



Gentlemen

In speaking with Dave Waco, he mentioned that he was going to be meeting with you in Montvale this week to review the MOC1 Wireless Service Advisor. I wanted to take the time to pass along our organization's feedback in regards to the system and how it has strengthened our overall process.

Over the last two years, we diligently searched for a product that would allow us to streamline and enhance the interaction between our service advisors and clients. After reviewing many vendors and conducting several site visits, we determined that MOC1 was by far the most advanced, client friendly and advisor friendly of the products. Using the WSA solution, we are able to retrieve critical customer and vehicle data including repair history, recommended services, warranty and recall information as well as contact information. This allows the service advisors to personalize the service; more quickly provide recommendations and enhance important relationships with our clients.

The solution allows our advisors to complete a full inspection process, instantly handle client questions, and provide maintenance recommendations in a timely and interactive fashion. Since the addition of the tablets to our service drive process, we are seeing clients that are truly engaged in the process. After completing the service reception process, the advisor can instantly email a service summary with an itemized list of repairs before the client has even left the facility.

If managed and customized properly, a dealership can see financial benefits thru better quality repair orders and retention benefits thru a superior service experience. I truly believe that we have better informed clients that are allowed to make educated buying decisions because of the information that is at their fingertips in an easy to understand layout.

More importantly, the WSA system is at the core of our strategic planning for 2009. The service drive process and partnership with MOC1 will allow us to dial in on some of the top CSI Challenges that we face today.

- **Amount of time spent waiting to speak to someone** – Greeter is able to suspend a repair order directly to the service advisor so that they are informed and ready to discuss the types of work needing to be performed.
- **Fairness of charges** – the advisor is able to show and explain cost estimates using the menus and comparisons
- **Consideration of time** – all of the pre-workorder information is on the tablet to help maximize the time spent with the client. Also, the consistent defined process in the software helps to create a more efficient transaction.
- **Process of paying for service** – working on a credit card swipe solution for the tablet that will allow for a secure express delivery
- **Explanation of work performed** – the mobility of the tablet and the software allow the advisor to clarify and confirm the client's concerns at the service reception, reviewing work to be performed and all of the associated costs

These are just a few of the many benefits that we have already seen and continue to develop in partnership with MOC1. Though we are still in the infancy stage of our growth and development, I truly believe that the

potential that this product brings will increase the overall retail experience as well as our overall profitability.

There are many vendors in the automotive industry that provide an array of products. In my 15 years in the business, I have never been more impressed by an organization and their ongoing level of support and development. This is a constantly evolving solution and Dave and his team continually have risen to the call with any challenge that has been presented to them. As we strive daily to be Experts in Excellence, MOC1 has provided a definite competitive advantage in the automotive retail arena.

Please let me know if I can answer any questions for you or offer any specific insight. I appreciate your time and look forward to talking with you soon.

Regards,

Tony Carimi

Director of Service Operations

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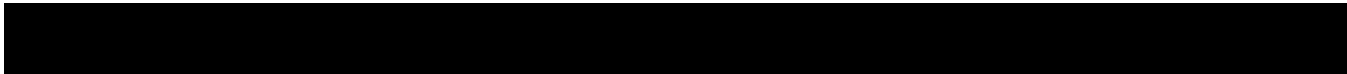
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November 23, 2008

Dave,

I wanted to take the time to thank you and your team for becoming a partner with Park Place Motorcars. We are always trying to create a better client experience, and with the help of MOC Tablets we have been able to cross a new threshold with regards to the service we provide. I knew going into the implementation that the Tablets were going to make a difference, but I did not understand the full potential until we actually had them in the store. The ability to provide the ASM with a "Mobile Office" has allowed us to spend more time with our clients at the best place possible, their car. It has provided the ASMs with an easy and reliable way to look at history, check the VMI, provide useful up-sell material to the client via the videos in the Tablet, and coming soon the ability to write the loan car contract with the client to make the whole transaction as seamless as possible. I do not see future of this business being able to progress without becoming part of the electronic age that we live in. I soundly believe that your Tablets will pave the way not only for Park Place, but for other dealers as well. Once again, thank you and your team for all you have done.

Stephen Rand

Service Director

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