



DEALER TALK

ATD Open House Brings Suppliers & Dealers Together

IPG takes pride in interacting with our customers face-to-face. One of the best places to get to know Tire Pros and ServiceBay dealers is at an ATD Open House event.

ATD continues to expand and improve its warehouses in order to better serve its customers. To celebrate the opening or renovation of a warehouse, the company invites vendors, IPG and its Major Account Supply Partners, Tire Pros, and ServiceBay dealers to come together and explore the new space. Tire Pros and ServiceBay dealers have the chance to connect with Major Account Supply Partners and learn more about their products and services to make sure they're taking advantage of everything IPG has to offer. The one-on-one interactions, handshakes, and conversations with dealers are the highlight of any Open House for the IPG staff.

The team traveled to Wytheville, Virginia and Charleston, South

Carolina this quarter to attend two ATD Open Houses. Our friends at AutoZone were on site to make connections and answer dealer questions about their program.

The day wasn't all business. At each event, dealers entered a raffle to have the chance to win several amazing

prizes: a Polaris side-by-side, 60" flat screen TV, and a Big Green Egg were up for grabs in Charleston and Wytheville. Huge congratulations to the six raffle winners!

To all our Tire Pros and ServiceBay dealers, we look forward to seeing you at an upcoming ATD event.



Use IPG Reward Points for Tools & Equipment



IPG Reward Points aren't just for vacations and experiences; they have practical business applications as well. IPG wants to ensure that our program helps customers on the path to achieve their goals. That's why we outsource a wide range of tools and equipment, from lifts to transmission jacks. Once you identify what you need, contact Mike Glaug at mike_glaug@ipgauto.com, or give him a call at 423-588-1588. He'll arrange the redemption and shipping for you. All you have to do is wait for the package to arrive, and then you can get back to doing great work with your new tools and equipment.



IPG Rewards 10,000 Point Winner



Congratulations to Lunar Low Automotive for winning the IPG Quarterly 10,000 Reward Point Giveaway! Lunar Low Automotive has proudly served the Wilmington, North Carolina area since 2016. The shop's Office Manager, Tammie Matheny, redeemed her points for a Michael Kors Signature Jet Set Large Top Zip Snap Pocket Tote. After receiving a call from IPG's Kristen about the shop's point balance, Tammie showed her coworkers the catalog and checked out the available items. "The guys agreed that, since they get the checks, I should have the points," Tammie said. "I looked for things I wouldn't normally spend the money on, luxury or expensive items." For this very reason, she was drawn to the Michael Kors bag. "It's something I've wanted, but the price always held me back. It's nice to get it and not really pay for it." She added that the size is perfect for everything she carries to and from work each day. We're happy that Tammie is enjoying her redemption, and sure that she will put the 10,000 points to good use. If you want to be the next 10,000-point winner, email kendall_thompson@ipgauto.com and let us know how you've used your rewards points. The winner will be announced in the next edition of Dealer talk.

Kristen's Corner

As crazy as our spring has been with surprisingly cold weather and occasional snow, I've been wondering if summer would ever arrive. With the summer season finally starting to occur, we are all thinking about vacations, family reunions, weddings, schools letting out, graduations, etc. We at IPG want to help you find something perfect for these special events, and more! I just took a cruise to Cozumel, Mexico and had an absolute blast, and you can too! Whether it is a vacation, or just a day out in your back yard, you can use your points to plan the perfect summer event. You may want a brand-new grill to BBQ with friends, some nice patio furniture to lounge in, and a brand-new ice chest to keep your drinks cold. If you have to work, we have comfortable office furniture and televisions to keep you and your customers happy. Whatever the case may be, our IPG team can make it happen for you. In order to check the rewards points available in your IPG account, go to our website, www.ipgauto.com. Once you log in, you have access to an electronic catalog with over 250,000 items to choose from. Remember, these reward points are earned from your parts purchases with one or more of our Major Account Supply Partners on top of your quarterly rebate checks. These points will keep accumulating in your account and never expire as long as you continue to purchase parts with any one of our suppliers. As I continue to remind shops of all the benefits they earn while on our program, please don't hesitate to call me at 423-388-4779 if you have any questions about your account.



If you're reading this newsletter, then you just received a quarterly rebate check for your parts purchases. You have valuable IPG Reward Points waiting for you to spend just as soon as you activate your **FREE** IPG member account. Just log on 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 lots of cool stuff. Once you activate your account, you can shop online with IPG's Mall Supply Partners. You'll find everything you need for home and office with money saving rebates just for IPG members. Remember, having a membership is **FREE**, there are no fees to be a member of IPG. In fact, all ATD, Tire Pros, and ServiceBay members are automatically enrolled as a member of IPG. Don't have an IPG account? Go to the website and click the big red button.

