



# AutoServiceExperts

VOLUME 14 NO. 4



OCTOBER 2011

## In the Spotlight... Hayes Auto Repair

435 Smithtown Blvd. • Lake Ronkonkoma, NY 11779 • 631-981-3457

Owner Bruce Hayes started Hayes Auto Repair in Lake Ronkonkoma New York in 1997. Bruce has been in the auto repair business for 32 years where he worked at several repair shops and learned the business. Bruce knew his goal was to get as much training as he could to do the repairs correctly. He knew how important it was to provide good customer service and do whatever it takes to make his customers happy.

Hayes Auto Repair maintains a state of the art facility with two bays inside and one lift alongside the building. They have three technicians, two ASE certified. They have all the latest up-to-date tools and diagnostic equipment, which they use on a day to day basis to do all repairs correctly.

Hayes Auto Repair became an Auto Pride Auto Service Expert last November. They were signed through their parts supplier Any Part Auto Parts Stores in Ronkonkoma New York. They have been using many of the Auto Pride promotional programs. Bruce Hayes said, "This program has helped us tremendously with the type of services we can offer our customers. Programs like the Car Care One credit card, which offers our customers financing with zero interest for 6 or 12 months and the Roadside Assistance program with customer reimbursements for towing up to \$60.00 have put us on a level playing field with the competition."

Bruce said, "The three Auto Pride Auto Service Expert rebate programs that run in the spring, summer and fall are great for our customers. They offer rebates that help our customers keep



Hayes Auto Repair, Lake Ronkonkoma, NY.

there vehicles in good running condition with less out of pocket expense." Hayes believes if you install good quality parts from your supplier, use the current up-to-date tools and diagnostic equipment, and offer good rebate programs for your customers they will not only be satisfied and happy, but it will bring them back over and over. The rebate promotion offers comeback and referral coupons to our customers that not only bring them back, but also bring in new customers.



(L-R) Owner Bruce Hayes with Manager Ken Dolan.

Hayes also assists their customers with drop off and pick up service. They have a gasoline service station. Their customer can fill up their vehicles with gas as well as purchase beverages and snacks. These are things Hayes does to try and give their customers the best service possible.

Bruce said, "We believe that by becoming an Auto Pride Auto Service Expert and utilizing the many programs we can better service our customers and we are seeing many new customers since we started. Thank you Auto Pride and Any Part Auto Stores for your help in making our business better."

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2012 Convention

## Welcome New Auto Service Expert Members

**3A's Auto & Tire**  
Providence, RI

**D'Ambra's Service  
Station**  
Providence, RI

**Finest Rapid Lube**  
Providence, RI

**Joe & Son's Service Inc.**  
Cranston, RI

**Larry's Lincoln Auto  
Repair, LLC**  
Lincoln, RI

**Nick's Auto Body**  
Providence, RI

**North East Auto Body  
& Sales**  
N. Providence, RI

**Oakwood Car Care**  
Huntington, NY

**R & F Auto Service**  
Johnston, RI

**Scituate Auto Center**  
N. Scituate, RI

**Town Line Service Inc.**  
N. Providence, RI

**Valley View Service**  
N. Providence, RI

**Volante's Service  
Station**  
Providence, RI

**Wave Express Auto  
Repair**  
Smithtown, NY

# Fall Maintenance Special

The 2011 "Fall Maintenance" promotion started September 1, 2011 and offer consumers up to \$65 in savings with manufacturers' mail-in rebates! These special offers are available at participating Auto Service Expert locations September 1 - November 30, 2011. This promotion costs the shop nothing, but does offer you ADDITIONAL SALES and PROFIT OPPORTUNITIES!

The "Fall Maintenance" promotion includes Belts, Radiator Hoses, Serpentine Belts, Belt Tensioners, Timing Belts, Batteries, New Water Pumps, Air and Fuel Filters, Wiper Blades and Headlight Capsules.

## Consumers can qualify for the following rebates:

- Fan Belts \$3 ea.
- Radiator/Heater Hoses \$3 ea.
- Serpentine Belts \$5 ea.
- Timing Belts \$10 ea.
- Belt Tensioners \$10 ea.
- Rad. Cap/Stat \$2 ea.
- 65 Month Battery \$5 ea.
- 75 Month Battery \$10 ea.
- New Water Pump \$10 ea.
- Air Filter \$2 ea.
- Fuel Filter \$1 ea.
- Wiper Blades \$5-\$15 pr.
- Headlight Capsules \$10 pr.

## Fall Maintenance Kit Contents:

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



WE SUPPORT VOLUNTARY  
TECHNICIAN CERTIFICATION  
THROUGH



## ASE Certification Tests Dates

### FALL 2011 TESTS

Nov. 10, 15, & 17

### 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

### Fall 2011 Written Tests

Register by mail, Internet, or toll-free phone

Testing Dates:

November 10, 15, and 17

Tests Offered: All Regular and Recertification tests

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

- Online 24/7 - [www.ase.com](http://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](http://www.ase.com) to download the Registration form.

## Sixty-eight Percent of U.S. Consumers Turn to Professionals for Auto Repairs, Reports NPD

The FINANCIAL -- Houston, Texas, August 29, 2011

The majority of automobile owners are do-it-for-me (DIFM) consumers when it comes to auto service or repair, according to recent research by The NPD Group, which was published on NPD Group official web-site.

The auto aftermarket research report finds that the choice to have DIFM auto services is largely due to the need to maintain a car properly in order to keep it longer, and a higher degree of trust in professional auto services than do-it-yourself auto repair.

The NPD report, entitled Consumers Shifting Gears to Do-It-For-Me Outlets, finds that 68 percent of today's drivers say they will have all automotive service and repair performed by a professional. Twenty-nine percent of consumers said they will sometimes have professional auto service and some they will do themselves, and 8 percent said they rarely have their auto repair or maintenance done by a professional.

"With consumers still focused on spending only on those things they absolutely need, many are finding professional automotive service a necessity in the family budget," says David Portalatin, industry analyst for NPD's automotive aftermarket unit. "Reliable personal transportation is something that most consumers must have; it's not a nice-to-have."

Reliability is the operative word in the minds of consumers when selecting an auto repair professional. According to the NPD report, which explores factors that drive consumers to switch between DIFM outlets, 88 percent of DIFM consumers said trust in the work completed is a very important influence in selecting an auto repair outlet. Knowledgeable employees and the reputation of the outlet or automotive professional also rank high.

Although trust and reputation rank high in the selection process, value appears to be another key driver and the reason for an increasing number of DIFM consumers using car dealerships and tire stores for their auto repairs and maintenance. The Consumers Shifting Gears to DIFM

Outlets report finds that consumers perceive these outlets as bringing more coupons and promotional offers to the table.

"The economy is forcing shifts in consumer behavior and this is true for the DIFM consumer," says Portalatin. "Knowing who is winning in the market and how they are doing it will enable both suppliers and installers to collaborate to craft winning strategies."

The Auto Service Experts Program gives you the tools to help you compete with the Car Dealerships and Tire shops. We have the mailing, emailing and rebate promotions you need.

### Auto Pride Marketing Programs

Every Auto Service Expert has access to the marketing programs on the Auto Pride web site. Go to [www.auto-pride.com](http://www.auto-pride.com) and click on member login at the top right page. Put in your user name and password. Click on the **AP Marketing** header at the top of the page and then click on the **Auto Service Expert** folder to the left of the page. You will find every marketing program here with explanations and any forms you may need to enroll on the program.

You can get your user name and password from your Auto Pride sales person or call Melissa Jolls at 908-251-5713 or email [mjolls@networkhq.org](mailto:mjolls@networkhq.org).

## The Economy and You!

by Rhonda Hiltbrand, Chief Operating Officer, NWZ WORX Multimedia

**They talk about the economy this year. Hey, my hairline is in recession, my waistline is in inflation. Altogether, I'm in a depression.**

~Rick Majerus

I pulled out articles I had been collecting for research from a folder I labeled "economy" and here are some of the titles of the articles:

**Consumer Divide Grows Between Haves and Have Nots**

**60% of Shoppers Cutting Back on Driving**

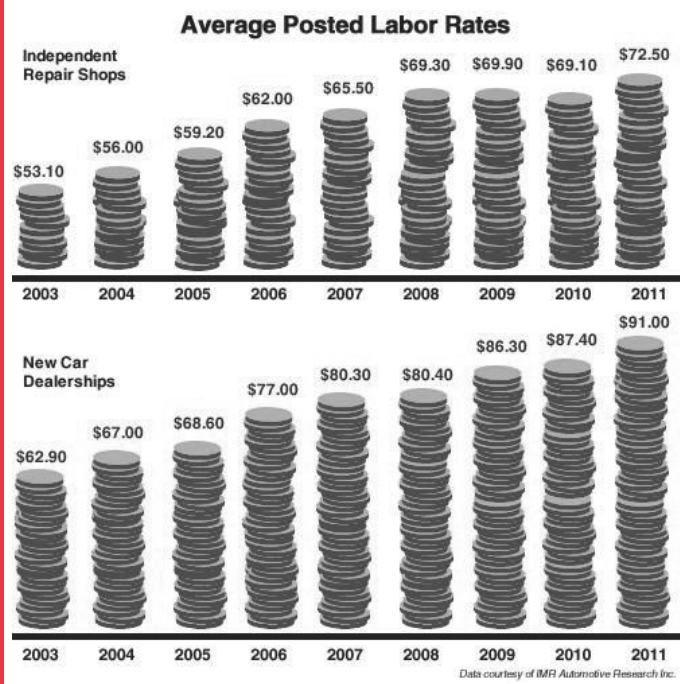
**A Site for Figuring Out the Cheapest Time to Make a Purchase**

**Gas Tanks are Draining Family Budgets**

## The Pulse: A Side-by-Side Look at Dealer and Independent Shops' Posted Labor Rates

By aftermarketNews staff August 12, 2011

The Pulse IMR Research Inc. gives us a side-by-side comparison of average posted labor rates at new car dealership service departments and independent repair shops. The data spans nearly a decade from 2003 through today, and as the chart below illustrates, rates at both locations have increased steadily over the years.



**The Financially Fragile American Consumer**

**Pain At The Pump: Running On Empty, Americans Cut Spending**

**Coupon Clipping Stages a Comeback**

**Grocery Shoppers Continue to Spend Less, Embrace Private Label**

**Americans Spending Less On Groceries**

These titles certainly paint a gloomy picture for consumers and the businesses who serve them. Incomes are still flat and consumers have less money to spend. That is just a fact. I'm not trying to depress you but rather help you to understand the consumer.

Since their budgets are tighter, consumers are very mindful of where and how they spend their money. They search online first and compare prices for same services. They will then pick up the telephone to narrow their search. They have an educated idea about how much they should have to pay. If it is strictly a financial decision they will need to hear about warranties and the quality of your parts.

The majority of consumers want value for their money. Value means different things to different people. Consumers who like high-end coffee for the most part have decided this is an item they are not going to cut out of their budget. People who eat organically know they are paying higher dollars for it but for them it is a matter of doing the best they can to be healthy. If your shop is active in the community (sponsoring sports teams, collecting food or other items for the needy, involved in fund raisers for cancer research or other illnesses, involved with schools, scouts, etc.) community minded consumers will feel that by doing business with you they are helping these organizations. Consumers who are eco-conscious will spend more for items that are green. Consumers who want to help the local economy will spend their money with local business owners even if they can get a cheaper price at a chain store. People who have lost their jobs often have no choice but to purchase the least expensive options. Consumers will spend money, they just want it to

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*THE ECONOMY AND YOU!*  
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align with their values or what is important to them at this moment in time. If they choose the shop where you work to do business with they want to feel good about exchanging money for services rendered.

If they are on a tight budget they will call for an estimate. Do your best, even if you can't guarantee the price, to give them one. If you have to, give them the best case scenario and the worst case

scenario. They are just trying to be proactive and avoid sticker shock as well as making sure they have the money to pay their invoice. Show kindness and a willingness to do your best to be a solution for their problem. Even if you can't give them the price they are looking for, they will still appreciate being treated well.

People know they must spend money to maintain their vehicles but with money tight these days, they prefer to do business with a company whose

values align with their own. Last month I wrote about the importance of listening and again, when consumers call, listen to their questions and comments carefully. They may be looking for a shop whose values match their own.

Here is another headline to end with...Fed: Consumer Spending Down \$7,300 per Person Since Great Recession Began. If consumers are going to spend their money for auto service and repair, remember to do your best

to make sure they spend it with you! You've been listening, now dig a little deeper and ask them questions to find out what your customer or prospective customer values. They'll appreciate the time you are taking and the concern you are showing.

**The marketplace will tell you what it needs. You have to listen, and then deliver."**

**~Shama Kabani, CEO  
of the Marketing Zen Group**

**AUTOMOTIVE DISTRIBUTION NETWORK**  
*Wynn*

**NATIONAL CONVENTION**  
**February 26-29, 2012**  
**Wynn Las Vegas**

**Online Registration Opens May 1, 2011 at [www.networkhq.org](http://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**