



# AutoServiceExperts®

VOLUME 13 NO. 2



APRIL 2010

## In The Spotlight ...

### Edgar and Ronna Grant owners of K-Land Tire & Auto Service

Voted #2 in Readers Choice 2009 Award for best car and truck service center in Robeson County

101 E. Elizabethtown Rd. • Lumberton, NC 28358 • 910-739-6016



Since June 13, 2003, Edgar and Ronna Grant have successfully run K-Land Tire & Auto Service in Lumberton North Carolina. They know how to take care of their customers. K-Land Tire & Auto Service was voted Number 2 in Readers Choice 2009 Award for best car and truck service center in Robeson County. They credit their success to being a customer oriented repair shop. They have always run a shop that prides itself on customer service, family values, and a staff that will do absolutely any repair on any vehicle.

They have a state of the art facility with three technicians, four 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.

K-Land Tire & Auto Service became an Auto Service Expert in April 2008. Prevatte Auto Parts provides K-Land Tire & Auto Service with quality parts, quick delivery and competitive pricing. All very important components, but equally important is the marketing support they offer through the Auto Service Experts Program. Edgar is excited about the new Auto Pride brake rebate promotion and the shop posters they received.



### Welcome New Auto Service Expert Members

All Phase Auto Repair  
Essex, MD

Ed Auto Service  
St. Pauls, NC

Garcia's Garage  
Shannon NC

Lowery Automotive  
Pembroke, NC

Lumbee Service Center  
Pembroke, NC

Morganford Auto Care  
St. Louis, MO

RJ Motors  
Lumberton, NC

Triple L Auto &  
Small Engine  
Parkton, NC

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## New 2010 Auto Service Expert Programs

**Auto Pride is excited to bring you many new and enhanced programs for 2010.**

### Brake Rebate Promotion:

The first new program is the 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, 2010. 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.

### Shop Posters:

You should have also recently received the new 24"x36" shop posters for you to display in your customer service areas. We included explanations on other new programs along with these shop posters.

The five shop posters enclosed were:

- 2010 Marketing Calendar
- Fuel Savings Tips
- We Are Green
- Preventative Maintenance
- Service Interval Schedule

### Box Top Program:

We are rolling out the new Auto Pride box top program. We need for each shop to register on this program and send your registration form into the Auto Pride headquarters. Start turning those box tops into cash.

### Cintas Uniforms:

The new 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. (see details in newsletter)

### Labor Warranty Program:

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. (see details in newsletter)

### Roadside Assistance Program:

The New Roadside Assistance program is now ready for you to offer to your customers. 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 anywhere in North America. (Minimum Purchase is 100 certificates for \$35.00) (see details in newsletter)

*Ask your Auto Pride salesperson for details on all these programs.*

## Cintas National Pricing Program

Looking for a way to project a more professional image? If you look at national retail chains, national repair chains, OE Dealers, and others, they all have employees with a consistent, professional appearance. Professional appearance can go a long way in improving the image of the automotive industry and specifically your store or shop. It is also a nice benefit for your employees.

Auto Pride is pleased to announce our endorsement of Cintas Uniform Corporation as our preferred national rental uniform supplier.

A Cintas representative will be contacting you to review the new national rental program. If you always thought rental programs were too expensive, I encourage you to review the program and see just how affordable it can be. For as little as \$3.40 per employee per week (shirt only), you can start projecting a more professional image and offer your employees a nice benefit of working at your facility. If you are currently renting from another supplier, please let the Cintas representative know if you would like to be contacted upon the expiration of your current contract so they can check back with you. Uniform rental contracts automatically renew if not canceled, so be sure and check your contract renewal date.

If you are currently under local contract with Cintas, the representative

will contact you to review the new national ceiling price negotiated through Network Headquarters. You will then have a choice as to whether you would like to stay with your local contract, or switch over to the new national program.

This program is available to all Auto Pride stores and Auto Service Experts. Listed below are some of the prices you can expect under our national agreement:

- Shirt only \$3.40 per week, per employee
- Shirt and pant \$5.94 per week, per employee
- 4 x 6 doormat \$6.54 per week
- Shop towels 0.104¢ each
- Weekly service charge \$0.00

*Ask Your Local Auto Pride Distributor for Details.*

## Introducing the Auto Pride North American Warranty

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 (see services covered).

You also have the benefit of the warranty administrator to take care of traveling customers for you when you cannot. By participating in the North American Warranty your facility becomes part of our nationwide referral network. When a customer is looking for a repair shop in your area, they will be referred to your facility for service.

When consumers are within 25 miles of the original Auto Service Expert, they simply return to that facility for warranty repairs. When consumers are more than 25 miles from the original Auto Service Expert, they call the toll-free number and are referred to a participating location for warranty repair. (Auto Service Experts will also receive referrals as part of the warranty network - creating additional new business).

Our ASE-certified Master Technicians verify the warranty repairs that are needed and authorize the repair. We pay the warranty repairing facility for parts and labor immediately via credit card. We pay the posted labor rate and standard book time. The customer suffers no expense.

### Program Details:

- 12 month / 12,000 mile parts and labor warranty on specific services and repair work performed by your shop.
- Warranty Administrator covers the cost of warranty repairs when consumers are more than 25 miles from the original Auto Service Expert and they experience a repair failure.
- Auto Service Experts promote the North American Warranty, an extremely effective marketing tool, for just pennies per repair.

### Warranty Coverage Includes:

- Air conditioning, heating and climate control systems
  - Engine cooling system(s)
  - Engine performance or drivability services and repair
  - Fuel system(s)
  - Electronic engine management system and other on-board computer systems (engine, body, brake and suspension computers), cruise controls systems
  - Brake system(s)
  - Starting and charging systems
  - Electrical system(s)
  - Exhaust system(s)
  - Ignition system(s)
  - Steering/suspension systems, wheel bearings, CV joints, half-shafts and driveshafts
  - Other minor repairs
  - \*\*Towing & Rental Car
- \*\*If the customer's vehicle is inoperable and they are further than 25 miles away from the original facility, they may be eligible for certain towing and rental car benefits.

### Service and Vehicles NOT COVERED:

- Internal Engine, engine replacement
- Transmission, Clutches, Transaxles
- Drive Axle / differential Assembly
- Body, Paint, Molding repair
- Heavy Duty, Commercial & Off Road Vehicles
- Tires

*continued on page 3*

### Frequently Asked Questions

**Q. Who makes this warranty?**

A. The Auto Service Expert facility

**Q. Who handles the warranty program?**

A. Automotive Business Solutions (ABS) is the warranty administrator.

**Q. Is this a vehicle extended warranty?**

A. No, it is a specific service warranty and only covers the service performed at the time.

**Q. What if the customer is within the 25 miles?**

A. ABS will inform the customer that the warranty will be handled by the original repair facility and direct them back to the original Auto Service Expert.

**Q. Does ABS cover incidental or consequential damages?**

A. No, the warranty specifically explains what is covered and what is not covered.

**Q. What happens if a customer comes back to your shop for the repair, will ABS reimburse me?**

A. No, the warranty only applies when the customer is more than 25 miles from the original repair facility.

**Q. Will my shop be billed back for covered warranties for my customers?**

A. No, the warranty administrator takes care of those expenses.

**Q. What do I receive to help promote this warranty?**

A. Each enrolled shop will receive a Point of Sale kit that includes:  
(1) 2' x 6' 2-color bay banner,  
(2) 2-color wall posters, (1) 2-color counter decal, (50) mirror hang tags, (1) pad of Warranty Statements and warranty procedures.

**Q. How much does it cost to participate in this program?**

A. The cost is \$275 per year.

Ask your local Auto Pride Distributor for details.

# 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: \_\_\_\_\_

Contact: \_\_\_\_\_

Store/Shop Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_

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

Auto Pride Distributor: \_\_\_\_\_

# CarCareONE Credit Card Program

Effective 2/16/10 the 90 Day Promotion is Going Away...



**But the 6 MONTH PROMOTION just got  
A Whole Lot Better!**

6 Months

## OLD PROGRAM

**6 MONTHS**

### DEFERRED INTEREST

- Merchandise Discount: 7.19% 
- Minimum Purchase: \$300 

6 Months

## NEW & IMPROVED PROGRAM

EFFECTIVE 2/16/10

**6 MONTHS**

### DEFERRED INTEREST

- Merchant Discount: 2.39%
- Minimum Purchase: \$299



### CUSTOMERS GET MORE TIME TO PAY... YOU GET HIGHER AVERAGE TICKETS!

- You can offer **6 month financing** at about **the same rate as the old 90 day promo!**
- And you'll see that customers will buy on average **12% MORE** when you offer 6 month financing instead of 90 day financing



### YOU PAY LESS AND GET A LOWER MINIMUM PURCHASE REQUIREMENT!

- 6 Months Discount Rate that you pay goes from **7.19% to 2.39%** beginning 2/16/10.
- **Lower minimum purchase requirement on 6 Month Promo:**
  - All purchases of \$299 or more automatically get 6 months promotional financing.

Please also note that effective 2/16/10, customers who are approved for a CarCareONE account **will no longer receive a complimentary year of Roadside Assistance**. Elimination of this benefit was based on feedback received from both customers and dealers.

If you wish not to receive future advertising faxes from GE Money Bank, please call toll free (866) 923-8377 or fax (866) 451-0103. Please identify the fax number or numbers covered by your request. If you communicate your request to GE Money by one of the means identified in this notice, then failure to comply with your request within 30 days is unlawful. If you later provide permission to GE Money to send you advertising faxes, then GE Money may lawfully send you advertising faxes (8-4-09).

## DemandForce Announcement NEW! Facebook & Twitter

We are thrilled to announce that with the latest D3 release, you are now able to link your Facebook and Twitter profiles to email communications you send out through our system.

We also launched three exciting new features:

- Shop Recommended Reminders – Now you have the ability to send shop recommended service reminders through your Demandforce system.

- Text Message Maintenance Reminders – System generated text messages to remind your customers about their maintenance needs.

- New Postcard Templates – We now have 15 stylish, customizable templates for you to choose from.

*Call Demandforce Sales at 800-246-9853 and tell them you are with Auto Pride.*