



# DEALER TALK

## New Web Portal Goes Live Week of September 15

**AFTER MORE THAN** 18 months of intensive planning, design and programming, IPG's new web portal is going live in September.

The new web portal features a bold new look and several new features designed to better serve IPG's ATD ServiceBay and Tire Pros members. It also integrates all previous IPG domains into one convenient domain, IPGAuto.com.

Consolidating all the domains into one web portal was a high priority for IPG president and co-founder, Gary Bean. "We hadn't planned to wind up with so many different domains," Bean said, "but in the early years our growth was so rapid that adding new domains was the quickest and easiest way to roll out the new features and benefits our members needed and deserved."

As the IPG program expanded so did the need for each of its Internet platforms to interface with one another. Bean realized the

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only way to achieve the necessary level of interconnectedness was to bring all the pieces together into one new, user-friendly package. So, in October 2012 he gathered a team of talented designers and programmers and assigned them the task of creating a new web portal—one that would combine all the functionality of every existing IPG web portal and facilitate the addition of an impressive array of new features and benefits.

Hundreds of man-hours later, the all-new IPGAuto.com is ready to go live sometime during the week of September 15–19. Then, whenever ATD ServiceBay and Tire Pro members who have activated their accounts login to any IPG domain—IPGRebatesPlace.com, IPGDirectConnect.com, or IPGRewards.com—they will automatically be taken to IPGAuto.com and the new web portal.

"It all links up," said Bean. "Now, when you log in as a member you'll instantly see your



rebates and rewards totals on one screen. There, just click one button and you'll see your reports. Click another button and it will take you right into your rewards catalog. Click yet another button and you can shop on-line with our Mall Supply Partners.

"It's all right there at your fingertips, in one handy location," he said. "No more logging in to four different web portals to get what you need."

Bean noted that many of the new web portal's features were developed as a result of feedback from IPG members. "We listened to our members," Bean said.


### LOGON TO WIN 10,000 IPG REWARDS POINTS!

After the new web portal goes live sometime during the week of September 15, we'll be tracking every IPG member who logs on. On October 1, we'll draw five winners at random from among all those who logged on to our new web portal. The winners will have 10,000 IPG Rewards Points added to their points total immediately. You must have an activated account to win—just go to **IPGAuto.com** and click on the bright red button. No purchase is necessary. Winners will be announced in the December edition of *IPG Dealer Talk*.

"They told us they wanted an even easier, more powerful way to use all the tools that we built for them. It's been almost two years in the making, but now the new web portal is ready for prime time."

### EXPANDED FUNCTIONALITY SUPPORTS NEW FEATURES

Besides all the new functionality features and benefits, the new web portal is designed to support the roll-out of future IPG programs designed to make members even more productive and prosperous. For example, coming soon and perhaps most exciting is a platform for Hard-to-Find Parts, which goes live sometime in early 2015. When it does, IPG members will be able to use the platform to find those rare, odd, and hard to find automotive replacement parts quickly and in one location. Need a set of brake rotors for a 1957 Jaguar XKSS? You'll find them when you click on the Hard-to-Find Parts button located on the member's Home page at IPGAuto.com.

To explore all the features and benefits of the new IPGAuto.com web portal, be sure to activate your account, if you haven't already. There's never any cost or obligation to activate your account, but there's always plenty of benefits. Because, as the old saying goes, "Membership has its advantages." 

## Wolfe Shares the Rewards in Athens



JIMMY WOLFE told us how he used his IPG Rewards points and won 10,000 IPG Rewards Points. Let us know how you spent your IPG Rewards Points and you could be a winner, too.

**WORD IS GETTING AROUND:** IPG Rewards points are one of the best deals in the automotive aftermarket.

Accruing at the rate of one point for every dollar spent on qualifying purchases from IPG Major Supply Partners, IPG members who activate their free account have learned the points can be used to acquire a wide variety personal or business items. Items like electronics, jewelry, home or office furnishings, vacation travel, even tickets to world class sporting events. "And if you can't find what you're looking for in the IPG Rewards Gallery," says IPG president and co-founder Gary Bean, "you can call the Rewards Customer Service Department and they will source it for you."

But none of that is news to Jimmy Wolfe, Manager of Automotive Services at the Valley Farmers Co-operative in Athens, Tennessee.


That's because Jimmy and the Co-op, an ATD Tire Pros dealer, have been IPG members from almost the very beginning. Today, with a 16-bay automotive shop that stays busy six days a week, they buy a lot of parts from their local IPG Major Accounts Supply Partner, and that means they

rack up a lot of IPG Rewards points.

So what does Jimmy do with all those points? "I give them to my three counter-people here and let them spend them," he said.

About once a year, all the IPG Rewards Points are divided among the Co-op's counter-people to spend as they see fit. The points have been used, Wolfe said, to buy Apple iPads, Garmin hand-held GPS receivers, MP3 players, KitchenAid premium kitchen appliances and more. Wolfe added that the points are a great way for the Co-op to show its appreciation to its employees.

As much as he likes the IPG Rewards points he gets with virtually every purchase, Wolfe said National Account IPG Rebates are also very important to him. "All the large national chains have been receiving rebates for years," Wolfe noted. "With IPG working on our behalf we get them now, too."

Wolfe said the quarterly IPG Rebates checks the Co-op receives go straight to the bottom line, where they help increase profitability. "We're here to make money," he said. "IPG Rebates are one of the ways we do it." 

### DID YOU GET YOUR CHECK?

If you're reading this newsletter, then you also received a check for your **IPG Rebates**.

But there's more! You also have valuable **IPG Rewards** points waiting for

you to spend just as soon as you activate your **FREE** IPG member account. To spend them, just go to **IPGAuto.com** and look for the bright red activation button. Click it, fill in the form and in 3-5 working days you'll be ready to redeem your Rewards points for cool schwag.

As an added bonus, once you activate your account you can also shop on-line with IPG's **Mail Supply Partners**. You'll find everything you need for home and office with money saving rebates just for IPG members.

So don't delay—activate today!

