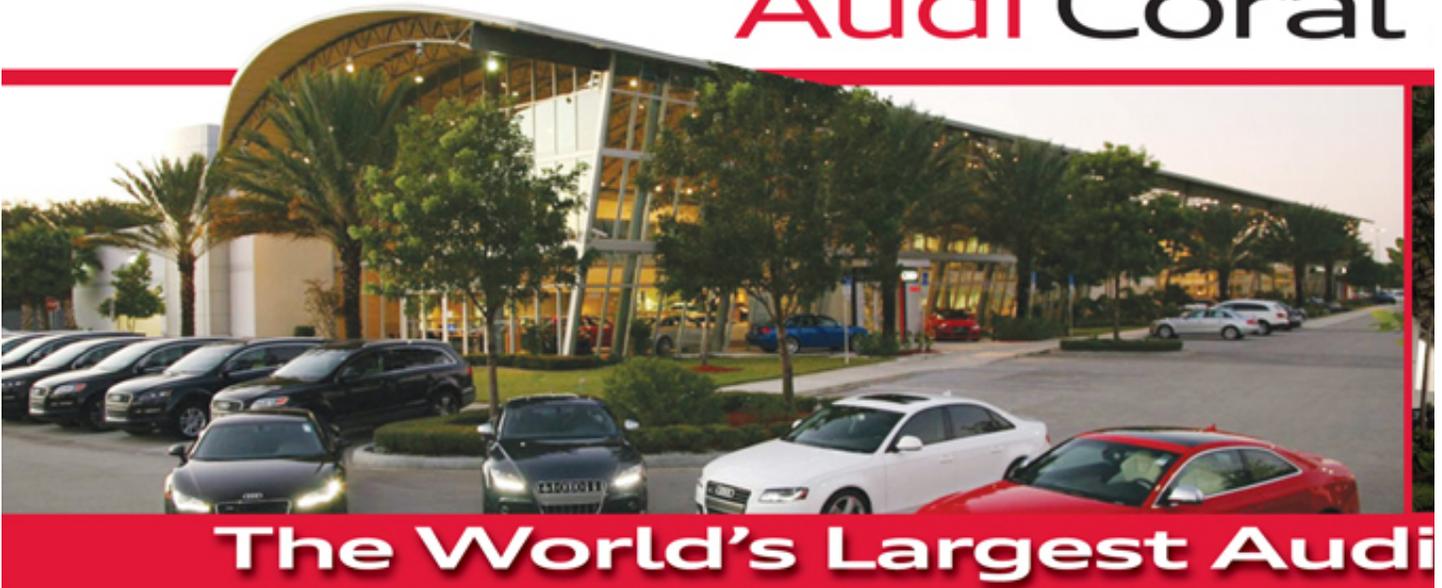


**George Cresto**

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**From:** Anthony Segreto <asegreto@audicoralsprings.com>  
**Sent:** Monday, July 02, 2012 2:22 PM  
**To:** George Cresto (gcresto@mydealerlot.com)  
**Subject:** Hi George, Thanks for the job well done. Anthony Segreto (A.C.S. Concierge/Lease Maturity Manager))

**Audi Coral**



July 2, 2012

Mr. George Cresto

MyDealerLot  
30 Mansell Court  
Suite 220  
Roswell, GA 30076

Dear George:

Audi of Coral Springs has been using the Service Drive Concierge (SDC) product for over six (6) months. This has given us a good window of time to work with the product in all the various departments.

My involvement with your product is purely from a sales standpoint. We utilize SDC every day to engage the service customer in ways we could not previously do. SDC has become a core component for us each month to garner new sales from connecting our Sales Advisors with the service customer. The SDC notifications of customers in the drive is invaluable and we can safely point to an average 10% sales lift each month compared to prior to having your product.

In addition, the product allows us to easily identify conquest opportunity customers and orphans which we work to connect with an active Sales Advisor. This allows us to proactively continue the sales relationship with the service customer.

We have worked hard at the store to be a 'best practice' store with your product. Please feel free to have anyone contact me directly if I can provide any additional information about the benefits of your unique technologies and working with MyDealerLot.

Sincerely,

Anthony Segreto  
Audi Coral Springs Concierge / Lease Maturity Manager

[Testimonials for Anthony Segreto & Audi Coral Springs](#)

Audi Coral Springs

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**Audi**  
Coral Springs

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