among others, the following results:

- A 24% increase of market share vs. the industry on unit sale.
- An 11% increase in the sale of new vehicle units.
- A 17% increase in gross profit generated by the sale of new vehicles.
- A 14% increase in sales of products with added value.
- A 16% increase in sale closing effectiveness on the dealership's floor.
- A 19% increase in service work orders.
- A 24% reduction in Unit Period of Stay (TPU) in the service shop.
- A 37% reduction in repair orders open for more than 4 days.
- A 22% increase in gross profit generated by sales in the service shop.

The objectives set for the project have been met and to this date we can confirm a return on investment at the project's closing of 1:1, and we project an annual return of 3:1.

Based on the aforementioned I highly recommend London Consulting Group for their professionalism and perseverance, as well as their shoulder-to-shoulder implementation methodology that ensures the involvement of all levels within the organization generating a change in culture in the people who operate the business.

Sincerely,



Jose Luis Gomez Malpica
GGM General Director



Fernando Gomez Malpica
GGM Management and Finance Director