

Greg,

I have never expressed in writing to any vendor or partner a letter of appreciation. Over the past year at Hudson Toyota, you have made such a demonstrative impact on my dealership's results that I wanted to write you this letter to say thank you.

As you know, Hudson Toyota has high producing sales and F7I departments. At first I was hesitant to believe you would be able to make an impact but your expert training motivated my staff and eventually moved out PVR almost \$235 higher for the year. The approach you took in teaching and motivation my staff both as a group and individually made an impact in a way unlike any other training they have ever participated in. Since your training our warranty penetration has increased a full 10% and our after sale per car has gone up almost \$145 PVR.

One of the most important issues within the dealership is customer satisfaction index score. With your help our customer satisfaction finance index specifically went up 5 points and this progress has enabled us to be green for the year and maintain a CSI score of 95.06 year to date.

These impacts are extremely hard to create especially when you consider we delivered almost 8,000 new and used vehicles this year. With the increase in our numbers in the finance department our sales department was able to be more aggressive in our deal making. Between new and used, I strongly believe that your impact was not limited to our back end gross profit but to our overall volume and we were able to sell an additional 1,000 cars this year alone.

Great job this year and we look forward to you continued training at Hudson Toyota.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wayne Schey', with a stylized, cursive flourish at the end.

Wayne Schey
President
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