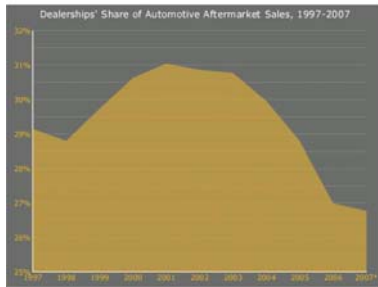


*Franchised auto dealerships' non-warranty service revenue share of the automotive aftermarket has been declining at an alarming pace.*



Sources: AAIA, NADA Industry Analysis Division 2007

*Automotive dealerships will continue to compete with independent service outlets for the fewer repairs required on more durable and complex vehicles.*

*Service and parts department profits accounted for 77 percent of total dealership operating profits in 2007, up from 66 percent in 2006, according to NADA.*

*To protect, maintain and improve this increasingly important profit source, dealerships must begin viewing Fixed Operations service and parts sales as primary business drivers.*

MotiveLogic is the future of the automotive dealership service market. An incomparable 'Software-as-a-Service' (SaaS) business intelligence platform provides the visibility to optimize, manage and track dealership service operations of all sizes. Dependable web-based technologies enable fixed operations service teams and their management to monitor and manage activities - without discarding existing investments in legacy systems.

### Active Performance Management™

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

- ☑ 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 avoid surprises
- ☑ Makes the overall business run the way you want it to

**A Practical, Street-Smart System Improves Business Performance Without Straining Dealership Group Resources or Placing Additional Demands on Management Time**

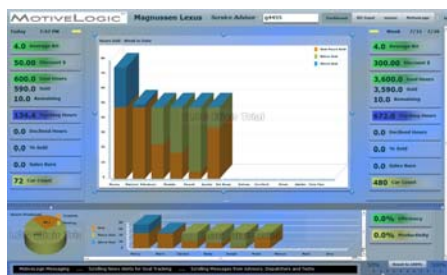
*Legacy technologies cannot deliver the information flow required in dealerships' Fixed Operations Service Departments. A new class of information technologies is required to improve dealership management's ability to run Fixed Operations competitively.*

*MotiveLogic's customer-driven platform accelerates delivery of innovative business information for dealership groups and franchises of all sizes.*



**Repair Order Up-sell Display**

*By immediately identifying and capitalizing on opportunities, dealerships better understand and utilize their human resources and physical assets to improve their organizational bottom line.*



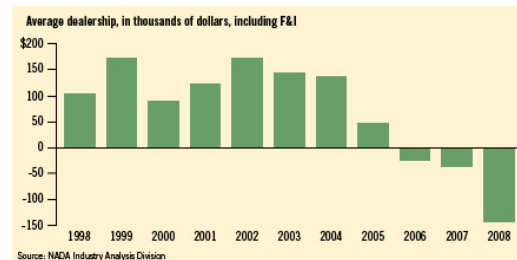
**Service Advisor Team Statistics**

*Active Performance Management simultaneously focuses Fixed Operations personnel on individual and team goals to increase employee retention and motivation.*

### Yesterday's Formula for Success

According to NADA, the average new vehicle department's *net profit slipped below breakeven* in 2006. Expanded inventories, generous OEM incentives and higher floor plan costs cut into dealer profits. Used car profits increased, accounting for 28 percent of average operating profits, as dealerships continue to rely heavily on used vehicle sales for profit line improvements.

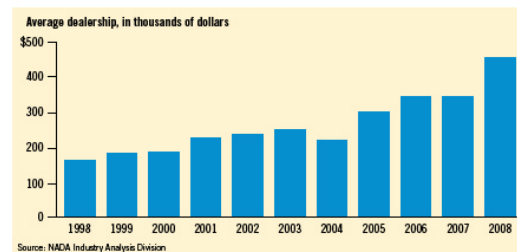
**New-vehicle department net profit**



### The Solution Everyone's Been Waiting For

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. The key activities required for meeting individual, team and business objectives are immediately clarified and visible to all rooftop users.

**Service and parts department net profit**



### Integration & Infrastructure Independent

MotiveLogic 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. 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