



CHEVROLET AGUINACO Y COMPAÑIA, S.A. DE C.V.

Chevrolet Aguinaco y Compañía, S.A. de C.V.
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Naucalpan, State of Mexico, January 2015

To whom it may concern:

In July 2011 we decided to hire London Consulting Group to develop a second project at our facilities. The main objective was to review and implement the organizational structure for the entire company, as well as to develop a management model in the commercial area focused on increasing the sale of vehicles.

Among the main results obtained at the conclusion of the project were:

- A 15% increase in the effectiveness of sales closing.
- A 171% increase in the fulfillment of driving tests.
- A 9% reduction in floor plan cost (New unit inventory).
- A 55% reduction of units payable over 60 days.
- A 10% reduction in marketing expenses, consumables and delivery expenses.
- A 7% reduction of the organizational payroll.

It is important to mention that today, 5 months after the implementation, the results have been progressing and to this date we have achieved the following:

- A 19% increase in sales of new vehicle units.
- A 27% increase in gross income for new vehicles.

The economic benefits obtained by the increase in sales represent to this date a return on investment of 1.6 to 1 and an annual return on investment of 3.8 to 1.

London Consulting Group has demonstrated their high capacity of analysis in the detection of areas of opportunity and the implementation of solutions within the organization. Based on the aforementioned, it is our pleasure to fully recommend London Consulting Group as a suitable firm for the design and implementation of processes of change and continuous improvement that allow an increase in the company's competitiveness.

Sincerely,

Juan Carlos de Aguinaco
General Director