



Bahía de la Ascención N° 31  
Col. Verónica Anzures, México D.F., C.P. 11300, Tel.: 5095-8600

México, D.F., August 2011

To whom it may concern:

I hereby would like to express our satisfaction and highly recommend the firm London Consulting Group for the results achieved in the project "Your satisfaction in our hands" ("Tú satisfacción en nuestras manos") developed during the last 5 months in our Service area.

London Consulting Group along with our personnel developed:

- Reengineering of key operative processes in the service area and the management model for the business key indicators.
- Definition and implementation of an optimum organizational structure, as well as the profiles and remuneration diagrams for the different positions.

Some of the main results achieved were:

#### Chevrolet Channel

- A 16% increase in automobile entries.
- A 20% reduction in the automobile inventory in the garage and a 23% reduction in the automobile inventory age.
- A 71% increase in technician's productivity.
- A 38% reduction in the TPU – Unit Period of Stay

#### Luxury Channel

- A 29% increase in automobile entries.
- A 46% reduction in the automobile inventory in the garage and a 26% reduction in the automobile inventory age.
- A 28% increase in technician's productivity.
- A 48% reduction in the TPU – Unit Period of Stay.

#### Consolidated


- A 22% increase in the Agency's Gross Income.
- An 8% reduction in the Agency's Operating Expenses.
- A 32% increase in the Agency's Operating Income

The economic benefits from the project have exceeded our expectations, obtaining at the end of the project a return on investment of 0.8 to 1 and an annual return of 3.0 to 1.

It is worth mentioning that London Consulting Group's methodology was one of the key factors for the project's success, emphasizing the management of changes, the shoulder-to-shoulder implementation and the involvement of all levels of the organization to generate a change of culture in the people operating and managing the business.

Based on the aforementioned, we hereby express our full satisfaction with the work performed by London Consulting Group demonstrating that they are a reliable, professional and committed company.

Sincerely,



Samir Mansur  
General Director – Surman Group



**SURMAN Anzures, S.A. de C.V.**