



Mr. Fred Bauer  
Auto Butler Warranty, Inc.  
4701 Humboldt Avenue North  
Minneapolis, MN 55430

Fred,

With things the way they are in our industry, I wanted to be sure and let you know how much we appreciate the profitability and personal support that comes with participating in the Auto Butler Customer Retention Program. The tag-team of your carwash and Auto Butler machine are not only bringing my customers back, but also making my dealership more profitable.

The Broadway Carwash was an easy choice, we needed a reliable workhorse to wash cars, and Broadway delivered. But I was truly amazed with the Auto Butler. Every customer that buys the program loves it. The Auto Butler two-step paint protection works so well that we now Auto Butler every car on our lot to keep them looking great and protect them from our local bird population. Our sales staff knows they're selling the best looking Honda's in town. The Service Department loves the business from all of the returning Auto Butler customers and the Detail Department has never been this productive.

Bottom Line: I'm making money selling Auto Butler, returning customers are buying additional service work, I am saving money in Fixed Operations with your automated equipment and my inventory is protected from costly damage. I know that the sales revenue combined with the operational savings is worth well over \$250,000 to my dealership and your ongoing support of the program will only make the figure go up. Thank you for bringing the Auto Butler Customer Retention Program into my store.

If any of your customers want to talk to me about my Auto Butler experience, have them call me at (845) 343-0055.

Thank you,

A handwritten signature in black ink, appearing to read 'Stuart Berkley', written over a light blue horizontal line.

Stuart Berkley  
General Manager  
Middletown Honda