

TO: Keith Fugate

FROM: Rodger Pettichord, P.O. Box 1930, Buckley, WA 98321, 360-829-2641

RE: further response to Dealer Performance Questionnaire

Dear Keith:

It seems important to give you a more elaborate evaluation of our recent purchase experience than is possible via the yes/no format of a questionnaire.

You might like to know that this is our fourth car purchased from Fugate Ford-Mercury-Mazda since we moved here in 1988. From the beginning of our experience with your dealership, we have been very satisfied. I would like you to know why.

First, we are highly satisfied with the Mazda product. Our first Mazda was a new, basic 323 purchased on an emergency basis to replace a Chevy Celebrity wagon that went belly up soon after we moved into this area. Sales Representative Stan Mariotti steered us to the right car for our budget at the time, and we fell in love with the 323. When time came for turnover, Sales Representative Randy Gregg put us into a new, high-end Protégé that we loved even more. So when turnover time on that one arrived, Randy put us into another new Protégé of the same level—which we also loved. Recently, we stopped by the dealership to start talking about another turnover this summer, but Sales Representative Lisa Wood did such a good job of working with us that we walked out having bought our new pocket-rocket Mazda3. Mazda makes a great car in that 323/Protégé/Mazda3 model. Couldn't ask for better.

Second, we are highly satisfied with the Sales Representatives we've worked with. Stan Mariotti treated us very well and did a wonderful job of putting us in exactly the right car at the time. Randy Gregg was always a pleasure to deal with, and always also helped us into the perfect car for our needs. Lisa Wood has been an excellent replacement for Randy as "our" Sales Representative. She was very attentive to our automotive needs, was honest and forthright in selling the car, and has been excellent in follow-up. She will have our business when it comes time to buy our next Mazda3—or whatever the 323/Protégé/Mazda3 will be named when it's time for the next turnover.

Third and finally, we are highly satisfied with the Fugate Ford-Mercury-Mazda Service Department—particularly with Cary Lindsay. Cary has been our go-to guy since 1988 and is a major reason why we have continued to do business with your dealership. He has helped us through a couple of automotive emergencies, has always been ready with good advice when we had a question, and has just generally been a first-rate Service Department man. We appreciate him deeply, and think that you are very fortunate to have such an excellent employee on your staff.

And that's it. You probably hear plenty of complaints. I just wanted you also to hear some heartfelt praise from a very satisfied customer of Fugate Ford-Mercury-Mazda.

With best wishes,

*Rodger Pettichord*