



## **NCM® Associates to Assist New Fiat Franchisees with Fiat Dealer 20 Group Meetings Slated for Early 2012**

Overland Park, Kan., Aug. 22, 2011: [NCM® Associates](#), the leading provider of 20 Group, retail operations consulting, management training and operations Benchmark® analytics to the retail automotive industry, announced today its intention to conduct the company's first Fiat Dealer 20 Group meetings starting in 2012. NCM is well known for its industry-leading Benchmark for Business Success peer collaboration and operations Benchmark® system, which helps car dealers and their manager's drive operating performance excellence resulting in profit maximization for their dealerships. NCM anticipates considerable interest in the Fiat Dealer 20 Groups, as the dealers are under considerable industry scrutiny to perform at optimum levels right out of the gate. Many of the new Fiat franchise owners are existing NCM clients and served as the catalyst for the decision to develop the new group.

[NCM Associates](#) is ahead of the curve when it comes to full-on support for new U.S. Fiat franchisees. Noting the difficulties every new start-up encounters and understanding the palpable scrutiny the dealers are under to hit the ground running and achieve aggressive sales volume targets in a questionable economy, NCM is aggressively reaching out to Fiat dealers who desire peer group guidance, accountability and support specifically focused on their Fiat operations. The kick-off meeting for the first group will be held shortly after the first of the year so the group members can collaborate on their 2012 operating plans and strategies. This timing will allow them to make needed adjustments based on the ideas and ensuing discussions that lead most [NCM 20 Group](#) members to cite idea sharing and best practices as the most valuable components of their meetings.

"First of all, let me congratulate all the new franchisees on being awarded a Fiat dealership," said Paul A. Faletti, Jr., NCM Associates President and CEO. "It is a strong testament to their skills as operators and industry leaders and I am certain they will capitalize on this exciting opportunity," he added. "That being said, starting a new franchise is a unique challenge for any dealer, so here at NCM we've marshaled our resources to put together a great team using our proven program to help these dealers successfully launch and maintain profitable stores."

NCM found that a significant portion of the awarded Fiat franchises were secured by existing NCM® clients, when they received many requests from clients expressing interest in having NCM form a Fiat Dealer 20 Group to assist them as they map out their strategic objectives and operational processes for their new stores.

According to NCM Director of 20 Group Operations, Kevin Cunningham, NCM Executive Conference Moderator, [David Markley](#), will lead the inaugural group. Markley is a retail automotive industry veteran having worked in every department within auto dealerships, including holding General Manager and owner positions. In addition, he has conducted over 500 management training presentations and 20 Group meetings. "Dave's broad-based experience working in, and consulting with, retail dealerships gives him a holistic perspective that allows him to quickly identify a dealership's profit opportunities," Cunningham explained. "His analytical and interpersonal skills will serve the new Fiat Dealer 20 Group well."

NCM Associates is well known in the automotive industry for its 20 Group program, which it pioneered in 1947. Over the years, NCM has expanded its service offerings to include retail dealer and manager training and in-dealership consulting services for total dealership evaluation and profit maximization, with special emphasis in operations improvement.



**About NCM® Associates, Inc.**

NCM Associates, Inc. is the originator of the automotive industry 20 Group peer collaboration process and has been providing dealership [Benchmark® analysis](#), [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 [ncm20.com](http://ncm20.com) or call 800-756-2620.

Contact Information:

NCM Associates, Inc.  
10551 Barkley, Suite 200  
Overland Park, KS 66212  
913.649.7830  
[www.ncm20.com](http://www.ncm20.com)  
[rkeller@ncm20.com](mailto:rkeller@ncm20.com)

###