



# DEALER TALK

## IPG shifts into overdrive with addition of yet another new Major Account Supply Partner

**OVER THE YEARS** we've used terms like 'launch' and 'slingshot' to describe the effect of adding a new Major Account Supply Partner to the IPG partner list. But with the addition of yet another top distribution group to our roster of supporting suppliers, IPG has shifted into overdrive and is powering into the future.



GARY BEAN

Federated Auto Parts is the newest supply partner to recognize the value that IPG members bring to the table. Federated is a great company. I have personally known and done business with most of the Federated Auto Parts team leaders during my 30-plus years in the automotive aftermarket, and I can truly say these are some of the best people I know. IPG members are in good hands with Federated, as they are with all IPG Major Account Supply Partners.

Currently there are over 40 distributor members and over 4,000 Auto Parts stores

across North America. Over the next few months IPG and Federated team members will be working together on a rollout strategy that will allow ATD Tire Pro and ServiceBay members

to begin earning IPG Rebates and Reward Points from supporting Federated Auto Parts locations. As soon as the details are finalized we will be communicating the details, so stand by for more information about how and when this valuable new program will be available in your area.

The team here at IPG feels a true sense of accomplishment whenever a new Major Account Sup-



ply Partner relationship is created. We take special pride in knowing that as a result of our effort our dealer/shop members will reap the benefits of that new relationship. It's the forward thinking of Federated and the other MASPs that have made it possible for ATD Tire Pro and ServiceBay members to compete on a level playing field with other national chain operations.

**IT'S A LOT OF LONG** days

and hard work, too—the IPG/Federated team has worked nearly a year to put this program together for your benefit.

So whenever you see a representative from IPG or Federated (or any of our supporting supply partners), I encourage you to say thanks and buy some parts from them. It will mean a lot to everyone who works so hard to put truly beneficial programs like this together. And I especially want to say thanks to Federated Auto Parts for coming on board to support IPG members and our national account program.

2016 started with a blast, but trust us: there is plenty more to come. So buckle up and hang on tight—it's gonna be a ride like you have never seen!

GARY BEAN IPG



# IPG Portal capabilities expanding to enhance member experience

**IPG'S NEW WEB PORTAL** (IPGAuto.com) continues to grow and expand to provide 24/7 access to all the features and benefits members have come to rely on—and some brand new ones, too.

The Portal provides IPG members “anywhere, anytime” access to IPG’s Major Account Supply Partner program platform, using any web-enabled device anywhere in the world. Members can log in and review total purchases by month, vendor, and location, as well as track the rebates and rewards they’ve earned through participation in the program.

New features include members-only Quarterly Specials. These special deals are available from IPG’s five Major Account Supply Partners to help you make your shop more profitable.

For IPG members who serve the heavy-duty truck sector, IPG’s new Hard-To-Find Parts module is up and running with often difficult to source heavy-duty truck parts available from Atlanta-based TNT Parts. Now you can quickly and easily purchase HD parts at wholesale prices and have

them delivered directly to your shop. As expected, IPG members receive national account pricing, rebates and rewards on all qualifying purchase of HD parts from TNT. More HD distributors will be coming on board in 2016, and other HTF modules will be up and running soon.

Another new feature is a suite of Training Videos and Tech Tips to the Portal. This valuable and informative feature helps make your technicians faster, better, and more profitable.

As always, IPG’s top-name Mall Supply Partners are there to help you control costs and save time, with dozens of suppliers for virtually everything you need to run your business and your home, from air fresheners to zip ties. And the IPG Rewards Gallery has swelled to over 250,000 items available to be purchased with the Rewards Points you have earned. You can order from our online catalog or contact our Concierge Service if you can’t find what you’re looking for—they’ll be happy to source it for you.

With IPG, the world is your oyster. To open it up

## IPG REWARDS 10,000 POINT WINNER



### Johnson City, Tenn., ServiceBay dealer/member latest winner

**DOYLE'S TIRE SERVICE** in Johnson City, Tenn., is the latest lucky winner of 10,000 IPG Rewards points. Established in 1956, Doyle's is now in its 60th year of serving customers in the Tri-Cities area of northeast Tennessee.

President Jerry Jones wrote to tell us that he had used his IPG Rewards points to purchase a Dremel 8V Max Lithium-Ion Cordless Rotary Tool, like the one shown in the photo below. Jones said the tool comes in handy around the shop and best of all he paid for it with his IPG rewards points.

You could be the next 10,000-point winner. Send an email to [derek\\_delaney@ipgauto.com](mailto:derek_delaney@ipgauto.com) and let us know how you used your Rewards Points. We'll announce the winner in the next edition of *Dealer Talk*. **IPG**



you have only to activate your free IPG account. Do that by going to IPGAuto.com and clicking on the big red 'Activate' button, or navigate directly to <http://www.ipgauto.com/activate-account.aspx>. There is never any cost or obligation to be an IPG member. In

newsletter you probably already have IPG Rewards waiting in your account for you to spend.

So if you haven't already, what are you waiting for? Activate your account right now and start reaping the rewards of IPG membership today. **IPG**