



FOR IMMEDIATE RELEASE

January 30, 2011

NCM Associates releases Composite 2.0 personal digital composite for auto dealers

NCM® unveils its most advanced next-gen personal digital composite to auto dealers looking for a more focused, time-critical operating analysis and performance Benchmarking® tool.

Overland Park, Kan., 30 Jan. 2011: [NCM Associates](#), a leading provider of automotive [20 Group](#), [Retail Consulting](#), [Education](#) and operations [Benchmarking](#) services to franchise and independent auto dealers, will be unveiling its newest personal digital composite product, [Composite 2.0](#), at the NADA Convention in San Francisco February 5-7, 2011. NCM's most advanced Benchmarking tool to date will be demonstrated throughout the NADA event in NCM's Booth #3522N. Composite 2.0 is an interactive financial analysis tool that allows dealers to strategically focus on areas of specific concern, reorder and re-rank the data and create custom, side-by-side operating comparisons with select group members.

NCM Associates is launching its most advanced personal digital composite product at NADA 2011 February 5-7 in San Francisco. Composite 2.0 is an online, interactive composite tool that allows users to see the dealership operation "big picture" while giving them the ability to focus on the information most relevant and useful to their operation immediately, providing maximum time to respond to profit opportunities. The game-changing nature of Composite 2.0 makes Super Bowl weekend and the NADA event the ideal platform for unveiling the tool to the industry.

"Composite 2.0 represents the crown jewel in NCM's suite of traditional and digital composite products," said NCM President and CEO Paul A. Faletti, Jr. "Composite 2.0 is about laser focus," he continued. "With the live data readily accessible online, users may create custom profiles by re-ranking pages on selected metrics, in ascending or descending order, and by removing certain group members from the review—with or without adjusting the group average. Dealers will find these features particularly useful for their own expedited evaluation purposes, but also in reviews with their respective management teams."

NCM designed Composite 2.0 to give clients more flexibility and control over their operating statement analysis and to make NCM's trademark Benchmark® for Success process even more powerful. NCM's Director of Research and Development, Jeff Bethel, is looking forward to getting feedback from the dealers attending NADA 2011. "At NCM, we're constantly evolving our products to meet the needs of our clients who want more strategic tools to evaluate their businesses relative to their group peers and the NCM Benchmarks," Bethel said. "With Composite 2.0 we're giving them unprecedented control over their data so they can see their operations in a variety of contexts and in ways that are customizable to their needs."

	Chevrolet	Hyundai	Subaru
1 Date Statement Received	12.09	12.11	
2 How Statement Received	E-FACTORY	E-FACTORY	E
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4 FINANCIAL SUMMARY			
5 Profit Prev. Tax & Owners	365,047	232,370	136,914
6 % of Total Operating Gross	66.6%	28.8%	26.0%
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10 USED VEHICLE DEPARTMENT			
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20 MECHANICAL SERVICE DEPARTMENT			
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For more information about NCM® Composite 2.0 visit www.ncm20.com/composite2.0 or call 877.803.3627



About NCM® Associates, Inc.

NCM Associates, Inc. is the originator of the automotive industry [20 Group peer collaboration](#) process and has been providing dealership [Benchmarking](#), [Education](#) and [Consulting](#) services to the industry since 1947. Located in Overland Park, Kan., NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark® for Success program with new and pre-owned U.S. automotive dealerships, as well as with businesses in more than 20 other industries. For more information about NCM Associates, visit www.ncm20.com or call 800.756.2620.

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