

***Find out more about World Class Implementation at
NADA BOOTH # 4460***

For additional information contact:

Sara West-Callahan

Carter-West Public Relations

Phone: 949-493-0244 Fax: 949-248-1764

E-mail: swest@earthlink.net

Susan Lovett

MPi

Phone: (800) 997-1674 x2010

slovett@mpifix.com www.mpifix.com

MPi Launches World Class Process Implementation™ Service to Help Auto Dealers Increase Fixed Operations Profit

LAS VEGAS, NV- Jan 12, 2009 -- MPi, a leading provider of profitability tools for auto dealer service departments, today announced the launch of the World Class Process Implementation™ service, (WCPI™), a full suite of tools that auto dealer management teams can use to get the most sales, gross and net profits out of the “Fixed Operation”.

Documented processes, effective communication sales skills and measurement reports are vital to service departments achieving world class profits, especially during these difficult economic times. Thus, MPi has developed a four tier approach, the World Class Process Implementation, to ensure its customers are maximizing the benefits of the MPi World Class Inspection™ (WCI) program and the EDGE™ system. As part of the MPi robust service offering dealers, service managers and advisors are given the resources to develop and execute inspection processes, word-tracks, and measurement/coaching reports that will enable each service department to achieve World Class in their comprehensive bumper-to-bumper vehicle inspection service and customer pay sales. Dealers using the program are realizing substantial additional profits in customer pay sales.

“With vehicle sales off dealers have two options for survival, find new customer to sell to or maximize the sale opportunities with existing customers. The real key for survival is to market and sell all legitimately needed parts and service work to your existing customers. Dealers using the World Class Inspections program identify an average of \$450 in recommendations per vehicle inspection; which translates to \$250 in gross profit. With the average service advisor writing 170 “eligible” CP ROs per month, this represents an opportunity for \$76,000 in sales and \$42,500 in gross profit per service advisor per month,” commented Les Silver, MPi Chairman and CEO. “We have found the better the staff are trained and the more consistent the processes, the better the results,” Silver added.

The four tier WCPI approach provides auto dealerships with a complete set of tools, simple steps and processes to help the dealer principal, GM and service manager create a winning team in their service department. Similar to building a successful sports team, WCPI lays out the steps to build a winning service team. It includes:

- Developing a “Playbook” that lists out the process objectives, steps and word tracks for the staff to “live by”.
- Training the staff on the Playbook. Following the legendary UCLA basketball coach John Wooden methodology, every member of the service department needs to explain, demonstrate, imitate, have repetition and follow the 7-times rule in order to achieve the world class results.
- Do it. Each staff member needs to have the ability to fully execute the Playbook to the highest degree. In addition, the service management needs to champion the program by inspecting and measuring the performance of the team individuals, as well as provide motivation and asses skills.
- Doing it well. By constantly monitoring, adjusting and measuring the success of the WCPI program will enable your team to perform at their optimum level.

As part of the WCPI kickoff, MPi is providing educational Webinars for dealership personnel to attend that explains in detail the program. To find out more dealers can visit: <http://www.mpifix.com/Customers/wcpi.aspx> or stop by booth 4460 at the 2009 NADA Convention and Expo in New Orleans, Jan 24-27, 2009.

About MPi:

MPi (Mobile Productivity, Inc.) is headquartered in Las Vegas, NV. MPi is an industry leader, delivering results through processes, metrics and software solutions which enable automotive dealerships to achieve World Class™ in their service and repair departments. The company's World Class Inspection™ program is making a difference in dealerships across the country; providing significant increases in profits, efficiencies and customer loyalty.

MPi is a subsidiary of Service Repair Solutions Inc. (SRS), which is also headquartered in Las Vegas, NV. SRS is a leader in providing innovative information solutions for the service and repair industry. Current affiliates include Identifix, Inc., Mobile Productivity, Inc., and International Automotive Technicians' Network, Inc.

For more information call Susan Lovett at (800) 997-1674 x2010, by email at slovett@mpifix.com or visit www.mpifix.com