

Jim Stachura
of Dealers Choice Auto Care, LLC
13440 Winterspoon Lane
Germantown, Maryland 20874

7/28/2007

Recommendation

Jim,

I have no reservations in recommending you, or the business plans Dealers Choice offers to other dealerships. You and your employees have provided exceptional service and consistent quality with your eyes focused on our needs.

To begin with, I appreciated the way you and your colleagues spent time asking questions in an effort to understand my operation and our future plans (changes in space, location, inventory size and service management). The multi phase plan you presented and implemented for our complete auto reconditioning needs has simplified my managers' jobs and yielded increasing profit for the dealership.

The fixed price program for our inventory work and loaner cars has saved us time and money, while keeping our entire inventory ready to show. The service lane sales effort and marketing tools have helped lay a solid foundation for a new and growing profit center in the dealership. Our clients are happy and our sales staff is happy.

The on site management and off site support provided has been all the oversight we've needed to direct this business makeover. The timeline used for training and adding both new staff and new services has been excellent. This does not mean we haven't had some growing pains, but you have been there each step with us and have helped find solutions.

Simply put, you proposed, you planned, you performed and we are profiting. You have redefined reconditioning vendor work from "expense to real profit".

Thank you again for all your hard work.

Rodger Wildermuth

Rodger Wildermuth
General Manager
Rosenthal Jaguar-Land Rover