



# DEALER TALK

## AVOID THE HOLIDAY RUSH WITH IPG REWARDS POINTS

Christmas is right around the corner, and so is the holiday shopping frenzy. Trudging through crowds and sitting in bumper-to-bumper traffic can test the patience of even the most festive people we know. Everyone shuffling through the mall has the same goal: to see the faces of their loved ones light up on Christmas Day. There's nothing like it. Most of us would love to have the satisfaction of giving the perfect gift without the hassle the season



brings. IPG knows this frustration all too well, and is happy to offer a way out. As an IPG member, you've earned points with every purchase of parts from one of our Major Account Supply Partners. These points aren't just for show; they give you access to a diverse online catalog of over 250,000 items, from the latest tech to shop supplies. The best part? You can access it from the comfort of your home or office. No more pushing and shoving to check everything off your list. It's like having access to Santa's workshop, without the trip to the North Pole. To help you avoid the stress of holiday traffic, we'll make sure it's delivered to your door. All you're left with is the satisfaction and joy of watching your loved ones open the gifts they were wishing for. If you can't find what you're looking for, don't worry. As long as it's legal in

all fifty states, our Rewards Concierge will do their best to get what you need. IPG members have redeemed points for everything from tickets to sporting events to new appliances. Just give our Christmas elves a call on our Concierge hotline, 1-800-770-1357.



Are you ready to take advantage of this feature? Just log on to [www.IPGAUTO.com](http://www.IPGAUTO.com). Click "IPG Rewards Catalog" to view your points balance and explore the catalog. A live points count is located at the top of the screen under your name. If you don't have an account, just click the big red button that says, "Activate Now", fill out the form, and click submit. You should receive a confirmation email in 3 to 5 business days with your username and password. After that, you can start spreading the Christmas cheer. The team at IPG can't wait to help you make this a Christmas to remember through IPG Rewards!

### Kristen's Corner

I've been busy contacting shop owners that are participating on the ATD/IPG program and reminding them of the accumulated rewards points in their account. I was pleased to speak to Brent Kniesel, the owner of Kniesel's Auto Service Center and this quarter's 10,000 points winner, to remind him about the points he collected in his account. After informing him of the wide variety of products on the catalog, Mr. Kniesel redeemed his points for several different items. You can read more about Mr. Kniesel on the next page. To access the catalog, go to our website, [www.ipgauto.com](http://www.ipgauto.com). The IPG rewards catalog has over 250,000 items you can redeem your points for, and like we say at IPG, as long as it's legal in all 50 states we can get it for you. If you are reading this, you've earned rewards points in your account. If you have any questions about your rewards account or how to access it, please contact me at 423-388-4779. I would love to help you start your Christmas shopping!



## IPG Rewards 10,000 Point Winner

Congratulations to Kniesel's Automotive Service Center for winning the IPG Quarterly 10,000 Reward Points Giveaway. Kniesel's Automotive Service Center is a family-run business that's been providing high quality auto service and superior customer care for over fifty years. They are located in Citrus Heights, CA; Rossville, CA; and Sacramento, CA. Owner Brent Kniesel used IPG Reward Points earned from transactions with IPG Major Supply Partners to purchase three Apple iPads for his business. When asked about his plans for the three new iPads, Mr. Kniesel said, "The new technology is going to help [his] management team with weekly KPI meetings, accessing [their] HR platform, and scheduling store visits. The iPads have provided a level of flexibility and mobility that has improved overall company efficiencies and communications." We're sure Kniesel's Automotive Service Center will put their 10,000 points to good use. If you want to be the next 10,000-point winner, email [derek\\_delaney@ipgauto.com](mailto:derek_delaney@ipgauto.com) and let us know how you've used your reward points. The winner will be announced in the next edition of Dealer Talk.



There's nothing as time consuming or frustrating as searching for a hard-to-find part; spending hours scouring the internet and calling vendors, never really knowing if you'll find what you're looking for. After speaking to shops across the country about this issue, we decided to do something about it.

IPG is thrilled to announce our new partnership with cloud-based automotive catalog, PARTSTECH. IPG will be launching the PARTSTECH catalog in the Hard To Find Parts section of the web portal in the first quarter of 2018. PARTSTECH's online look-up solution, designed with shops in mind, will be the perfect partner for Hard To Find Parts. The 1,500 brands, over 4 million parts catalog and top-of-the-line search technology will make it easy to find the right part. Search by license plate, VIN, or keyword to see parts from all your preferred vendors in one search without leaving IPG's site. No more clicking around multiple websites or placing calls to different vendors. PARTSTECH will be available soon through IPG's Hard To Find Parts page at [www.ipgauto.com](http://www.ipgauto.com). Be looking for this new feature in 2018!



If you're reading this newsletter, then you just received a quarterly rebate check for your purchases. You 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 the bright red activation button. In three to five working days you'll be ready to redeem your rewards points for lots of cool stuff. 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. Remember, having a membership is **FREE**, there are no fees to be a member of IPG. In fact, all ATD, Tire Pros, and ServiceBay members are automatically enrolled as a member of IPG. Don't have an IPG account? Go to the website and click the big red button shown below.

