



August 10, 2009

Mr. Dave Waco
MOC1 Solutions LLC
2011 E Financial Way
Glendora, CA 91741

Dear Dave,

The installation of the MOC1 Wireless Service Advisor (WSA) has had a remarkably positive impact for Park Ave BMW. Specifically from a financial perspective, I attribute a 0.4 hour per RO increase to this value added technology.

WSA improves our overall service drive process in numerous ways. The mobile tablet technology enables our advisors to stay out on the drive to interact with customers. This allows my team to handle the morning rush with ease, and has had a measurable positive impact on our customer satisfaction results that are directly attributable to this area of our survey.

The system's agility optimizes time for my Service Advisors by allowing the greeters to scan the VIN and then suspend the RO for the Service Advisors to complete the write-up. At the same time, WSA's standardized write-up process ensures advisors consistently cover all key steps in the process from customer history review to menu presentation.

WSA allows the customer to enjoy an engaging, comprehensive and consistent experience every time. My customers expect nothing less than world class service and technology to match the world class vehicles they drive.

Overall, WSA creates tremendous value for my dealership through positive financial impact, service drive process improvement, and customer service enhancement. WSA is making a difference for our service staff today and it plays a significant role in supporting our new state-of-the-art facility.

Please do not hesitate to call me if you have any questions. Also, should any of your prospective customers wish to discuss our experience with MOC1, I would be glad to speak with them personally. (201) 843-4999 ext 222

Yours truly,

David Bergamotto

David Bergamotto
Service Director
Park Ave BMW