



July, 2013

To Whom It May Concern,

It is with confidence that I recommend Next Level Automotive Group to any automotive dealership organization that believes their Service and Parts operation has room to improve its productivity.

When our leadership team decided we needed outside help to objectively assess our Fixed Operations we researched the industry and received proposals and presentations from several established and well respected consulting firms including Next Level Automotive Group. NLAG's professionalism, vision, clarity and accountability made our selection easy.

The relationship began with an in depth analysis of each store, creating a base line. Together, we created an overall strategy which included the customer service experience, sales pricing discipline, sales training, production improvement and follow up.

We are over half way through our project and our expectations are clearly being met. Their timely and efficient use of real world workshops that introduced leading edge practices with persistent in-store follow up has earned the respect of our management team and is driving significant accountability. Their team is also doing a great job working with our IT team to enhance tools used to deliver high value to our customers and improved profitability.

We are very confident that we will realize substantial return on our investment in Next Level Automotive Group with the improvements in quality and productivity from our Fixed Operations. We anticipate gaining a competitive advantage in our markets do to an enhance customer experience and value-selling approach thanks to NLAG's work.

Regards,

A handwritten signature in blue ink, appearing to read "William Carmichael". The signature is fluid and cursive, with a large loop at the end.

William Carmichael  
President