



FOR IMMEDIATE RELEASE:

## **NCM® Associates Awarded Audi Canada’s 2015 Most Attractive Dealership Brand Consulting Contract**

Overland Park, Kan., June 08, 2015 – [NCM® Associates \(www.ncmassociates.com\)](http://www.ncmassociates.com) originated the automotive dealer 20 Group peer collaboration model nearly 70 years ago in Kansas City, Mo. Since 1947, NCM has been empowering non-competing business owners and operators to share proven best practices and profit-building strategies with one another. As a 100% employee-owned company, NCM provides automotive retail consulting and management training, operations [Benchmark® analysis](#), business intelligence and data management tools to the automotive sector, as well as to 20 other industries across the US and Canada.

NCM participated in Audi Canada’s 2015 Most Attractive Dealership Brand RFP and was awarded the contract in May 2015 to provide in-dealership consulting services to a select number of Audi dealerships across Canada over a 2-year period. NCM will provide consulting and coaching services with performance metrics aimed at improving dealer profitability. NCM retail automotive coaches will utilize their experience and NCM-industry leading benchmarks to evaluate the performance of each store while working with Audi Canada and their retail management teams to identify opportunities and outline an action plan for improvement. NCM [axcessa®](#), an innovative web-based business intelligence software, will also be implemented at each participating dealership to help identify immediate improvement opportunities.

“NCM is honored to be entrusted by Audi Canada to assist with driving dealership performance efforts,” said NCM President & CEO [Paul Faletti, Jr.](#) “Our team of automotive retail experts will be dedicated to identifying each dealership’s unique needs and challenges to uncover profit opportunities and using proven methods to achieve results,” he said. “We’re grateful to Audi Canada for this award, and we wouldn’t be here today if not for our existing clients’ unwavering support and referral,” Faletti added. “A client referral is truly the best compliment any business can hope to receive.”

Additionally, NCM will provide a comprehensive communications plan and follow-up cadence that maximizes participant accountability and provides visibility to program status and ROI to both the dealers and Audi Canada. This program will encompass all aspects of a store’s retail operations and emphasize return on sales, while aligning with Audi brand expectations.

“We are excited about this partnership and look forward to working together with NCM to produce measurable retail performance results in our stores across Canada,” said Steven Smith, Director Network Development & Training of Audi Canada.

NCM partners with thousands of automotive dealers and numerous OEMs throughout the US and Canada to improve retail performance. For more information about NCM consulting services, call 1.877.497.2363 or visit [NCM Consulting](#).

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**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 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.ncmassociates.com](http://www.ncmassociates.com) or call 800.756.2620.

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A large, faint, light-gray graphic in the bottom left corner depicts a group of stylized human figures. The figures are represented by simple white shapes for heads and shoulders, with a white line graph showing an upward trend overlaid on them. The entire graphic is set against a light gray circular backdrop.

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