

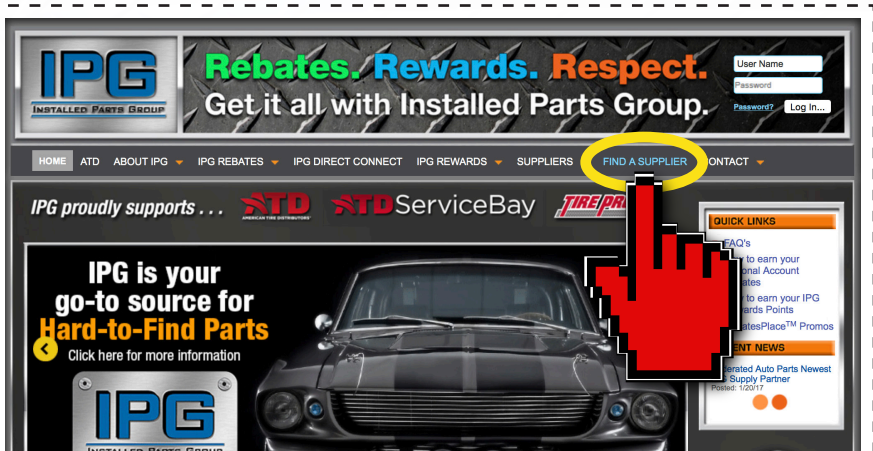


DEALER TALK

IPG Wants You To Have A Great 2017!

IPG ENCOURAGES YOU to support our Major Account Supply Partners with your Business in 2017. Why? Because the more business IPG members do as a group with these suppliers, the stronger the group becomes to bring even more value to the group and success of your business.

Take a moment and look at what IPG has negotiated on your behalf to help bring you more Rebates and Rewards. Just as you go out of your way to take care of your customers, IPG is following those same footsteps to ensure we take care of our dealers.




To check what suppliers are supporting IPG in your market, please go to www.ipgauto.com and click on the "find a supplier" tab to enter your zip code. If you don't see your supplier, please send us an email or call IPG to help us work on your behalf.

Top 10 Reasons to Support IPG's Major Account Supply Partners



1. You receive lucrative national account rebates that are paid to your business on a quarterly basis by check! We never do a credit; we mail a physical check to you.
2. You earn valuable IPG Reward points redeemable for merchandise and travel. As we say at IPG, as long as its legal in all 50 states, we can do it.
3. Belonging to a group has its perks, you get national account respect and treatment you deserve.
4. Validates Major Account Supply Partners decision to extend to IPG members the same pricing and rebate structure enjoyed by large national chains.
5. Rebates earned on purchases from Major Account Supply Partners lowers the effective cost of all parts and supplies purchased from all suppliers.

6. Creates incentives for other suppliers to support IPG and become a Major Account Supply Partner.
7. Enhances the leverage IPG needs in order to negotiate even more lucrative rebates and pricing structure for IPG members.
8. Reinforces the value of IPG members as a national account.
9. Provides flexibility for dealers to buy from more than one Major Account Supply Partner and earn Rebates and Rewards from both. That's right, you can pick more than one supplier to earn Rebates and Rewards from.
10. Demonstrates that treating IPG's group of independent dealers the same as other large chains results in higher sales volumes.

Remember, having a membership is **FREE**, there are no fees to be a member of IPG. In fact, all ATD ServiceBay and Tire Pros members are automatically enrolled as a member of IPG. Don't have an IPG account? Go to the website and click the big red "Activate Account Now," button. 



IPG Rewards 10,000 Points Winner

Jim Whaley's Tire Inc. ServiceBay dealer located in Alabama received 4 tickets to the SEC Championship game.

Brandon Outlaw, the manager at Jim Whaley's, called in to see just what all he could use his rewards points for. Here at IPG as long as it's legal in all 50 states, our concierge's services can get that special item. Brandon asked for 4 SEC championship tickets all together on the same row. He told us that he was a Florida fan and his wife was an Alabama fan. They wanted to go to the game, so IPG worked our magic to make that happen for the Outlaws. Brandon got the honors of taking the photo after Alabama won the game. I'm sure it's not the outcome Brandon was hoping for, but I'm sure his wife's family was happy. IPG understands the daily grind that shops encounter and that's why we tell our members that we can do whatever they want with their points as long as it's legal. There's Nothing like supporting IPG's Major Account Supply Partners and earning Rebates and Rewards while buying parts.



What's New? Our field support team has been visiting many customers throughout this past year, bringing on new customers to enjoy the benefits of the IPG program. Growing the IPG Rebates and Rewards program over the past year has meant more duties for the IPG staff, so, here we grow again!!!

IPG has started out the new year with the addition of a new employee to the IPG team, Kristen Harrison. Kristen will be reaching out to our shop members, talking to them about their benefits of the IPG Program. Kristen's job will be as membership support for IPG, to contact our new IPG members and making sure the shop owner understands the IPG Rebates and Rewards benefits they will be receiving from their supply partners. Kristen will be educating our shops about the IPG portal how they access account information and redeem their rewards points. She will also be contacting current members making sure they are getting all the benefits that IPG has to offer from our Major Account

Supply Partners. She will be navigating the IPG portal for account information, how to earn rebates and rewards and redeeming those rewards points on the IPGAUTO.com portal.

Kristen is new into the Automotive Aftermarket "I'm excited by the opportunity of being part of IPG team said Kristen," and I'm looking forward to working closely with our Members and Major Account Supply Partners. Kristen has a degree in Marketing from the University of Louisiana at Lafayette and her favorite subject was public relations. IPG thought Kristen would be a great addition to our support team. If you would like to reach Kristen feel free to drop her an email at kristen_harrison@ipgauto.com



DID YOU GET YOUR CHECK?

If you're reading this newsletter, then you also received a check for your rebates. But wait! 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. Just logon to IPGAuto.com and look for bright red activation button. In three to five working days you'll be ready to redeem your Rewards points for lots of cool swag; but we're not done yet. Once you activate your account you can shop online with IPG's Mall 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!

