



NCM and EasyCare significantly extend their strategic alliance in support of auto dealers

New alliance will focus on bringing learning and insights gleaned from deep relationships with over 4500 dealerships to help build the businesses of dealer partners of both companies.

ATLANTA (January 25, 2010) – NCM® Associates and EasyCare announce that they have formed a long-term strategic alliance to deliver best practices and best solutions to their mutual and individual automotive dealer partners. This alliance will include leveraging the services and products of each company to provide an unprecedented level of support in assisting car dealers in growing their businesses and serving their customers.

The first step in this alliance began in the second half of 2010, when NCM moderated the first ever Motor Trend Certified Dealership 20 Group. The [Motor Trend Certified Pre-Owned](#) program is powered by EasyCare and the success of this first group was the catalyst to creating a more formal alliance to deliver the assets of both companies to the more than 4500 combined dealerships the two companies serve. The second stage of the alliance will launch at the 2011 NADA in San Francisco when NCM Associates showcases the [EasyCare CoVideo](#) program to dealers seeking to significantly increase their internet conversion rates and expand their communication capabilities within and outside of their dealerships.

NCM Associates is well known in the automotive industry for its [20 Group](#) program, which it pioneered in 1947 with a group of successful Ford dealers. From that group, the NCM Benchmark® for Success process was developed, which combines peer performance analysis and operations [Benchmarking](#) with best practice sharing and accountability to improve total dealership profitability. NCM President and CEO, Paul Faletti, said, "For over 60 years NCM has helped improve dealership operations through our 20 Group, [Education](#) and in-dealership [Retail Operations Consulting](#) solutions. Our dealers continually expect more from NCM in the form of in dealership training, best practice implementation and profit development; we believe that this alliance with EasyCare will give NCM and our clients additional tools to dramatically accelerate dealership growth."

While many companies focus only on what happens in the F&I office, or maybe just what happens in the dealership, EasyCare delivers proven processes and comprehensive support to bring more to dealers on a more holistic level: more customers buying more from the dealership more often and more profitably. Larry Dorfman, CEO of EasyCare, added, "Early in our discussions with NCM, we recognized that both companies have very similar objectives. We share a commitment to helping dealerships improve their businesses and profitability by delivering leading edge consulting, training, products and processes that also improve the overall consumer experience ... ultimately building long-term positive sentiment for the industry. We could not imagine a better strategic partner in helping dealers answer the challenges and opportunities in today's market."

EasyCare and NCM will announce several dealership support initiatives over the coming months, including steps to increase the visibility and dealer accessibility of programs already available from one or both companies. For example, Jeff Cowan's Pro Talk Service Advisor Sales Training Workshops, the MOTOR TREND Certified program, NCM Pinnacle Groups, CarMark Certified, EasyCare SOS, CoVideo and



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more. For questions or to request additional information, please contact EasyCare or NCM, contact information listed below.

About EasyCare, an Automobile Protection Corporation – APCO Brand

Founded in 1984, Automobile Protection Corporation – APCO is the leading independent provider of automotive benefits specifically created to enhance a consumer’s vehicle buying and ownership experience in ways that create long-term bonds between the consumer and their dealership. APCO’s benefits are provided under the [EasyCare](#) brand as well as on behalf of some of the most preeminent manufacturers in the automotive industry, including Jaguar, Land Rover and Mazda. EasyCare benefits include vehicle service contracts, dent removal coverage, GAP insurance, key replacement coverage and personal concierge service.

EasyCare is also the only vehicle service contract provider to have been designated both a “[MOTOR TREND Recommended Best Buy](#)” and to maintain a Better Business Bureau rating of A+. With over 2.8 million contracts currently in force, APCO has paid over \$2 Billion in claims. EasyCare is the exclusive provider of the MOTOR TREND Certified Advantage program, “*A better way to buy a better car,*” that allows franchise dealers and select independent dealers to provide a highly valued certification program for non-franchise pre-owned vehicles. Please visit www.easycare.com.

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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