

Automóviles Compactos de San Luis, S.A. DE C.V.



Concesionario Autorizado Volkswagen

San Luis Potosí, SLP, January 2014

To whom it may concern:

I hereby would like to certify that from July 2013 to January 2014 we developed along with the firm London Consulting Group the project called **POT-ENTIAL**, which was carried out along with our personnel from VW and SEAT in the Sales, Repair Shop, Spare Parts and Expense Control (Control Table) areas.

The methodology applied by London Consulting Group has helped us increase our productivity rates and through the implemented management models we have been able to achieve, among others, the following results:

Volkswagen Sales:

- A 15% increase in unit sales compared to last year.
- A 14 percentage point increase in floor hit rate with respect to the base period.
- A 101% increase in traffic generation with respect to the base period.
- A 13% increase in fulfillment of plant objectives compared to this year's first semester.

SEAT Sales:

- A 2.5 percentage point increase in floor hit rate with respect to the base period.
- A 52% increase in traffic generation with respect to the base period.

Volkswagen Repair Shop:

- A 22% increase in billing of labor compared to last year.
- A 22% increase in gross profit in services compared to last year.
- A 20% reduction of the Unit Period of Stay (TPU) at the repair shop with respect to the base period.
- A 53% increase in the shop's productivity with respect to the base period.

SEAT Repair Shop:

- A 36% increase in billing of labor compared to last year.
- A 44% increase in gross profit in services compared to last year.
- A 36% reduction of the Unit Period of Stay (TPU) at the repair shop with respect to the base period.
- A 28% increase in the shop's productivity with respect to the base period.

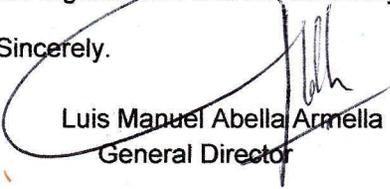
Spare Parts:

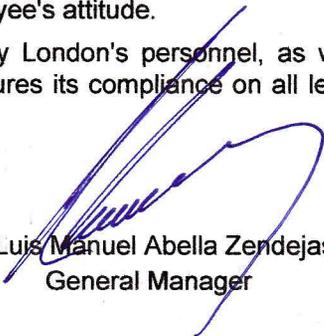
- A 27% reduction of stock with no movement in 6 months.
- A 17% increase in sales compared to the same period from the previous year.

The return on investment to this date is 0.9 to 1 and we project a return of 2.7 to 1 within a year after the project's completion. Additionally, we strengthened the personnel's managerial and commercial skills through awareness programs and training, making a positive impact on the employee's attitude.

It is worth highlighting the commitment and professionalism showed by London's personnel, as well as the effectiveness of the design and implementation methodology which ensures its compliance on all levels within the organization and the continuity of the results obtained.

Sincerely,


Luis Manuel Abella Armella
General Director


Luis Manuel Abella Zendejas
General Manager