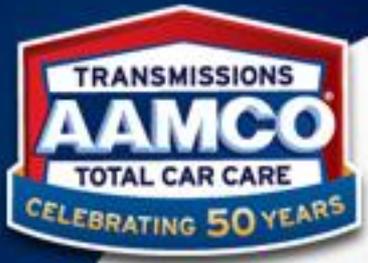


Soto, et al. –vs- AAMCO Transmission, Inc., et al.

Case Number: 3:14-CV-01287-MJR-PMF

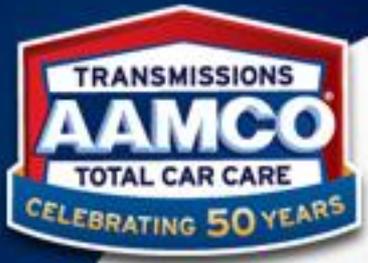
Exhibit 2



AAMCO's National Webinar

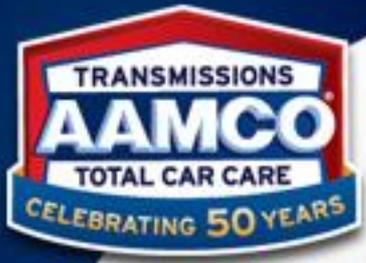
Welcome AAMCO Dealers

4/28/2014



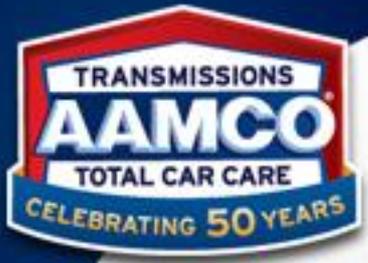
Today's Presenters

- Brett Ponton – President and CEO
- Rob Rajkowski – VP and COO
- Mike Ganjei – NCC Chairman and NADA President
- Brian O'Donnell – Sr. VP of Sales and Support



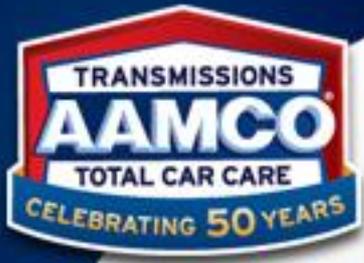
Today's Agenda

- 3 Primary Objectives - Update
- National Creative Update
- NADA Convention Update
- Reputation Management Update
- Operations Re-Organization
- Performance Improvement Program
- Priority Resale Program
- Wrap Up



AAMCO's National Webinar

Brett Ponton



Primary Objectives

1. Improve 4 – Wall Profitability
 - Win at Retail
 - Win “Moment of Truth # 1 – Reputation Management Program started in test markets
 - Win at Wholesale
 - Quality Improvement at GPS – 6 Point Plan improves unit quality by 25%
 - B2B Test Program begins in Jacksonville FL
 - West Coast Distribution Center moving forward
2. Grow Center Count with AAMCO Franchisees
 - Field Operations Re-Organization
 - Performance Improvement Program
 - Priority Resale Incentive Program
3. Ensure the AAMCO Brand is a marketable franchise to New Franchisees
 - Growing Business Model
 - Stronger Foundation of Centers
 - “Easy to Do Business With”
 - National Fleet Process
 - Invoice and Statement Clarity
 - MYAAMCO



National Creative Committee

Mike Ganjei



NCC Webinar

April 28, 2014

Agenda



- 2014 National Survey
- 2014 Creative Rational
- Development of Score card
- Winning the moments of truth
- NADA 2104 Convention



General Maintenance

Transmissions

Brakes

Why consumers want to do business with AAMCO

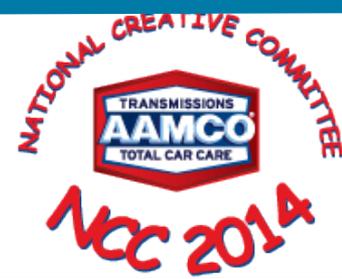
26% Good past experience
 18% Personnel know/trust
 11% Recommendations
 11% Reasonable prices
 8% Good reviews on web

24% Recommendations
 21% Good past experience
 14% Personnel know/trust
 8% Good reviews on web
 8% Convenient location
 8% Reasonable prices

38% Good past experience
 18% Convenient location
 11% Personnel know/trust
 10% Reasonable prices
 6% Good reviews on web

CONSUMER WANTS: BUYING FACTORS

Q53: What is the most important thing you look for when selecting a shop to do repair or maintenance on your car?



	All General Consumers	AAMCO Customers
Good recommendations from people I know	22%	24%
Personnel I know/trust/like	21%	21%
Reasonable prices	16%	15%
Shop received good consumer reviews on websites/well rated	13%	15%
I've been there before/satisfied with past work/past experience with them	10%	10%
Convenience/location/near my house	8%	7%
Quality work	7%	9%
They specialize in the kind of car/van/truck I have	2%	1%
They specialize in the kind of problem I have	2%	2%
Duration of business/Experience	2%	3%
Cleanliness	1%	1%
Go to the dealership	1%	*



CONSUMERS: FIRST REACTION TO CAR TROUBLE

- When consumers feel that something is wrong with their car, 37% bring it to a shop. The rest figures it out themselves (38%), asks a friend or relative for help (24%), or looks on the Internet (3%).
- Women are more likely to bring the car to a shop (42%) than are men (31%). Consumers over 65 are most likely to bring to a shop (53%).
- **CHECK ENGINE LIGHT:** When the check engine light goes on, 54% of consumers bring the car to a shop. The rest figures it out themselves (28%), asks a friend or relative for help (14%), or looks it up on the Internet (3%).
 - o Women are much more likely to ask a friend or relative (21%) than are men (7%).
 - o The groups most likely to bring it to a shop are people over 65 and minorities (60% respectively).
- **TRANSMISSION TROUBLE:** Most consumers first knew their car had a transmission problem by the way the car handled (66%). The rest knew because of noises (8%), a mechanic told them (7%), a friend or relative told them (4%), or because of a leak or fluid problem (4%).
 - o When consumers determine their cars have transmission trouble, 80% bring it to a shop. The rest fix it themselves (6%), or asks a friend or relative for help (9%).
 - o Of those who would bring the car to a shop when they have transmission trouble, 82% will bring it to a shop they have used before and only 15% will look around to find a shop.
 - o A higher percentage of young people under 35 (24%) and people with Old Cars (23%) will look around for a shop.



BRAKES: The brake failure/service rate is up, from 44% in 2011 to 50% in 2014.

- o Brake failure/service rates are highest among AAMCO customers (59%), consumers 35-49 (62%), Hard Drivers (59%), consumers with Old Cars (54%), and consumers with High Mileage cars (61%).
- o AAMCO has a good favorable rating among consumers who have experienced brake trouble, which may indicate growth potential in this market.
- **CHECK ENGINE LIGHT:** The Check Engine Light rate is up, from 39% in 2011 to 51% in 2014.
- o Check Engine Light rates are highest among AAMCO customers (62%), consumers 35-49 (61%), Hard Drivers (56%), and consumers with High Mileage cars (60%).



COMMUNICATION CHANNELS

- **BIGGEST EFFECT:** Which media channels have the biggest effect on where consumers bring their cars for repair and maintenance? The Internet is the top choice (21%), followed by TV commercials in second place (17%), and the printed Yellow Pages in third place (15%). In fourth place was direct mail promotion (9%) followed by newspaper ads (8%), radio ads (6%), and signs/billboards (4%).
 - o Among AAMCO customers, the Internet and TV ads were nearly tied (21%, 20%). That was closely followed by printed Yellow Pages (18%), direct mail promotion (14%), radio ads (7%), newspaper ads (5%), and signs/billboards (3%).
 - o Among consumers under 35, the Internet is the runaway top choice, at 49%, followed by TV ads at 24%. In stark contrast, only 6% of consumers over 65 selected the Internet; the top choice of consumers over 65 was the printed Yellow Pages (20%).

INTERNET USE

When looking for car care information on the Internet, 73% of general auto consumers first go to a search engine to find available options; 16% go to websites that review and rate shops. Only 6% go straight to websites for specific repair and maintenance shops.

FINDING OUT ABOUT AAMCO: Most AAMCO customers first heard about AAMCO from TV and radio ads (32%). That's followed by: personal recommendations (25%), saw shop (14%), printed Yellow Pages (7%), saw a sign (5%), reputation/experience with AAMCO (7%), referral from a mechanic (4%), online search (1%), someone on a social network such as Facebook (less than 1%).



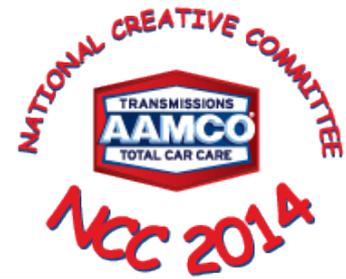
FIRST REACTIONS: When consumers feel something is wrong with their car, the first reaction of 63% of them is to do anything but bring it to a shop. Perhaps there is a need to include the following message in advertising: “When you feel something is wrong with your car, bring it to AAMCO first... save time and money.”

MEDIA: Media data indicate that TV ads, the Internet and the printed Yellow Pages remain the key communications channels for AAMCO to use. The Internet is critical for customers under 35 and printed Yellow Pages are critical for older customers, particularly those over 65. Radio should be used as a back-up to TV (or, as a substitute for TV when mass media budgets are limited) and direct mail should be used for specific events, offers and discounts.

SEO/SEM: Search engine marketing and optimization is crucial for AAMCO. (73% of auto consumers first go to a search engine to find available options.)

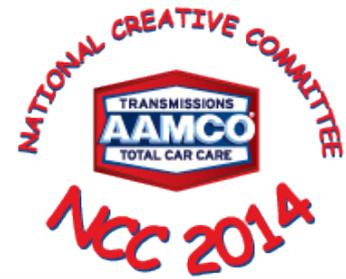


- **KEY MESSAGING POINTS COVERED IN ALL FOUR CONCEPTS:**
- AAMCO'S core competency as the experts in transmission repair for over 55 years.
- Demonstrate that the transmission is the most complicated part of the car and has over 800 parts.
- AAMCO has fixed over 40 million transmissions – more than anyone else – none of the competitors come close.
- Cars are getting more complicated and consumers need expert technicians more than ever.
- AAMCO technicians are experts because they are trained to keep up with more complex engineering.



- It's not easy for consumers to tell what's wrong with their car – especially if it's the transmission – they need experts they can trust. They need AAMCO.
- AAMCO is the trusted expert in transmissions so of course they can fix EVERYTHING (brakes, oil changes, engine checks, etc.)
- Every AAMCO repair is backed by a nationwide, lifetime warranty. (Available on most cars)
- Show consumers they have a “local AAMCO guy” who lives in their community by placing the name of their local AAMCO technician and the address of center on end slate.

AAMCO 2014 TV Concepts - Creative Rationales



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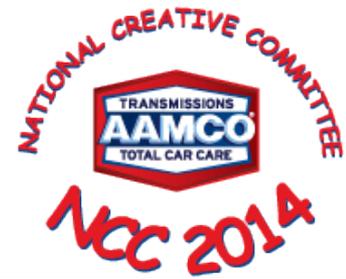
Winning the 4 moments of Truth



- 34 Dealers involved since the Phoenix meeting
- Ad Pool Chairs and Single Point Franchisees
- Multiple meetings with AAMCO's Management Team working on both short and long term solutions
- Working on Operations, Technical, Advertising, Fleet, POS, Back Office Accounting, Customer Relation, GPS

“It's Time to Take our Market Back!”

NADA working with AAMCO



- Reputation Management
- Marketing Efforts
 - Support Ad Pools
 - Scorecard
 - Internet
 - Ad Pools
 - Message and Weight
 - Marketing “Calendar”
 - Coordinate with Sales and Technical Training

Score Card

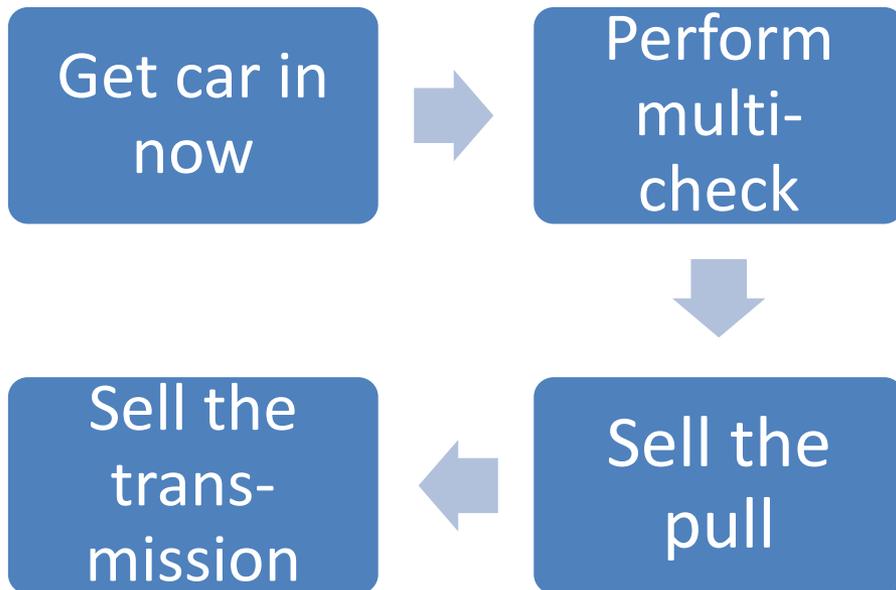


PPC Budget \$8,100.00		TRANSMISSION PERFORMANCE ONLY - Ad Pool total				
	Ad Pool			100% Impression	100% Impression	100% / Double CTR
TRANSMISSION ONLY	Jan - Actual	100% Impression	Double CTR	double CTR	CPC raised to \$6	CPC raised to \$6
Total Impression	297,715	297,715	297,715	297,715	297,715	297,715
AAMCO Impressions	224,239	297,715	224,239	297,715	297,715	297,715
Impression Rate	75.32%	100.00%	75.32%	100.00%	100.00%	100.00%
Ave CPC	\$4.73	\$4.73	\$4.73	\$4.73	\$6.00	\$6.00
Total Clicks	1,697	2,382	3,588	4,763	2,382	4,763
CTR	0.8%	0.8%	1.6%	1.6%	0.8%	1.6%
Total Cost	\$8,026.81	\$11,265.54	\$16,970.40	\$22,531.07	\$14,290.32	\$28,580.64
Variance to Budget	-\$73.19	\$3,165.54	\$8,870.40	\$14,431.07	\$6,190.32	\$20,480.64
Lead Rate	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Leads (phone call)	17.0	23.8	35.9	47.6	23.8	47.6
Lead conversion rate	80.00%	80.00%	80.00%	80.00%	80.00%	80.00%
Conversions to service	13.6	19.1	28.7	38.1	19.1	38.1
Associated Revenue	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Revenue from PPC	\$33,940.00	\$47,634.40	\$71,756.46	\$95,268.80	\$47,634.40	\$95,268.80
Cost of PPC	\$8,026.81	\$11,265.54	\$16,970.40	\$22,531.07	\$14,290.32	\$28,580.64
Incremental \$Rev Generated	\$25,913.19	\$36,368.86	\$54,786.06	\$72,737.73	\$33,344.08	\$66,688.16
ROI (Revenue based)	322.8%	322.8%	322.8%	322.8%	233.3%	233.3%
ROI (Margin Based 40%)	69.1%	69.1%	69.1%	69.1%	33.3%	33.3%

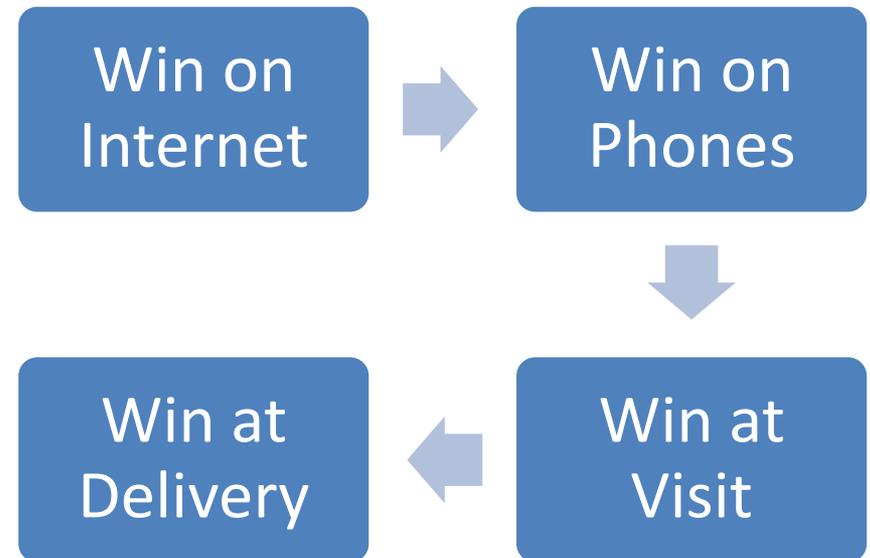
Some things never change...



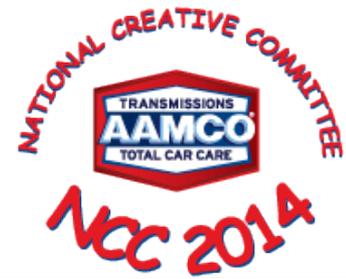
Robert Morgan 4 Boxes



Today's 4 Boxes



Win Four moments



MOMENT OF TRUTH #1

- What Brand do I consider?
- Mobile Phone Search
- Recommendations/ Referrals
- Yellow Pages

MOMENT OF TRUTH #2

- Winning on the Phone is Paramount:
 - Build trust
 - Give consumer hope
 - Sell the visit to the store

MOMENT OF TRUTH #3

- MANAGING THE 5 CYCLES: Denial, Anger, Bargaining, Depression
- Acceptance
- Bedside Manner is Key
- Offering Options/Solutions is the Key

MOMENT OF TRUTH #4

- Build trust throughout process
- Communicate well
- Do the work right the first time, every time
- Address problems quickly if they arise
- Great experience = 5 star review



NADA's 45th Annual Convention



45TH ANNUAL CONVENTION

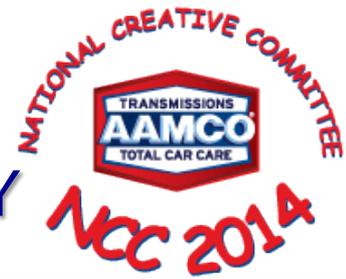
JULY 2-7, 2014 | RITZ-CARLTON, PENTAGON CITY

- extended interactions with AAMCO management and department executives
- training, workshops
- Presentations by AAMCO and NADA endorsed partners
- news about programs, products and services



45TH ANNUAL CONVENTION

JULY 2-7, 2014 | RITZ-CARLTON, PENTAGON CITY



- On July 4th, watch the National Independence Day Fireworks Show from the roof balcony of the Newseum while enjoying a dinner prepared by celebrity chef Wolfgang Puck!
- *The Newseum, a 250,000-square-foot museum of news – offers visitors an experience that blends five centuries of news history with up-to-the-second technology and hands-on exhibits for all tastes and all ages (for more information and a calendar of the museum events, please visit www.newseum.org).*



45TH ANNUAL CONVENTION

JULY 2-7, 2014 | RITZ-CARLTON, PENTAGON CITY



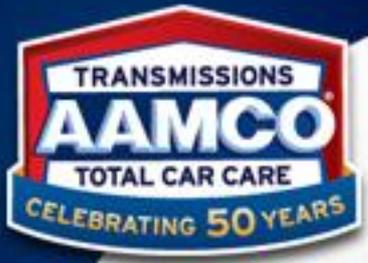
- **Venue:** conveniently located on the banks of the Potomac River in Arlington, Virginia, minutes away from the National Mall, art galleries, cultural establishments, exquisite restaurants and shopping centers, the Historic Georgetown, the Potomac River, the Chesapeake Bay, the National Mall and the National Harbor
- *Room rate **\$149.00++/night**, extended from June 27 through July 8, 2014, for all attendees registered for the NADA Annual Convention).*
- NADA OFFICE: (240) 497-1500 / (866) 447-1500
- VACATION TRAVEL: (877) 860-1850 / (941) 485-1850

Call to register today!



SEE YOU IN
WASHINGTON, D.C.!





Reputation Management

Rob Rajkowski



Managing our On-Line Reputation to Drive Growth

Winning The Four Moments of Truth



MOMENT OF TRUTH #1

- What Brand do I consider?
- Mobile Phone Search
- Recommendations/ Referrals
- Yellow Pages

MOMENT OF TRUTH #2

- Winning on the Phone is Paramount:
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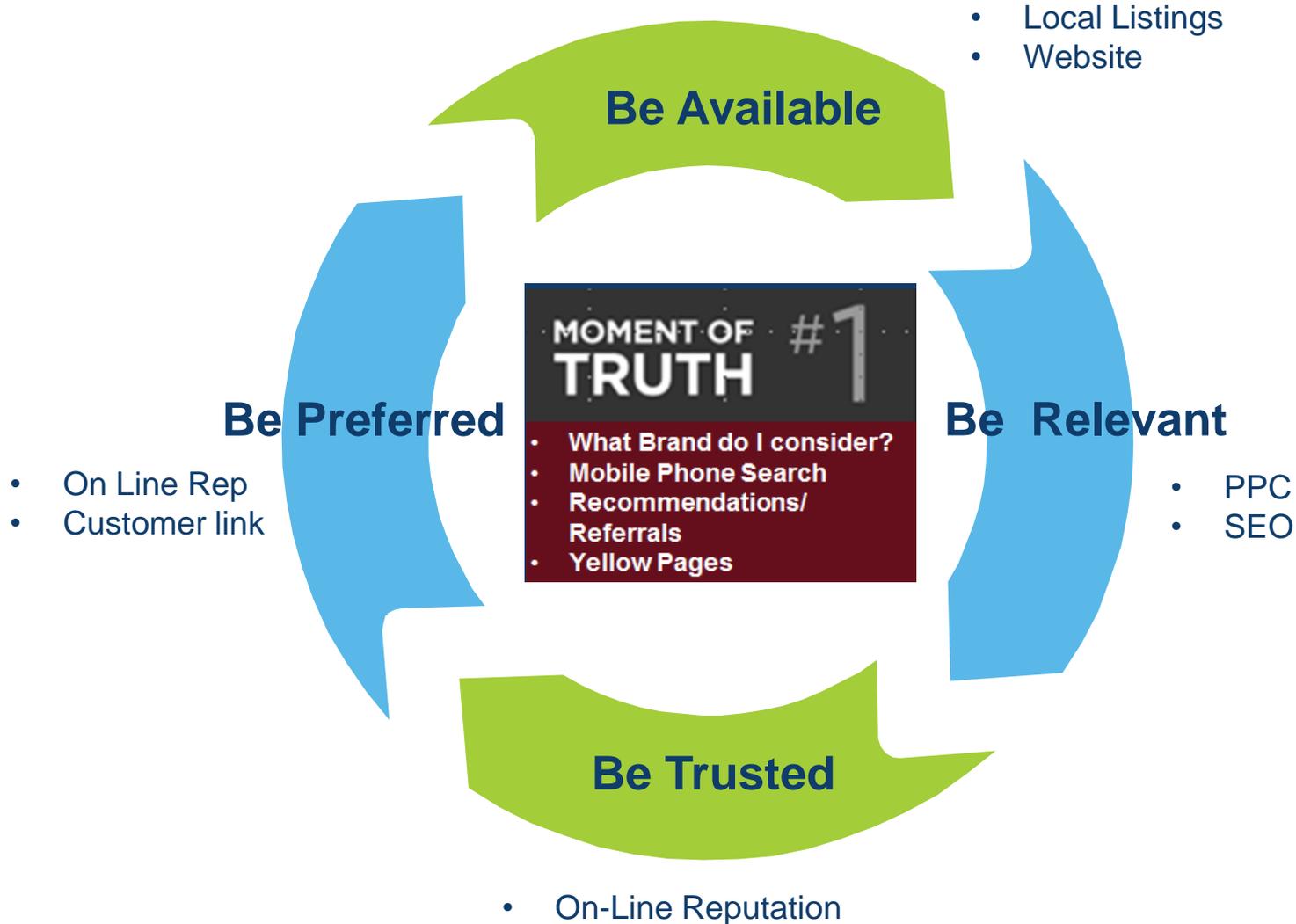
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- Bedside Manner is Key
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MOMENT OF TRUTH #4

- Build trust throughout process
- Communicate well
- Do the work right the first time,
every time
- Address problems quickly if
they arise
- Great experience = 5 star review

Winning 1st Moment with Digital



Why On Line Reputation Matters



Consumers research before making a decision

- **85% of consumers** conduct online research before making a purchase and 89% trust online reviews. (Cone Inc.)
- Consumers are **25% more likely** to research online reviews for high-cost purchases. (Cone Inc.)

Consumers trust online reviews

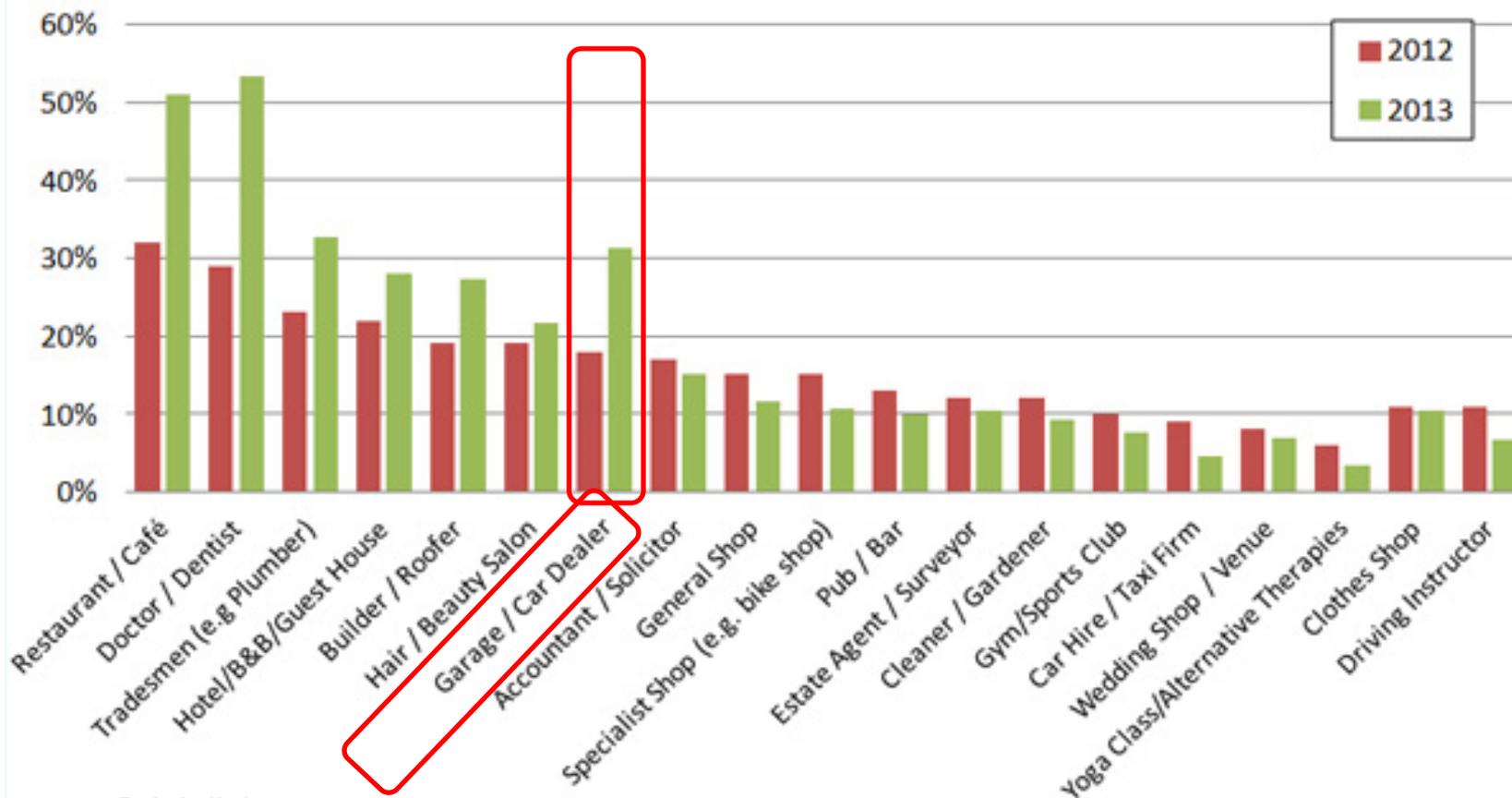
- **79% of consumers** trust online review as much as word of mouth. (Brightlocal ConsumerSurvey)
- Stores with 3 stars or lower reviews receive **30% fewer phone calls.** (edmunds.com)

Reviews have a direct impact on revenue

- A difference of one “star” in the average rating in a typical online business profile can lead to a **5–9% difference in revenues.** (Harvard Business Review)

Impact of on-line reviews by business type

For which of these local business types does 'Reputation' matter the most when choosing a business?



Source: Brightlights.com

On-Line Reputation for Automotive Services is critical and rising quickly

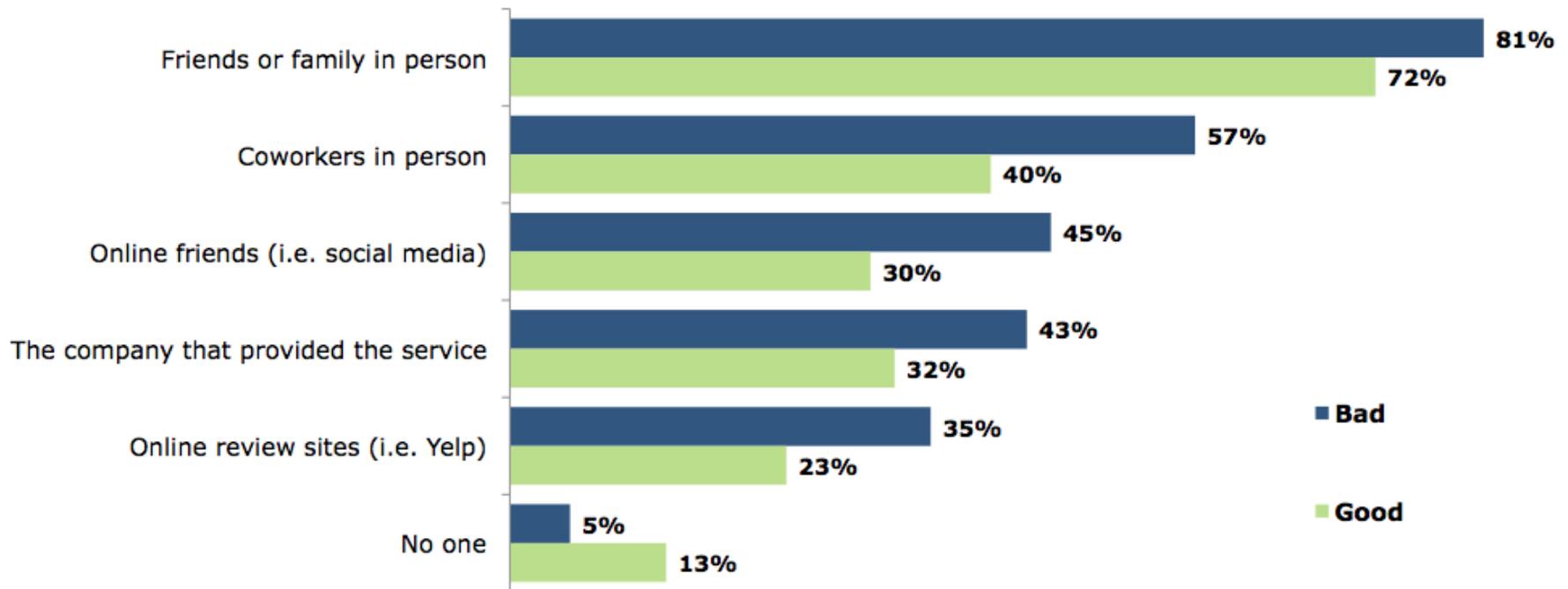
How consumers share good / Bad experiences



Sharing Customer Service Stories

%, among respondents who had experienced good or bad customer service, indicating who they told

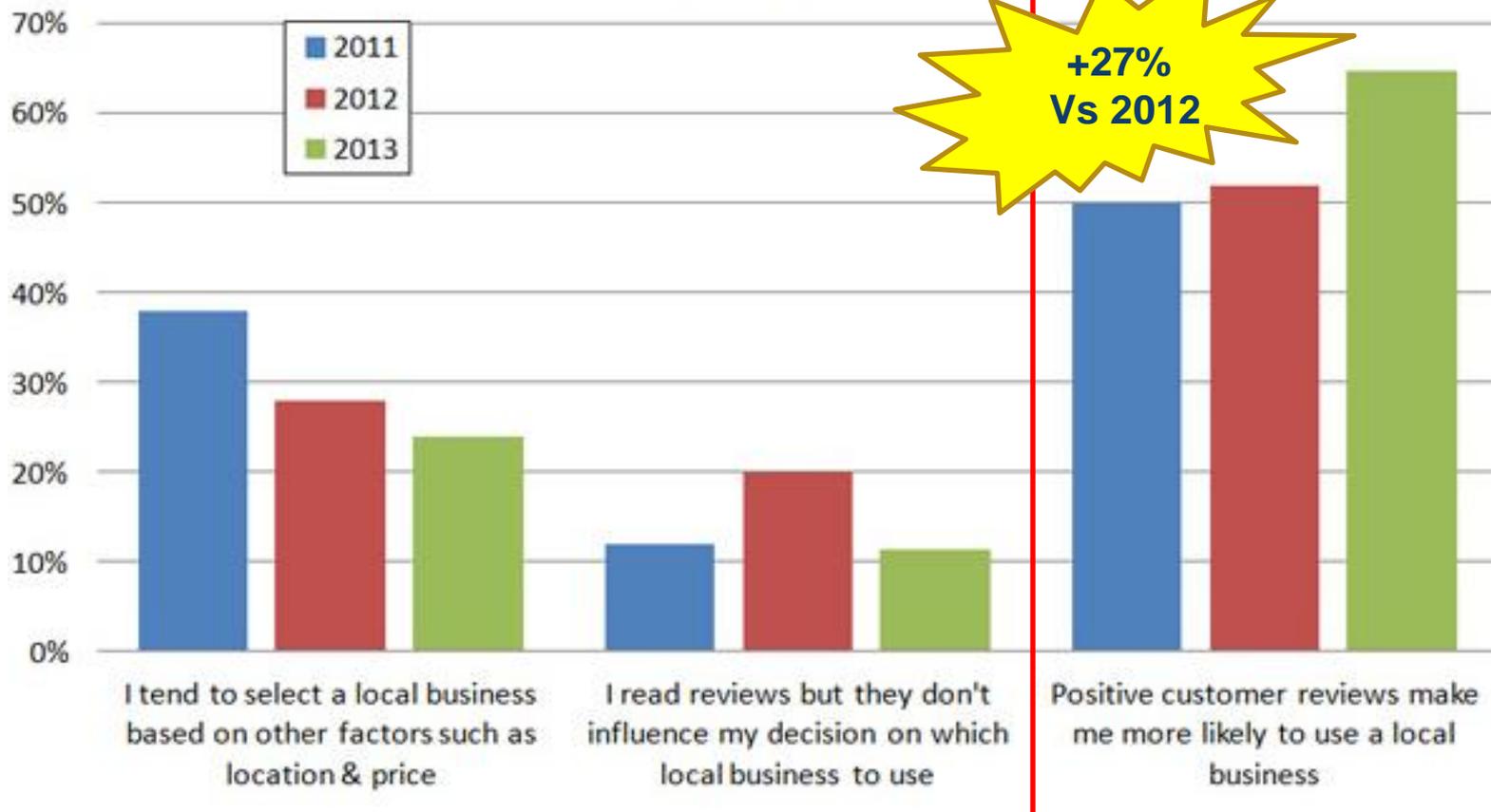
April 2013



Left unmanaged negative reviews will outpace positive ones

Power and Influence of Positive Reviews

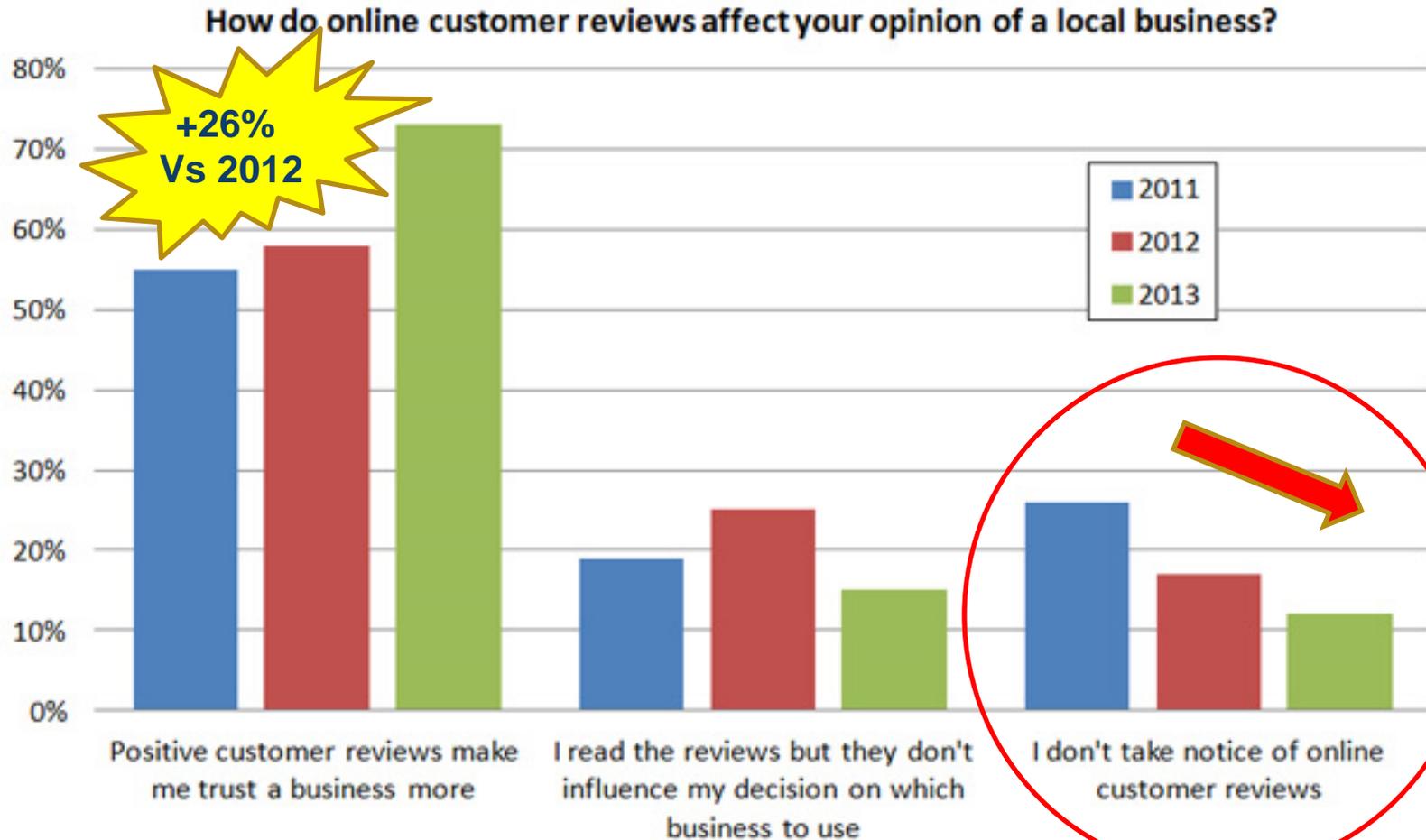
How do online customer reviews influence your decision to use/select a local business?



Source: Brightlights.com

The influence of positive reviews is powerful and rising in importance

On-Line Review impacting perception of Trust



**+26%
Vs 2012**



Source: Brightlights.com

73% of consumers reading a positive review put more trust in a business

Test in 4 Markets



- Tampa April 16th
- Washington, DC April 18th
- Phoenix April 23rd
- Houston April 25th

Test Running for 90 days

Pathway to increasing traffic via On-Line Reputation

Deliver Great Experience



Ask for Feedback



Request To post Review On Web



Increase # of Reviews



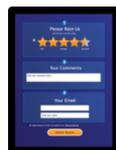
Increase STAR Rating & Reputation



Consumers Review When Searching



Consumers Influenced By positive Score/reviews



Increase Trial / Traffic



Increase Leads



Simple / Quick Forum to leave review at store level is critical

A screenshot of a mobile review form. It is divided into three numbered sections: 1. 'Please Rate Us' with a 5-star rating scale (Poor to Excellent). 2. 'Your Comments' with a text input field. 3. 'Your Email' with two input fields for email and name. At the bottom, there is a 'Submit Review' button and a link to 'Terms of Service'.

Features

- Simple, one-screen feedback tool
- Star rating determines action:
 - Negative feedback funneled to management and kept offline
 - Positive feedback triggers a request to post the review online

1-2 stars:

- Feedback sent to center owner, AAMCO corporate office and to Reputation.com agents

3-5 stars:

- Customer prompted via email to post the review on a review site
- Site is auto-selected based on ability to make maximum impact

Measuring Success



Direct measurement of Rep.com



Indirect measurement of Rep.com

of Website Reviews

% of Positive vs Negative reviews

Improvement in STAR Rating

Improvement in Reputation score

Improvement of Center Web traffic

Improvement in SEO placement

Increase Leads / Calls to Center

Increase Revenue



Total Impact of managing On-Line Reputation

Week 1 Results



powered by
reputation.com

Weekly Summary Report for All Locations

Apr 14, 2014 - Apr 20, 2014

All-Time Performance Summary

Total Reviews
1,397
(1,029 Positive | 60 Neutral | 307 Negative)

Overall Rating
3.9 /5

Reputation Score
243 /1000
Last Week's Score: 226

Recent Review Performance

Reviews - This Week

Reviews - Past 12 Months

Total
17

Average Rating
4.2 /5

Weekly Average
5

Average Rating
3.8 /5

Kiosk Review Performance

This Week
Kiosk Reviews
115

Past 12 Months
Kiosk Reviews
-

Published Reviews
This Week
101

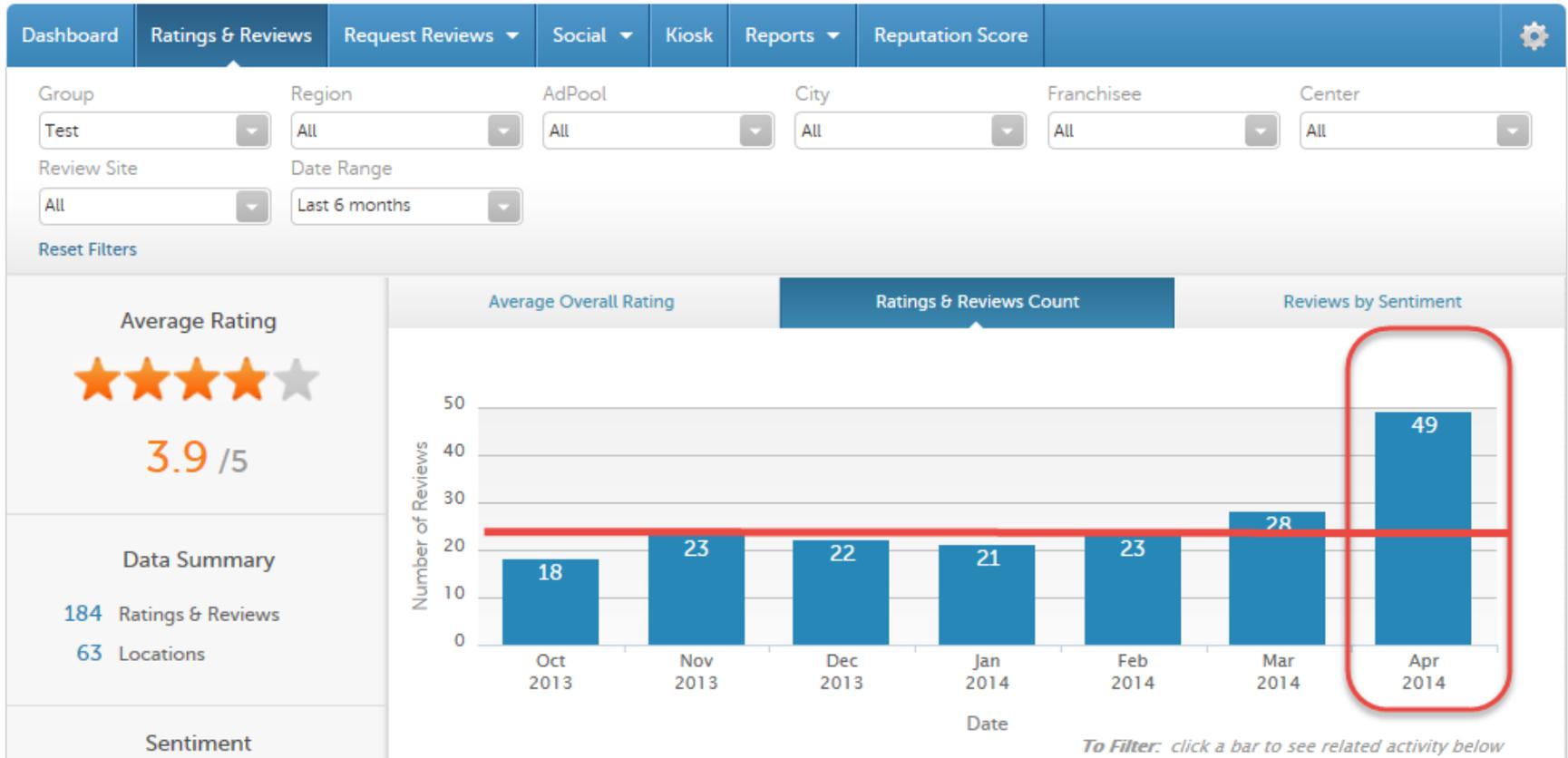
Published Reviews
Past 12 Months
-

Week 1 results

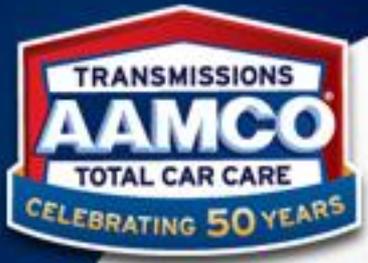


powered by reputation.com

Rob Rajkowski | Logout | Help

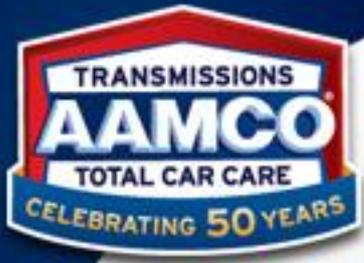


More than 200% increase in reviews being posted during the first week



Field Operations Re-Organization

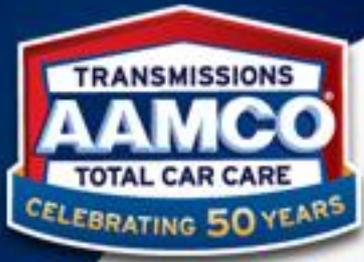
Rob Rajkowski



1. “4 Wall” **Profitable Growth** of the AAMCO System
2. Grow with our **EXISTING** Franchisees
3. Attract **HIGH QUALITY** new Franchisees into AAMCO

-- While creating a culture that is “**customer focused**” and “**easy to do business with**”

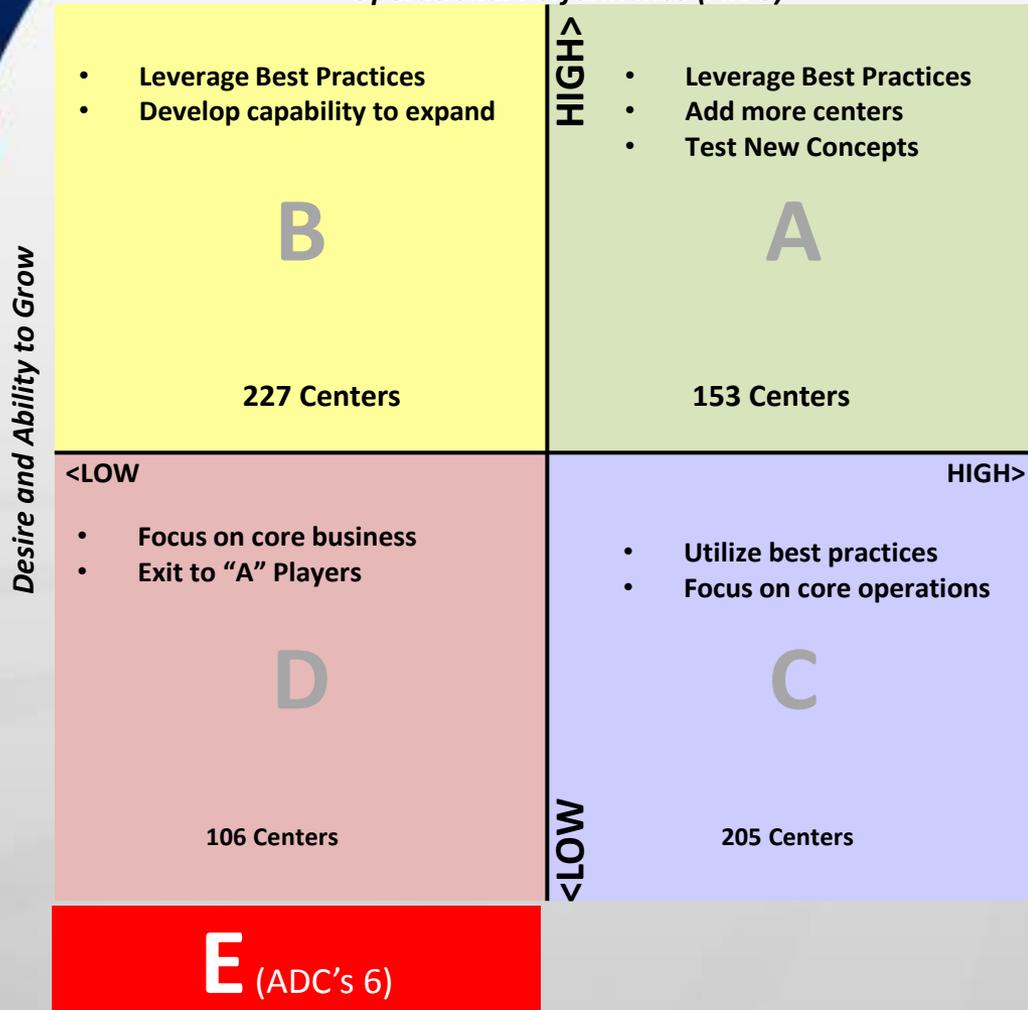
Build the strongest TEAM in the Industry
Committed to EXECUTION



AAMCO Company Priorities

Stabilizing the Portfolio

Operational Performance (AWG)

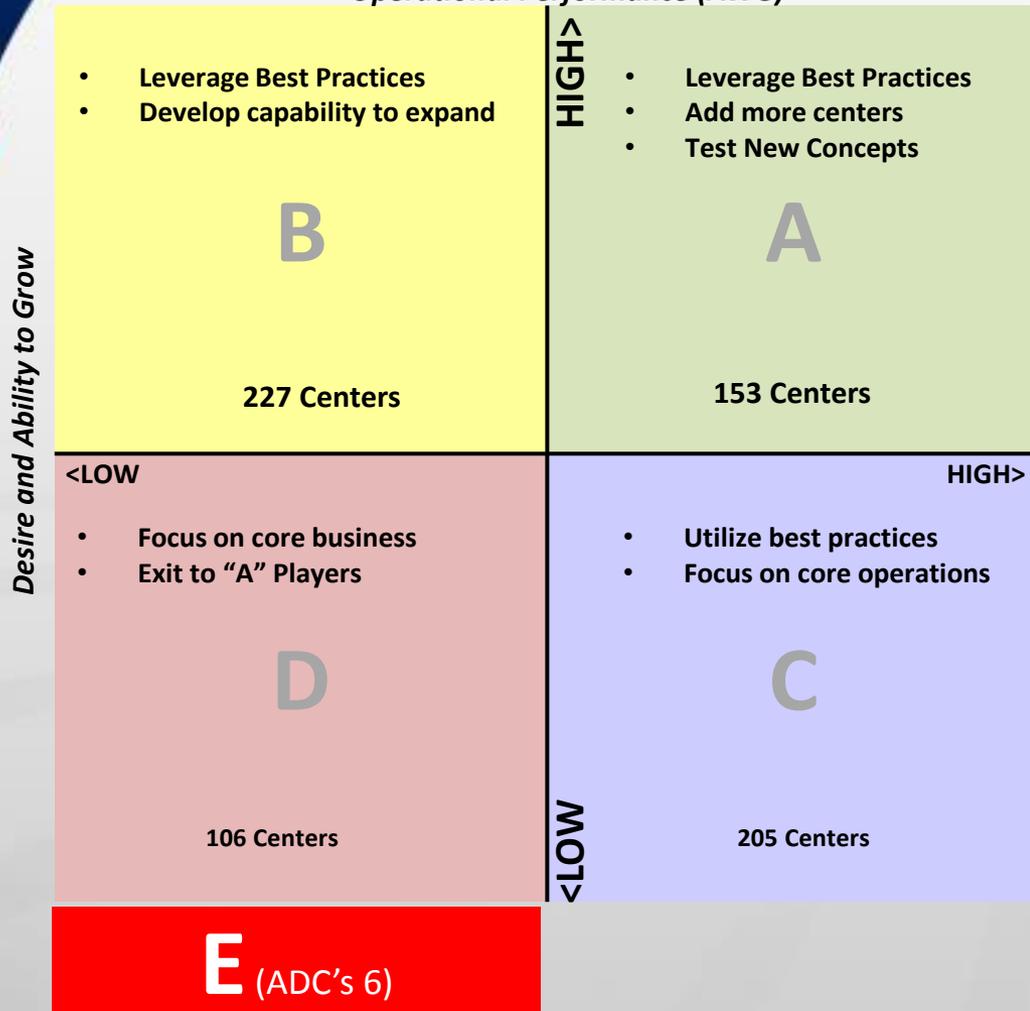


- Priority 1 is eliminate the E quadrant
- Develop an internal "SWAT" team focused on improving D Quadrant franchisees
 - Managed by Brian O'Donnell
 - Formalize use of the floater program
- Incentivize A/B quadrant operators to grow via internal acquisition
- Install new operating procedures with existing / new field operations team
 - Managed by Rob Rajkowski
 - Develop scorecard / action planning process
 - Role & Responsibilities clarity/accountability
 - Integrate FSM's with Ad Pool Structure (Marketing and Training)
 - Install process cadence and rhythm
- Develop AAMCO – 2020, the business model for the future
 - Leverage A quadrant franchisees for best practices
 - Good, Better, Best Value Proposition (for Trans)
 - Focus on the "experience" to drive lifetime loyalty with the consumer (Transmissions + Total Car Care)



Operations Re-Organization

Operational Performance (AWG)



- Priority 1 is eliminate the E quadrant
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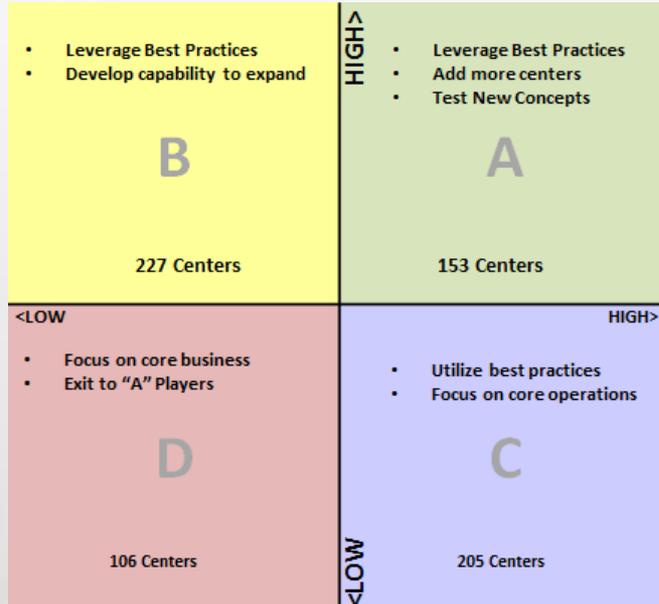
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Operations - Today

700 Centers



- Disproportionate time spent on D quadrant
 - Spending day's "working center"
- A-C's dealers not being visited / supported
 - Not able to diagnose needs
 - Not able to build action plans
- FSM's actions not aligned to skill set
 - FSM's being used to "fill in" for center

VP West	2	VP East
SR. FSM	4	SR. FSM
FSM	13	FSM
	1	Telesales

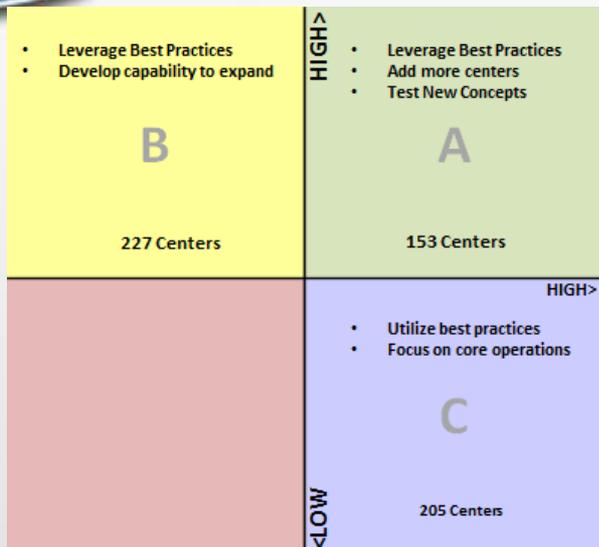
Difficult to focus and stabilize portfolio with current structure



Operations Re-Organization

2 Teams Uniquely Focused

600 stores

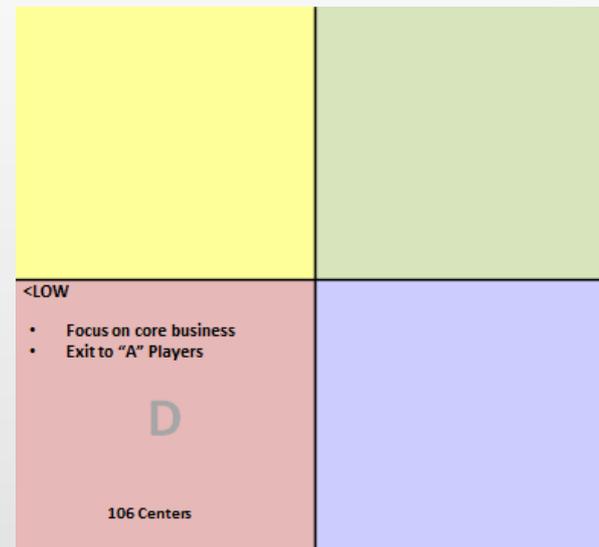


Field Operations

Focused on "A-C" Quadrants

Dir. West	Dir-Central	Dir. East
SR.ROM (1)	SR.ROM (1)	SR.ROM (2)
ROM (3)	ROM (3)	ROM(4)
BDS	BDS	BDS

100 stores

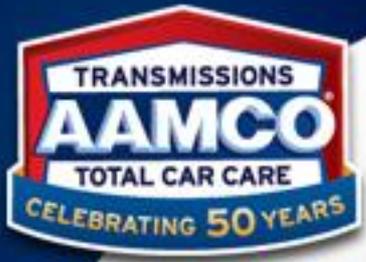


PIT Crew

Performance Improvement Team

(4) PIM's to help Fix "D" centers

More High Quality Touches - with better span of control



Two Uniquely Focused Teams

• **Operations Team**

- Objective: Provide analysis and action plan for growth to dealers
- Consultative Selling
- Influencing skills
- Multiple Center Mgmt.
- Conduct SCD's
- Assess business issues
- Frequent touches / action plans

• **PIT Crew**

- Objective: Evaluate quadrant "D" centers and develop/implement "Fix" or "Sell" plan for each center.
- Consumer Selling (CSM role)
- Selling skills
- Single Center Mgmt.
- Conduct selling process analysis
- Insert self into center process
- In-depth "working in center"

Leverage the strength of two teams to stabilize portfolio



2014 Field Operations

R. Rajkowski

Dir West – B.Joo

Dir Central - Open

Dir East - Open

Dir. Strategic Init - Open

Sr. ROM – E. Kirkpatrick

Sr. ROM – B.Maximovich

Sr. ROM – T. Scotti

ROM-S.Eulenberg

ROM – W. Rahman

Sr. ROM – A. Garrett

ROM – S. Hanna

ROM – J. Kinkade

ROM – C. Alvarez

ROM – T. Hoskins

ROM - Open

ROM - Open

ROM – J. Pan

ROM - Open

ROM - Open

BDS - Open

BDS - Open

BDS – D. Gallagher

Recruiter - R. Velarde

Recruiter - Open

Recruiter - R. Belove

Marketing - Open

Marketing - Open

Marketing – V. Fox

AR/ Customer Support

AR / Customer Support

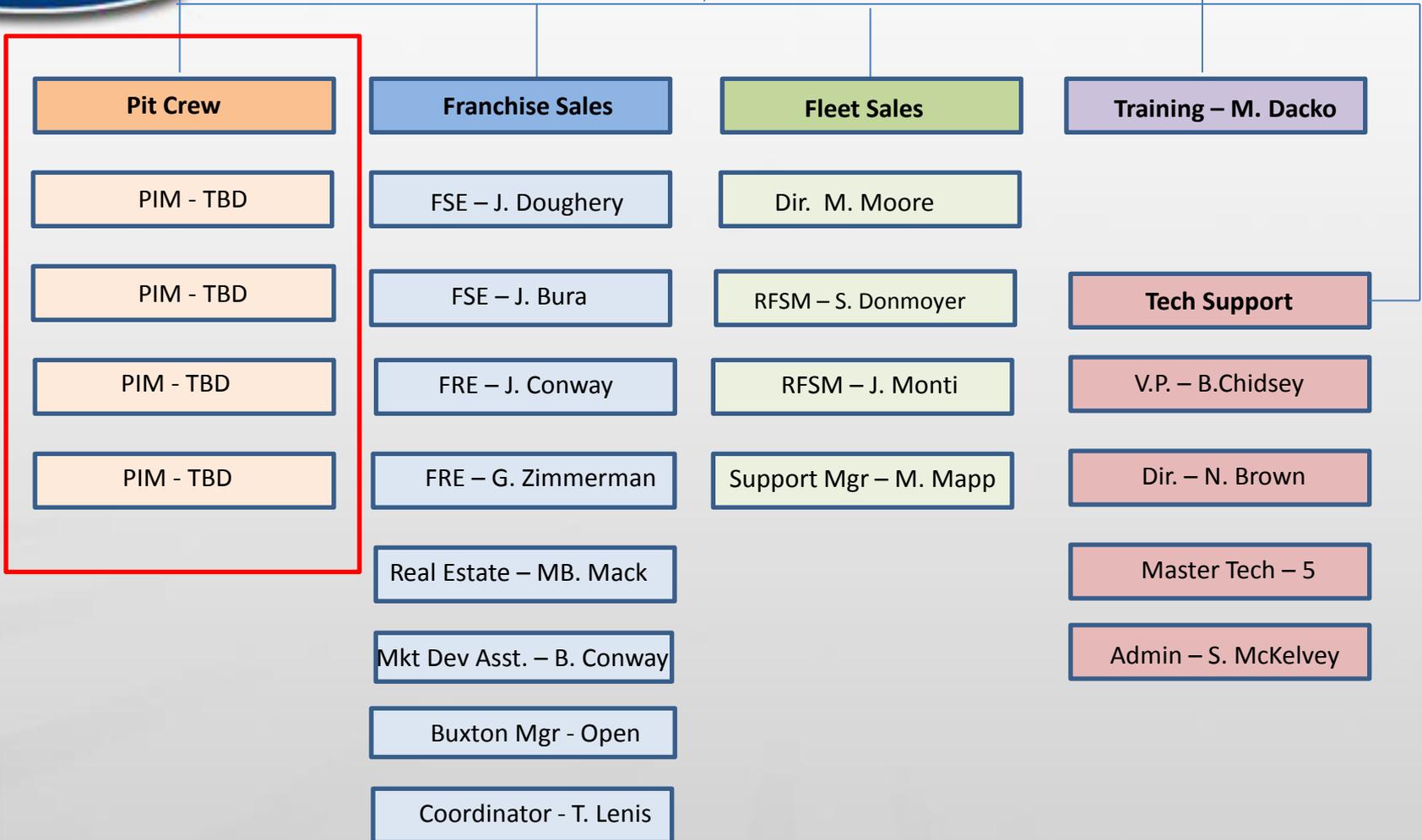
AR / Customer Support

Team Support Approach

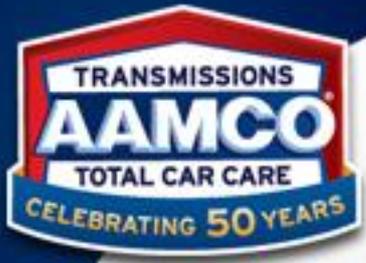
Dotted Line Support



B. O'Donnell



Dedicated team of PIM's to focus on "D" quadrant dealers



FSM Roles/Responsibilities

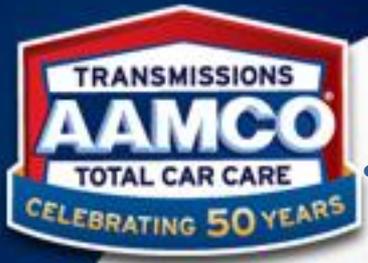
Today - FSM

- Time and attention skewed towards “D’s”
- Working “the center” as a “floater”
- More fire fighting vs planned approach
- Driven towards resource management
 - Help run center
 - Heavily recruiting focus
- Short term / temporary improvement

Tomorrow - ROM

- Manage “portfolio” of centers to growth
- Manage territory on rhythm and cadence
- Develop Center Scorecarding
- Assess Center Process/Performance
- Diagnose root cause
- Develop action plan for sustainable growth
- Coach dealers / CSM’s on processes
- Communicate with TSM’s / linking action plans
- Provide support through resources
 - Recruiting
 - Marketing

Move from reactionary short term fix to proactive sustainable action plans



Driving Quality and Frequency of Touches

- **ROM - Quality Touches (600 - A-C Quadrant)**
 - Min Quarterly visit to center
 - Full day center visits / territory management
 - Ave of 13 centers / month
 - Diagnose / Assess
 - Develop Action Plan
 - Communicate action plans to dealer / TSM
 - Lead / orchestrate support teams for dealers
- **BDS – Frequent Touches (A-C Quadrant)**
 - Reach 65 centers a month (via Telephone)
 - 3-4 centers a day supporting ROM Visit and action plans
 - Work (ROM)action plan with center
 - Report back to ROM regarding plan
 - Communication with support team/follow up
- **Support Teams**
 - Recruiters span of control down to 200-1 (Geographically focused)
 - Marketing coverage to supporting Ad Pools
 - Back office geographically assigned / aligned for better support

New approach allows for quality focused visits with heavy support of action plans



Expanded Marketing Team

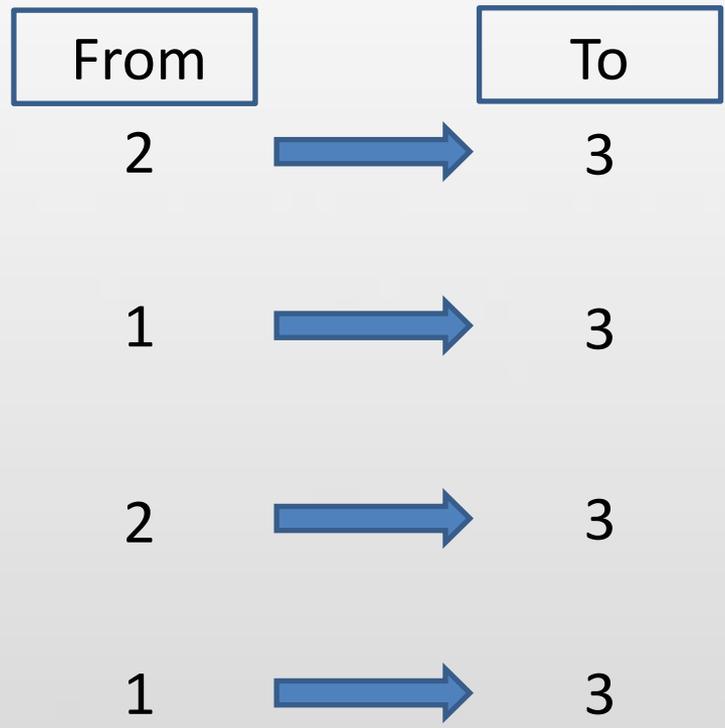
Matrix set up for operations/ Dealer Support

	Marketing Team	West Div	Central Div	East Div
V. FOX	New Media Mkt Initiatives			Support DOD/ROM's Support East Ad Pools
Marketing Mgr	Analytics Mkt Initiatives		Support DOD / ROM's Support Central Ad Pools	
Marketing Mgr	Traditional Media Mkt Initiatives	Support DOD / ROM's Support West Ad Pools		
E. Erhardt	Communications Dealer Support Mkt Initiatives			

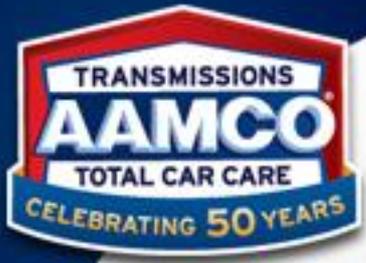


Additional Support for Dealers and ROM's

- Sr. Leadership
- Telephonic Support
- Recruiting Support
- Marketing Support



Bringing more support resources so ROM's can focus on dealers



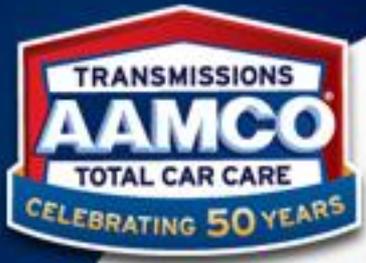
- Develop and implement key process changes
 - ie: Multi-Point inspection process
- Develop tools for field operations
 - ie: Service Center Diagnosis
- Lead and manage initiatives
 - ie: Good, Better, Best Selling approach

Resource to develop and deliver processes and tools for the system



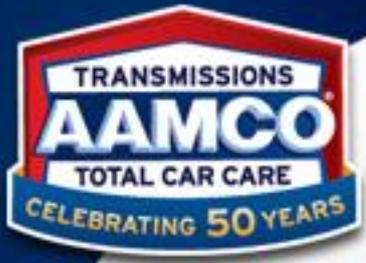
Performance Improvement Program

Brian O'Donnell



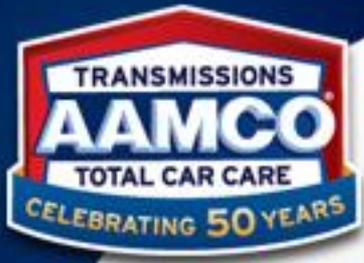
Performance Improvement Program

- Objective:
 - Establish a “Performance Improvement Team” to visit and evaluate quadrant “D” centers and develop and implement “Fix” or “Sell” plans for each center.
 - “D” Quadrant centers will be prioritized based on the financial stability of the center and the ability of the Franchisee to participate in and achieve the “fix” plan.



Quadrant “D” Prioritization

- Quadrant “D” centers will be prioritized as follow:
 - P – 1 - Centers in imminent danger of closing where time will not allow a “Fix” plan to be established and executed.
 - P – 2 – Centers where the Franchisees clearly need to exit the system even if time would allow a “fix” plan to established.
 - P – 3 – Centers needing an assessment to be performed to determine if the best approach is to “Fix” or “Sell” center.

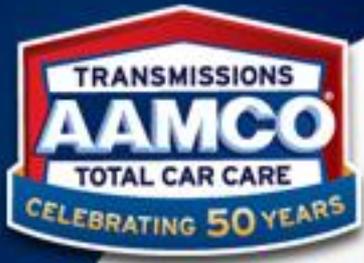


- Team Members

- “PIM’s” will be experienced, proven, 1099 contractors - “floaters” successfully used in the past to demonstrate center potential.

- Center Visits

- PIM’s will visit centers in P-1 category to keep the centers open until the Priority Resale Program can get an offer on the center.
- P – 2 Centers will be visited by request of Franchise Sales where potential buyers need additional information regarding sales potential.
- P-3 centers will be visited to perform an analysis of the center to determine if a “fix” plan can be established to move centers up to “C” or “B” quadrants.

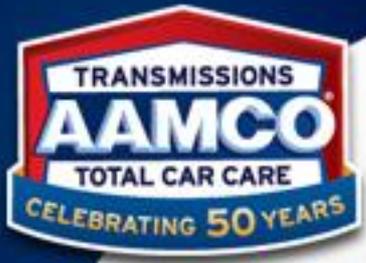


Performance Improvement Program

P-3 Center Visits

- Phase 1
 - PIM takes over the CSM role and performs all sales and sales related tasks to drive sales and document all leads.

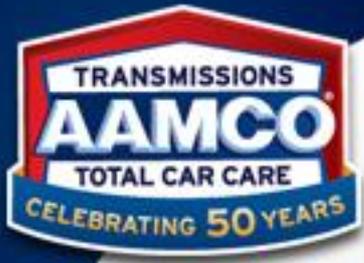
- Phase 2 – Center Analysis
 - Franchisee Assessment
 - Engaged/Commitment
 - Skills
 - P&L and debt review
 - Facility Assessment
 - Location
 - Buxton Score
 - Appearance/Equipment
 - Employee Assessment
 - CSM
 - Selling Skills
 - Retention review
 - Technicians
 - Positions
 - Skills



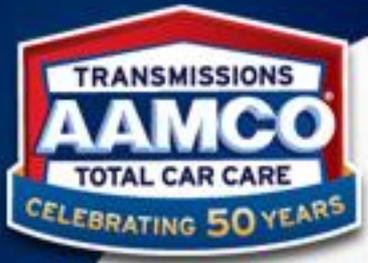
Performance Improvement Program

P-3 Center Visits

- Phase 3 – Recommendations (Based on Analysis)
 - Change center’s Priority Status (Needs Team Leader Approval)
 - P – 1 Supported by Priority Resale Program
 - P – 2 Supported by Priority Resale Program
 - Develop “Fix” Plan
 - Submitted to Team Leader for approval
 - Reviewed with Ops VP, and ROM
 - Reviewed with Franchisee
 - Requires Franchisee Sign off



- Phase 4 – Plan Implementation
 - PIT member remains in center to ensure plan implementation gets started and all employees embrace and follow all recommendations
 - PIM's send weekly performance updates including data on all KPIs
 - Once all elements of the plan have been implemented and targeted results achieved, PIM turns center over to ROM for on-going monitoring and support. Conference call with PIM, Dealer, Ops VP, and ROM conducted to facilitate hand off.



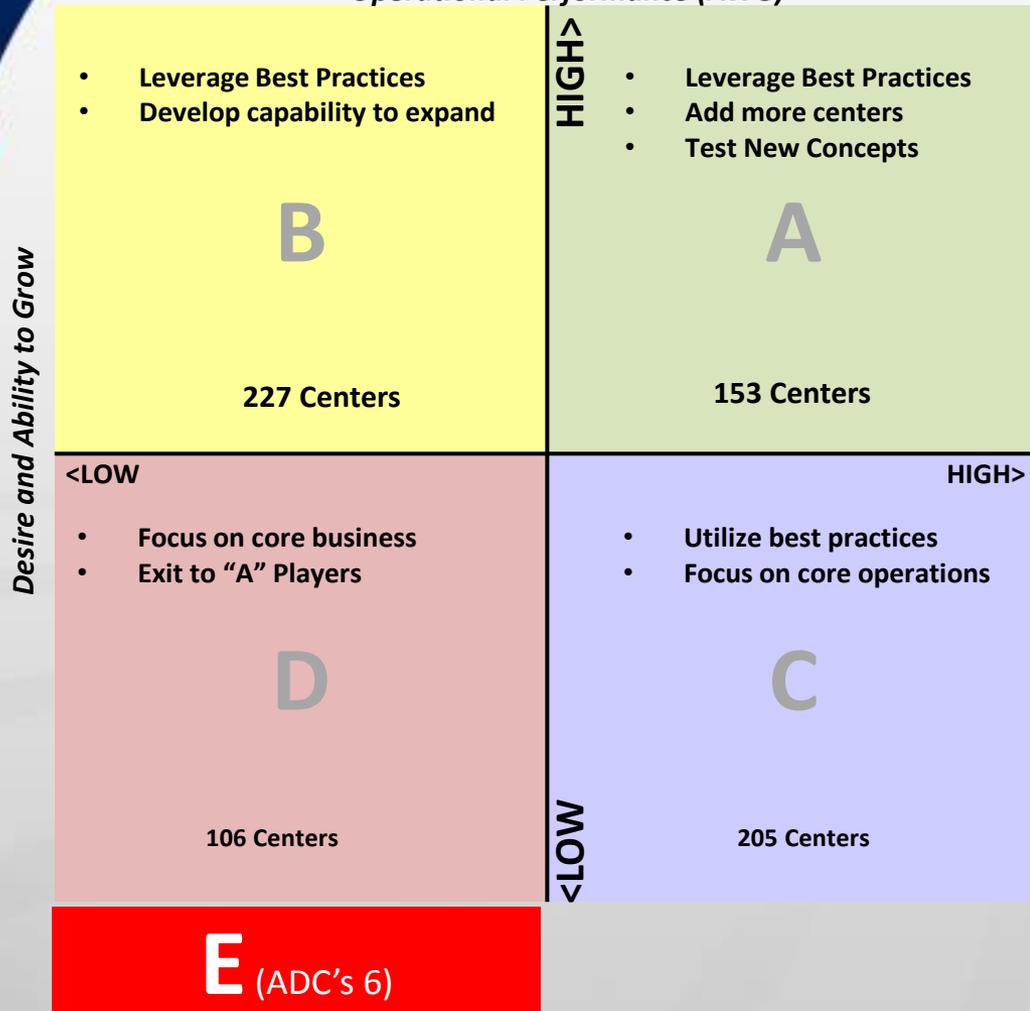
Priority Resale Program

Brian O'Donnell

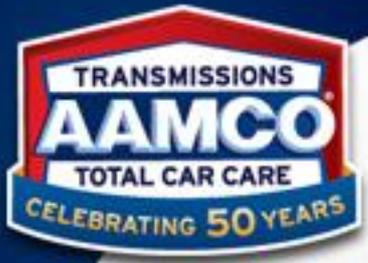


Operations Re-Organization

Operational Performance (AWG)

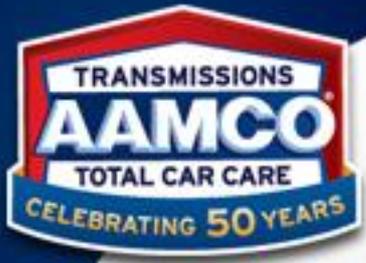


1. Priority 1 is eliminate the E quadrant
2. Develop an internal "SWAT" team focused on improving D Quadrant franchisees
 - Managed by Brian O'Donnell
 - Formalize use of the floater program
3. **Incentivize A/B quadrant operators to grow via internal acquisition**
4. Install new operating procedures with existing / new field operations team
 - Managed by Rob Rajkowski
 - Develop scorecard / action planning process
 - Role & Responsibilities clarity/accountability
 - Integrate FSM's with Ad Pool Structure (Marketing and Training)
 - Install process cadence and rhythm
5. Develop AAMCO – 2020, the business model for the future
 - Leverage A quadrant franchisees for best practices
 - Good, Better, Best Value Proposition (for Trans)
 - Focus on the "experience" to drive lifetime loyalty with the consumer (Transmissions + Total Car Care)



Objective

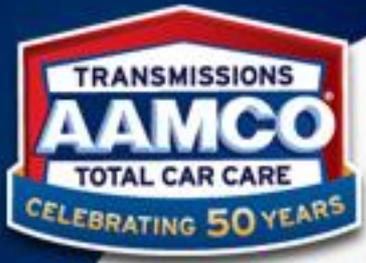
- To strengthen the AAMCO chain by offering an incentive plan to existing qualified AAMCO Dealers to grow through the purchase of existing center(s).



Program Details

- Only top performing qualified AAMCO Dealers are eligible to participate in the Priority Resale program.
- Centers will be eligible based on their ratings in the Performance Improvement Program.
 - P1 & P2 Centers will be immediately eligible
 - P3 Centers may be eligible based on results of program
- The Priority Resale Program is not transferrable.

The Priority Resale Program announcement will be sent to the chain and will include full program details.



Program Benefits

1. AAMCO will waive the transfer and listing fees to allow for a quicker sale and improved working capital.
2. A “Grand “Re-Opening” Plan will be developed with Franchisee and AAMCO to promote the new owner in the community. AAMCO will fund \$5000 towards the plan.
3. Dealer will be approved for up to \$20,000 in Equipment and Signage purchases with a 6 month payoff plan
4. Franchise Fees will be rebated back to the Dealer to allow for an increased marketing budget to drive sales. The rebate schedule is:
 - a) Months 1 – 6 = 100% of Franchise Fees Paid
 - b) Months 7 – 12 = 50%
 - c) Months 13 – 18 = 25%



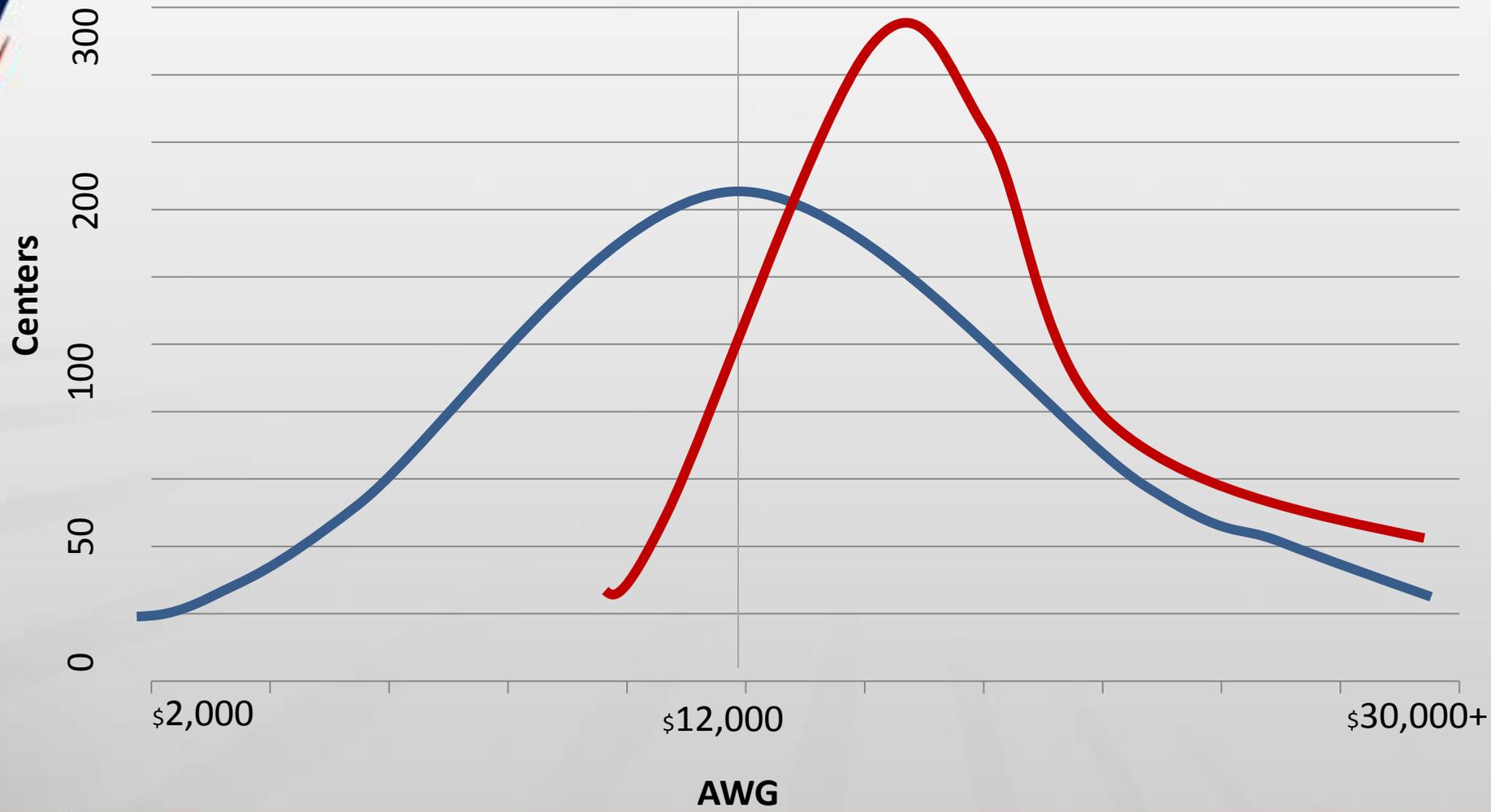
Wrap Up

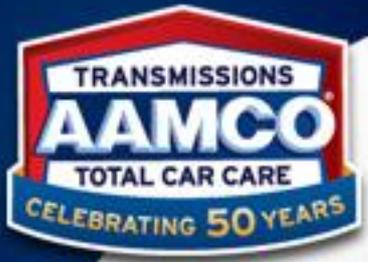
Brett Ponton



AAMCO AWG Chain Performance

AWG Performance





Questions



Thank You