



AutoServiceExperts

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In the Spotlight... Town & Country Auto Repair

4105 Ten Oaks Road • Dayton, MD 21036-1135 • 410-531-2493

Mark and Patty Carroll opened Town & Country Auto Repair in 1989. They have been successfully satisfying their customers for 22 years. They have always run a shop that prides itself on family values, customer service, and integrity. They have a state of the art facility with five technicians, eleven bays and an office area. They have all the most up-to-date technology. Behind the professionalism and atmosphere that characterizes quality; there is the same set of family values that make small businesses successful and keep customers loyal.

While Mark runs the repairs, his wife Patty runs the advertising and marketing. Their daughter Heather does the accounting and bookkeeping. Every customer receives a follow up phone call and a Thank You letter with a survey by mail or email. They even include a pre-paid envelope so their customers can mail the survey back. With every new customer they collect as much information as possible. Patty continually sends out specials and reminders through email and mail to their customers.

They have an excellent web site and are very active on Facebook. On their web site you can book appointments on line, print web coupons, view testimonials, get warranty information, read referrals, and get Car Care Tips. You will learn about their Ladies Car Clinic. This clinic promotes women to empower themselves to take control of their vehi-



cle's repairs and maintenance. Women can get great advice, ask questions and get answers, get rid of that helpless feeling, get to know the "Town and Country Family," and get vehicle specific questions answered.

Town and Country Auto Repair started their business by word of mouth. Today they still find that their best advertising is word of mouth together with referrals. They reward their customers well for referrals. For each new customer referred the existing customer will get \$20.00 cash and go into a drawing for a large screen TV at the end of the year.

Town & Country believes in taking care of their customers. They work on all makes and models and they stand behind every repair. They offer free estimates and provide in-



Patty & Mark Carroll, owners

spections on every vehicle. These evaluations and estimates can often be done while the customer waits. If a customer needs a ride they offer a courtesy shuttle and a loaner car for the bigger jobs.

Training has always been extremely important to Mark. He takes advan-

tage of every opportunity to train his technicians. His Auto Pride parts supplier Standard Auto Parts in Baltimore Maryland offers technical training opportunities throughout the year, which he and his technicians attend.

Town & Country has been using the Auto Pride rebate promotions provide by Standard Auto Parts. They are getting excellent feedback from their customers on the Spring Brake rebate promotion that Auto Pride is running in March and April. He feels the come back coupons are a great tool in getting his customers back in for service. Mark is dedicated to Preventative Maintenance and educating his customers. He uses the Auto Pride materials and takes the time to explain to each customer why maintenance is so important.

Town & Country's proactive way of doing business and personal attention to their customers insures their success in today's intensely competitive environment. Auto Pride is pleased to have Mark and Patty Carroll as a member of the Auto Service Expert program and congratulates them on being in business for 22 years.



Staff of Town & Country Auto Repair

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Generate Business!

Spring Brake Rebate Promotion

The Spring Brake rebate promotion was delivered to you in the beginning of March by your Auto Pride sales representative. This promotion runs through April 30th, 2011. Utilize the bay banner, poster and point of purchase materials and promote this excellent consumer Mail-in Rebate offer on brake service. This promotion offers consumers up to \$75 in manufacturers mail-in rebates on the installation of premium brake pads/shoes and drums/rotors, wheel bearings, hub assemblies and oil seals, and remanufactured calipers at participating Auto Pride Auto Service Experts locations.

Each kit includes:

- 3 x 10 Bay Banner
- Poster
- Rebate Coupons
- Ad Slick
- Sample \$10.00 Come Back and Referral Coupon
- Sample Thank You Letter
- Kit Explanation Letter and Kit Envelope



WE SUPPORT VOLUNTARY
TECHNICIAN CERTIFICATION
THROUGH



ASE Certification Tests Dates

SPRING 2011 TESTS
May, 5, 6 & 12

Computer-Based Tests Offered

Automobile.....	A1-A8
Advanced Automobile	L1
Advanced Truck	L2
Auto Parts	P2
Auto Service Consultant	C1
Med/Heavy Truck.....	T1-T8
Collision	B2-B6

Spring 2011 Written Tests

Register by mail, Internet, or toll-free phone
Testing Dates: May 5, 10 and 12
Tests Offered: All Regular and Recertification tests

Summer 2011 Computer-Based Tests

Registration: July 11 - August 15, 2011
Register by Internet or toll-free phone.
Testing Dates: July 18 - August 18
Tests Offered: All Regular and Recertification Tests

Fall 2011 Written Tests

Registration Deadline:
September 30, 2011
Register by mail, Internet, or toll-free phone
Testing Dates:
November 10, 15, and 17
Tests Offered: All Regular and Recertification tests

Welcome New Auto Service Expert Members

- | | | | | |
|---|---|--|---|--|
| A & C Auto Care Inc.
Ronkonkoma, NY | Better Auto Repair
Rocky Point, NY | Easy Rider Service Center
Northport, NY | East Coast Eddies Auto & Truck Repair
Medford, NY | Mark & Paul Service Station
West Babylon, NY |
| A. N. R. Auto Inc.
Irvington, NY | Body Work
Linderhurst, NY | Executive Central Service
Yonkers, NY | Fidelis Automotive
Lake Ronkonkoma, NY | MD Auto Repair Inc.
Patchogue, NY |
| ABM Automotive
Yaphank, NY | Bright Place Motorsport
Yonkers, NY | APS Automotive Inc.
Ronkonkoma, NY | Gabriel Tire
Deer Park, NY | Mickey's Automotive
Sleepy Hollow, NY |
| AE Auto Service
Shirley, NY | C & R Auto Electric
Los Angeles, CA | D. Bass Auto Repairs Inc.
Centereach, NY | Long Island Automotive
Centereach, NY | 5 Star Automotive
Ronkonkoma, NY |
| Andre's Precision Auto
Smithtown, NY | Champion Automotive
Middle Island, NY | | | |

New 2011 Auto Service Expert Programs Renewal Kits

Auto Pride is excited to bring you many new and enhanced programs for 2011. We shipped each of you a renewal kit with new program explanations along with new 24"x36" shop posters for you to display in your customer service areas.

Posters (front/back) Frames are available.

Vehicle System Components - Service Interval

Fuel Savings Tips - We Speak Your Foreign Language

You Have A Right To Choose - Preventive Maintenance

Social Media - Texting

2011 Marketing Calendar

- The 2011 Auto Service Experts program will feature (2) 60-day consumer mail-in rebate promotions and (1) 90-day consumer mail-in rebate promotion with a total investment of over \$350,000 on promotion kits and rebates. The average ticket during the Brake Promotion in the spring was more than \$670.00. The Tune-Up Promotion will be new this summer and we expect excellent participation. The Fall Maintenance Promotion, ticket averages are running at more than \$485.00. We continue to look for ways to enhance each promotion to ensure you have the very best to offer your customers. Auto Service Experts across the country continue to enjoy increases in their ticket averages—(up to \$100 increases) during promotion periods.
- GE Car Care Credit Card : There is an aggressive 90 day free roll out period when you sign up for the GE Car Care Credit Card by April 30th, 2011. We will waive all the set up Fees for 90-days.
- Tycoon Mobile : New this year is a program from Tycoon Mobile, which offers mobile marketing through texting.

- CustomerLink: They now offer Segment Marketing Research Technology (SMRT). This is an in depth customer analysis and results reporting service by customer location, demographics and ROI.
- Cintas Uniforms: The Cintas Uniform program has excellent pricing. The national pricing that has been negotiated is typically 10% -50% better than the prices most shops are paying on a local level.
- North American Warranty: We now offer a 12 month 12,000 mile North American Warranty program. The North American Warranty is a proven, effective marketing tool that can increase your business by building greater customer acquisition and loyalty. It is common knowledge in our industry that consumers will generally choose a repair facility that offers a printed, nationwide warranty over one that does not. The North American Warranty enables your shop to offer consumers a 12 month / 12,000 mile parts and labor warranty on most of the services your shop offers.
- Auto Pride box top program: Each shop should register on this program and send your registration form into the Auto Pride headquarters. Start turning those box tops into cash.
- The Road Side Assistance program: For just \$0.35 each you can guarantee your customer ONE jump-start OR battery boost within 12 months of the original service. This is limited to a maximum reimbursement of \$60.00 any where in North America. (Minimum Purchase is 100 or \$35.00)

ASE Test Reimbursement: Get \$40.00 back for each ASE Certification or Re-Certification obtained per Auto Service Expert Location.

Ask your Auto Pride sales person for details on all these programs.

AutoNetTV

As you set goals and plan for bigger and better things in 2011, consider this – people remember 5x more from watching a video than they do from what they read!

If you want your prospects, customers, employees, partners, or any other target group to recall your message and take action on the information – then let AutoNetTV produce a video that captures the senses and engages the viewer. As you know, we are the experts in video production for the automotive industry and can produce terrific quality videos that cost much lower than you'd expect. For sales & marketing, product demos, cus-

tomers or employee training, company procedures, and more, AutoNetTV offers the complete package of studios, green screen, graphics creation, script writing, and animation designs to help you create the perfect marketing video for web, email, mobile, presentation, tradeshow, or mailing efforts.

Learn more, and see samples of our production capabilities at <http://autonettv.com/production> or call Robert Cannon at 801-492-9900.

AutoNetTV is a professional 75 minute DVD that educates and entertains customers while they wait for their service to be completed. It

is a turnkey program that can be used by every Auto Service Expert repair shop.

The program changes monthly and is a turn-key system that gets results from Day 1. AutoNetTV acts as a full time salesperson, educating and motivating customers to take action and obtain additional services. They constantly reinforce the factory scheduled maintenance requirements.

The entertainment content is from CBS, one of the major networks, and each DVD has the most current information. They show the latest movie reviews current events and

industry information. All you need to use this program is a TV and a DVD player.

Also included on the monthly DVD is the Pro Tech channel. This includes information for technicians, managers and owners on training, and best business practices.

The cost of the program for Auto Service Experts is \$600.00 per year. This includes 12 AutoNetTV 75 minute DVDs per year. To get this price you must say you are with Auto Pride when you call.

**Call Robert Cannon at
877-642-3555
to get started on this program.**

Get the Lead Out

by Ton Molla, VP Communications, ASE

This year marks a transition for the National Institute for Automotive Service Excellence (ASE), and it's one of the biggest changes in the organization's history. Since ASE's founding in 1972, paper-and-pencil has been the most common form of testing. Soon, that will no longer be the case. ASE has begun the process to deliver all ASE certification tests in a Computer-Based Testing (CBT) format by January, 2012. After 39 years, written tests will be offered for the final two times in May and November 2011. We're literally Getting The Lead Out and you'll find quite a few improvements to the ASE certification program.

The move to computer-based testing is the natural evolution of any paper-based test these days, but in ASE's case it also allows the organization to add some new features that technicians have been requesting. The most significant include instant results, more frequent testing and the ability to take the test on your own terms. Other improvements make the testing experience better, like the ability to enlarge wiring diagrams for easier viewing and a drop-down menu with an English/Spanish Glossary of Technical Terms for reference.

Through ACT, our former testing partner, ASE has been offering a computer-based testing (CBT) format for the past few years, but the available certification tests were limited. Prometric, ASE's new testing partner, offers an enhanced testing system with several improvements. Beginning in July 2011, every ASE certification test and its recertification counterpart will be available. That's 48 certification tests across 11 specialties. Also, the number of CBT test sites will increase from approximately 200 to over 300 locations. As before, the tests are offered in proctored test centers, not online over the Internet.

One important criteria ASE used in

finding a new testing partner was to reduce the cost associated with CBT testing. That goal has been achieved. When launched next Summer, the new CBT tests will cost the same as the written tests. Regular tests will cost \$30 each; Advanced Tests (L1 and L2) are \$60 each. Recertification tests max out at \$90, regardless of number taken. Registration costs \$36, regardless of the number of tests taken.

Online and phone registration for the new computer-based testing for

all ASE certification categories opens in July 2011, with four weeks of testing through August. Beginning in January 2012 and going forward, computer-based testing will be available eight months of the year in a recurring two months on, one month off cycle. Computer-based testing offers advantages in scheduling, convenience, and flexibility over the written tests, and will offer a vast choice of daytime, night, and weekend reserved appointments. Perhaps the biggest advantage is that now technicians will know if

they passed before leaving the test center.

For those nostalgic to try the written ASE certification tests one more time, you can still do that in May and November, but if you've never experienced the ease and comfort of computer-based testing, Get The Lead Out and try ASE's new CBT program this Summer. For more information on the changeover to CBT, visit the ASE website at www.ase.com. We'll be adding new information as it becomes available.

AUTOMOTIVE DISTRIBUTION NETWORK

Wynn

NATIONAL CONVENTION
February 26-29, 2012
Wynn Las Vegas

Online Registration Opens May 1, 2011 at www.networkhq.org

Manufacturers Exposition
More than 150 of our vendor partners convene in one location to share product updates and innovations.

Business Building Seminars
Seminars will be conducted all three days of the Convention. Topics may include: business building, time management, category pricing, marketing and sales, employee management, hybrids, technical information and much more.

Vendor Forum
Gain valuable insight into the automotive aftermarket by asking questions of a panel of leading industry experts.

In addition, you will enjoy a headlining entertainer and have the chance to participate in our Game Show where thousands of dollars worth of prizes will be awarded.

Ground Package Fees / Wynn Las Vegas
-\$849 per person double occupancy
-\$1179 single occupancy
-Earnback programs will be available starting at \$500 per person for the first 50 Auto Service Expert customers.

All Network members including; Auto Pride, Parts Plus, IAPA, AutoStar, CMB Network and Network Products will attend. We expect more than 1,000 members, customers and vendors.

AUTO PRIDE **AutoServiceExperts**