

Timothy Montileone, et al.

-vs-

AAMCO Transmissions, Inc., et al.

Complaint

EXHIBIT 15

----- Forwarded message -----

From: "Mike Ganjei, President - National AAMCO Dealers Association" <keanna@aamcodealers.com>

Date: Jul 23, 2013 10:18 AM

Subject: To My Fellow NADA Board Members and to All AAMCO Dealers:

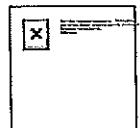
To: <9643@aamcoemail.com>

Cc:

National AAMCO Dealers Association - July 2013

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July 23, 2013

My Fellow Board Members and AAMCO Dealers:

To all of you who attended this year's annual convention, a heartfelt *Mahalo*, again. You witnessed firsthand one of the most comprehensive and informative conventions we have had in many years. A great group of dealers, families, vendors and special guests from all over the country arrived at the Ritz-Carlton Kapalua in Maui, Hawaii to enjoy this paradise-like venue and its surroundings and gained immeasurably from exceptional content, candid and edifying think tank held with the franchisor's senior management, knowledge of all attending fellow-dealers and a fantastic vendor showcase of our endorsed partners.

Turning now to the state of the chain and the association's activities, it's fair to say that there are still too many fellow dealers in the chain that are hurting financially. Some of the reasons for this, as put forth by dealers who have reached out to us, include a difficult economic environment, employment in some geographic areas of the country at all-time lows, federal government furloughs, growing changes in the automotive aftermarket and increased pressure from remanufacturing outlets penetrating the once lucrative transmission market. An additional and common reason was the roller coaster ride that the franchisor took us on in the past 6 years: aggressive attempts to unreasonably expand the chain or to create a chain with a large number of company-owned stores, the selling of multiple AAMCO centers to one new dealer, the uncompromising and heavy-handed approach by AAMCO's Collections Department, the unbalanced franchise support to dealers, and, ultimately, the lack of focus on the equity and profitability of existing AAMCO centers. Whatever the reasons, this association has been working around-the-clock to find ways to help dealers navigate these difficult times and help our members operate their centers better and in a profitable manner. It's a delicate balancing act, since we can only do exactly what must be done without ever hurting our great brand or the relationship with our franchisor.

During the last 90 days or so, we have had extensive talks and consultations with AAMCO's interim CEO and President, Bret Bero, with a view to stabilizing the chain. He has been straightforward about his initiatives and in his management style. Since Mr. Bero's appointment in February, AAMCO progressed with the sale of company-owned stores, slowed down unnecessary new center expansion with the only objective of attaining fast—but short-term—growth and began to concentrate on the financial health of existing dealers. One of the key agenda items that came out of the think tank meeting held in Philadelphia between NADA's Executive Committee and AAMCO's senior management at the end of May was to try to achieve proper and balanced staffing in each AAMCO department and to work with NADA in finding the right solution for our core business model, all the while the search for a new CEO and President continued. Although we do not know yet when a selection will be made, I have to assume that the Board of Directors of American Driveline Systems is close to finding a new president and CEO. We have been very clear about what this chain needs from its future leader: someone who understands franchising and the benefits of a healthy and robust franchisee-franchisor relationship and someone who accepts that this chain will be healthy only when our individual dealer's profitability and equity improves. In other words, someone who will commit to secure steady growth from within the existing dealer body.

With this ultimate goal in mind, and over the past several years, I repeatedly asked for a meeting with the Board of Directors of American Driveline, particularly with those directors who have a direct relationship with American Capital (the owners of American Driveline). Through the good offices of Bret Bero, my request was recently granted. On July 18th, I met with three main principals of American Capital at its offices in New York City: Brian Graff, Sr. Managing Director and co-head of Investment Group (the group within American Capital that buys its portfolio companies); Adam Spencer, Managing Director and head of the Sponsored Finance Group (the group

within American Capital that lends money to portfolio companies); and Jim Gregory, Principal in the buyout group and responsible for this investment in American Driveline System and its affiliated companies.

There was no specific agenda set in advance. The mutual goal was to get acquainted, establish a solid ongoing line of communication with the owners of AAMCO and its affiliated companies to make sure that our voices are heard firsthand, outline some of the key elements of concern about the existing environment and discuss our long term business model. More importantly, I wanted to let them know that the dealers and NADA are on this journey together, that their success fully depends on our success and that together we can raise this chain to new heights and be the best aftermarket automotive company in the world. I am happy to report that the meeting with Messrs. Graff, Spencer and Gregory was successful. I was greeted with open arms and enthusiasm and I believe my goal for this initial meeting was achieved. They assured me that they want to meet again with me and other executive members. Most importantly, they strongly affirmed that they are fully committed to this investment and that they have no intention of selling ADL/AAMCO in the near future nor is there pressure to do so.

The success of our centers begins with a phone ring, with increasing our car count through creative marketing and advertising and with developing a strong outside sales program to reclaim the wholesale market which we once dominated. That requires a robust AAMCO marketing department with proper staffing to support our ad pools and help increase the leads to our centers, combined with robust operational support to help recruit, train and follow-up with our dealers or CSMs, and strong technical support to help us diagnose the problem and identify the right fix the first time.

The 15 members of the National Creative Committee are working with outside firms to find new ways to reach our consumers. We have just introduced five additional commercials that target the competition. Moreover, we will be testing new ideas of how to increase our transmission leads both in the wholesale and retail arena. We also are happy to inform you all that NADA has just started two new partnerships— with NAPA Auto Parts and O'Reilly Auto Parts—which will help our dealers get more competitively-priced Total Car Care parts.

The NADA committee chairs and members have been busy not only running their shops, but also spending an unbelievable amount of time working on your behalf in vital areas of our business, striving to build a better future for all of you. The GPS, Operations, Technical, National Fleet, PRNDL, Customer Relations, Intershop, New Dealer training and our strategic partner initiatives are led by: Don Scott, Dale Mueller, Wayne Martella, Craig Hiatt, Ron Stafford, Jeff Szekely, Chuck Stasny, Allan Nurenberg, Rick Bigham, and myself together with over 16 additional members of these committees including Will Bucquoy, Angelo Garruba, Anthony Monks, Charles Riley, Danny Rakow, Frank Filacchione, Jeff Braman, Jim Ferrell, Joe Zambri, John Lindsay Jr., Jonathan Tow, Kip Hamblet, Lou Fizzarotti, Pat Infante, Randy Steiner, Rich Lawrence, Sherry Underland. With their dedicated efforts, we will get this chain back on track.

Our motto—"We Are Stronger Together"—is not just empty words; it's what has kept us strong for over 45 years. There has never been a time more critical for this association to band together and get ready for the next phase of our journey. I urge you all to stay the course and keep us strong by working together through your association.

As a reminder please block November 22-24, 2013. This is the next business session of NADA in Phoenix, AZ. By then, we should be dealing with a new CEO and President of AAMCO and hoping for better times.

The post-convention package will be mailed out to the entire chain next week, and I will continue to communicate monthly with you and keep you posted on any new developments.

Hopefully, I have covered all the key points. I know this is a lot, but I wanted all of you to know what's ahead for all of us. We in the leadership of NADA are totally sensitive to the needs of this chain.

Sincerely,

Mike Ganjei

President, National AAMCO Dealers Association

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