



# DEALER TALK

## Will IPG Rewards replace Santa Claus?

**SANTA'S JOB IS PROBABLY** safe for now, but if you're looking for a way to help him bring even more smiles to your holidays, we've got a suggestion: IPG Rewards.

You may not realize it, but as an IPG member you've earned points with every purchase of parts from one of IPG's Major Account Supply Partners—Auto Plus, AutoZone, Factory Motor Parts, Pronto, Federated, and Vipar. And the fact you have received this newsletter means you already have points waiting for you in your Rewards account, ready to be redeemed.

Remember the magic of Christmas? Remember the good old days of paging through the J.C. Penney, Sears, and Montgomery Ward Christmas catalogs? Remember how you drooled over the pages with all the stuff you wanted for Christmas? Remember how you dog-eared the pages so Santa would know what you wanted? Well, you're all grown up now but the magic of Christmas lives on with IPG's exclusive online Rewards catalog. There's more than 250,000 items to choose from, so drool to your heart's



content. You can even add items to your own personal wish list. But if for some reason you can't find exactly what you want, don't panic; just call our Rewards Concierge toll free (866-904-5577). If you've got the points, and what you want is legal in all 50 states, our hot shot team of elves will make sure it gets under your tree.

Intrigued? Want to know more about these magical IPG Rewards points? Just go to [www.IPGAUTO.com](http://www.IPGAUTO.com)

and log into your account. Your points total is shown in the chart on the right. Don't have an account yet? No problem. Just click on the big red "Free! Activate Account Now" button, fill out the form (takes less than 5 minutes), and hit the "Submit" button. In 3 to 5 business days you'll receive a confirmation email with your username and password, so you can begin shopping right away. Best of all, there's never a charge to be a member of IPG, and you'll rack up more and more Rewards points whenever you buy your parts from one of our Major Account Supply Partners.

Christmas morning will be here before you know it, so activate your account now to make sure you're ready. And remember: IPG Rewards points are there to help you make the holidays even more magical. IPG

### GRAND OPENING IN LUBBOCK TX

IPG continues to support all of ATD's grand openings and dealer events.

The ATD Lubbock warehouse recently welcomed dozens of vendors and hundreds of guests at their new location, and IPG was there. IPG representative will be present at every upcoming event supported by one of our Major Account Supply partners. The next event will be in Malvern PA on December 7. We hope to see you there or at another ATD event soon. IPG

# ATD, ALLDATA team up to add tires to work documents

**ALLDATA MANAGE Online**

Vehicle: 6AGM919, 2011, Jeep, Patriot, Latitude, 2.4, Sport Utility, 211, GAS, Automatic CVT, Mileage: 97852 [Select Manually](#)

Refine By: OEM, AutoZone, Autol, Transtar, Nexpart, ATD, Maintenance

Search by: Vehicle, Tire Size, Guide Me

Tire Size: 2156017

Tire Extras: Cost, Sell

Product	Availability	Cost	Sell	Fitted
215/60R17 Nexen N'Priz AH5	Local			
215/60R17 Nexen CP671	Local			
215/60R17SL Kumho Solus TA11	Local			
215/60R17SL Kelly Edge A/S	Local			
215/60R17 Nexen Aria AH7	Local			

**215/60R17 Nexen N'Priz AH5**

Product	Availability	Cost	Sell	Fitted
Vendor Part 13022NXX	Local DC	8	\$98.39	\$134.78
Manufacturer Part 13022NXX	Local-National	24	99	

Specification	Value
Aspect Ratio	60
Load Index	96
Max Load Single	1565@44
Max Tire Pressure	44
Mileage Warranty	50K
Radial Bias Flag	R
Rim Diameter	17
Rim Width Max	7.500000
Rim Width Min	6.000000

simple, cloud-based shop management tools that help you run your business more profitably and manage your customers' experience—all in one place. It's mobile-friendly; you can access your shop management any-time, anywhere through a supported browser. And you'll never miss out on updates—they're automatic from ALLDATA, the industry's leading provider of OE-direct repair and collision information.

With ALLDATA Manage Online you can:

- » Create fast and accurate estimates, repair orders and invoices.
- » Keep in touch with customers and send maintenance reminders.
- » Track customer history and recommended jobs, including work performed, previous quotes, estimates and invoices.
- » Order parts with up-to-date online catalogs including the complete ATD catalog.
- » Maximize efficiency, keep track of work with an interactive scheduler.

Don't have ALLDATA Manage Online? Get ATD's National Account Discount when you sign up today. For more information and special pricing, call 855-851-8310.



**EXCITING NEWS!** Are you ready to be surprised at yet another great added benefit? We are pleased to announce ALLDATA Manage Online can now offer its customers access to American Tire Distributors catalog and add tires directly to work documents.

For over a year now ALLDATA has been working with American Tire Distributors, so you can order tires directly from ALLDATA Manage Online! ALLDATA partnered with American Tire Distributors (ATD) to offer its

catalog directly from users' ALLDATA Manage Online account, meaning that Manage Online customers can now:

- » Search the ATD catalog of over 40,000 tire SKUs by size, year, make or model
- » Add tires directly to the work document
- » Take advantage of 140 ATD distribution centers across the U.S. and Canada

ALLDATA Manage Online provides

## IPG QUARTERLY 10,000 REWARDS POINTS WINNER

**Crestview Service Center** is owned and operated by Steve Krieger and has been providing complete automotive, brake, and tire needs in the West Los Angeles and Beverly Hills, California, area since 1950. Steve has chosen to let his shop manager Kelly have the shop's IPG Rewards points as a perk for managing the location. Kelly recently began a remodel of his kitchen and decided to use the points for a stainless steel Maytag dishwasher, shown at right.

This has allowed Kelly to free up money in his construction budget to make other much needed improvements and upgrades to his newly renovated kitchen.

If you've got an interesting story about how you used or plan to use your IPG Rewards points, write to [customerservice@ipgauto.com](mailto:customerservice@ipgauto.com) and tell us about it. If we choose your story and publish it in DealerTalk, you'll be one of our happy 10,000 IPG Rewards points winners. Good luck!

