



## Porsche Cars North America Selects NCM Associates For Exclusive Dealer Support Programs

Overland Park, Kan., May 19, 2011: [NCM® Associates](#), the leading provider of 20 Group, Retail Coaching, Education and operations Benchmarking services to the retail automotive industry, announced today it has been chosen by Porsche Cars North America, Inc. to provide a custom suite of support services to Porsche dealers over a two-year period. The programs will leverage NCM's industry-leading peer collaboration, operations Benchmarking® and in-dealership Retail Coaching solutions to drive operating performance excellence and profit maximization on behalf of dealerships selected by Porsche Cars North America.

[Porsche Cars North America](#) (PCNA) initiated a Request for Proposal earlier this year with the intent to deliver a long-term, comprehensive dealer support program to effect total dealership improvement. Throughout the two-year program, NCM will deliver a portfolio of services comprised of specialized Pinnacle Performance Groups, combining the Benchmarking and collaboration features of a more intimate 20 Group with the power of focused, in-dealership Consulting; Profit Forum Groups, similar to dealer 20 Groups but exclusive to PCNA; and a Pre-Owned Consultation immersion solution. "We are delighted and honored to have secured PCNA's endorsement," said NCM Associates President and CEO, [Paul Faletti, Jr.](#) "Porsche Cars North America is an organization with demanding standards and unwavering commitment to its dealers. Similarly, we at NCM hold ourselves to the same high level of accountability and share this mutual intense commitment to our dealer clients' success. This endorsement not only recognizes our capability to deliver a quality program, it validates NCM's dedication to excellence."

Eugene Litvinov, Manager, Dealer Business Development, and Kevin Harvey, Manager, Pre-Owned Operations, Porsche Cars North America, Inc. led the program development effort and defined the criteria by which the service provider would be selected. "We set out to find a professional service provider with a long-standing track record of success working with high-line dealers and a suite of offerings that would complement existing dealer consulting activities and take them to the next level," explained Mr. Litvinov. Mr. Harvey stressed the selected vendor would also be required to demonstrate outstanding proficiency in improving Pre-Owned department profitability. "NCM stood out among the rest, having clearly shown its capabilities and on-going commitment to dealership excellence through the depth and breadth of its programs and clientele," he said. "We are confident in NCM's ability to deliver the kinds of innovative tools and services our dealers need to succeed."

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 emphases in Pre-Owned and Service 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 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.

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)

###