



AutoServiceExperts

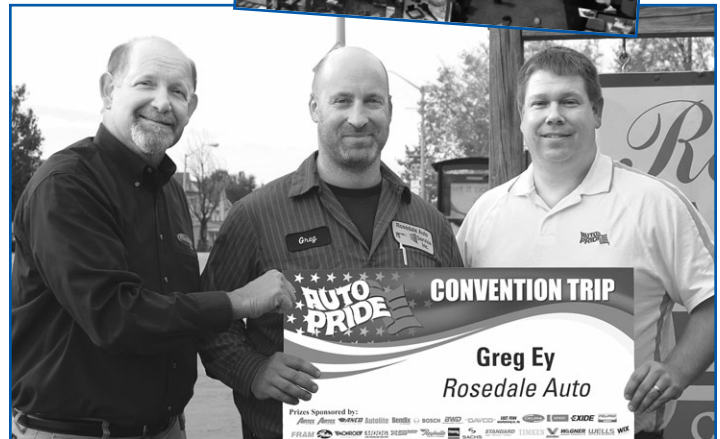
VOLUME 15 NO. 1



JANUARY 2012

Congratulations...to our Grand Prize Winner

Jeff Young from Central Service & Repair & All the Winners of the 2011 Summer Scratch & Win Sweepstakes



Left to Right; Stan Goldman, Sales Manager for Standard Auto Parts, Greg Ey, Owner of Rosedale Auto Service, and Greg Finnerty, Salesman for Standard Auto Parts.

Left to Right; Stan Goldman, Sales Manager for Standard Auto Parts, Jeff Young of Central Service & Repair and Ed Merwitz, Salesman for Standard Auto Parts.



Left to Right; David Grant, John Grant, Owners of Grant's Service Center with winner Bill Simkins and Ron Holloway, Owner of RC Holloway Co.

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New 2012 Auto Service Expert Programs

Watch for these Marketing Promotions and Programs

2012 Brake Rebate Promotion:

This rebate kit was delivered to you in the beginning of March by your Auto Pride sales representative. This promotion runs through April 30th, 2012. Utilize the bay banner, poster and point of purchase materials and promote this excellent con-

sumer 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 bearing, hub assemblies and oil seals, and remanufactured calipers at participating Auto Pride Auto Service Experts locations.

Shop Posters:

You will be receiving the new 24"x36" shop posters for you to display in your customer service areas. We will include explanations on other new programs along with these shop posters.

2012 Marketing Calendar Poster - You will also receive with the shop posters a 24"x36" poster with all the 2012 promotions listed.

Auto Pride Private Label Credit Card - We will be continuing the three month test drive credit card promotion through March 31st, 2012. Auto Pride will be waiving all credit card Fees for the first 90 days. (See article for details).

Auto Pride Fall Maintenance Rebate Program Generated some big numbers

Members and Auto Service Experts who took advantage of this promotion had great participation from their customers. Below are some of the Auto Service Experts who did an excellent job with the promotion and really benefited from it.

**Finest Rapid Lube
Lakeview Car Care
University Tire**

**38 Pleasant Valley Pkwy
556 Rosevale Ave.
2908 S. Vermont Ave.**

**Providence, RI
Ronkonkoma, NY
Los Angeles, CA**

Watch for the Spring Brake Rebate Promotion to run March 1st - April 30th, 2012

Looking for a steadier stream of customers?

Take the 3-Month test drive with the CarCareONE Card This program has been so successful we are extending it through March 31st, 2012

Offering CarCareONE instant credit to your customers allows you to:

Create Loyalty.

Offering your customers 6 and 12 months to pay with no interest creates loyal customers and keeps them coming back to your place of business time and time again.

Show Your Customers You Care.

Offering financing options shows your customers you care for them, their cars, and their safety.

Strengthen Your Customers' Trust.

You are your customers' trusted service advisor. Providing them with no interest payment options strengthens that relationship.

Try the program for 3-Months with no monthly fees & no obligations!

During and after the 3-Month Test Drive Period

When you offer these promotions, minimum payments do apply

Everyday promotions	Consumers' minimum purchase	Your costs
Non-promotional	\$0.01 - \$298.99	2.39 %
6 months	\$299	2.39 %
12 months	\$750	10.49 %

After the 3-Month Test Drive Period

Exception Fees

Network Access Fee	\$35 per month
Minimum Application Fee (waived when you submit 6 applications in a given month.)	\$25 per month

Your program includes:

- 24/7 merchant support
- Protection against credit fraud
- Training on all aspects of the program
- Credit approvals customized for the Automotive Aftermarket industry
- Money in your account in 48 business hours
- FREE Point-of-purchase materials
- 'Meet the Sale' technology that provides the credit lines you need to close the sale

Call your Auto Pride distributor and Sign-up today!

Try the program for 3 months with no monthly fees & no obligation!

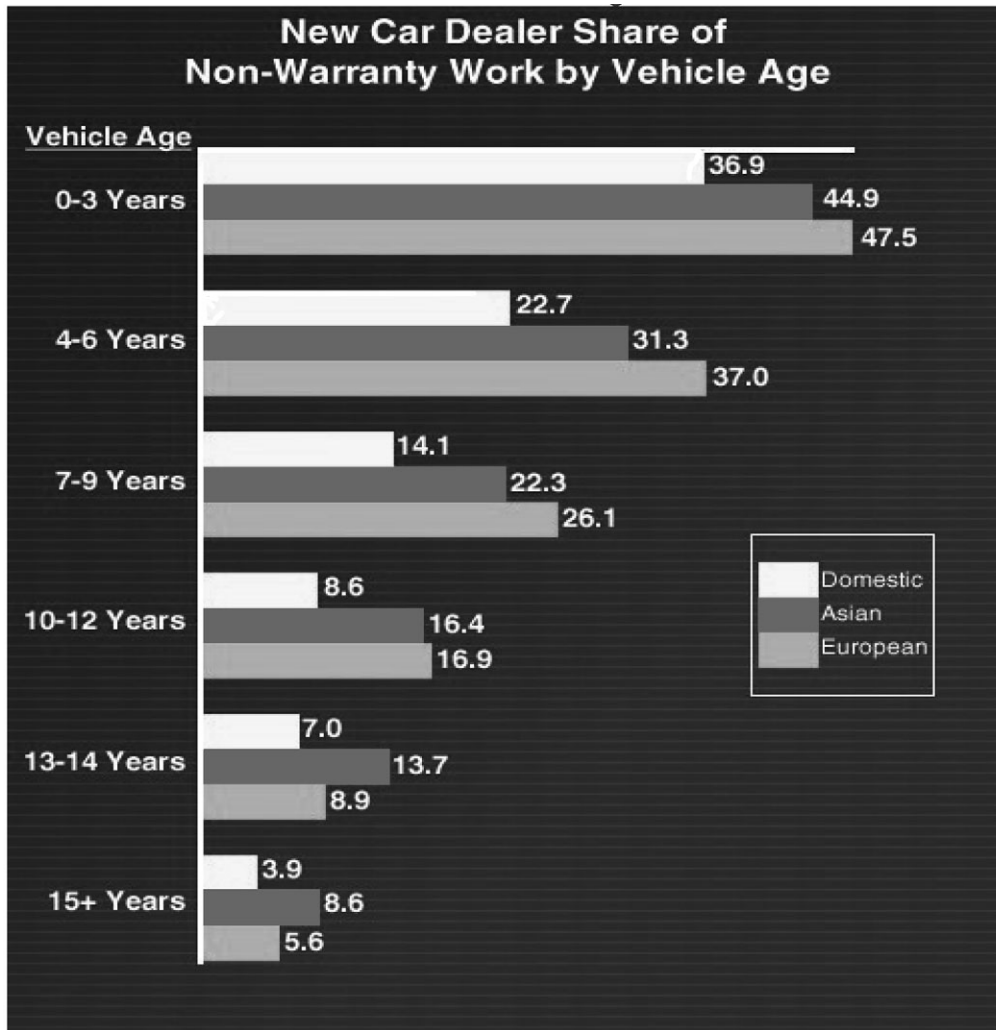
The Pulse: New Car Dealer Share of Non-Warranty Work by Vehicle Age

September 30, 2011, By AftermarketNews staff

Below is data from IMR Research that shows new car dealer share of non-warranty work by vehicle age. The data breaks down market share by domestic, Asian and European makes.

As the chart illustrates, new car dealers do a good job of holding on to motorists for vehicle maintenance and repair just after warranties run out. However, we see their grip on the market start to loosen as vehicles age.

For more information on IMR and its research capabilities, visit <http://www.automotiveresearch.com/> or call Bill Thompson at 800-654-1079.



Aftermarket Optimism

11 Reasons to be Positive

By aftermarketNews staff October 2011

- 1) The aftermarket is a huge industry.
- 2) The aftermarket is growing.
- 3) The value of the parts installed in the Do It For Me (DIFM) segment is staggering.
- 4) The number of miles driven each year fuels the aftermarket.
- 5) The number of vehicles in operation creates a steady demand for service work.
- 6) The average age of vehicles continues to grow.
- 7) There are 180 million "older" vehicles on the road.
- 8) Repair invoices are 55% higher on average for older vehicles.
- 9) The number of OE dealerships has dropped by more than 3,000 since 2008 creating more opportunities for aftermarket shops.
- 10) OE dealerships have a very low share of the DIFM business for older vehicles (and these have the highest average repair order.)
- 11) Aftermarket shops have a labor rate advantage over OE dealerships.

Use the Auto Service Expert business and marketing programs and get your share of the business!

Welcome New Auto Service Expert Members

Aldrich Service
Warwick, RI

BTS Tire and Service Stores
Pawtucket, RI

BTS Tire and Service Stores
Providence, RI

Centereach Car Care
Selden, NY

F & M Auto Repair
Baltimore, MD

Grasso's Service Center
Providence, RI

J Poulos Automotive Center
Warwick, RI

Lemus Auto Sales & Service Inc.
Providence, RI

Montgomery Firestone
Elkridge, MD

Old Nichols Service Station
Lake Ronkonkoma, NY

Patriot Auto & Truck Repair
Mastic, NY

Tom & Son's Auto Service Center
Medford, NY

Smithtown Auto Haus
St. James, NY

Here Are Some Suggestions On How To Show Appreciation and Encourage Your Employees:

- Praise them for a job well done
- Say "thank you" and "please"
- Ask about their families and interests
- Be flexible when they need time off to attend a school or sporting event
- Give a little extra time off during the holidays (i.e. day after Thanksgiving)
- Do something special for their birthdays such as bring in a cake
- Give a bonus at year end
- Give certificates to a favorite restaurant or sporting event occasionally
- Bring in bagels, donuts, cookies on occasion (bad for the weight conscious but good for morale)
- Let them enjoy their time off so they can renew and energize
- Provide training and opportunity
- Provide a weekly company lunch

The majority of employees today say job satisfaction and a positive work environment means more than dollars & cents on their paycheck! Competitive compensations are important but aren't the most important consideration. **SOMETIMES IT IS THE SMALL THINGS THAT MEAN THE MOST.** Appreciated people work harder, work smarter and get the job done right! If you haven't shown your appreciation lately, try it!

WHAT EMPLOYEES WANT FROM YOU

91.5% want their boss to be honest and have integrity

89.2% want their boss to hold everyone accountable to the same standards

86.7% want to be able to trust their boss and they want their boss to trust them

84.7% want the respect of their boss and want to be able to respect their boss in return

LET THEM ACHIEVE THE BEST

HELP YOUR CUSTOMER GET READY FOR WINTER

Let your customers know that if they **SPEND A LITTLE** they can **SAVE A LOT**. Consumers are delaying automotive maintenance to save money. They are putting off simple services such as an oil change. Some have lost their jobs, others have taken pay cuts and many are just being cautious with their money and consumers are driving fewer miles these days. They may not realize the cost of neglect.

AN OIL CHANGE is a relatively inexpensive service. A consumer can shop around and find just an oil change for around \$30 (note, make sure you have the correct oil installed. Most newer cars have a synthetic type oil at \$50-\$85.00). Put off an oil change for too long and you can find yourself needing an engine which can cost \$5,000 +.

A TRANSMISSION SERVICE costs around \$120-\$180 (again, most newer cars take a synthetic type oil at a higher cost). A transmission repair can cost \$2,000-\$4,000.

KEEPING A CAR'S TIRES ROTATED AND PROPERLY INFLATED usually comes free with an oil change and if not, a consumer can surely get this service for around \$30. New tires can cost \$300 on the low side to over \$1,000 depending on the type of tires needed.

KEEPING FLUID LEVELS AT THE PROPER LEVEL is vitally important to all vehicles. Let your customers know that their car is just like us...hydration is important to keep all the parts working and moving. If their car runs low on anti-freeze it risks overheating. Anti-freeze is cheap. Repairing the damage to a car that has overheated is very expensive. Keeping brake fluid at the proper level not only keeps brakes healthy at a low price, it also keeps the customer and those sharing the road with them safe!



Many fear that when they take their car in for just an oil change they are going to be given a long list of needed services and or repairs.

Assure them that you are there to help and if they need to spread the services/repairs over a period of time you will give them a list in order of importance. They need to know that your number one obligation is to keep their car road-worthy and as reliable as possible and that any worthy automotive shop owner takes that responsibility very seriously.

"Encouraged people achieve the BEST; dominated people achieve SECOND best; neglected people achieve the LEAST".

~Anonymous