



3710 Washington Rd • Augusta, GA 30907

May 15, 2009

Master Pontiac Buick GMC is not a recipient of one of the reported General Motors letters stating their "intent not to renew" our General Motors' franchises in 2010. While we are grateful, we are not surprised. General Motors communicated several criteria as the basis for their decision making and for each criteria, Master meets and exceeds these requirements. These requirements mirror the basis for General Motors' Standards for Excellence (SFE) in which Master has participated since the program's inception:

- Customer Satisfaction – *Each customer who purchases a new vehicle or receives warranty service is surveyed about their experience. We strive every day to ensure that when our customers receive these surveys – they have no cause to hesitate in answering Completely Satisfied.*
- Sales Effectiveness – *Each General Motors dealer is evaluated for the number of vehicles they sell into their franchise area versus state and national averages. Master Pontiac Buick GMC is grateful for the many customers who chose to buy their vehicle with us and who have frequently allowed us to exceed 100% sales effectiveness.*
- Business Capitalization and Profitability – *Each General Motors dealership is evaluated on the financial stability of their business with regard to available capital and profitability. As a private company, Master, has never publically shared financial results; however, given these extraordinary circumstances we will share that we are well capitalized and profitable for both YTD 2009 and the full year of 2008. Master is very conservative in utilizing debt to fund either facilities or business operations.*
- Condition of Dealership Facilities and Comparison of Dealership Location to Demographic Trends – *It's important to customers that a dealership be conveniently located and equipped with the right facilities to offer excellent service. In 1988 Master made the decision to relocate to our current location at 3710 Washington Road. Our location has proven fortunate in our proximity to demographic trends and ease of access from all areas of the CSRA. Master has always believed that just as investing in our people is a critical ingredient to successful business – providing the best in facilities is just as critical. In January we completed our largest investment in remodeling our facility since our move to Master's current location.*

Master Pontiac Buick GMC was founded in 1934 as Master Auto Service by William "Willy" Schafer and Walter Schlapp. In 1937 the business was designated as Pontiac Master Auto Service with the acquisition of the Pontiac franchise. Master purchased the GMC franchise in 1987 and the Buick franchise in 1999.

For inquires, contact:

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