



# SUPER AUTOMOTIVE PRODUCTS, INC.

DBA SUPER GUARAGUAO INTERNATIONAL  
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To whom it may concern,

**Supermotive** — formerly known as Super Truck Parts and Super Guaraguao International® — traces its roots to more than six decades of commercializing truck parts and components and, in recent years, to serving as the International Motors dealership for truck sales, parts and warranty service in Puerto Rico. Founded in 1965 as a small shop specializing in brakes and clutches, the company has evolved over time into a trusted business partner for thousands of drivers and fleets across the island. It currently operates nine stores, four of which include service facilities, strategically located across key geographic areas of Puerto Rico.

Between June 2025 and March 2026, we jointly developed the “**EVOLVE 360**” project with London Consulting Group, focused on optimizing commercial processes and workshop service operations. The methodology provided by London, together with the dedication and commitment of our personnel, was a key factor in achieving the established objectives.

Among the results obtained from the project, I would like to highlight the following:

#### Commercial Area:

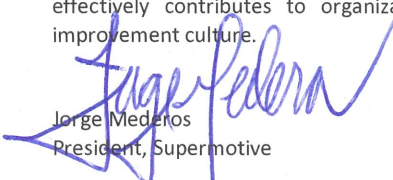
- **3.2 pp** above the sales targets for fleet sales representatives versus the assigned budget.
- **36%** increase in gross margin dollars from promotional sales year-over-year.
- Implementation of a cross-selling tool to identify business opportunities.
- More than **1,500 items** were sold through cross-selling of new product families to existing customers.
- Sale of more than **50 obsolete items** through an inventory identification model.
- Development of a revenue forecasting tool to facilitate annual budget preparation.
- Implementation of a governance model for KPI monitoring, deviation detection, and timely implementation of corrective actions.
- Evaluation and selection of a CRM aligned with the organization’s needs to improve customer service and salesman productivity.

#### Service (Facilities)

- **3.0%** increase in technician productivity, as reflected in a higher rate of billed hours relative to available work hours.
- **34%** improvement in technicians’ time tracking in the system by task performed.
- **20 days** reduction in the average age of open work orders.
- **36%** reduction in work order execution time.
- Design and implementation of a structured process to identify and recover inactive clients.
- Implementation of a daily supervision checklist to evaluate critical workshop processes.
- Implementation of a customer satisfaction survey to assess the service experience.

Additionally, a Change Management Program was implemented to support the different areas in adopting and utilizing the new processes, tools, and management indicators. As part of this effort, organizational leaders were trained in Change Management methodology, facilitating the implementation of initiatives alongside their respective teams. The project generated a projected ROI of **1.60 to 1** within one year after its completion.

Based on the above, we are pleased to recommend London Consulting Group as a professional and committed firm that effectively contributes to organizational transformation and to the development of a results-oriented continuous improvement culture.

  
Jorge Mederos  
President, Supermotive

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