



DEALER TALK

IPG Major Account Supply Partners Attend Tire Pros National Dealer Business Conference in Orlando

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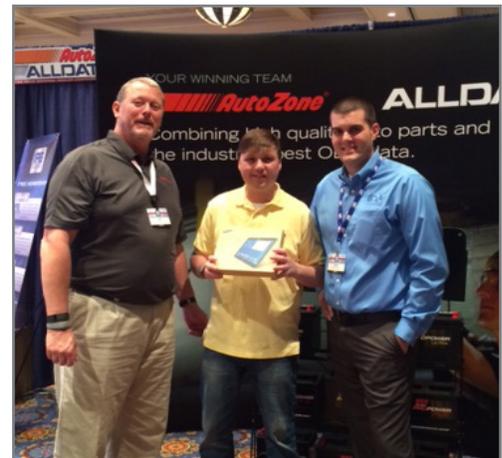
Account Supply Partners—Auto Plus, AutoZone, Factory Motor Parts, and Pronto—had booths at the 2015 Tire Pros National Dealer Business Conference this past January in Florida. IPG had representatives in each MASP's booth, in order to introduce them to all the Tire Pros dealers and ATD support staff in attendance.

The four-day event was held January 11–15 at the beautiful Disney Yacht & Beach Club Resort in Lake Buena Vista, Florida, and was a huge success for ATD and for IPG and its MASPs as well. The Tire Pros program grew by 75 stores last year and now boasts 635 stores in 43 states, so it's no surprise that this year's Tire Pros National Dealer Business Conference was the biggest and best yet.

Adding to the excitement of the 2015 Conference was ATD's announcement it has committed \$1 million for a new national advertising campaign. The campaign is designed to raise consumer awareness of the products and



From left, Sam Barakat, Auto Plus Area Manager; booth prize winner John Barr of Pioneer Tire Pros; Zach Balthrop, Auto Plus Vice President—Store Sales; and IPG's Director of Membership Operations, Mike Glaug.



Shown from left to right, Jim Gray, National Accounts Manager for AutoZone; booth prize winner Toby Williams, of Trax Tire Pros; and Derek Delaney, IPG's Field Service Representative.



From left, booth prize winner Perry Leonard of Blagg Tire & Service, IPG Field Service Representative Derek Delaney; prize winner Louie Gomez, Prescott Tire Pros; and Joel Quetschenbach, Aftermarket VP for FMP.



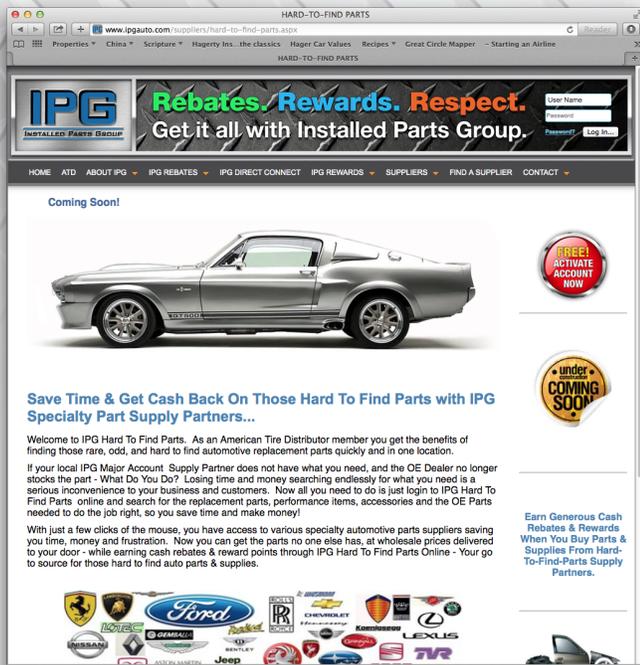
IPG's Field Service Representative Derek Delaney congratulates Little Tire Pros dealer Mike Little, the lucky winner of the Pronto booth prize.

services offered by Tire Pros dealers and will help Tire Pros dealers increase their service revenues—and boost increase their IPG Rebates and Rewards levels, as well.

Each MASP had a booth give away, and IPG sweetened the giveaway pot by also having a gift card drawing in each booth.

Next year's Tire Pros National Dealer Business

Conference will be held February 8–11, 2016, at the Hilton San Diego Bayfront Hotel in sunny San Diego, California. We'll be there, and we look forward to seeing you there, too. **IPG**



Hard To Find Parts Update

IPG HARD TO FIND PARTS is almost here! The IPG technical team has been working diligently building new technology to bring our members the parts and recourses to get the hard to find parts that are not available through normal supply channels. When this important new feature goes live, as an American Tire Distributor member you'll get the benefits of finding those rare, odd, and hard to find automotive replacement parts quickly and in one location.

How does it work? If your local IPG Major Account Supply Partner does not have what you need, and the OE Dealer no longer stocks the part—*what do you do?* Losing time and money searching endlessly for that obscure part you need is a serious inconvenience to your business and your customers. But now all you need to do is login to IPG Hard To Find Parts online and search for the replacement parts, performance items, accessories and the OE Parts needed to do the job right.

With just a few clicks of the mouse, you have access to various specialty automotive parts suppliers saving you time, money and frustration. Your customers will be happy and you'll increase your profits.

Now you can get the parts no one else has, at wholesale prices delivered to your door - while earning cash rebates & reward points through IPG Hard To Find Parts Online - Your go to source for those hard to find auto parts & supplies.

What's new @ IPGAuto.com

YOU'LL FIND PLENTY OF NEW FEATURES on IPG's all new portal. Check out the new members-only section under "Suppliers" and get the scoop. Here's a preview of the great new pages available now at www.IPGAUTO.com:

IPG SUPPLIER PROMOTIONS



Now IPG members get up to date Supply Partner Special Deals. Featuring exclusive access to new promotions, specials and discounts, Supply Partner Special Deals are just the ticket to increase bottom line profits and drive sales that grow top line revenue. Login to www.IPGAUTO.com today to see your Special Deals.

IPG TRAINING RESOURCES



Need specialized training and inside information to help you perform the advanced repairs that lead to higher profits?

You're in luck IPG is working hard to get the training content that our members need—and you can get it all for FREE! IPG is negotiating with industry-leading automotive technical training vendors to bring you right training you need to get the job done.

IPG TECH TIPS LIBRARY



IPG members asked for it and we listened. Now IPG is working hard to bring our members the information

they need to grow profits. From Tech Tips and Repair Videos, to Service Bulletins and Recalls, the IPG Tech Tips library will be growing with automotive content and information from OE and Aftermarket automotive sources. We're always thinking of new ways to bring our members the information they need.

COMING SOON: *eDealer Talk*

IPG is excited to announce the new *eDealer Talk* quarterly email newsletter. Each issue will be delivered to your e-mail inbox and linked back to www.IPGAUTO.com, with real-time news and detailed information about Specials, Promotions, Training & Tech Tips.

With *eDealer Talk* you'll get access to information and special deals from our valued supply partners and vendors that we have negotiated exclusively for our members. Look for *eDealer Talk* in your inbox soon!