



AutoServiceExperts

VOLUME 13 NO. 4



OCTOBER 2010

Fall Rebate Promotion

The 2010 Auto Service Experts program has been enhanced to bring you even more value. In addition to the many features already included in the program, we have ADDED a **Fall Maintenance Consumer Mail-in Rebate Offer**. The Consumer Mail-in promotion began **September 1** and will run through **November 30**. This promotion will offer consumers up to \$65 in manufacturer's mail-in rebates on the installation of belts, hoses, water pump, radiator caps, batteries, filters, wiper blades and headlight capsules at participating Auto Pride Auto Service Expert locations. See coupon for qualifying vendor products.

Consumers can qualify for:

- Fan Belts.....\$3 each
- Radiator & Molded Heater Hoses.....\$3 each
- Serpentine Belts.....\$5 each
- Timing Belts.....\$10 each
- Belt Tensioners\$10 each
- Timing Comp. Kits\$10 each
- Thermostats\$2 each
- NEW Water Pumps\$10 each
- Radiator Caps.....\$2 each
- 65-month Battery.....\$5 each
- 75-month Battery.....\$10 each
- Air Filters.....\$2 each
- Fuel Filters.....\$1 each
- Wiper Blades\$5 - \$15 pr
- Headlight Capsules\$15 pair

2010 FALL MAINTENANCE MAIL-IN REBATE CERTIFICATE

Receive up to \$65 in manufacturers rebates toward the cost of qualifying Fall Maintenance specials.

SAVE up to \$65

AutoServiceExperts

*When you have fall maintenance work performed at a participating Auto Service Experts location.

See reverse side for details.
Offer expires November 30, 2010
Serial No. 030610

PLUS...

The maximum Auto Service Experts rebate is \$65 per vehicle. **All Auto Service Experts rebate requests must be postmarked no later than December 10, 2010.**

You must complete the Auto Service Experts and rebate information on the reverse side of the rebate coupon so your customers will know who they are getting the rebates from and the correct rebate amount to expect.

In the open boxes under the Vendor name, please write the rebate

2010 FALL MAINTENANCE MAIL-IN REBATE CERTIFICATE

Auto Service Experts Stamp:

Product/Rebate	Anco	CST	Dayco	East Penn	Exide	Fram	Gates	Goodyear	Hastings	Stant	Wagner	Wix
Fan Belts \$3 ea												
Rad/Htr Hoses \$3 ea												
Serpentine Belts \$5 ea												
Belt Tensioner \$10 ea												
Timing Belt \$10 ea												
Timing Comp. Kit \$10 ea												
NEW Water Pump \$10 ea												
Rad. Cap/Stat \$2 ea												
65 Mo. Battery \$5 ea												
75 Mo. Battery \$10 ea												
Air Filter \$2 ea												
Air Filter \$1 ea												
31 Series/Winter \$6 Pair												
AeroVantage \$10 pair												
Contour \$15 pair												
TruView/BriteLite \$10 pair												

Is this your first visit to this location? Yes No

To qualify for this offer, you must have Fall Maintenance performed on your vehicle at a participating Auto Service Experts location. Rebate is limited to \$65 per vehicle. To receive your rebate, please send this completed form along with a copy of your dated repair invoice to:

Fall Maintenance Promotion
Auto Service Experts Headquarters
3085 Fountainside Dr., Suite 210
Germantown, TN 38138

Mail Rebate To: _____ **Rebate Total:** _____

Mr. / Mrs. / Ms.: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____

Installation must occur between September 1, 2010 and November 30, 2010. Rebate request must be made on this official form (reproductions are not acceptable). Void where prohibited, licensed, restricted or taxed. Allow 6 to 8 weeks for rebate. Rebate request must be postmarked on or before December 10, 2010 or this rebate cannot be honored. Not valid in conjunction with any other offers. Limit 2 rebates per person or household. Employees of Auto Service Experts and their affiliated companies are not eligible. Not responsible for lost, misdirected, or postage-due mail. KEEP COPY OF REPAIR INVOICE FOR YOUR RECORDS.

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amount the customer should receive. Example: Customer has 2 fan belts installed you would put \$6 in the box. If they also have a water pump installed you would put \$10 in the box. You would then total the rebates and put \$16 on the Total Rebate line.

To assist with promoting this special offer, we sent each Auto Service Expert a Point-of-Sale (POS) kit. These kits should be displayed from September 1 through November 30.

Each POS kit contains the following materials:

- 1 Promotion Letter
- 1 Brake Special Bay Banner
- 1 Brake Special Wall/Window Poster
- 1 Pad of 50 Brake Special Mail-in Rebate Coupons
- 1 Brake Special Ad Slick
- 1 Laminated Rebate Check Sample (used to show the customer what they will receive), and
- 1 Laminated Bounce Back and Referral Coupon Sheet (used to show the customer what they will receive with their rebate check)

As Auto Service Expert rebates are processed, you will have the ability

to view them via an online report. To view the report, your Auto Pride representative will need to set you up with a Username and Password. The online report will show all of your customers who have submitted rebates for processing and the amount that was paid out. You can use the online report for future mailings and/or as a mechanism to follow-up with customers concerning their Bounce Back and Referral coupons.

When a customer submits a rebate request, the information is processed and posted on the Internet. Once the request has been processed, the customer will be mailed a Rebate Check that contains YOUR Shop Name and Telephone number at the top, a \$10 Bounce Back coupon and a \$10 Referral coupon. The rebate check also contains an explanation of the Bounce Back and Referral coupons. In addition, a laminated sheet has been provided that shows an example of both the Bounce Back and Referral coupons to assist the shop in explaining what the customer will receive along with their rebate check.

If you have any questions or com-

ments about this promotion contact your local Auto Pride representative or e-mail Headquarters at mjolls@networkhq.org.

Your feedback and input is very important in keeping the Auto Service Expert program the Leader in the aftermarket.

Talk to people about themselves and they will listen for hours.

~ Benjamin Disraeli

To Sell The Feature, Tell The Benefit

by Rhonda Hiltbrand, NWZ WORX Multimedia

You purchased new equipment... you tell your customers.

You hired new staff...you tell your customers.

You offer new services...you tell your customers.

You have the best technicians with the most certificates...you tell your customers.

When you communicate with your customers and prospects it is tempting to just say how wonderful your company is. That is important and certainly something to be proud of. Your customers do want to know about you and your staff. Prospects do want to know what makes you different from the competition and why they should choose you over their current car care provider.

Just remember, along with telling them about you, don't forget to let them know what is in it for them. They want to know how doing business with you is a benefit to them. They really want to know that more than anything else.

I'm sure you've heard the expression, "It is all about me!" Well...when it comes to your customers they need to know that it really is all about them. When my customers have a problem with marketing, I'm confident I have the solution. Do I just expect them to trust me on that? No...I tell them why my solution will be beneficial to them. You need to do the same with your customers.

The bottom line is this; to sell the feature, tell the benefit. Sell and Tell! Pretty simple!

Welcome New Auto Service Expert Members

AMT Motors
Los Angeles, CA

Alert Auto Repair Service
Saugus, CA

Community Garage
Pikesville, MD

Dodge Brothers Automotive
Granada Hills, CA

Gaspar's Auto Repair
Los Angeles, CA

Kenny's Automotive Center
Van Nuys, CA

Little Jim & Tim Auto
Los Angeles, CA

Milford Auto Service Center, Inc.
Baltimore, MD

Mr. Kool's
6080 Hoover Ave.
Los Angeles, CA

Mr. Kool's
5836 Hoover Ave.
Los Angeles, CA

Professional Service & Tire
Los Angeles, CA

Town & Country Auto Repair
Dayton, MD

University Tire
Los Angeles, CA

Top 10 Reasons to Become ASE-Certified

Everybody knows that MD following an individual's name means Medical Doctor. And most people know that CPA signifies Certified Public Accountant. Associations and professions use certification to recognize qualified and competent individuals. The certification process is one of the single most important steps in career development. Here are the top ten reasons an automotive professional should consider becoming ASE-certified.

1. Certification grants you professional credentials. Since it recognizes your individual accomplishments, ASE's certification serves as an impartial, third-party endorsement of your knowledge and experience on a national, even international basis.

2. Certification demonstrates your commitment to the automotive service and repair profession. Receiving ASE certification shows your peers, supervisors and, in turn, the general public, your commitment to your chosen career and your ability to perform to set standards.

3. Certification enhances the profession's image. ASE's certification program seeks to grow, promote and develop certified professionals, who can stand "out in front" as examples of excellence in the automotive service and repair industry.

4. Certification reflects achievement. ASE certification is a reflection of personal achievement because the individual has displayed excellence in his or her field by meeting standards and requirements established by the entire automotive industry.

5. Certification builds self-esteem. ASE certification is a step toward defining yourself beyond a job description or academic degree while gaining a sense of personal satisfaction.

6. Certification can improve career opportunities and advancement. ASE certification can give you the "edge" when being considered for a promotion or other career opportunities. ASE certification clearly identifies you as an employee who has demonstrated competency in specific technical specialty areas based on accepted industry standards.

7. Certification may provide for greater earnings potential. Many automotive professionals who have become ASE certified experience salary and wage increases based on their certification status. ASE-certified professionals are in high demand throughout North America.

8. Certification improves skills and knowledge. Typically, achieving ASE certification requires training, study and "keeping up" with changing technology. ASE certification showcases your individual competence by confirming proficiency and knowledge.

9. Certification prepares you for greater on-the-job responsibilities. Since ASE certification is a clear indicator of your willingness to invest in your own professional development. Certified professionals are aware of the constantly changing technology and environment around their profession and possess the desire to anticipate and respond to change.

10. Certification offers greater recognition from peers. As an ASE-certified professional, you can expect increased recognition from your peers for taking that extra step in your professional development.

WE SUPPORT VOLUNTARY
TECHNICIAN CERTIFICATION
THROUGH



ASE Certification Tests Dates
FALL 2010 TESTS - Nov. 9, 16, 18

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

Registration Deadline: Mar. 31, 2011
Register by mail, Internet, or toll-free phone
Testing Dates: May 5, 10 and 12
Tests Offered: All Regular and Recertification tests

iATN Poll Reflects Optimism about Auto Repair Business

by aftermarketNews staff

A recent poll conducted by the International Automotive Technicians' Network (iATN) indicates that 67 percent of respondents expect an increase in business in 2010. Of those responding, 50.9 percent anticipate a slight increase, while an additional 16.1 percent foresee a dramatic increase. Business is expected to stay the same as last year for 19 percent of respondents and 14 percent predict a slight or dramatic decline.

The online poll concluded in March 2010 with 4,050 votes from iATN members.

"This year's results reflect greater optimism about business expectations than the previous year when 60 percent of respondents indicated a slight or dramatic increase was in store for 2009," said Brent Black, iATN founder. "While the majority of iATN members feel their business will increase in 2010, we still have shops that are struggling or do not see signs of improvement."

iATN members were given the opportunity to add comments to the poll, with several suggesting the increases in business would be due to people keeping their cars longer, rather than buying new along with a better understanding by the motoring public about the cost-savings of properly maintaining a vehicle. Members who anticipate a decline in business attribute it to several factors, including the economy, increases in taxes and insurance and the fact that people continue to be cautious about spending.

Results of a subsequent iATN poll about hiring expectations also show an upward trend. In May 2010, iATN members were asked if their company is currently looking to hire an automotive technician. Of the 3,761 iATN members who voted in this poll, 29 percent responded "yes," up from 22 percent when the same poll was done in 2008.

"Overall, our poll results indicate that business is moving in the right direction for the majority of iATN members and that the future of the auto repair industry looks promising," added Black.

Introducing The Auto Pride Roadside Assistance Program

As an added benefit for your customers you can now offer complimentary ROADSIDE ASSISTANCE on the products and/or services you sell. **Auto Pride Roadside Assistance** is available 24 hours a day, 365 days a year, anywhere in the United States and Canada.

Auto Pride Roadside Assistance includes ONE jump-start or ONE tow within one (1) year from the date of product or service purchase. It covers passenger cars, vans and light trucks. This service is only valid on the vehicle for which the product or service was purchased and is provided on a reimbursement basis. Service is limited to a maximum reimbursement of \$60.

Service excluded: RV's, fleet vehicles, or vehicles off the road (winch out), trailers, any vehicle in tow, vehicles over one ton capacity, commercial vehicles, any vehicle at a repair facility, any vehicle which at the sole determination of the service provider is in such condition that service is likely to result in damage to the vehicle, service not dispatched through the toll-free number, as well as claims postmarked after thirty (30) days.

HOW DOES THE AUTO PRIDE ROADSIDE ASSISTANCE PROGRAM WORK?

Any time a customer purchases a part from an Auto Pride store or has service performed by an Auto Pride Auto Service Expert location, they can be given an Auto Pride Roadside Assistance Certificate good for ONE (1) year from the date of purchase or service. The certificates are not tied to any specific product or service, it is up to the store or Auto Service Expert to determine who receives a certificate. The key issue is the customer must have a dated receipt for a product purchase or service to show the certificate is within the 12 month time period when submitting for reimbursement. The Auto Pride Roadside Assistance Certificate is valid for ONE (1) jump-start or ONE (1) tow service within 12 months of the date of product/service purchase.

When a customer wants to utilize the Auto Pride Roadside Assistance Certificate they **MUST** call the Toll-Free Dispatch Number on the certificate. Dispatch will notify a service provider in the area who will then respond to the customer's location and provide the needed service (jump-start or tow). The customer will pay the service provider at the time of service and submit for reimbursement.

INFORMATION REQUIRED for REIMBURSEMENT

1. Customer name, address and telephone number
2. **ORIGINAL** dated road service receipt
3. **ORIGINAL** Roadside Assistance Access Certificate
4. A photocopy of the dated product/service purchase receipt

ALLOW 45 days for processing

Enrollment in the program is easy and affordable, just 35¢ per certificate in packages of 100. To enroll, simply complete the information requested below and fax to (908) 251-5836 or contact your Auto Pride representative.

For program enrollment, please complete the following and return to your Auto Pride Representative for processing.

Date: _____ No. of RSA Pkgs. _____

Contact: _____

Store/Shop Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ Fax: () _____

To Enroll, FAX this completed form to (908) 251-5836

Auto Pride Distributor: _____