



AutoServiceExperts

VOLUME 14 NO. 3



JULY 2011

SUMMER TUNE-UP SPECIAL

The 2011 "Tune-Up" promotion started June 1, 2011 and offer consumers up to **\$63** in savings with manufacturers' mail-in rebates! These special offers are available at participating Auto Service Expert locations June 1 - July 31, 2011. This promotion costs the shop nothing, but does offer you **ADDITIONAL SALES** and **PROFIT OPPORTUNITIES!**

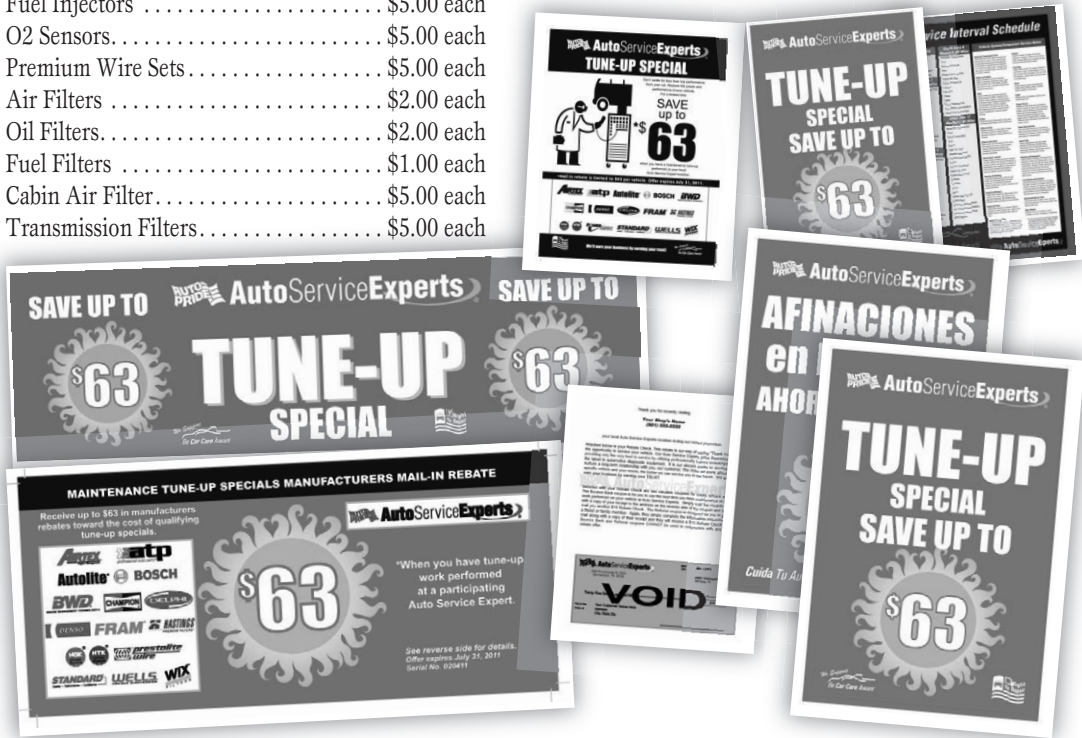
The "Tune-Up" promotion includes Regular Spark Plugs, Platinum and Truck Spark Plugs, Double Platinum and Iridium Plugs, Distributor Caps, Distributor Rotors, PCV valves, EGR valves, Coil on Plugs, Fuel Injectors, O2 Sensors, Premium Ignition Wire sets, Air Filters, Oil Filters, Fuel Filters, Cabin Air Filters and Transmission Filters.

Consumers can qualify for the following rebates:

Spark Plugs	\$0.25 each
Platinum & Truck Plugs	\$1.00 each
Double Platinum & Iridium Plugs	\$2.50 each
Distributor Caps	\$1.00 each
Distributor Rotors	\$1.00 each
PCV Valve	\$1.00 each
EGR Valves	\$3.00 each
Coil on Plugs	\$3.00 each
Fuel Injectors	\$5.00 each
O2 Sensors	\$5.00 each
Premium Wire Sets	\$5.00 each
Air Filters	\$2.00 each
Oil Filters	\$2.00 each
Fuel Filters	\$1.00 each
Cabin Air Filter	\$5.00 each
Transmission Filters	\$5.00 each

Each kit includes:

- ✓ 3' x 10' Bay Banner
- ✓ 24" x 36" Poster - Double Sided English over Spanish
- ✓ 24" x 36" Curb Sign Sleeve
- ✓ Ad Slick
- ✓ Counter Easel
- ✓ 50 Consumer Mail-In Rebate Coupons
- ✓ Kit letter explaining promotion details
- ✓ Assorted Vendor Materials



Welcome New Auto Service Expert Members

- A-1 Ultimate Car Care
Middle Island, NY
- A & C Auto Care Inc.
Ronkonkoma, NY
- ABF Auto
Pittsburg, PA
- ABM Automotive
Yaphank, NY
- AE Auto Service
Shirley, NY
- Andrades Automotive
Hayward, CA
- Andre's Precision Auto
Smithtown, NY
- A. N. R. Auto Inc.
Irvington, NY
- Best Friends Auto Repair
Decatur, GA
- Better Auto Repair
Rocky Point, NY
- Brake & Wheel Center
San Leandro, CA
- Bud Adams Auto Repair
Castro Valley, CA
- Clinton Auto Repair
Lindenhurst, NY
- Doral's Auto Repair
San Leandro, CA
- E & C Auto Repair
Copiague, NY
- Foltz Automotive
Baltimore, MD
- Gary's Fork Auto Service
Hydes, MD
- George's Auto Repair
Baltimore, MD
- Gerry's Tire Service
Baltimore, MD
- Greg's Automotive
Hayward, CA
- Guaranteed Auto Service
Hayward, CA
- Holbrook MTA Auto Service
Holbrook, NY
- Holt Automotive
Atlanta, GA
- SAVCO
Baltimore, MD
- T.L.C. Automotive
Baltimore, MD
- Twilight Auto
Oakmont, PA
- Weikle's Speciality LLC
Felton, PA
- Wright's Automotive
San Leandro, CA

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Auto Pride Sweepstakes

Ask Your Auto Pride Distributor how you can win fabulous prizes!



Register to Win!

Call your Local Auto Pride Auto Store today for your chance to win!

From July 1 to August 31, you have a chance to win one of thousands of prizes!

For every order of \$100 or more, you will receive one scratch and win game card.

To request a Game Card by mail, hand print your name, business name, address, city, state, zip, telephone number and the words "Auto Pride Sweepstakes" on a 3 x 5 card and mail with a self addressed, stamped envelope (Vt. Residents may omit return postage) to: Auto Pride Sweepstakes Headquarters, 3085 Fountainside Dr. #210, Germantown, TN 38138 for receipt by August 15, 2011.
Limit one hand written request per envelope.

Grand Prize Bahama Cruise

ENTER TO WIN

AUTO PRIDE

Grand Prize Bahama Cruise

(4) 1st Place – 2012 Network National Convention Trips
(6) 2nd Place – \$2,000 Cash
(10) 3rd Place – Flat Panel TVs
(100) 4th Place – \$50 Best Buy Gift Cards

PRIZES SPONSORED BY

AIRTEX AIRTEX ANCO Autolite Bendix
BOSCH BWD DAYCO EAST PENN. MOTOR OIL, INC.
DELPHI DENSO EXIDE FELPRO FRAM
MONROE MOOG PRESTOLITE
Raybestos Ramjet SACHS STANDARD
TIMKEN Valvoline WAGNER WELLS WIX

Be sure to enter online for an additional chance to win. See back for details.

MORE THAN 100 SWEEPSTAKES PRIZES!

(4) 1ST PLACE

2012 NETWORK NATIONAL CONVENTION TRIPS



(6) 2ND PLACE

\$2,000 CASH



(10) 3RD PLACE

FLAT SCREEN TVS



(100) 4TH PLACE

\$50 BEST BUY GIFT CARDS



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 August 31st, 2011

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!

WE SUPPORT VOLUNTARY
TECHNICIAN CERTIFICATION
THROUGH



COUPON

COUPON

Your local Auto Pride Distributor will reimburse up to **\$40.00** per service center for technicians who pass the ASE Certification test. All you have to do is submit a copy of the test results to show that the technician passed!

One coupon per auto service expert service center location.

ASE Certification Tests Dates

Summer 2011 TESTS

July, 18 through August 18

Computer-Based Tests Offered

To take the Summer 2011 computer-based ASE Certification tests, you must register and pay your fees between July 11 and August 15, 2011. You may charge fees to your VISA, MasterCard, American Express, or Discover card. Computer-based tests will cost the same as the written tests.

Beginning July 11th, there are two easy ways to register for the computer-based tests and schedule testing appointments:

- Online 24/7 – www.ase.com
- By toll-free telephone – call Prometric at **1-877-346-9327** from 8 a.m. to 8 p.m. Eastern time, Monday – Friday.

Fall 2011 Written Tests

To take the Fall 2011 written ASE Certification tests, you must register and pay your fees by September 30, 2011. You may charge fees to your VISA, MasterCard, American Express, or Discover card. You can also use a check or money order if registering by mail.

Beginning September 1st, there are three easy ways to register:

- Online 24/7 – www.ase.com
- By toll-free telephone – call 1-866-427-3273 from 7 a.m. to 7 p.m. Central time, Monday – Friday, or 8 a.m. to 5 p.m. on Saturday.
- By mail – go to www.ase.com to download the Registration Form. Mailed registrations must be received in Iowa City, Iowa by September 30, 2011.

Fees

- Registration Fee: \$36 per person for any combination of tests
- Certification Tests (except L1 and L2): \$30 each
- Advanced Level Certification Tests (L1 and L2): \$60 each
- Recertification Tests: same cost as the corresponding Certification Tests (\$30 each, except for L1 and L2, which are \$60 each); Recertification Test fees cap out at \$90, regardless of the number of tests you take. The \$90 cap only limits the amount you pay for recertification tests, not the number you may take. (Plus the \$36 registration fee.)

Test Schedule

	Nov. 10, 7:00 pm	Nov. 15, 7:00 pm	Nov. 17, 7:00 pm
A - Auto & Light Truck Tests	A1, A4, A5, A8, A9	A2, A3, A6, A7	All Recertification Tests A1R-A8R
B - Collision Repair & Refinish Tests	B2, B3, B4, B5, B6 and All Rectification Tests B2R-B6R		
C - Service Consultant Tests		C1 and Recertification Test C1R	
E - Truck Equipment Tests			E1, E2, E3 and All Recertification Tests E1R-E3R
F - Alternate Fuels Tests			F1 and Recertification Test F1R
H - Transit Bus Tests		H1, H2, H7, H8 and All Recertification Tests H4R and H6R	H3, H4, H5, H6
L - Advanced Level Specialist Tests		L1 and Recertification Test L1R	L2 and Recertification Test L2R
P - Parts Specialists Tests	P1, P2, P4 and All Rectification Tests P1R, P2R and P4R		
S - School Bus Tests	S1, S4, S5, S6 and All Recertification Tests S1R-S7R		S2, S3, S7
T - Medium-Heavy Truck Tests		T2, T6, T7, T8 and All Recertification Tests T1R-T8R	T1, T3, T4, T5
X - Specialty Tests		X1 and Recertification Test X1R	

AutoNetTV™ Adds Instant Facebook & Twitter Feeds for Social Networking

American Fork, Utah - April 12, 2011

As more and more automotive centers use social media to promote their service and repair business, the demand for high-quality content has exploded. AutoNetTV responded with instant Facebook and Twitter feed capability to its Web Tools offering.

AutoNetTV Web Tools feeds a new automotive service video and an accompanying search optimized article into a center's website each week. This new content is automatically posted to the center's Facebook and Twitter accounts. The articles are customized for the individual center's location and help search engines associate the website with local search for key automotive topics like transmission service and timing belts.

"Social media is all about building a community for your business within your service area," says Lance Boldt, co-founder of AutoNetTV. "Your friends, fans and followers will include a group of people that considers you to be useful. By that I mean that the content you publish on your website, Facebook, and Twitter helps them save money and prevent costly breakdowns and repairs, helps their vehicle to be safer, or maybe even increase its performance. You do this for people

and why wouldn't they come to you for their service and repair needs?"

In addition to an automatic feed to Facebook and Twitter for new weekly content, the auto center can draw from the library of articles and videos on their Web Tools account to make topical postings. Say, for example, a storm is due in a couple of days. You decide to run a special on wiper blades and use the wiper blade video as part of the social media promotion. Links to particular topics can be included in newsletters, service reminders (it's time for a differential service), sent to a customer that has dropped his vehicle off and needs more information about a recommendation, or even viewed at point of sale.

"The real power of social media is that your content can be shared with a click of a button to nearly a hundred social media and bookmarking sites, widening your influence as friends of friends spread the valuable information you provide," says Boldt.

Greg Buckley, owner of Buckley's Auto Care in Wilmington, Delaware uses social media extensively to drive visits to his website. He is averaging 22 new visitors to his website a day, generating 2,500 pageviews a month with each visitor averaging over five minutes on his site per visit. This translates into an average of 1.5 calls from new customers every day. This activity has pushed his Google page rankings to the top of the Google search listings for his area. Buckley says, "Content is king as they say, and

no one is better at supplying content online than AutoNetTV. That's the truth."

AutoNetTV Web Tools can be obtained directly through [AutoNetTV Web Tools](#) or through automotive web designers that include Web Tools in the sites they create for their clients, such as [CarCareCONNECT](#), [Autoshop Solutions](#), [Zenergy Works](#) and [50 Below](#).

What is AutoNetTV ?

AutoNetTV is automotive television programming for customers in the waiting areas of automotive centers. Viewers in thousands of locations throughout North America receive this custom programming to educate customers on their factory scheduled and preventative maintenance needs, and to improve their waiting experience. AutoNetTV combines fast-paced entertainment pieces from CBS, SPEED, REELZ, Fireball Tim and others with independent editorial content to increase customer satisfaction and preventative maintenance services. The monthly program is approximately two hours long and provides multiple options for major service brands to integrate their branded messages within the existing AutoNetTV programming content.

For more information on the subscription services, visit: [AutoNetTV](#) or contact Bobby Cannon at 877-642-3555 bcannon@autonetv.com. Mention you are an Auto Pride Auto Service Expert.

The Value of Men

by Rhonda Hiltbrand, Chief Operating Officer, NWZ WORX Multimedia

I think we're struggling with trying to redefine various positions at this point in history. To allow freedom for women, freedom for men, freedom from those sharply defined gender roles
~ Fred Ward

For a few years we have been advising shop owners to pay close attention to women as they influence 85% of the financial decisions made for their households. That was true but... things are starting to change. When the economy crashed more men than women lost their jobs. These men starting taking up some of the slack by running the household because they now had more time to do so between sending out resumes and filling out applications.

We also have successfully raised our children of both sexes to be equal, to share in the division of labor and the statistics are starting to change as these children are now launched into society, working, contributing, and some are marrying and having families of their own. They don't view traditional roles in the same way we have these past years.

Men are now playing a more key role in purchasing decisions. When you consider that three out of ten men are single they have to make their own decisions and do their own shopping. Six in ten women say they want a recommendation from their husband before making a large purchase. Men are playing significant roles in the purchase of homes, major appliances, home decorating, and cars. The difference seems to be largely how men and women go about doing the same thing...the end result is the same but how we get there is different.

Here are just a few examples:

Dieting: Weight Watchers to Nutrisystem want to engage men in the world of dieting. This industry has been 90% women dominate in the past but since they figured out you have to offer the male specie "man food" (pizzas, burgers, etc.) more men are starting to sign up! Weight Watchers is also making sure their program is offered to men online as they realize most men aren't going to gather for any face to face meetings. Women want to know the ins and outs of the nutrition; men just want to know how to get it done!

Shopping: In 2002 64% of men bought their own clothes... in 2006 it was 84%. The percentage keeps rising. Men do shop differently than women. They are more likely to go about it as a reconnaissance mission. Men (especially Gen X and Gen Y) like the items they purchase to show that they value quality and that they have excellent taste.

Loyal: Men are more brand loyal than women and are not looking for coupons or special deals. Men are easier to please than women because their expectations tend to be lower in the first place.

Here is some information I just read about the percentage of men who are responsible for the following in their home. The ages range from 18 - 64. Clearly businesses need to understand the value of the men who do business with them.

- 63% - Household Investments
- 59% - Pay the Bills
- 57% - Set up the Budget
- 51% - Do the Grocery Shopping
- 51% - Plan Vacations
- 41% - Do the Laundry
- 39% - Do the Cooking

Don't despair if you have worked hard getting your shop updated to appeal to women. Times are changing quickly

as each new generation makes their mark on the world. If a woman is satisfied with the appearance of your shop and the treatment she receives... men will be too!

The gender roles are blurring more and more with each new generation as they share most of the household duties equally, depending more on who has the time and what is most convenient for them. I think when it comes to couples who have decided they want to do business with you, you need to realize that more than likely, the couple made this decision together.

Continue to treat them all amazingly well and you'll do just fine!

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 **Auto Service Experts**