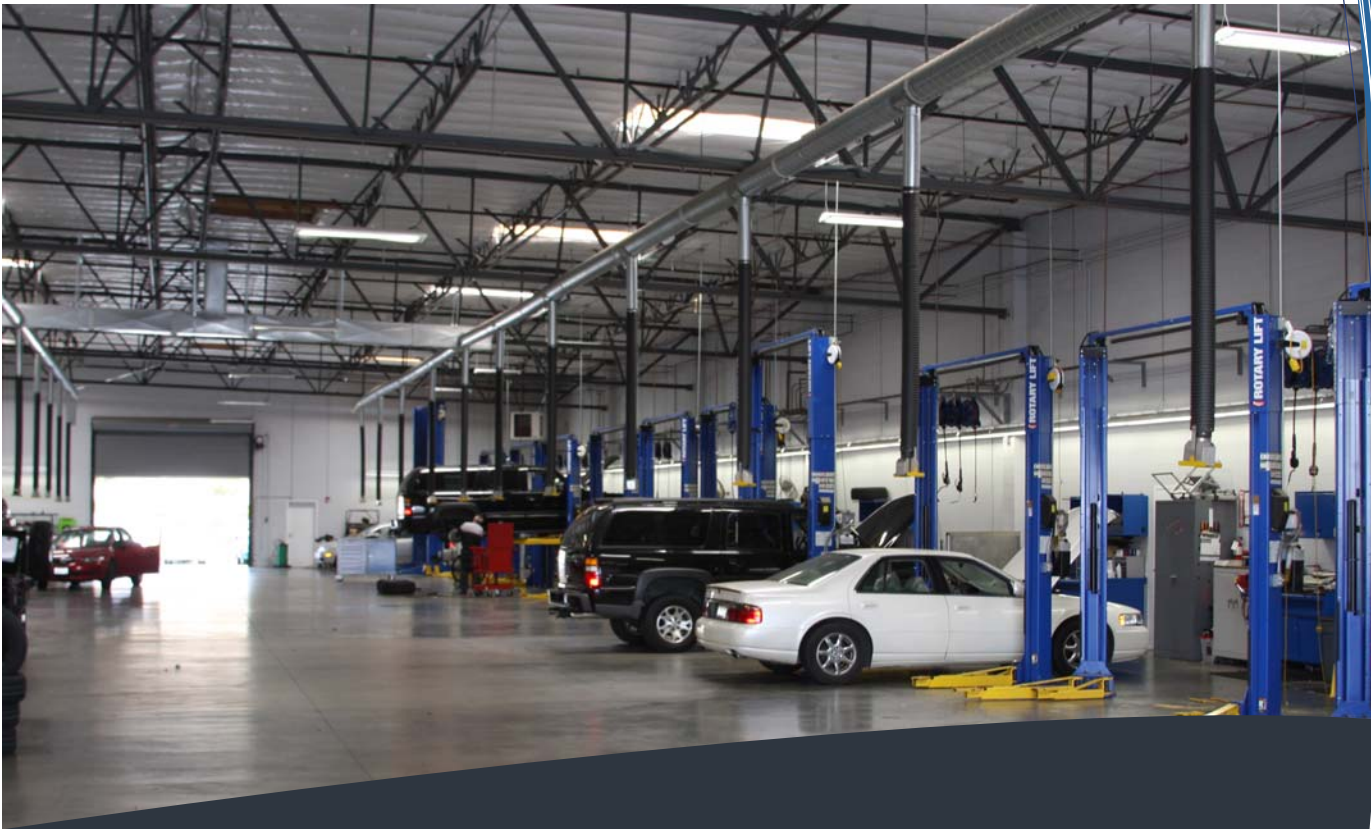


MOTIVELOGICSM

WOLIAEFOGIC



IMPROVING PROFITABILITY
& INCREASING REVENUE
FOR AUTOMOBILE DEALERSHIPS

HIGH OCTANE
BUSINESS
PERFORMANCE
MANAGEMENT™



CONTINUOUS BUSINESS INFORMATION.

- Optimizing, managing and tracking key performance indicators
- Real-time workflow management and critical business visibility
- For Owners and managers to increase cash flow, revenue and profit from fixed operations

CLOSING THE GAP WITH BREAKTHROUGH TECHNOLOGY

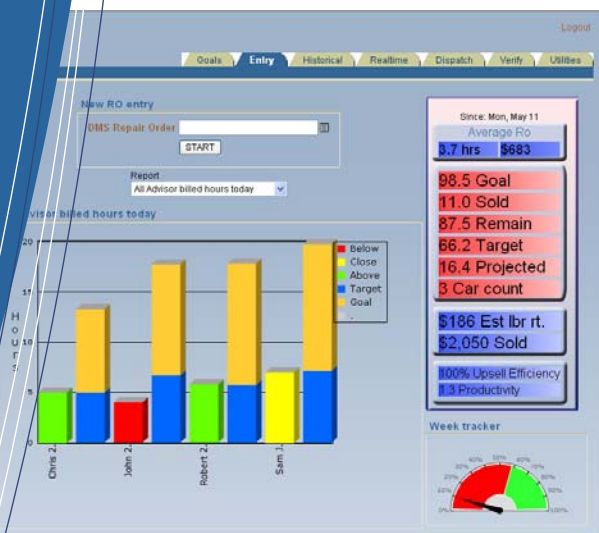
MotiveLogic is new class of operational business intelligence developed specifically for automobile dealers. Dashboards seamlessly delivered across the internet provide real-time performance budgeting, business performance analytics, employee performance measurement, group executive dashboards, innovative marketing targets and much more information to supercharge new business and new profits from service.

IMPROVING PROFITABILITY AND INCREASING REVENUE

SERVICE DRIVES PROFITABILITY

"The significant decline in new-vehicle sales means that dealers are relying even more heavily on the service operations. In many cases, this income is keeping dealerships open."

- J.D. Power & Associates

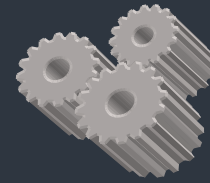
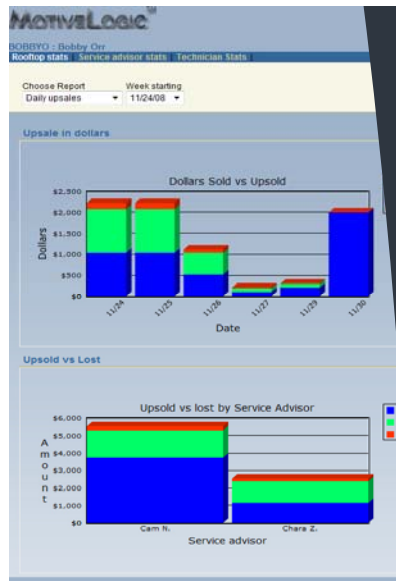


PROFITABILITY DEMANDS VISIBILITY

Rapid, innovative management dashboards provide instant visibility for active management control.

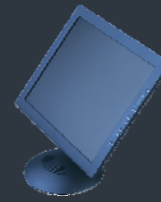
VISIBILITY CREATES OPPORTUNITY

Increasing the average repair order by just one hour of customer-paid repair work improves one dealer's annual revenue by \$675K (with margin of \$135K), equivalent to 4.5 months of new car sales revenue without any margin.



FIXED OPERATIONS
BREAKTHROUGH

MOTIVELOGIC BREAKS THE BARRIERS TO PROFIT FOR THE AUTOMOBILE DEALER INDUSTRY WITH AN INTUITIVE, SIMPLY PRICED, ON-DEMAND SOLUTION REQUIRING VIRTUALLY NO INSTALLATION OR UP-FRONT INVESTMENT,



DESIGNED FOR DEALER
GROUPS

MOTIVELOGIC DELIVERS AUTHORITATIVE KEY PERFORMANCE INDICATORS SIMULTANEOUSLY TO DEALER GROUPS, FRANCHISE OWNERS, SERVICE ADVISORS, DISPATCHERS & SERVICE TECHNICIANS INCLUDING ROOFTOP SERVICE RANKINGS AND ABSORPTION MONTHLY GOALS



BY FIXED OPERATIONS
PROFESSIONALS

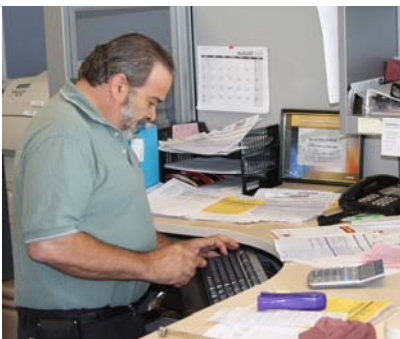
THE INNOVATIVE MOTIVELOGIC USER INTERFACE IMPROVES EMPLOYEE PRODUCTIVITY, SATISFACTION, AND MORALE WITH REAL-TIME ADVISOR SALES PERFORMANCE AND TECHNICIAN EFFICIENCY RATINGS

FOR AUTOMOBILE DEALER GROUPS AND FRANCHISE OPERATIONS OF ALL SIZES

RAPID RETURN ON INVESTMENT

Unparalleled price/performance value with rapid time to deployment, real-time business visibility from anywhere with internet access, accelerated business improvement and support for multiple locations.

Focusing on Fixed Operations individual and team performance goals increases customer revenue and employee retention.



HIGH OCTANE
BUSINESS PERFORMANCE
MANAGEMENT™

MotiveLogic designs, sells and supports a business intelligence system for automobile dealers and dealership groups. Designed *by* automotive professionals *for* automotive professionals, this easy-to-use system enables dealerships to increase the profitability of their current fixed operations and provides the information to seize business opportunities and adjust to changing conditions.

MotiveLogic requires virtually no installation or up-front investment and uses the dealership's existing information and operations to generate real-time, personalized and easy-to-understand reports. Service is now the engine that drives dealership profitability. Dealers and dealership groups cannot afford to ignore opportunities to increase service productivity and profit.

MotiveLogic's system allows dealers to easily track and manage key performance indicators, manage workflow, optimize operational expense and ultimately increase cash flow, revenue and profit from fixed operations. It is unlike existing products and systems that lack real-time, innovative information and require additional hardware, frequent maintenance.

YESTERDAY'S MODEL IS NO LONGER VALID

NADA reports the average new vehicle department's net profit slipped below breakeven in 2006 and never returned. Expanded inventories, generous OEM incentives and higher floor plan costs cut into dealer profits. Used car profits, once 28% of average operating profits, have collapsed with increasing fuel costs and consumer demand for fuel efficiency. Service revenue is currently dependent on warranty work, which is declining as vehicle quality improves. Customer-pay work is declining as independent repair shops' share of customer-pay continues to increase. Capacity is constrained. Dealerships frequently resort to investment in more service stalls to improve shop productivity and technician efficiency without accurate information about actual profitability. Manual reporting from older technologies cannot deliver the information flow required in dealerships Fixed Operations Service Departments today. What can dealerships do?

MOTIVELOGICSM

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