



DEALER TALK

Georgia ATD ServiceBay dealer uses IPG Rewards Points to score sweet schwag for Christmas

THE ONLY THING that even comes close to being as sweet as getting a rebate check in the mail from IPG, is getting IPG Rewards Points you can use to get great schwag. The good news is that as an IPG member you get both, even if you don't realize it.

By now almost all ATD Tire Pros and ServiceBay dealers know that they get national account rebates on their purchases of parts and services from IPG's Major Supply Partners: Auto Plus, AutoZone, Factory Motor Parts and Pronto. It's hard not to notice this fact, what with all the IPG Rebates checks that show up in mailboxes all over the country, every quarter, regular as clockwork.

But amazingly there are still a lot of Tire Pros and ServiceBay dealers out there who don't realize they are earning valuable IPG Rewards Points, too — one point for every dollar. In fact, many of these dealers already have thousands and thousands of points they don't even know they have, simply because they haven't yet activated their free account.

Joey Watkins, owner of Joey Watkins Tire & Automotive in Dacula, Georgia, is not one of them.

An IPG member since January 25,

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2010, Watkins Tire has been serving the Dacula, Lawrenceville, Winder, Auburn and Hochston area in Georgia for years. A certified Michelin®, BFGoodrich® and Goodyear® dealer, Watkins Tire also offers customers expert vehicle repair and maintenance. Watkins says that since he opened the shop 11 years ago, he has purchased "95 percent" of the shop's parts from supporting IPG Major Account Supply Partners. Thanks to IPG's national account programs, Watkins Tire has not only received national account rebates during the four years it has been an IPG member but it has also earned thousands of valuable IPG Rewards Points.

Recently, Joey discovered just how valuable those IPG Rewards Points really are.

"I spend money with those guys [IPG Major Account Supply Partners], said Watkins, "and I earn those points, and I took the time to sit down and look through the online catalogue and there's a lot of good stuff there.

After looking through the catalogue, says Watkins, "I chose the TV's" — two RCA 32-inch LED color HDTV/DVD combo sets — "to give to my

"HOW DID YOU SPEND YOUR POINTS" WINNER



Joey Watkins told us how he used his IPG Rewards Points to buy TVs for his kids for Christmas, and this one for himself, and won 10,000 IPG Rewards Points for his efforts. Let us know how you spent your IPG Rewards Points and you could be a winner like Joey if we use your story.

children for Christmas, and I picked me a big one to put in my bedroom." Best of all, says Watkins, he was able to pay for the new TVs using his IPG Rewards Points.

Watkins said that as great as it was to use his IPG Rewards Points to buy cool new television sets for his kids and himself, the quarterly IPG Rebates checks are an even greater way to pay ordinary business expenses. "That goes into an account and we pay our taxes with it," Watkins said. "It's kind of like a little nest egg we use to pay taxes with."

At the end of our interview with Watkins, he offered advice for fellow Tire Pros and ServiceBay dealers: "I encourage all those guys to buy parts from [IPG Major Account Partners], earn the points and use them."

IPG Major Account Partners keys to your success

GREAT SUPPLIERS are key to your success. When you find them, treat them like gold. Work as hard at building your relationship with your suppliers as you do with your customers. Good and reliable suppliers are essential to the success of your business, so be loyal to them.

IPG understands the importance of having suppliers you can depend on. That's why our Major Account Supply Partners have been carefully selected to be the best automotive aftermarket suppliers possible. Let's take a look at some of the benefits they provide:

■ **Quality:** The parts you install on your customers' vehicles are a direct reflection

on your business. Higher quality means higher customer satisfaction and fewer returns, which adds cash to your bottom line. IPG Major Account Supply Partners carry only the finest national and private brands for quality you can rely on.

■ **Timeliness:** IPG Major Account Supply Partners are there with the parts you need, on time, every time, which reduces your need to stock costly inventory. That translates to less risk of inventory obsolescence and lower cash needs.

■ **Competitiveness:** IPG Major Account Supply Partners deliver the pricing, reliability, quality, technical expertise and industry knowledge level that you

need in order to compete with even your largest competitors and national chain operations.

■ **Innovation:** IPG Major Account Supply Partners can help you develop new lines of business. No one is more closely attuned to the automotive aftermarket than they are and they strive to stay on the cutting edge of their industry. With their understanding of your business and the latest industry trends and innovations, they can help you tweak your business for maximum return on your investment of time and resources.

Besides supporting IPG's Major Account Supply Partners with your business, it's also a good idea to develop a good relationship with them. It's not a complicated process. Start by visiting your supplier's local parts store and, if you don't already, get to know the guys behind the counter. Break bread with



them. Invite them to visit your shop. Share information with them and let them know what's going on with your business. It's that easy. And many times a good relationship with your local parts store can lead to new business.

In the final analysis, developing a good relationship with your Major Account Supply Partners and, most of all, supporting them with your business, is just as important for your success as it is for theirs. Support your Major Account Supply Partners and they'll support you.

HOW DO YOU SPEND YOUR POINTS?



Have you got an interesting story about how you used your IPG Rewards Points? Maybe you used them to purchase gear for a hunting or fishing trip in Alaska.

Or maybe you used them to get tickets to a football game or a NASCAR race. Or maybe you used them for a special piece of jewelry for your wife or daughter.

Or maybe you're planning to use your points to book a luxurious vacation for two in sunny Aruba. Or maybe you're saving your points for that classic '55 Chevy you've wanted ever since you were a kid.

We'd like to hear from you about how you spent your IPG Rewards Points, or how you plan to spend them. Write us at customerservice@IPGAuto.com and let us know about it. If we choose your story and publish it in an upcoming newsletter, we'll add 10,000 points to your IPG Rewards account.

DID YOU GET YOUR CHECK?

If you're reading this newsletter, then you also received a check for your rebates.

But wait! There's more! You also have valuable **IPG Rewards** points waiting for you to spend just as soon as you activate your **FREE** IPG member account.

just logon to **IPGAuto.com** and look for the bright red activation button. In three to five working days you'll be ready to redeem your Rewards points for cool schwag.

But we're not done yet. Once you activate your account you can shop online with IPG's **Mail Supply Partners**. You'll find everything you need for home and office with money saving rebates just for IPG members.

So don't delay — activate today!

