



News Release

Strategic Alliance Group, Inc.
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For immediate release
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Strategic Alliance Group Announces a new Tire Dealer "Twenty Group"

Angola, Indiana September 20, 2011- Strategic Alliance Group, Inc. (SAG) today announced the development of the first **Commercial Dealer "Twenty Group"** for the Tire Industry. The initial Orientation meeting is planned for early December, 2011.

Stu Zurcher, founder of the original Twenty Group-Dealer Strategic Planning (DSP) with four plus successful years of growth and nearly 100 dealers participating, and now the Strategic Alliance Group (SAG) explained why the creation was necessary. We are answering the demands of the Tire Industry. Several of the retail members of (DSP), who also are commercial dealers, were requesting a separate Twenty Group specifically to help them improve their commercial business with the same advantages they have for their retail stores. In addition to their requests, numerous inquiries' came from the Tire Industry. There is a real need for this support within our industry.

"There are many similarities between a retail and commercial operation and being in a Twenty Group gives retail and commercial dealers enhanced advantages on planning ways to improve gross profit, reduce expenses, re-engineer their business practices and implement management operating systems," added Stu Zurcher, SAG founder. "Commercial dealers however, have different and in most cases much larger issues such as larger capital investment, slimmer profit margins, managing a diverse sales & service force including after hours' services, service call management and billing practices, operational efficiencies, and improving fleet value for customers. Our new commercial group will help dealers find answers through sharing with their other successful Group members and the support of SAG'S Alliance Partners."

Each newly formed group will meet 3 times a year at a dealer member location. The initial meeting of the group will determine locations for subsequent meetings. Tire dealers who are interested in joining a group should contact Strategic Alliance Group to learn more about the program and request an application.

About SAG 20 Group

Strategic Alliance Group, Inc. was founded by Stu Zurcher, original founder of Dealer Strategic Planning, Inc., store owner and longtime member of Tire Industry Association's Board of Directors. SAG offers tire and automotive service dealers the opportunity to share best practices, financially compare against the industry trends to improve financial performance. Each group is comprised of 20 comparable dealers who meet three times a year to help each other improve their operations. Formed in 2011, Strategic Alliance Group is one of the only tire-focused Twenty Group's available that provides resources so critical to the industry. Groups are forming and any tire dealer interested in networking with enthusiastic, progressive business owners who embrace the ideas of changing his or her operation through commitment and continued improvement are eligible. Find more information on the SAG web site: www.sagttwentygroup.com or contact: Stu Zurcher, 877-875-1695 or e-mail at info@sagttwentygroup.com.