



FORD LINCOLN SALES INC.

Keeping You Street Smart

May 1, 2007

Geoff Garden
The MIHI Group
10 South Front Street
Suite 301
Belleville, ON
K8N 2Y3

Geoff,

Colony Ford Lincoln had a vision of establishing our dealership as a leader in automotive sales and service in Canada. Your ESP process enabled us to transform our vision into an executable plan. ESP provided the appropriate foundation to review our existing infrastructure, streamline our internal procedures and upgrade every facet of our business.

Our team has been incredibly busy and we just did not have time to dedicate to planning away from the daily schedule. The combination of your expertise, the ESP program strategy along with the project management tools you provided has created time for us that we never would have believed that we had. Not only did we create time to meet, but we also were able to see that proper planning would free us from ongoing day to day office burdens.

ESP enabled us to effectively discuss our individual goals for our dealership and work them into a unified, clear, three year written plan. All of the projects required to execute the plan were also identified and broken down into manageable segments. Each item has now been placed onto project management sheets and delegated to individuals or teams with timelines for completion. Through the ESP program we were also able to identify the major issues preventing our progress and plan strategies to eliminate them.

Thanks for such a great program.

A handwritten signature in blue ink, appearing to read "David Kerr".

David Kerr
President
Colony Ford Lincoln Sale Inc.



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