



DEALER TALK

ATD Open Houses and Dealer Appreciation Events provide new opportunities to meet and mix

OVER THE PAST several years, ATD has opened new warehouses in new territories, expanded existing ones or moved into new locations whenever they couldn't expand. After each new opening or expansion they like to have a combination grand opening/open house/dealer event to celebrate their new location and to thank their dealers customers for their support.

In the past these events were planned and coordinated by local teams. But recently ATD decided to aggregate all the best practices from past events and created a template to make it easier to manage these events. The new template includes a vendor fair where Tire Pros and ServiceBay dealers can get to know vendors better, and learn about the products and services that will help them make their business even more successful. So far these fairs have included 80–100 vendors.

Generally speaking, an ATD warehouse is about 80,000 to 100,000



The ATD Fort Worth warehouse welcomed dozens of vendors and hundreds of guests of the new DC's Open House.



ATD's Great Lakes Region held its first ever Dealer Appreciation Weekend July 29–31 at the Sawmill Creek Resort in Sandusky, Ohio. The invitation-only event for vendor partners, such as AutoZone and ALLData, shown here, and Tire Pros and ServiceBay dealers included a trade show, dinner and breakfast events, golf, wine tours, and water sports.

square feet, with an area that measures approximately 50 feet wide by 400 to 500 feet long between the tire racks and the loading doors. This means there is room to accommodate any vendor who would like to participate, and to have the event no matter

the weather. There is also plenty of parking and loading areas at these venues for tents, bounce houses, monster trucks, fire trucks, etc.

The accompanying photos are from recent events in Dallas, Texas, and Columbus, Ohio. An IPG representative will be present at every upcoming event supported by one of our Major Account

Supply and or Service Partners— Auto Plus, AutoZone, Factory Motor Parts, National Pronto Group, Federated Auto Parts, VIPAR, and AutoMD. Next month's event will be in Denver, Colorado. We look forward to seeing you at an ATD event soon. **IPG**



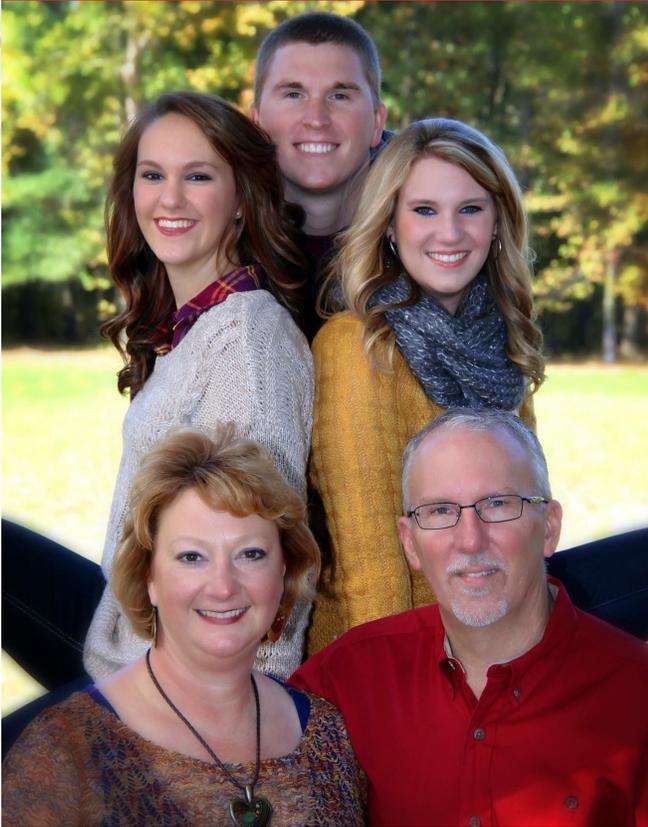
AMERICAN TIRE DISTRIBUTORS®

OPEN HOUSES & DEALER EVENTS

Denver CO	September 10
Malvern PA	October TBD
Lubbock TX	Oct/Nov TBD
Medford OR	November TBD
Wytheville VA	December TBD
Harrisonburg VA	2017 date TBD

Contact your IPG representative for full details.

IPG REWARDS 10,000 POINT WINNER



Ramsey: IPG Rewards points 'guilty pleasure'

LISA AND JOHNNY RAMSEY are the proud owners and operators of Ramsey Tire & Auto Center Tire Pros, a full service tire and automotive tire shop in Bryant, Arkansas. Located just 15 minutes southwest of Little Rock on Interstate 30 the store has been in business since 1999, when it was opened by Terry Fought. Fought decided to retire in 2011 and the Ramseys were in the right place at the right to purchase the store. "It worked out perfectly for us and for Mr. Fought," Lisa said.

Today the Ramseys run the store together, and Lisa works there almost every day. But a new two-month-old granddaughter means Lisa will be working at home so she can keep the baby for their oldest daughter, the child's mother and also a full time teacher. She plans to bring the baby to the store some, too. "We are very excited," she said about the new grandchild, their first. "We plan to do a lot of spoiling."

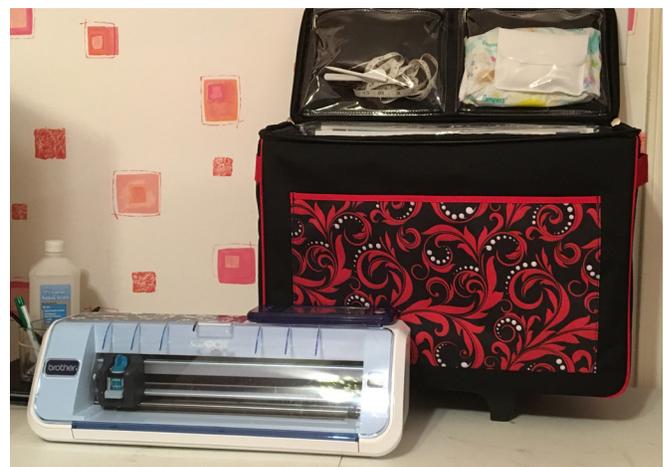
While Lisa is the consummate team player and wears many hats at home and in the family business, that doesn't extend to how the IPG Rewards Points are spent. "The

points are my little guilty pleasure," she said. "I never really spend a lot on myself, so I just keep those and save up for something I want." But if there was something her granddaughter needed, Lisa said she would be happy to spend the points on her.

One of the things Lisa wanted was a tote bag for her Brother ScanNCut hobby cutting machine. She uses the ScanNCut to make, among other things custom T-shirts for her daughters, clothes for her new granddaughter, monograms for Yeti cups and coolers, and Ramsey Tire logo stickers to go on car windows. "When I was initially looking at the bag, it was a little over \$200," she said. "So I decided it was something I could make do without it."

But one day, while browsing through IPG's extensive online Rewards Gallery, she was thrilled to find the exact bag she wanted. Twenty-eight thousand points and a few days later, the handsome new bag contained Lisa's cutter and all her supplies. "I would probably never have bought the bag for myself," she said, "but with the IPG Rewards Points it was free."

Thanks to her decision to share her story with us, Lisa now has another 10,000 points to put towards her next "guilty pleasure." Let us know how you used your points and you could be our next winner. 



Ramsey used 28,080 IPG Rewards Points to purchase this striking Brother tote bag for her ScanNCut machine. Now she can quickly and easily roll it to her car, take it with her to craft classes, and store both the cutting machine and her supplies.

HOW DID YOU SPEND YOUR POINTS?

Got an interesting story about how you used your IPG Rewards points? Write to customerservice@IPGAuto.com and let us know how you spent your IPG Rewards points, or how you plan to spend them. If we choose your story and publish it in *Dealer Talk*, you'll join Ramsey Tire's Lisa Ramsey as one of our happy 10,000 IPG Rewards points winners. Good luck!