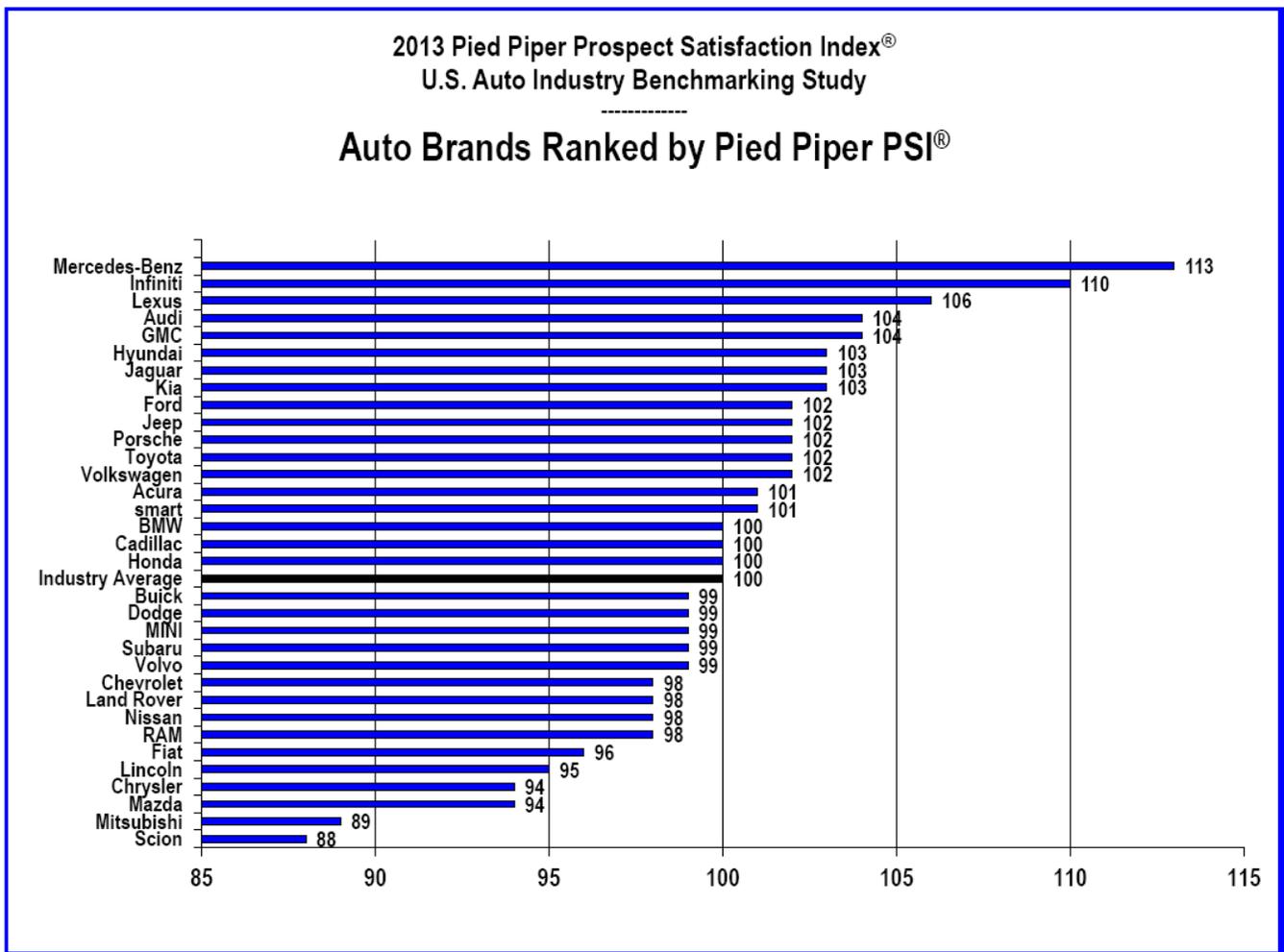


MERCEDES-BENZ, INFINITI AND LEXUS DEALERS RANKED HIGHEST BY 2013 PIED PIPER PROSPECT SATISFACTION INDEX[®] (PSI[®])

MONTEREY, CALIFORNIA – July 8, 2013 – Mercedes-Benz dealerships ranked highest in the newly released 2013 Pied Piper Prospect Satisfaction Index[®] (PSI[®]) U.S. Auto Industry Benchmarking Study, which measured dealership treatment of car-shoppers. Study rankings by brand were determined by the patent-pending Pied Piper PSI process, which ties “mystery shopping” measurement and scoring to industry sales success. Infiniti and Lexus dealerships, the luxury brands from Nissan and Toyota respectively, finished ranked second and third.



Nineteen of the thirty-three different brands led at least one PSI sales process category, and performance varied by brand within each category. For example, Jaguar, Volvo and Audi salespeople were most likely to discuss features unique from the competition. Infiniti, Land Rover and smart salespeople were most likely to conduct a vehicle “walk-around” demonstration. Kia, Fiat and Hyundai salespeople were most likely to give compelling reasons to buy now.

Industry average dealership performance was mixed when comparing 2013 with the previous year.

Salesperson behaviors more likely in 2013 than 2012 include the following:

- Mentioning the availability of different finance or lease options (now 67% of the time)
- Asking about factors preventing purchase (now 71% of the time)
- Asking if the prospect has a trade-in (now 83% of the time)

Salesperson behaviors less likely in 2013 than 2012 include the following:

- Offering a brochure (now 52% of the time)
- Discussing features unique from the competition (now 55% of the time)
- Involving prospect with visual aids (now 38% of the time)

2013 marks the seventh consecutive year of Pied Piper PSI auto industry benchmarking studies. With seven years of data gathered from tens of thousands of auto PSI evaluations nationwide, Pied Piper was able to fine-tune the study questions, weightings and scoring for 2013. As a result, Pied Piper reset the 2013 auto industry average PSI score to “100.”

The resulting “second generation” PSI scoring is now even more closely correlated to auto dealership sales success. Pied Piper has found that on average, when auto dealerships are ranked by their PSI score, dealerships in the top quarter sell 16% more vehicles than the dealerships in the bottom quarter. “Any dealership faces plenty of challenges that are difficult, if not impossible, to change, such as product-line sold or dealership location,” said Fran O’Hagan, President and CEO of Pied Piper Management Company LLC. “In contrast, how a sales team sells is something a dealership can improve immediately.”

The 2013 Pied Piper PSI U.S. Auto Industry Study was conducted between July 2012 and June 2013 using 5,203 hired anonymous “mystery shoppers” at dealerships located throughout the U.S. Examples of other recent Pied Piper PSI studies are the 2013 Pied Piper PSI U.S. Motorcycle Industry Benchmarking Study, in which Harley-Davidson dealerships were ranked first, and the 2013 Pied Piper PSI Internet Lead Effectiveness™ Benchmarking Study (U.S. Auto Industry), in which the Porsche dealer network was ranked first. Complete Pied Piper PSI industry study results are provided to vehicle manufacturers and national dealer groups. Manufacturers, national dealer groups and individual dealerships also order PSI evaluations as a tool to improve the sales effectiveness of their dealerships. For more information about the Pied Piper Prospect Satisfaction Index, and the patent-pending PSI process, go to www.piedpiperpsi.com.

About Pied Piper Management Company, LLC

Pied Piper Management Company, LLC is a ten year old Monterey, California company that develops and runs sales and service programs to maximize the performance of dealer networks. Go to www.piedpipermc.com.

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