

## FOR IMMEDIATE RELEASE

### NCM® Associates to Launch 12 New Automotive Twenty Groups

**Evidence of auto dealer optimism in 2011 confirms NCM's preparations for increased demand for its industry-leading 20 Group program.**

Overland Park, Kan., 17 Mar. 2011. *Citing renewed industry optimism, [NCM Associates](#), a leading provider of [20 Groups](#), [Education](#), [Retail Operations Consulting](#) and [Benchmarking](#) services to retail automobile dealers and managers, announced the formation of 12 new 20 Groups targeting franchise, independent and Buy Here Pay Here dealers looking to tap into the profit-building benefits of peer collaboration and operations Benchmarking. As charter members, dealers who join new NCM 20 Groups will play a leading role in defining the groups' operating structure, bylaws and meeting schedules.*

NCM Associates is growing again with the addition of 12 new automotive 20 Groups planned for 2011. NCM Associates is well known in the automotive industry for its 20 Group program, which it pioneered in 1947 with a group of successful Kansas City Ford dealers. This group, which evolved to become the original automotive 20 Group, is still meeting today with third and fourth generation members. Since that time, NCM has built its core service to include more than 120 Groups that meet regularly throughout the year to compare operating statements, share best practices and present ideas to drive revenue and efficiencies to improve the profitability of their dealerships. NCM's proprietary data aggregation process allows the company to compile monthly operating Benchmark composite reports for all its group members, where they can see how their numbers compare to the group average and group Benchmark® for hundreds of operating metrics.

Open invitations have been extended to Select Ford operators in the Upper Midwest and Southeast regions, as well as U.S. Subaru and Nissan dealers. The organizational meetings for these groups will be held throughout the second quarter. Summer organization meetings are scheduled for a new Buy Here Pay Here dealer group and Fiat, Hyundai and Jaguar nameplate dealer groups. NCM also plans to form new Honda, Toyota, General Motors and Motor Trend Certified Dealer groups in 2011. There are definite advantages to being a part of a charter group, including developing the group's bylaws and future member profile; determining the format of and agendas for future meetings, meeting locations and scheduling of future meetings; and, the certainty of membership, as once the organization meeting has been conducted, new members must be vetted and then voted into the group.

NCM's Director of 20 Group Operations, [Kevin Cunningham](#), decided to start the year with aggressive targets to prepare for the anticipated demand; his strategic decision was validated by the many dealers visiting the NCM booth at NADA 2011 in early February. "I am extremely encouraged by the optimism of the dealers we spoke with on the NADA show floor," Cunningham explained. "Many of those dealers had been in 20 Groups before the sales downturn. They are rediscovering the value of 20 Groups, as they've come to grips with what we call "the new normal" for our industry, where profitability goals can be attained through a renewed focus on expense control and improved productivity, especially when dealing with erratic sales volume. Being part of an NCM 20 Group can help provide that focus and support for those efforts."

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For more information about the NCM 20 Group program and its new group opportunities, visit [www.ncm20groups.com](http://www.ncm20groups.com) or call 800.756.2620.

**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](http://www.ncm20.com) or call 800.756.2620.

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