



DEALER TALK

IPG and all Major Account Supply Partners were 'all in' at the Vegas Tire Pros show

THE IPG TEAM RECENTLY returned from the ATD Tire Pros National Dealers Business Conference. The Conference was held February 4 through 6, 2014 at Caesar's Palace in Las Vegas. All four IPG Major Account Supply Partners — Auto Plus, Auto-Zone, Factory Motor Parts and Pronto — were there in full support of the show. Each supply partner met with hundreds of dealers throughout the week, IPG

had representation in each supply partner's booth. The show was top shelf all the way, the Tire Pros dealers in attendance were able to learn more about each of the IPG Major Account Supply Partners in their area. If you're not a Tire Pros dealer contact your local ATD distribution center to learn more about becoming a Tire Pros dealer. We look forward to seeing you next year.



IPG's Mike Glaug, in blue shirt at center, in the Auto Plus booth.



IPG field representative Derek Delaney, in blue shirt at left, in the Pronto booth.

Pronto rollout update



THE PRONTO ROLLOUT is in full swing across the country—from Washington State to California to the panhandles of Florida and Mississippi to Metro New York City.

The Pronto members shown below and at right are currently on board with IPG, and new members are coming on board every month. Make sure to keep checking the IPG website at IPGAuto.com for the latest updates.

AAW Autoparts
Serving Southeastern Washington State (Pasco, Kennewick, Richland)

Full Service Auto Parts
Serving South Texas

Ken Smith Auto Parts
Serving Middle and East Tennessee; North Alabama and North Georgia

One Stop Parts Source
Territory Served: California and Colorado

Poorman Automotive Warehouse
Serving Kansas and Northern Oklahoma

ProStock Automotive
Serving Metro NYC

Salvo Auto Parts
Serving Maryland

Southern Distributors
Serving Alabama and the Florida and Mississippi Panhandles



March madness almost here

AFTER A LONG, COLD WINTER with lots of snow and ice, springtime is just around the corner. Frost may still rime windows in the morning, but the last patches of snow are melting in the woods, the crocuses are pushing their heads skyward, and here and there fluffy red-breasted robins forage for sleepy worms in neighborhood yards. The sun seems a little warmer, the days grow almost imperceptibly longer, and the air is thin and pure with the taste of verging greenery and soft spring rains.

Spring is a time of awakening from winter slumbers, a time of planting, a time of renewal. It's also the time when your customers will be thinking about de-winterizing the family car and getting it tuned up in time for summer fun in the sun.



This spring, be sure to support your local ATD tire distributor and approved IPG Major Account Supply Partners. Your loyalty will be rewarded with fatter rebate checks and plenty of IPG Rewards points.

HOW DO YOU SPEND YOUR POINTS?

On his way to the Tire Pros show in Las Vegas, IPG co-founder Gary Bean came across Quality Tires owner Tommy Eberle sitting in the airport. Tommy and Gary got to talking and Tommy, a Tire Pros dealer and avid outdoorsman, talked about his upcoming trip to Africa to hunt the most dangerous of the Big Five game animals, the Cape Buffalo.



Tommy mentioned that he was going to use his IPG Rewards Points to purchase a new, high-end camera to take with him on his trip.

That got us to thinking: How do you use your IPG Rewards points? We'd like to hear from you about how you spent your IPG Rewards points, or how you plan to spend them. Drop us a line at customer.service@IPGAuto.com and let us know. If we choose your story for our next newsletter, we'll add 10,000 points to your account.