



FOR IMMEDIATE RELEASE:

GM Renews Contract with NCM® Associates as Exclusive 20 Group Provider for Its Minority Dealer Development Network

Overland Park, Kan., April 27, 2015 – [NCM® Associates \(www.ncmassociates.com\)](http://www.ncmassociates.com) is a 100% employee-owned company and pioneer of the [20 Group](#) peer collaboration model that provides automotive retail consulting and management training, operations [Benchmark® analysis](#) services, and data management and forecasting tools. Due to great growth and profitability results, General Motors renewed its contract with NCM to continue providing exclusive 20 Group services to its Minority Dealer Development (MDD) network.

One of the key objectives of the GM MDD program is the retention of minority dealers and profitability goals that meet or exceed its dealer network. In 2014, the NCM GM MDD 20 Group experienced an average 34.8 percent increase in net profits year-over-year, 72 percent higher than the NCM Benchmark for all GM dealers, which showed a year-over-year average net profit increase of 20.2 percent.

“We are honored to have been the exclusive 20 Group provider to GM MDD since 2007, and we are proud of the participating dealers who have dedicated themselves to further improving their businesses. In all NCM programs, we use a proven combination of actionable data and retail-relevant expert facilitators to drive strategic discussions designed to improve each dealer’s bottom line,” said NCM Associates CEO and President [Paul Faletti Jr.](#) “Our dedicated team of moderators and staff work tirelessly to provide exceptional service, and this renewed agreement and the profitability improvement results are a great testament to that.”

NCM provides a comprehensive suite of services designed to assist GM’s minority automotive dealers in achieving profitability targets. In addition to GM MDD 20 Groups, participating minority dealers have access to a full range of NCM Benchmark analytical tools and special information and learning opportunities, including classroom training through the [NCM Institute](#), virtual training via [NCM OnDemand](#), and in-dealership support from [NCM Retail Operations Consulting](#).

“We look for vendors with proven results for our GM MDD program, and NCM has been a great partner in that respect. Our minority dealers have been pleased with the level of service and quality results. NCM 20 Groups continues to be a great choice for us,” said Ron McCants, GM Dealer Development Director.

###

About NCM® Associates, Inc.

NCM Associates, Inc. is the originator of the automotive industry [20 Group](#) peer collaboration process and has been providing dealership Benchmark analytical data, education and consulting services to the industry since 1947. Located in Overland Park, Kan., NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark® for Success program with new and pre-owned

ncm20.com | 913.649.7830
10551 Barkley Street, Suite 200
Overland Park, KS 66212
info@ncm20.com



U.S. automotive dealerships, as well as with businesses in more than 20 other industries. NCM is proud to be 100% employee-owned. For more information, visit www.ncm20.com or call 800.756.2620.

Contact Information:

Skye Nguyen, Marketing Communications Director

NCM Associates, Inc.

10551 Barkley, Suite 200

Overland Park, KS 66212

913.649.7830 Ext. 232

www.ncm20.com

snguyen@ncm20.com

A large, light green decorative graphic in the bottom left corner. It features a semi-circle at the top, followed by three stylized human silhouettes in white. Below the silhouettes is a white line graph with three peaks, all contained within a light green circular shape.

100% EMPLOYEE-OWNED, 100% INVESTED IN OUR CLIENTS' SUCCESS