

## Goodwrench RETAIL EXPERIENCE PILOT DEALERSHIP RESEARCH

In 2008, Goodwrench unveiled a revolutionary retail experience, with industry-leading solutions that help GM dealerships develop satisfying and memorable relationships with customers.

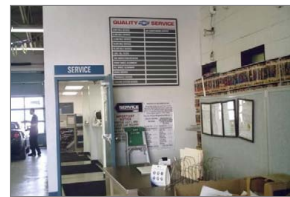
The difference is dramatic. These before and after images show how implementing the new Goodwrench look and feel into the service lane can project a cleaner, more comfortable, and modern experience for all customers.



Exterior Garage Door – Before



Exterior Garage Door – After



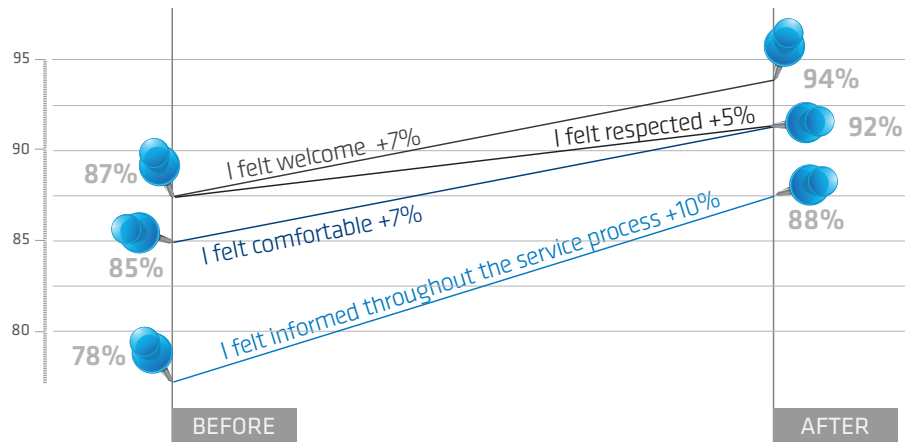
Service Bay – Before



Service Bay – After

Investing in this experience is proven to work. In a pre- and post-research study among dealerships participating in the Goodwrench program, customers showed a significant lift in satisfaction and likelihood to revisit the dealership for the next service need. These included:

- 14% increase in customers who were “very satisfied” with the overall service experience
- 5% increase in customers’ likelihood to return to the dealership



Before vs. After, the data also showed that service customers were more likely to perceive that:

- The process was easy (+7%)
- The service area looked contemporary (+14%)
- The service area looked clean (+9%)
- The Service Advisor looked professional (+7%)

To learn more about how you can experience these types of results for your dealership, please call 800.468.6657 and select option 2.

#### RESEARCH METHODOLOGY:

In 2007, four GM dealerships agreed to participate in a pilot program of the Goodwrench Retail Experience. Before they began, an independent research firm was commissioned to survey the dealerships’ service customers to understand their level of satisfaction with the current service experience. They surveyed the dealerships’ service customers again, several months after the Retail Experience program was launched, in order to understand the impact of the program.

NOTE: All of these statistics show significant improvements from the “Pre” to the “Post” survey before and after the Retail Experience program was implemented.