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**N.J. AUTO DEALER GROUP BOOSTS SERVICE DEPARTMENT REVENUES,
TEAM PERFORMANCE WITH MPI'S DATA-DRIVEN INSPECTION PROGRAM**

Flemington, N.J. January 20, 2010 — In spite of the current economic downturn, [Flemington \(N.J.\) Car and Truck Country](http://www.flemington.com/) (<http://www.flemington.com/>) a leading new and used car dealership offering 30 different makes, is maximizing repair work and capturing vehicle repair market share—gains the 10-store dealer group attributes to [MPi's EDGE System](#).

“In 2009, we broke all kinds of records for retail customer pay business at our stores,” says Steve Jellen, Flemington’s fixed operations director, noting a \$1.1 million gain in customer pay work for the year (a 5 percent gain for the group). We increased our volume of pay for repair orders (ROs). We increased our overall number of ROs and traffic volume.”

“With nearly two years of an economic recession, I wonder where we’d be without the MPi program,” Jellen says. “You can’t measure what it would have looked like.”

MPi’s EDGE System and its [World Class Inspection™ program](#) ensure the 100-plus technicians and advisors across Flemington’s 13 service departments consistently perform inspections on vehicles and sell recommended work with transparency toward customers. Some results:

- Advisors and techs average better than 90 percent on requesting and performing inspections on vehicles; their customer satisfaction rankings also hit top factory marks;
- Flemington's service departments average \$403 in customer pay work per RO and an average 2.1 hours per RO, which ranges from 1.5 (Mazda) to 4 (Land Rover);
- The group wrote 2,600 more ROs in 2009 than 2008, a record for the company.

"Our dollars per RO and hours per RO have remained constant with MPi, Jellen says, "But we've always been strong sellers," Jellen says. "MPi has allowed us to go to the next level because it gives us the ability to measure and track advisor and technician performance and achieve consistently high results."

For example, Jellen previously could not track the number of vehicle inspections performed on vehicles without a manual review of thousands of ROs. Now, the data shows up daily through MPi's Dashboard. He and other managers can readily review the number of completed vehicle inspections, technician recommendations, advisor sales/close ratios and other metrics to pinpoint potential management issues.

"I can see the data down to the advisor and technician level," Jellen says. "I can see if a technician is making more or fewer recommendations than his peers, and I can see if an advisor is following our process to make the sales."

Jellen also credits MPi's "Know Your Vehicle" report for helping advisors raise their performance—while keeping customers happy. He estimates about 25 percent of customers who receive the report return to complete work they refused during an initial visit, a key driver behind the overall increase in RO counts for the group.

"Customers love MPi's 'Know Your Vehicle' report," Jellen says. "It allows our advisors to explain things in plain English and show customers the value in our recommendations and work. Customers don't mind spending money with you—even if you're not the cheapest—when they know what's going on and they see the value."

With the help of MPi's management metrics, Jellen plans to focus on improving customer retention rates and attracting new customers in the coming year. "MPi forces a

dealership to do a good job for the customer,” he says. “We can’t help but get better at what we do.”

Flemington Car and Truck Country is among a growing number of dealerships that use MPi to improve fixed operation profitability and performance.

MPi is an industry leader delivering processes, metrics and software solutions, which enable automotive dealerships to achieve World Class™ results in their service departments. The MPi World Class Inspection™ Program is making a difference in these dealerships, providing them significant increases in profits, efficiencies and customer loyalty using the EDGE™ profit generating solution.

World Class Inspection program pricing is based on dealership size and number of users. A dealership can receive a no-cost price quote and business case by contacting MPi. For more information call: 1-800-997-1674 X 6 or visit: www.mpifix.com or visit booth 1052 at the 2010 NADA Convention & Exposition in Orlando, FL, February 13-15, 2010.

About MPi:

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