

# SOUTH POINTE



8/24/2010



To whom it concerns,

I wanted to give you an update on our Hunter Road Force Balancer / SmartWeight Balancing Technology. At first when we first talked about getting this machine I was more than skeptical with the numbers you were giving me. But decided on going with you machine, mainly because it was the latest greatest toy out there. When we build the new Chrysler store 3 years ago I wanted to go in with all new equipment and the latest in technology. You said it would pay for itself, sure that sounds great but that wasn't the reason I wanted it.

But with that said, here are the numbers over 5,000 total spins with the SmartWeight system, I have almost saved 2,400 in lead weight or *24.4 % in savings*. With 2,124 spins that only took 1 weight and some with no weights.

So wanting the latest, coolest new toy out there did save me and probably will pay for the machine in the new future.

But with all the savings talk behind us, the biggest item I have noticed was Quality of repair (no rechecks). Better quality of repair have had customer calling back thanking us & saying "never has driven so smoothly".

I would of never thought that my Road Force Balancer would be a customer retention tool.

I hope my local competition doesn't read this and decide to get into the game of savings and growing customers!

Sincerely,

Mike Griffin

Fixed Operations Director - Tulsa  
South Pointe Chrysler, Jeep, Dodge  
South Pointe Chevrolet  
BMW of Tulsa

