



October 2, 2008

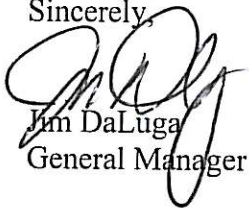
Mr. Pat Becker  
Dealership Development Inc.  
1250 Grove Ave.  
Barrington, IL 60010

Dear Pat;

I wanted to take an opportunity to thank you and your team, especially John Haboush, in helping us to launch our VS2000 program with Dealership Development. Since beginning the program, our penetration of aftermarket environmental packages grew from 4% to 28%, and we have added a full \$128 in gross profit to every new Toyota and Scion that we retail. The perfect delivery process has been instrumental in allowing our Sales Associates to make a complete and easy presentation while building value for our customers. Additionally, the perfect delivery process has greatly improved our CSI.

Please call me if you have any questions, or feel free to have anyone considering the VS2000 program contact me.

Sincerely,



Jim DaLuga  
General Manager

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