



To: Ford Dealers

Re: Arkona "Dealership Management Solution" Computer System

Dear Fellow Dealer,

During my 39+ years in the automobile business, I have made enough mistakes to last a lifetime. One of the worst occurred a little over 10 years ago when I committed to a long term contract for our dealership business management and accounting computer system.

As the expiration of this contract approached, our management team spent close to a year studying and analyzing all the systems in the market. We recognized 5 companies that were potential vendors for the services we required. Of the 5, one was eliminated when they told us their system could not handle our size. Several presentations were made by the remaining four; we visited dealerships around the country that use each of the systems. While all four companies had unique features, we concluded that little difference existed in the total scope of the overall systems regarding our needs.

Knowing we had four good options, our focus turned to price and length of contract and customer support. At the end of the day, it was evident that Arkona offered the best of all worlds for Riverside Ford. We also felt encouraged receiving an endorsement from the top volume Ford dealer in the USA, who has been with Arkona for five years. Arkona not only has a great system, we estimate that our annual saving versus the other quotes will approach \$250,000.00. This will go a long way to offsetting what we will not receive from Blue Oval next year. Additionally, we have no long term contract and the service has been outstanding. We are now in our fifth month on the system and I become more impressed everyday with the management information available through Arkona.

As a side note, Deloitte" Technology recently released their list of the fastest growing technology companies in North America. From 1999 to 2003, Arkona was rated as the 65<sup>th</sup> fastest growing company in North America. They have an excellent system, are committed to customer service and offer a great product at an exceptionally fair price. Combine this with their flexibility of helping develop programs that you want and the fact that you are not required to buy vendor forms, you create your own and buy paper yourself, and the results are savings and additions to the bottom line. Check them out at [www.arkona.com](http://www.arkona.com) or at the NADA convention in New Orleans.

Respectfully,

John Shoemaker  
Dealer Principal