

WILLOWBROOK FORD/KIA, INC.

March 19, 2010

Mr. Patrick Becker
Dealership Development
1250 So. Grove Avenue
Suite 305
Barrington, Illinois 60010

Dear Pat,

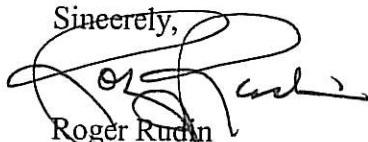
Our finance department has seen a dramatic increase in both profit and product penetration under the guidance of Dealership Development. Approximately \$200.00 per retail!

What I am most happy with is that you have our F&I managers consistently executing the menu selling process, which has caused our product sales to increase. It is also comforting to know that there is full disclosure of all products. It is refreshing to see a company like yours actually do what they say they can do.

A special "Thank You" to John Bacher who has been wonderful to work with, and in my opinion has done an exceptional job during some very difficult times.

Thank you for your help and please feel free to have anyone contact me as it relates to your company.

Sincerely,



Roger Rudin
General Manager

www.willowbrookford.com

7301 S. KINGERY HWY. • WILLOWBROOK, IL 60527 • 630 / 986-5000