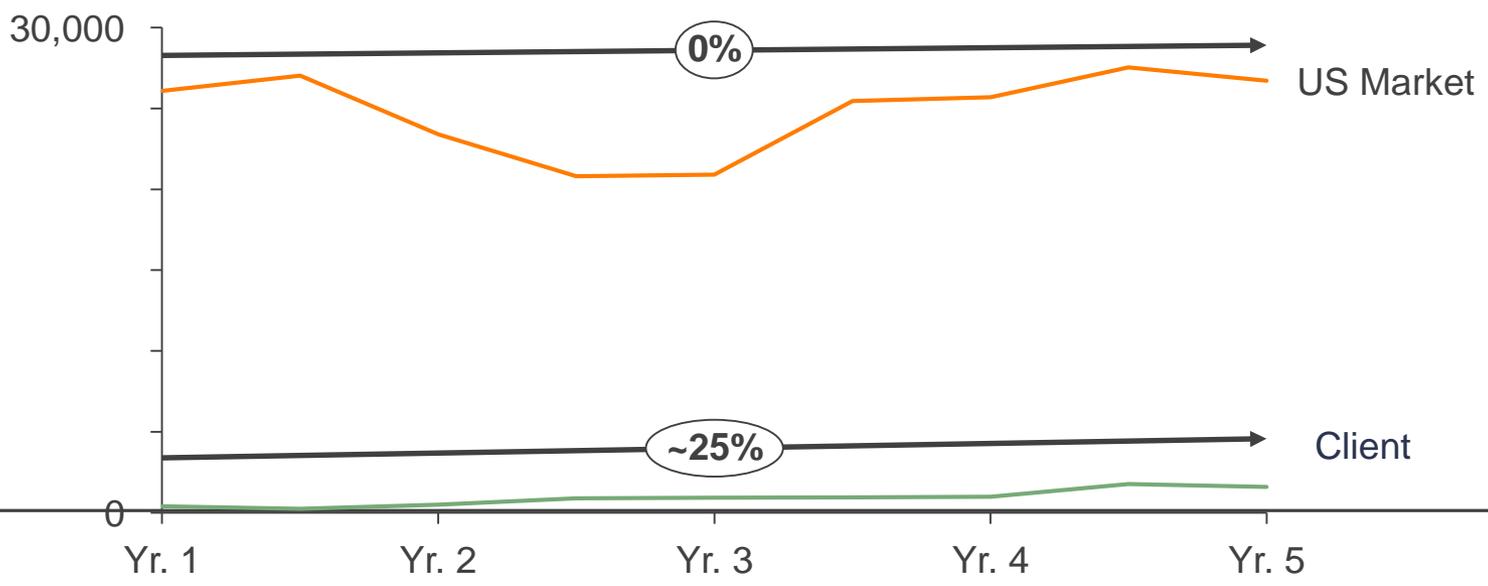


The client was growing faster than the market

US Total Unit Orders and Client US Unit Orders

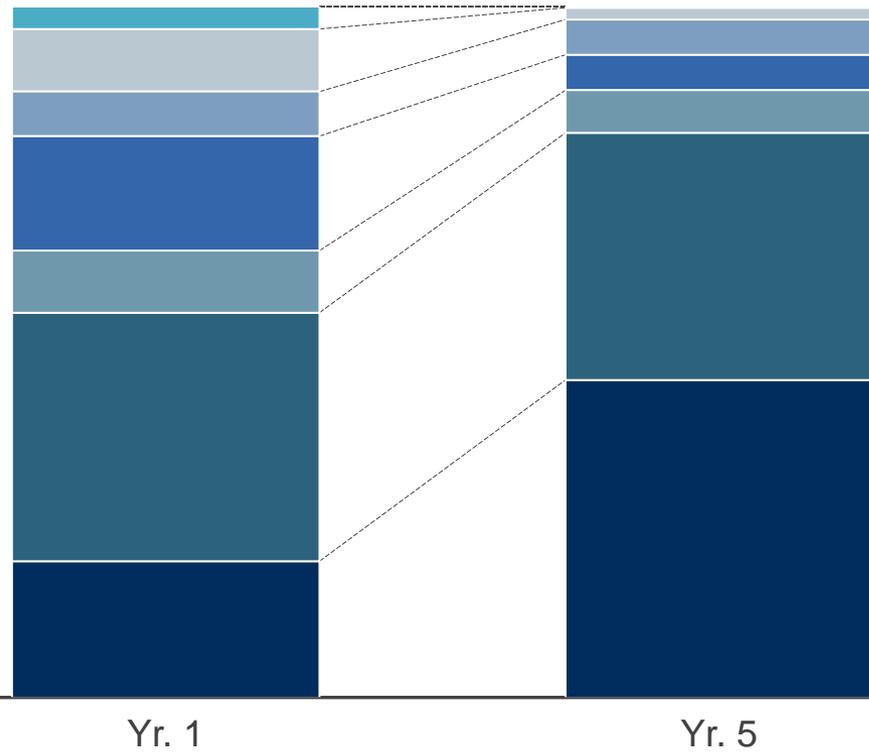
US



Two powerful competitors were consolidating the market

Volume of Unit Orders
US, NUMBER OF VEHICLES

- Company A
- Company B
- Company C
- Company D
- Company E
- Company F
- Company G



Acquisitions needed to deliver synergy

Displacing
competitors

Selling our brand to **displace competitors** in a target's distribution network

Synergy #2

Details...

Synergy #3

Details..

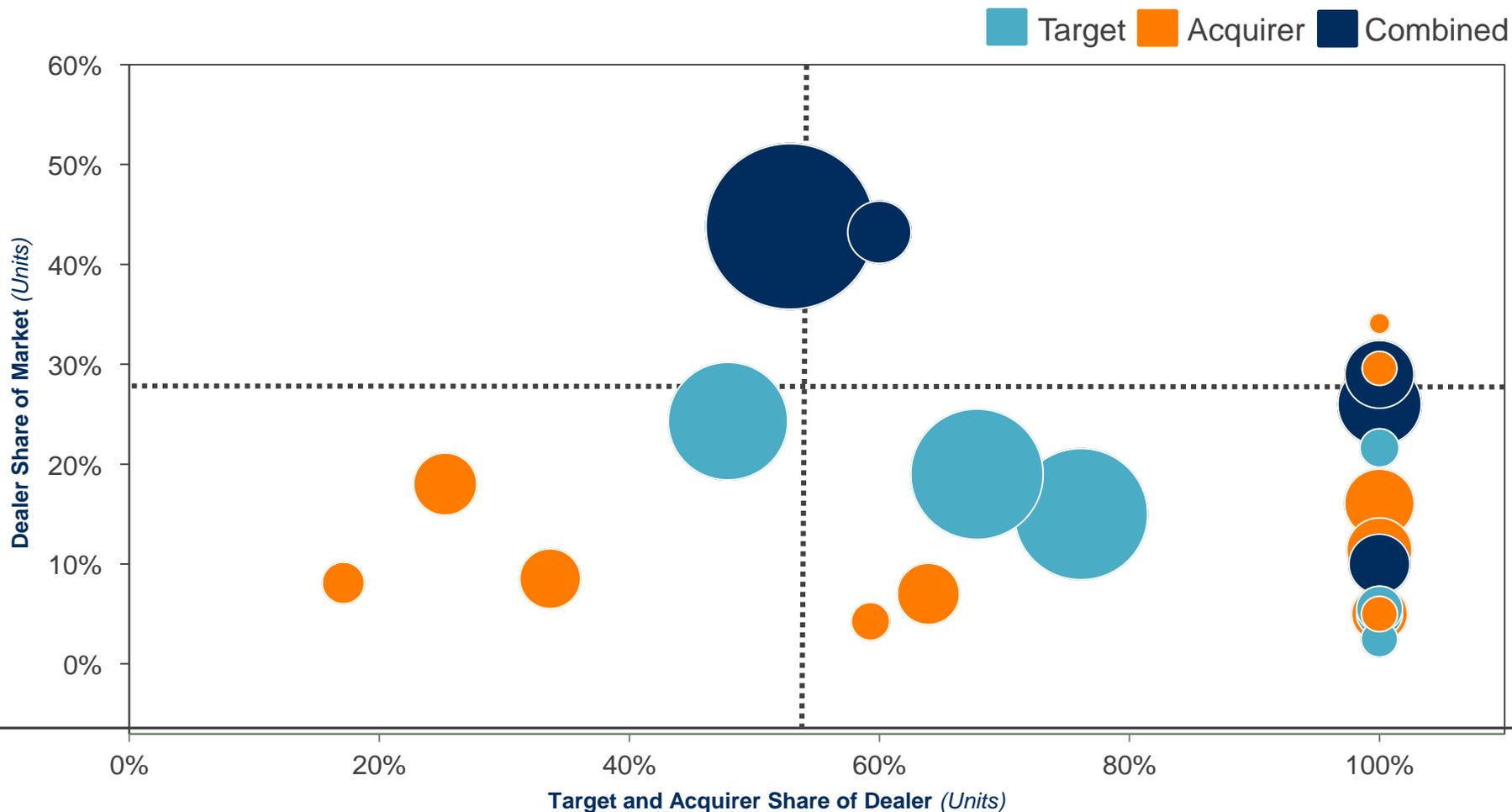
Improving
operations

Driving operational synergies in production and sales

Fit with our
DNA

Ensuring target's alignment with our client's overall **strategy, culture and business practices**

We created a state-by-state plan to grow share



Our client is on the path to achieving significant growth

