



# DEALER TALK

## IPG expands rebates, rewards opportunities with new Medium/Heavy Duty Supply Partner



**IPG'S STAFF HAS BEEN** hard at work delivering on our goal to bring more supply partners into the IPG network in 2015. Last year we shared with you our plan for a new category called Medium Heavy Duty Supply Partners. Our goal was to bring a new opportunity to earn national account rebates and rewards for the ATD Tire Pros and ServiceBay dealers who service medium and

heavy-duty vehicles. In fulfillment of that goal, we are proud to announce that VIPAR Heavy Duty, North America's Leading Truck Parts Network, is IPG's new Medium/Heavy Duty Supply Partner. VIPAR Heavy Duty and its family of companies total 270 distributors and 730 servicing locations across the US. "IPG is honored that North America's premier heavy-duty parts distribu-

tor has chosen to become the newest IPG Supply Partner," said Gary Bean, president and co-founder of IPG, which represents the largest group of independently owned tire dealers in America. During months of work in the field, and hundreds of hours of discussion between IPG and VIPAR Heavy Duty partnership development teams, innovative new ideas emerged that



will prove a great benefit to ATD Tire Pros and Service-Bay members:   
■ VIPro TruckForce members will receive additional rebates when ordering from VIPAR Heavy Duty distribu-

### BEAN: VIPAR HEAVY DUTY AND TNT PARTS SEEK 'GREAT SUPPLY PARTNER RELATIONSHIP' WITH IPG MEMBERS



I have personally known some of the key people at VIPAR Heavy Duty for more than twenty years. It has been a pleasure working with their team over the past eight months to pull this program together. The VIPAR Heavy Duty

group is truly a first class organization with first class people who want nothing more than to have a great supply partner relationship. As for TNT Parts, I was very impressed when I met with Greg Woods, president and owner of TNT

Parts. Greg and his staff were completely focused on just how important it was to get the right deal put together for IPG's ATD dealer/shop members. Greg and the entire TNT Parts organization are a great group of folks and I am confident they will do a great job servicing our members. — GARY BEAN



tors. Learn more about VIPro Truck-Force at [www.VIProTruckForce.com](http://www.VIProTruckForce.com).

■ [www.VIProParts.com](http://www.VIProParts.com) is an online marketplace for member dealers to buy heavy-duty truck parts via an on-line transaction vs. having an account setup with the VIPAR Heavy Duty distributor. Links to the VIProParts.com site are planned to be located on the Medium Heavy Duty Supply Partner platform home page and as well in the new Hard To Find Parts platform. Each platform is located on the IPG Portal members-only pages. (To receive national account rebates and reward points, dealer shop members must link to [www.VIProParts.com](http://www.VIProParts.com) from within the IPG site.)

The program will start with VIPAR Heavy Duty member TNT Parts, located in the Atlanta, Georgia, area. TNT Parts has five heavy-duty servicing locations—Forest Park GA, Dublin GA, Savannah GA, Jacksonville FL, and Charlotte NC. The new program is set for the 4th quarter 2015, with the TNT Parts Forest Park location. After the program launch with TNT Parts is completed, we will make any needed adjustments and move forward to roll out more VIPAR Heavy Duty members across the United States in 2016.

If your dealer/shop location is not in one of the TNT Parts service areas keep reading *Dealer Talk*. Your area could be next as we bring more VIPAR Heavy Duty members onboard. **IPG**

### HOW DID YOU SPEND YOUR POINTS?

Got an interesting story about how you used your IPG Rewards points? Write to [customerservice@IPGAuto.com](mailto: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 Dakota Tire's Kirk Wetch as one of our fortuitous 10,000 IPG Rewards points winners. Good luck!

## DAKOTA TIRE: 10,000 REWARDS POINTS WINNER

# IPG Rewards points chase the chill away



**TWENTY-FIVE YEARS** ago, Kirk Wetch finally got tired of working for other people and opened Dakota Tire on a gravel road in the middle of nowhere just west of Fargo, North Dakota. Back then, Wetch regrooved old tires to breath new life in them and help frugal Dakotans stretch their hard-earned dollars. Today, Kirk's original West Fargo store has grown to three bays. "We're even on a paved road!" the Dakota Tire website proudly announces.

Dakota Tire now has two locations: the original store in West Fargo, and a second store in Fargo, just south of I-94. The second store is located in one of Fargo's busiest commercial districts and offers six bays and an alignment shop to keep up with strong customer demand. Dakota Tire has been an active IPG member for several years and Factory Motor Parts is their go-to Supply Partner.

Along with a strong local customer base—Fargo is North Dakota's largest city—Kaili Wetch, Kirk's daughter and manager of the West Fargo store, says many of her customers come from far afield. Thanks to shortages of consumer goods created by the enormous influx of workers to the oil-rich Bakken Formation in the northwest quadrant of the state, the West Fargo store sees customers who drive east hundreds of miles in search of tires that are hard to find in western North Dakota.

Winters are brutal on the vast plains of the Dakotas, so it's no surprise Dakota Tire does brisk business in snow tires. "A lot of a people also buy

an extra set of wheels to mount the snow tires on," Kaili said, "because it's easier to swap them around that way." Kaili says city dwellers and suburbanites generally opt for all season tires.

Dakota Tire also does a steady business in heavy-duty truck tires. "We do a lot of commercial business, trucks from a lot of big companies around town," said Kaili. There's a strong market, too: the Fargo phone book lists more than 170 trucking companies.



Dakota Tire owner Kirk Wetch says this beautiful Tuscon fire pit, which he purchased using IPG Rewards Points, is just the ticket for staying cozy on chilly evenings.

When asked what the Wetch family and Dakota Tire like most about IPG, Kaili said, without hesitation, "The part we like most about IPG is the IPG Rebates." Dakota Tire's rebates average about \$1000 a quarter. The Rewards points are nice, too, she said. "We just used some of our points to buy a 40-inch RCA television for the new customer waiting area we're adding on to the West Fargo store."

But not all points are used strictly for business. Kaili's father, Kirk, used IPG rewards points to buy the beautiful Tuscon fire pit shown above. It's just the ticket, he said, to chase the chill from long Dakota nights. **IPG**