



CERTIFICATION CONFIRMED **CPO CONSULTATION SERVICES**



CERTIFY YOUR CERTIFICATION PROCESS

Enhance the value of your Certified Pre-Owned vehicles brand, support your dealer network and fulfill your retail customer expectations. **When you need to be sure** about the health of your CPO brand... **SGS is the answer!**



THE SGS DIFFERENCE



When a Certified Pre-Owned (CPO) vehicle obtains your company's stamp of approval, its quality has a direct impact on your brand's reputation and overall integrity. A large number of the customers that purchase your CPO vehicles are sampling your brand for the first time, so everything needs to be on the money. SGS' Certified Pre-Owned Dealership Consultations confirm that the vehicles sold through your dealers are worthy of the trust your customers, both old and new, put in your brand.

As the world's oldest and largest global Inspection and Certification Company, SGS has the credentials and the expertise to get the job done. With over 1,350 offices in 142 countries and over 70,000 employees, SGS has the resources of a leader. As an OEM manufacturer, your company goes head to head with other global brands every day. So, when you need to be sure that the company you select to do your CPO Consultations can perform at that same "World Class" level: you need SGS!

THE CONSULTANTS

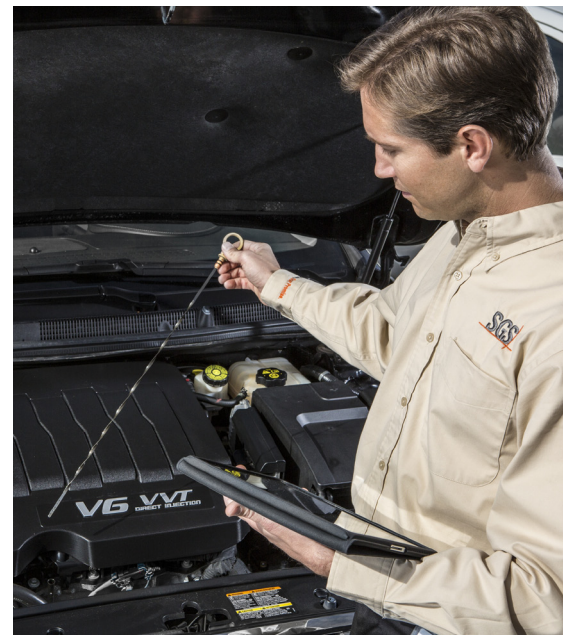
In any process, the point of contact is critical to success. At SGS the credentials of our Consultants is what makes us different. As an employee based provider of CPO Consultations, our Consultants are 100% committed to working for SGS and our clients. In addition, on average, they have the following qualifications:

- 11 years of experience
- Over 6 years with SGS
- 47% hold an industry or organization certificate
- Receive continuing education on industry trends and best practices

SGS Consultants complete thousands in Dealership Consultations annually. Our Consultants are subject matter experts concerning the elements involved in CPO Certifications such as Repair Orders, Deal Jackets, or Point of Sale materials. All you need to do is "Point and Click." You tell us what you want done and we take it from there. In fact, based on dealership surveys, our Consultants hit the mark!

- 98% – SGS Consultant was Knowledgeable about the program
- 98% – SGS Consultant had a high level of Professionalism
- 98% – SGS Consultant rated good to excellent Overall

**Based on over 7,000 dealership surveys conducted in 2011*



THE INFRASTRUCTURE

As with any team, the Consultants are only as good as their support structure. Our operations management team has over 100 years of combined industry experience and uses that expertise to oversee a highly specialized group of Key Account Managers, IT Professionals, and Customer Service Representatives

to coordinate the movement of our Consultants.

As you know, Dealers are very sensitive concerning 3rd party visitors to their stores; especially when it involves looking at confidential dealership records. The first phone call sets the tone for this

relationship. Our Customer Service professionals, located in Cincinnati, OH, speak the Dealers' language. They communicate with thousands of store managers every month. You tell us what you want them to say and they know how to say it!

THE PROCESS



Our process will, of course, be driven by your needs. SGS takes the time to understand the objectives of our clients and based on those needs we will build a customized electronic platform for capturing and scoring key elements of the Dealership CPO Consultation. In addition to client input, the process will also be guided by thousands of previously conducted dealership consultations. Unlike many experiences you may have had with other vendors, you will not have to train the SGS team on how to perform a Dealer contact, review vehicles, or to consult with your Dealers. All you'll need to do is give us direction on how your brand would like us to do the aforementioned.

When we arrive at the dealership, your Dealer has already certified their vehicles. Our job is to consult with them as to whether your inspection check list has been adhered to, that the paperwork is correct, and that the vehicles with appropriate Point of Sale items are displayed in accordance with your branding guidelines.

The following is a general overview of our Consultation process:

- Consult with dealership management to confirm the reason for the contact and to ensure awareness of key program features
- Review dealership marketing materials and vehicle display
- Confirm correctness of compliance documentation and paper work
- Review CPO vehicles online and on the lot
- Inspect vehicle Certification reconditioning
- Utilize custom software residing in handheld computers to capture and transmit consultation results
- Review a printed hard copy of the Summary CPO Consultation Report with dealership management at the conclusion of the Consultation
- Post an electronic copy of the full detailed Consultation Report for the Dealer to review on-line within 24 hours
- Survey dealership management concerning how the CPO Consultation was conducted
- Produce CPO Reports for Brand Managers and e mail reports to appropriate field managers

The above process assures that SGS offers the most flexible and meticulous automotive CPO Consultations available. We are the world's leading Inspection, Verification, Testing and Certification Company and our CPO Dealership Consultations set a global benchmark for quality and integrity!

THE BENEFITS

The primary benefits to you of the SGS CPO Dealership Consultation are the integrity and protection of your most valuable asset: Your Brand. The following list of benefits highlights the importance of a professionally conducted CPO Consultation. Does your current vendor do the following?

- Support the perception, credibility and reputation of your Brand, your Dealers and your CPO vehicles
- Ensure that your Dealers meet the certification and marketing standards of your Brand
- Create informative, complete and professionally branded reports that track results, exactly as you define, in order to enhance the management of your Brand
- Provide feedback as to how your Dealers view the CPO Consultation process collected by a professionally designed Dealer Survey conducted after every consultation
- Maintain your world class CPO Brand with employer based Consultants
- Leverage state of the art equipment coordinated by a proven call center and a highly qualified management team.



FOR MORE INFORMATION OR TO CONTACT SGS



SGS North America Inc.
Phone: 513-648-4SGS
Website: www.SGSGroup.US.Com/CPO

WWW.SGS.COM

WHEN YOU NEED TO BE SURE

