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Gary:

Every once and while I pause to review decisions I had made over the previous year. On the positive side of the ledger was my choice of your Service Driver program to aid my people in describing and pricing service maintenance. It has been a home run. In one move I was able to address the following concerns:

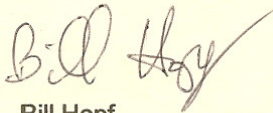
- Pricing was not always consistent across the 16 people, my 10 service consultants included, who might answer the phone to book appointments or answer questions. Our schedule, (2 shifts, open until midnight), and our physical layout, (3 locations) increased this problem because internal communication and monitoring is more difficult.
- I had to homogenize my maintenance schedule across all model years and car lines to make it possible for everyone to be on the same page in pricing, describing and doing a maintenance service.
- If we needed to change a price of a part or labor operation I would have to spend approximately 12 hours changing my pricing sheets.
- Legally and ethically we needed to separate our maintenance recommendations between those required by Lexus Division and those added by us.
- Generally I have found that women are more effective service consultants. Unfortunately they generally have a limited understanding the components of a car and what makes a car operate.
- If a customer wanted to delete an item that was part of a package we had to "Gestimate" the resultant price and hand write the deletion on the hard copy as well as add a line to the repair order stating what was not to be done.
- Occasionally, we have had customer concerns arising from a misunderstanding about what was done or what the proper charge was for a maintenance service.
- As Lexus Division's maintenance schedule thinned out my customer paid hours per repair order dropped. I needed an effective aid for my consultants to present additional items in a fair and ethical manner.

Here's how the Service Driver program has helped me overcome my concerns:

- Everyone addressing a client by email, IM, by phone or in person uses the program to explain or quote prices. Being web based it is available to anyone anywhere at any time. Of critical importance it is speedy and simple to use – if it wasn't - people wouldn't always use it. I now feel confident that we are all singing the same tune.

- We now have year and model specific schedules from 1990 through 2007. Every client is given a recommendation that is precise and appropriate for their car.
- If a change is needed I simply send Terri an email of my request and she makes it happen within 48 hours. The whole process takes me 30 minutes at most.
- We are 100% legal and ethical in our maintenance recommendations. Items that are dealer driven suggestions are separated from the Lexus requirements and have their own subtotal.
- My female consultants give a more professional and confident presentation of maintenance items when it is in writing. Even if they are clueless about what a PCV valve does. They often will swivel the monitor and explain line by line what the client should buy. Very effective.
- Removing an item and its associated cost from a proposal requires just a click of the mouse.
- Though it carries no legal weight in my state, we have the client sign the printed copy of the agreed upon maintenance items and offer them a copy. I rarely have complaints regarding missed price quotes.
- I have included offerings such as detailing and body shop estimates in a separate section to spur increased sales.

Thanks again for providing such a great product. Please also commend Terri for her terrific support in helping me make changes.



Bill Hopf
Director of Fixed Operations