



**NISSAN NORTH AMERICA, INC.**  
Northwest Region  
11900 NE 1st Street, Suite 300  
Bellevue, WA 98005

February 1, 2016

Continental Car and Truck, LLC  
Continental Nissan of Anchorage  
5115 Old Seward Hwy.  
Anchorage, AK 99503

**RE: Declining Sales Performance**

Dear Mr. Martensen:

It is critical and in the mutual interests of Nissan North America, Inc. and its dealers for the Nissan brand to be represented by a highly competitive dealer network that is effective in both sales and customer satisfaction.

We are contacting you today because of Nissan's concern regarding your dealership's year-over-year sales performance trend. As reflected below, your dealership's year-over-year sales performance is below the average of the Northwest Region.

**2015 VS. 2014 - SALES DATA**

2014 Total	2015 Total	DEALER % Change	REGION % Change
530	460	-13%	+2%

Accordingly, it is imperative you make the operational improvements necessary to address this issue. Your field team is available to help you in this endeavor. There is substantial opportunity available for incremental volume and profit in your dealership, and it is in our mutual best interest that you take steps to capture this opportunity.

Respectfully,

Josh Batie  
Regional Vice President  
Northwest Region