



DEALER TALK

Tire Pros Show 2018: Everything's Bigger in Texas

While athletes from across the globe traveled to South Korea to compete in the Winter Olympics, the IPG team packed their bags for San Antonio to take part in the 2018 Tire Pros Vendor Fair. The annual event brought Tire Pros and Major Account Supply Partners together between February 8th and 11th at the JW Marriott San Antonio Hill Country Resort & Spa. IPG Major Account Supply Partners—AutoZone, Factory Motor Parts, Federated Auto Parts, Pronto, and AutoPlus—were thrilled to get to know the dealers in attendance. Our team was on hand to help facilitate conversation and teach Tire Pros dealers more about the programs our partners have to offer.

It wasn't just business, though. As always, the Tire Pros Vendor Fair had some fun on the agenda. A wide range of prizes were up for grabs. Our Major Account Supply Partners were happy to contribute a few items to the doorprize list. By the end of the show, several dealers left with gift cards lining their pockets. One lucky Tire Pros dealer even took home a GMC

truck from ATD! Unfortunately, the weather was not ideal for the much-anticipated golf tournament. Only a brave few played, and none finished the course. However, they didn't leave empty handed. Gift bags packed with goodies—including IPG branded golf bag towels—were handed out to golfers.

The show closed with a farewell dinner that would make any Texan proud. Attendees boarded buses to Knibbe Ranch for a night of fun with a Southwestern twist. After enjoying live music and a meal that included steak, ribs, and apple pie, the group was treated to a private rodeo. The guests themselves were invited to climb atop one of the more tame

longhorns.

The Tire Pros Vendor Fair is one of many events IPG attends in order to catch up with familiar faces and get to know new dealers. Don't forget, we're always here to answer any questions you have about IPG Rebates and Rewards. We look forward to seeing you soon!



IPG Rewards 10,000 Point Winner

Congratulations to Riteway Auto Service for winning the IPG Quarterly 10,000 Reward Points Giveaway. Located in Excelsior Springs, Missouri, Riteway is a family owned business that has been committed to the needs of their customers for more than twenty years. Jim Dusek used rewards points earned from parts purchases with IPG Major Account Supply Partners to redeem a La-Z-Boy executive office chair and two top-of-the-line office chairs for their front desk. By simply purchasing parts with a Major Account Supply Partner, Mr. Dusek was able to skip the standard office chairs he normally buys in favor of more deluxe options. **"I have about everything I need in life, but when I saw that [La-Z-Boy] chair, I thought 'I've gotta have that dude,'"** Mr. Dusek said. **"That chair makes me feel like somebody!"** We hope Mr. Dusek and his employees continue to enjoy their top-of-the-line chairs, and their 10,000 rewards points! If you want to be the next 10,000-point winner, email kendall_thompson@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.



IPG Welcomes New Team Member



As more and more ATD Tire Pros and ServiceBay dealers realize the benefits of their IPG membership, the IPG team has adapted to fit the needs of a growing customer base. IPG welcomed Marketing Assistant Kendall Thompson to the team last November. Kendall is a recent graduate of the University of Tennessee with a degree in Advertising. She focuses on design and communications for the company. Bringing graphic design in-house will increase quality and improve turn-around time so you have the best online experience possible. She will be redesigning ipgauto.com to make the dealer web portal experience more user friendly. "My experience with the Members and Major Account Supply Partners has been great so far," she said. "I'm looking forward to all the amazing projects on our to-do list in 2018, like redesigning the site and producing videos." If you would like to reach Kendall, feel free to call her at 423-682-6627, or email her at kendall_thompson@ipgauto.com.

Kristen's Corner

I'm happy to be back at IPG after spending time with my beautiful newborn baby girl. I'll be calling shops to remind them of all the wonderful benefits they receive while participating in our program, including quarterly rebates and points that can be redeemed for almost anything. To access the catalog of available items, go to our website, 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 get started!



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.

