



## NCM<sup>®</sup> Associates and Audi of America Form 20 Group Alliance

Overland Park, Kan., May 4, 2011: [NCM Associates](#), the leading provider of 20 Group, Retail Coaching, Education and operations Benchmarking services to the automotive industry, announced today that it has been chosen by Audi of America to provide 20 Group services to a select group of U.S. Audi dealers. The Audi Peer Consultation Groups will be comprised of non-competing Audi A8 Flagship Program dealers who desire to collaborate with their peers around operating performance excellence and profit maximization using NCM's proven Benchmark<sup>®</sup> for Success program. This exclusive NCM Associates program will be sponsored by Audi of America.

Audi of America initiated a Request for Proposal to performance group service providers in the fall of 2010 with the intent to develop a Peer Consultation Group program exclusively for its Audi A8 Flagship Program dealers. "The proposal process was detailed and demanding," said NCM Associates President and CEO, [Paul Faletti, Jr.](#) "Audi executives were looking for a 20 Group program service provider that would mirror and exemplify the high standards they have set for their own organization and it's gratifying and exciting to have secured this endorsement." With the selection of NCM as the exclusive provider of the A8 Peer Consultation Groups, and the announcement by Audi of America to its A8 Flagship Program dealer community, the stage has been set for 115 ambitious operators who are looking to tap into the benefits of NCM's proven peer collaboration and operations [Benchmarking](#) program.

According to the dealer announcement, Audi of America is demonstrating its commitment to the success of its A8 Flagship Program dealers by fully underwriting the Peer Consultation Group program fees. In a statement from the announcement which was distributed to the dealers on April 13, 2011, Audi of America validated the importance of peer consultation groups as an opportunity for the A8 Flagship Program dealers to capitalize on enhanced processes and profitability and acknowledged NCM's leadership in this area. Brian Kelly, Dealer Performance Manager, Audi of America, reiterated the importance of having the industry's 20 Group program pioneer lead the new Audi Peer Consultation Groups. "We're pleased to have selected NCM," he said. "They are not only the founder of the peer consultation 20 Group model, but they continue to lead the industry with the kinds of innovative tools and services that will serve our dealers well, whether in an Audi Peer Consultation Group environment or any of the other services their organization is capable of providing the Audi dealer network."

NCM Associates is well known in the automotive industry for its [20 Group](#) program, which it pioneered in 1947. The NCM Benchmark<sup>®</sup> for Success process, which combines peer performance analysis and operations Benchmarking with best practice sharing and accountability, is designed to improve total dealership profitability. Over the years, NCM has expanded its service offerings to include innovative online products and mobile solutions for its group members, but has never lost sight of the fact that personal interaction and peer accountability are vital to achieving the greatest personal growth and operational performance improvements for its participating dealers.

Faletti praised Audi of America leaders for embracing the 20 Group program on behalf of the Audi A8 Flagship Program dealers and for recognizing NCM's leadership in this space. "We share their desire to help dealers succeed and they share our enthusiasm for our 20 Group platform as a proven path to success."



### **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 [ncm20.com](http://ncm20.com) or call 800-756-2620.

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