



DEALER TALK

AAPEX/SEMA shows cap busy 2014 for Team IPG

THE AAPEX AND SEMA shows are the world's premier automotive aftermarket (AAPEX) and specialty products (SEMA) trade shows. Held in conjunction every year during the first week of November at the Las Vegas Convention Center, the shows draw the industry's most inventive minds, the hottest products and the coolest toys to the Nevada desert. For three days the 2 million square-foot Convention Center is Mecca for thousands of automotive aftermarket professionals and avowed gearheads everywhere.

The shows are not open to the general public—attendance is for the trade only—but that doesn't mean small crowds: This year, AAPEX and SEMA collectively drew more than 100,000 attendees. The events are massive and



there's no way attendees can see everything on display, let alone dig into the details about every item. For example, this year the SEMA Show's New Products Showcase featured more than 2000 items.

HARD-TO-FIND PARTS

In our never-ending quest to find new ways to create ever more value for our dealers, IPG managers attend AAPEX and SEMA every year. But this year, the entire IPG team was in atten-

dance in order to meet and sign up supply partners for the highly anticipated debut next year of IPG's online Hard-To-Find Parts online portal. Team IPG met with many different suppliers and received enthusiastic support for the latest IPG innovation.

As a result of Team IPG's efforts, you'll soon be able to come to the all-new IPG portal, launched just a few weeks ago, and locate hard-to-find parts not available in your market area. And just as with IPG Major Account Supply Partners,

you'll receive national account rebates and rewards points whenever you buy from one of our Hard-To-Find Parts Supply Partners.

TOOLS AND EQUIPMENT, TOO

Team IPG was also hard at work in Las Vegas lining up vendors and suppliers for IPG's Tool and Equipment catalog, scheduled for rollout sometime in 2015.

This new offering has been on our radar for some time and the new IPG portal provides the technology to make it happen. Stay tuned for further details. **IPG**



In the category of 'something for every taste,' this 1958 Jeep FC170 with custom four-track drive was a crowd favorite at Daystar's SEMA 2014 booth.

10,000 REWARDS POINTS WINNER

Holloway uses Rewards to win a losing battle

WE REALLY GET A KICK out of telling you about the some of the many interesting ways our dealers use the IPG Rewards points they accumulate.

But in this issue of *IPG Dealer Talk* we get to do something we enjoy even more: We get to tell you how IPG Rewards Points helped one dealer achieve an amazing personal transformation—one that has not only improved the quality of her life, as well her family's, but no doubt has also saved her from an array of potential health problems.

Casey Holloway, of Extreme Auto Repair & Performance in Sanford, Florida, wrote to us last September to tell us how she used the IPG Rewards Points to help her lose more than 100 pounds. We were so impressed by her story we chose her to be this issue's 10,000 Rewards Points winner. As Casey tells it:

"I read in the *Dealer Talk* about how I might be able to win more IPG Rewards Points by telling you how I've spent them so far.



Casey Holloway before . . .



"One of the first things I bought was a guitar for my husband. He'd mentioned that he'd like to learn to play the guitar, so I bought him one with my points. He hasn't picked it up since Christmas day . . . but at least it didn't cost me any money.

"Next, I used my points to buy a Fitbit Flex [a wristband that monitors daily activity and sleep]. Without the Rewards points, I probably never would have spent \$100 on a fitness monitor, since back then I hardly ever exercised.

"Anyway, when I got it I started using the Fitbit and really monitoring myself while

"Without the Rewards points, I probably never would have spent \$100 on a fitness monitor . . ."

trying to get active. Eight months later, that piece that I would not have bought for myself but used my points to get, has helped me lose 100 pounds. No joke.

"My daughter is an athlete and has asked for one. Again I probably wouldn't spend the \$100 for her to maybe use it or not, but with my points I feel like I'm getting it for free. I hope she uses it.

"And the rebate check? Straight to the bottom line.

"Thanks so much for this type of service."

We created IPG Rewards because we wanted to maximize the benefits you receive for your hard work. But we never envisioned that one of our readers would use their Rewards points in such a life-changing way. We're honored to have played a very small part in Casey's remarkable success. 



. . . and after losing 100 pounds with the help of the Fitbit Flex she bought with her IPG Rewards points. Casey also credits the Visalus Body by Vi Challenge for her amazing transformation. Interested readers can check out her website, cholloway963.bodybyvi.com, for more information about the Challenge. (Before and After photos courtesy of Casey Holloway).

HOW DO YOU SPEND YOUR POINTS?

Do you have an interesting story about how you used your IPG Rewards Points? We want to hear it! Write to customerservice@IPGAuto.com and tell us how you spent your IPG Rewards Points, or how you plan to spend them. If we choose your story and publish it in an upcoming newsletter, we'll add 10,000 points to your IPG Rewards account.