

# Audi Pembroke Pines

15000 Sheridan Street  
Pembroke Pines, FL 33331  
954-620-2000  
www.audipembrokepines.com



**Audi**

October 15, 2012

Mr. George Cresto  
MyDealerLot  
30 Mansell Court  
Roswell, GA 30076

Dear George,

It's been a while since we have had the My Dealer Lot system installed at our dealership and we are really starting to see the benefit. Now that we have many cars tagged the customer names are showing when they enter the service drive. The timing couldn't be better because our normal service write-up area is under construction and all of our advisors have moved farther from the service drive. MDL has made it easy for our advisors to know when their customer is coming in so they can greet them at the car.

Originally we thought we would surprise each customer by secretly knowing their names, but so many customers have commented about how impressed they were at a neighboring dealer when they saw their name on a big screen TV as they pulled into the drive. Next month we will be upgrading our system to do the same. It may take away the mystery of our superhuman memory, but we will pick up some technological credibility. Our sales department is also plans to fish for trades by using some space on the display (if they share in the cost, of course!).

Dave Brennan was a pleasure to have during the installation and follow-up visit. He is careful not to affect our customer interactions, knows the product well, and has endless enthusiasm.

I feel like My Dealer Lot has helped us evolve. Customers expect cutting-edge technology from a progressive brand like Audi and MDL helps us deliver the goods in style.

Sincerely,

  
Terry Doyle  
Service Manager