



# DEALER TALK



## Activate your IPG account today and rediscover the magic of Christmas

CHRISTMAS is just around the corner, and your IPG Rewards points are there to help you make the holidays even merrier.

As an IPG member, your purchases from IPG Major Accounts Supply Partners earn one reward point for each \$1 spent. You can use them for virtually anything. Like a new Playstation 4 for the kids. Diamond earrings for that someone special. Or even a sun and fun-filled Disneyland dream vacation

for the entire family.

And if you can't find exactly what you want in our amazing online catalog, call our toll-free Concierge (866-904-5577) service and tell them what you have in mind. They'll make sure that Santa delivers with just the right gift on Christmas morning.

To turn your IPG Rewards points into miles of smiles on Christmas morning, simply login to your account at [IPGAuto.com](http://IPGAuto.com) and check out

the IPG Rewards Gallery. Don't yet have an account? Go to the website, click the big red "Activate Account Now," button, fill out the simple form (it takes about 5 minutes), and hit "Submit." It's as easy as standing under mistletoe!

There's never a charge to activate and use your

account, and nothing more for you to do except get ready for the smiles you'll receive on Christmas morning. Best of all, if you're reading this newsletter you just received your quarterly rebate check plus you now have IPG Rewards points you can spend.

Besides IPG Rewards, there are even more ways that IPG can help make your Christmas bright. With IPG Mall Partners you can do your shopping online, from the comfort of your own home or office, and earn generous national account rebates—ranging from 2% to 10%—on every purchase. There are more than 40 top name online stores in the IPG Mall Partners to choose from. Like Walmart, BestBuy, FedEx, GoDaddy, Macys, Sams Club, Thrifty and dozens

more. The rebates for your purchases will be included in your quarterly rebates checks.

So, come on; what are you waiting for? Logon to [IPGAuto.com](http://IPGAuto.com) today, make sure your account is activated, and make this the best Christmas ever, with IPG Rewards! 



**RON'S TIRE: 10,000 REWARDS POINTS WINNER**

## Surprising Rewards

SUPPOSE someone set up a bank account in your name and deposited \$100,000 into it, all without telling you anything about it. You'd be rich, right? But if you never knew about the account, you wouldn't get any benefit from it.

That scenario played out at Ron's Tire, a Quincy, Illinois, Tire Pros dealer with three locations. Ron's Tire became an IPG Member began receiving IPG Rebates checks in 2011. But owner Greg Andresen didn't know his stores were also racking up IPG Rewards points.

That all changed about two years ago at an ATD Dealer Council meeting. "They started explaining the IPG program," Greg recalls, and he was surprised to learn he would earn IPG Rewards points for every dollar spent on qualifying products from AutoZone, his Major Account Supply Partner.

"I asked, 'How do I get on that program?' and they said, 'You're already on it.'"

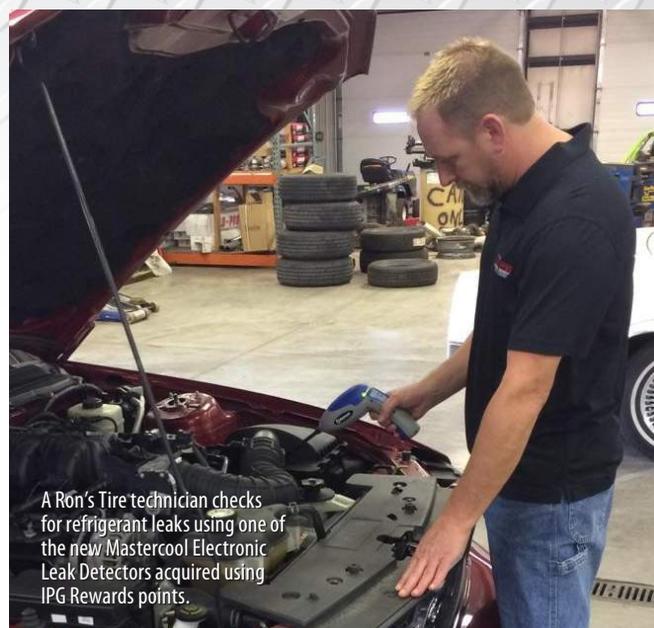
But the surprises didn't end there. "They told me how to activate my account," Greg said, "and when I logged on we already had more than 100,000 points!" He realized then that Ron's had been earning IPG Rewards points

for nearly three years.

Greg's next step was to figure out how to spend his newfound booty. One day, he happened to be out in the shop and noticed one of his mechanics checking for air-conditioning leaks the old-fashioned way, by injecting dye into the system. "Isn't there a better way to do that?" he asked.

The mechanic explained that, yes, the dye process could be eliminated altogether by using an electronic leak detector instead. "But they're kind of expensive," he said, "and we've just never invested in one."

Greg decided to use some of his IPG Rewards points to purchase a Mastercool Electronic Leak Detector but couldn't find it in the IPG Rewards Gallery. However, "I remembered they said we could get anything we wanted with those points," he said, "so I called IPG and told them what



A Ron's Tire technician checks for refrigerant leaks using one of the new Mastercool Electronic Leak Detectors acquired using IPG Rewards points.

model number we wanted.

"They called me back and told me how many points it would take to get one, and I said, 'Well, shoot; no more than that is get me three of them and I'll put one at all three stores.'"

IPG quickly arranged the purchase and the leak detectors were delivered to each of Ron's Tire three locations. "Now we use the leak detectors to find the air-conditioning leaks," Greg said, "instead of having to shoot the dye in and have the customer bring

the car back later."

Even after his recent purchases, Greg says there are still more than 100,000 points in his Rewards account and the total is growing fast. "With the new AutoZone Tire Pros program I now get two rewards points for every dollar we spend," he explained.

We asked Greg what he might do with his burgeoning pile of points. "Oh, we'll figure out something we need one of these days—or something I want," he said with a laugh. 

## IPG announces new eDealer Talk newsletter

IPG IS EXCITED TO ANNOUNCE the all new eDealer Talk email quarterly newsletter, coming to your inbox soon.

At IPG our goal is to always help our members' businesses grow and thrive. Our answer to the many questions we receive from IPG members is the all new IPG email newsletter, eDealer Talk, which will be deliv-

ered to your email inbox and linked back to [IPGAuto.com](http://IPGAuto.com) with new updated information in real time on Specials, Promotions, Training & Tech Tips. Now, with eDealer Talk, you'll have access to information that only IPG members get from our valued supply partners and vendors that we negotiated for our members. 