

# HAMILTON IMPORTS

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Tyler Robbins  
Automotive Training International  
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Tyler:

In a word - Aloha!

Thank you very much for everything you have done to help my operation achieve successes far beyond what we expected.

So many training programs are just that, nothing more than a 'program', they come and they go and have no lasting affect. Your training was not a program at all; it was a sustainable change in the way we do business and your training and coaching was anything but typical.

Working side by side with us in the Service drive and at our counter; we integrated the skills and lessons you showed us (not told us) within our existing operational practices, and we have fun every time you visit too and my staff, my dealer and I couldn't be more pleased with the results!

Your help with our process, maintenance menu and point-of-purchase marketing materials and presentations, combined with the selling skills you taught us have made our dealership the Top dealership in our Region group, one of the top in the country!

Since your training, our:

- Customer Pay RO count is up 14%
- Customer Pay Hours are up 31%
- Customer Pay Hours/RO are up 19%
- Customer Labor Sales are up 29%
- Customer Pay Parts are up 31%
- Customer Labor Gross is up 30%

Without question, our biggest gains were in Customer Satisfaction; we went from a dismal 76.8 ranked 452<sup>nd</sup> in the country, to a whopping 91.8 ranked 39<sup>th</sup> in the country, 1<sup>st</sup> in our District!! This increase also won us "Gold-Cup" for 2006, which generates considerably more gross profit not included in the numbers above!

All of these customer pay and customer satisfaction numbers, aren't just a month or two either, these numbers represent year over year increases and after the 1st quarter 2007, we're improving on these successes even more.

I just learned too that as a result of these increases, I was the top rated Service Manager in my volume group for the Northeast region for 2006 in both CSI and Customer Pay Labor hours, and Mazda is sending me to Hawaii because of it!

If you have any dealers that cannot see the value of training with you and Automotive Training International or they are simply having a hard justifying the need, they need to know what I now know: "Your training doesn't cost money, it makes money!" Have them contact me directly!

Regards,

John Caines  
Service Manager  
Hamilton Mazda