

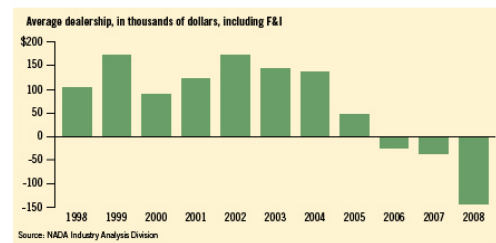
What is MotiveLogic?

A customer-driven Software-as-a-Service platform accelerating delivery of innovative fixed operations management intelligence for automotive dealerships and dealership groups of all sizes.

Yesterday's Formula for Success

According to NADA, the average new vehicle department's net profit slipped below breakeven beginning with 2006 and never returned. Expanded inventories, generous OEM incentives and higher floor plan costs cut into dealer profits. Used car profits, once 28 percent of average operating profits, have collapsed with increasing fuel costs and consumer demand for more fuel efficient vehicles. Service revenue is currently dependent on warranty work but warranty work is declining as vehicle quality is improving. Customer-pay work is declining as independent repair shops share of customer-pay increases annually. Capacity is constrained. Dealerships frequently resort to brick and mortar investment in more service stalls to improve shop productivity and technician efficiency. Manual reporting from legacy technologies cannot deliver the information flow required in dealerships Fixed Operations Service Departments today.

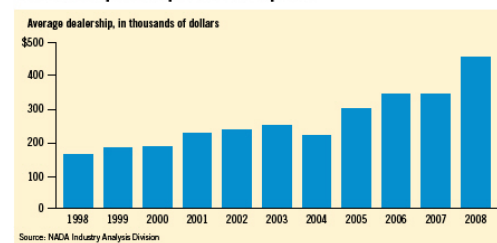
New-vehicle department net profit



Unique Value Proposition

Precisely engineered to continuously optimize profitability and value from automotive dealer Fixed Operations. Additionally, running the business the way they want to with real-time information for immediate insight, diagnosis and corrective action. An instant feedback loop visually displays rooftop, service team and individual contributor performance metrics. Activities required to meet individual, team and business objectives are immediately clarified and visible to all.

Service and parts department net profit



Needs Addressed

- ☑ 21,200 US automobile dealers currently represent only 43% of the \$130B US automotive aftermarket (*Source: 2007 AAIA Factbook*)
- ☑ Shrinking new vehicle sales and margins are no longer profitable (*Source: 2007 NADA research*)
- ☑ New car customers have become largely "Internet-driven" for both price comparison and dealer selection (*Source: 2008 Cobalt Group 2007 Dealer eBusiness Performance Study*)
- ☑ Dealer profit opportunities are now limited to used car sales and maintenance (fixed operations)
- ☑ Customers are keeping vehicles longer and buying more used vehicles
- ☑ Customer-paid revenues have higher margins, compared to warranty (OEM paid) and internal (new car add-ons) revenues
- ☑ Increasing the average repair order by just one hour of customer-paid repair work improves the dealer's annual revenue by \$675K (with margin of \$135K), equivalent to 4.5 months of new car sales revenue without any margin
- ☑ Current dealer technologies do not adequately address the fixed operations business line, finding the highest margin business, or increasing that portion of the business without losing the rest

Active Performance Management™

Active Performance Management for automotive dealerships increases cash flow, revenue and profit from Fixed Operations and:

- ☑ Identifies additional and repetitive service revenue opportunities within the existing customer base
- ☑ Increases loyalty by improving the delivery of products and services
- ☑ Increases market share by improving the delivery of products and services in ways that attract new and repeat customers
- ☑ Attracts, motivates and retains the best talent
- ☑ Generates more aftermarket revenue per customer contact
- ☑ Grows business value by fine-tuning existing resource utilization
- ☑ Increases visibility of critical operations and avoids surprises
- ☑ Makes the overall business run the way you want it to

Integration & Infrastructure Independent

Active Performance Management offers 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. A focus on Fixed Operations personnel individual and team goals increases employee retention and motivation.

Unique key performance indicators graphically display:

- ☑ Unsold and declined service revenue opportunities
- ☑ Inspection authorizations, completions and up-sell hours
- ☑ Marketing source qualification and quantification
- ☑ Employee performance metrics
- ☑ Continuous visibility into available and sold/oversold time
- ☑ Optimal performance predictors
- ☑ Trending analysis
- ☑ Business diagnostic views for rapid execution of needed adjustments

FOR MORE INFORMATION:

**GREGG GERDAU
CO-FOUNDER AND CHIEF EXECUTIVE
919-627-7871
GREGG.GERDAU@MOTIVELOGIC.BIZ**