



August 18, 2016

To Whom It May Concern:

Kendall Toyota is one of the top 10 largest volume Toyota dealerships in the United States. Since October of 2015, we have been selling ValueShield. Each month we have sold more and more, generating tens of thousands of dollars per month in additional F&I income. This additional income was generated without reducing the sales and penetration of other F&I products. Most importantly, our customers are happy too because they see the value that your product provides.

Adding ValueShield to our F&I product menu was a great move.

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Roberts', is written over the word 'Sincerely,'.

Chris Roberts  
President / CEO  
Kendall Toyota



September 15, 2016

Jon,

Just wanted to let you know that adding ValueShield to our F&I menu has been very successful for Headquarter Toyota.

We have seen an increase in our PVR, and our F&I Managers are happy making additional income. Your product has proven to be easy to sell to our customers too as they easily recognize the benefits.

I am happy to say that penetration of our other products has not been affected by adding ValueShield. Having an F&I product that can enhance our customer retention is a huge plus as well.

We're very happy with the decision to add ValueShield.

Sincerely,

A handwritten signature in blue ink, appearing to read "Peter Salgado", written over a horizontal line.

Peter Salgado  
General Manager  
Headquarter Toyota



# LIPTON



Dear Jon,

Since adding ValueShield in August of 2015, Lipton Toyota has seen an increase in our PVR. Over the past several months we have sold over 200 ValueShield units per month generating over \$65,000 of additional F&I gross profit per month. Most importantly, the additional income was achieved without reducing the sales of my core products such as VSC's and GAP.

ValueShield has proven to be easy to sell as it provides an easily understood and valuable benefit to the customer and increases their monthly payment by only a small amount.

It's a great advantage having a new and innovative product like ValueShield that can be sold on new or used vehicles whether they are financed, leased, or cash deals. Also ValueShield's benefit of having the customer come back to Lipton when they are ready to trade provides a key advantage for my store. Customer retention is a critical component to my dealership's success and ValueShield one of the few F&I products that we currently sell that enhances our customer retention.

Adding ValueShield to our menu has been a tremendous success.

Sincerely,

Steve Jensen

Dealer Principal and President

Lipton Toyota

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