

AUTOCARE INSIGHT

1st Quarter
2015



2015 NAPA/ASE Technician of the Year

Tom Palermo

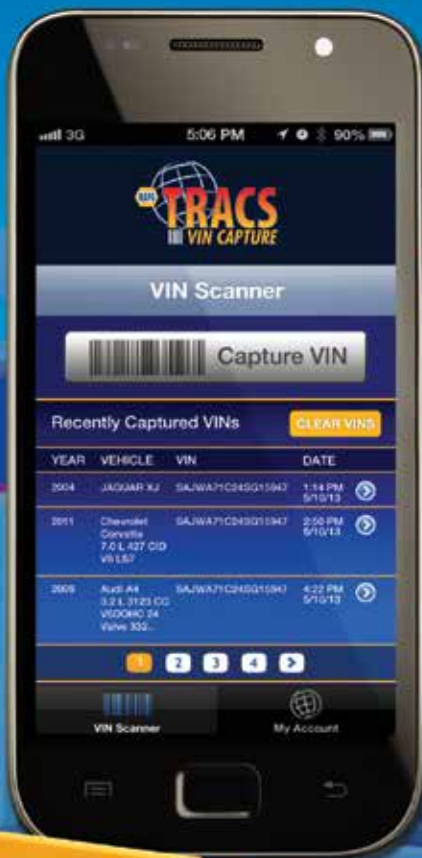
44 ASE Certifications

- Master Certification in Automotive
- Master Certification in Medium & Heavy Truck
- Master Certification in Collision
- Master Certification in Transit Bus

See Page 4 for complete story!

INSIDE:
2015 AutoCare
Sales Planners
See Page 14

NEW!



NAPA TRACS USERS NEVER HAVE TO WRITE DOWN ANOTHER VIN

This breakthrough new shop productivity app allows you to scan and decode VINs right at the vehicle and send them directly to TRACS to start an estimate or for NAPA part lookup. You can even enter information such as customer name, tag number, mileage, and select a symptom right from the parking lot. It's fast, easy and accurate, and gives you the KNOW HOW to "ditch the pencil" for good. If you are a current NAPA TRACS user, scan the QR code below to instantly download and begin using this new powerful, free and timesaving app today.



Not a NAPA TRACS user? Contact your nearest NAPA Auto Parts Store or call 800-659-3710.



Google Review from customer Amber Coy, reposted on All Pro Servicer (Des Moines, IA) Facebook page.



All Pro Servicer, Inc.

September 25, 2014 ·

Like Page

We are passionate about what we do and how we do it! Thanks Chris for always lending a helping hand!
 "I have not been to All Pro Service to have anything done on my car. But I will say that I stopped in yesterday (7/29/14) due to my car running out of gas and having issues with it starting. I Originally went to Kum & Go first, but they do not sell gas cans there. So upon passing this location to go get gas, we stopped in to see if I could purchase a gas can from him. Chris was working and he grabbed his Gas Can and asked me where I was located. I told him and he said that he was going to go run and get gas for myself and for me to head to my car, so it doesn't get towed. He used his own money and ran the errand for me. Now that's service. He initially didn't want anything for giving me \$10 worth of gas he just purchased, but I had to give him something. He filled my car with the gas and stayed to help make sure it started correctly. Just saying that he completely went out of his way to help a stranger whom he doesn't even know and left work to help me out. There are still good kind hearted people in this world that go the extra mile! Thanks Chris!" Google review from Amber Coy.

Like · Comment · Share

14 people like this.

Top Comments -

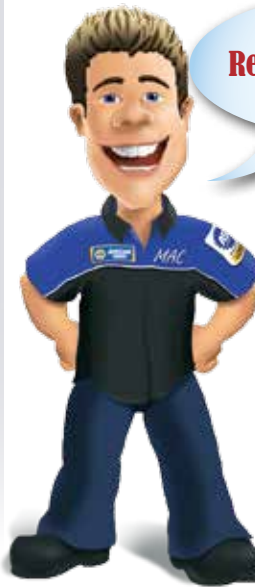
1 share

- Jason Bass** Just Chris being the awesome guy he is
Like · Reply · 2 · September 25, 2014 at 3:08pm
- Ed Mann** WOW! What a great service Moment for All-Pro Servicecenter, it's what they do everyday, thanks to all of them!
Like · Reply · 1 · September 25, 2014 at 7:45pm
- Julie Wiste** Way to go, Chris!
Like · Reply · 1 · September 25, 2014 at 7:29pm
- Chrissy Powell** This is awesome!! It makes me smile just knowing that there

2015? You've Got This!

As a NAPA AutoCare member, you've never had more tools at your disposal to attract and serve new customers. Inspiration is as close as page 4 – check out the amazing path Tom Palermo has taken to become the 2015 NAPA/ASE Technician of the Year.

In 2015, *INSIGHT* will be mailed directly to your business, so you will receive your industry news and success stories even quicker each quarter.



Have You Registered for the 2015 NAPA EXPO Yet?

To start the next chapter in your success story, be sure to register now to attend the NAPA EXPO in Las Vegas, May 5-8, 2015 (see back cover for the list of outstanding seminars)! Talk with your NAPA store representative for complete details.

What's Inside: NAPA AutoCare Centers – All Members

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Share Your Ideas, Suggestions and Success Stories!

We want to make AutoCare *INSIGHT* beneficial for you and your business.

Offering your valuable input is easy. Contact Emily Beetler at NAPA Headquarters:

Emily_Beetler@genpt.com

AutoCare *INSIGHT* is published quarterly by NAPA for all NAPA AutoCare, AutoCare Collision and Truck Service program members.

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'We're Not Just in the Repair Business, We're in the Relationship Business'



Tom Palermo is presented with the 2105 NAPA/ASE Technician of the Year award on October 23, 2014, with, left to right, Rick Rockefeller, Quaker City Motor Parts (QCMP); Jeff Riling, QCMP; Bret Robyck, NAPA AutoCare; Tim Zilke, ASE; Dan Askey, NAPA; Tom Palermo; Kendra Palermo; Kathy Palermo; Joseph Palermo; Chris Agostino, QCMP; Tony Molla, ASE.

It's people – from the people whose vehicles you service to the people you employ to the people you partner with – that ultimately determine your success or failure in the automotive service-repair business, says 2015 NAPA/ASE Technician of the Year Tom Palermo. As a kid, Palermo helped out in his dad Joseph M. Palermo's shop then located in a service station.

Today, the family business, Preferred Automotive Specialists in Jenkintown, Pa., has outgrown the facility it has occupied for 15 years and the Palermos, who joined NAPA AutoCare in 2009, are now busy scouting for a new location.

Now the shop's general manager and lead technician, Palermo formally joined his father, and Joe's wife Kathy, in the business after earning a Mechanical Engineering Technology degree from Penn State University and another in Microsoft Network Engineering from Southwest Florida College. That was 18 years ago; since then he has become ASE Master Certified, holding certifications in more than 40 classifications including Master Automotive Technician, Master Medium-Heavy Vehicle Technician and Master Collision Technician. In 2011, Palermo was presented with the AAIA-ASE World Class Technician Award.

All six technicians employed by Preferred Automotive Specialists are ASE Master or ASE Certified. The business boasts many longterm employees, including a service manager with more than 20 year's tenure and a technician with more than 15. The shop facilitates training through NAPA Autotech and its AutoCare Business Development Group and pays for all employee training and certification.

Preferred Automotive Specialists is an AutoCare Center and a NAPA AutoCare Truck Service facility; the business has

been recognized with an ASE Blue Seal of Excellence. The family is active in the community, spearheading a coat drive for the needy as well as supporting the Youth Empowerment initiative, which educates young people about careers in the aftermarket industry. They also lend support to the Fox Chase Cancer Center, Temple University Athletics and other local organizations.

Palermo and his wife, Kendra, are parents of Gabriella, 14, and Donnie, six.

A strong sense of ethics instilled by his father, including a desire to help others and to always do one's best, drives Palermo. That combination of ethics and drive, along with the partnership with NAPA AutoCare, has propelled Preferred Automotive Specialists to the forefront of the industry.

The business embraces innovation, image building and marketing with PROimage co-branding, an AutoCare Digital Menu Board, NAPA Service Assistant, Sales Driver consumer savings promos and more, says Palermo.

Here are some highlights from a recent *INSIGHT* conversation with this year's NAPA/ASE Technician of the Year.

What led you and your dad to join NAPA AutoCare in 2009?

If I had to answer with one word it would be people. It all started with our outside sales person; as we became better acquainted with the people at Quaker City Motor Parts, we realized how much our philosophies were in alignment. Our decision is reinforced almost daily when we witness the dedication and resourcefulness of the people at Quaker City.



What does AutoCare membership do for your business?

It gives us a huge advantage over our competitors and I wish we had joined long before 2009.

Leveraging the NAPA brand together with our local, independent business brand works well with our business model and growth plans. The quality of the program tools is just phenomenal and they can be tailored to each shop's specific needs. AutoCare is, far and away, the best aftermarket program for independent shops out there.

Which AutoCare tools do you utilize most?

We use NAPA Service Assistant quite a bit; we also have an AutoCare Digital Menu Board in our customer waiting area. The AutoCare Fleet Marketing materials have really helped us grow that segment of our business and the Sales Driver promotions allow us to offer additional cost savings to our customers year round. We also take advantage of several of the cost saving opportunities NAPA provides for AutoCare members.

Are co-branding and creating a professional image important?

They're essential. We work hard to stay on the cutting edge of technology and provide our customers the best service possible, but if we can't project that in the community it doesn't do us much good. Right now, we're looking to acquire a larger facility and when we do, we plan on using PROimage for signage, paint and the like. Many of the tools that help us educate our customers, like NAPA Service Assistant and the AutoCare Digital Menu Board, also help us create a more professional image. We recently started the NAPA On-Hold program so our telephone service is now more professional, too.

What else are you planning to try in 2015?

[NAPA AutoCare] Digital Vehicle Inspection and AdvisR Telematics. The digital vehicle inspections should help our technicians and service advisors boost their productivity as well as show more professionalism to our customers and help educate them about the need for recommended repairs.

And we're very excited about AdvisR Telematics since about 70 percent of our business is fleet work. The price point on AdvisR is very attractive to our customers. Not only will it allow us to better serve our fleet customers on maintenance programs, we hope it will encourage more customers to have maintenance programs with us.

Clearly, you're a big fan of education; how do you use your AutoCare training benefits?

Training and education are the cornerstones of our technicians' success. We manage education through NAPA

Autotech training classes, eLearning and our Business Development Group. I have to say, the Autotech instructors are just outstanding. And, there are a broad range of Autotech eLearning courses to choose from, which our technicians can access anytime. They particularly like the ASE test prep because they're able to take practice tests to identify issues they may have with a particular subject. Also, I appreciate how NAPA is willing to take our feedback into account when planning upcoming training classes.

How does being a member of the South Jersey Business Development Group enhance your business?

I enjoy interacting with everyone in our BDG. It's a cooperative environment where we can all share our experiences – from issues we're struggling with to successes to ideas. We're able to utilize our collective knowledge and NAPA gives us great support.

How do you make sure your AutoCare membership is working for you?

The beauty of the AutoCare program is the number and variety of tools to build your business. There is always something that can be integrated into your business from marketing and promotions to training to networking

with other AutoCare owners. We make a point of participating in as many of the offerings as we think might work for our business and our customers, whether private customers or fleets.

What would you tell other owners who might be considering AutoCare membership?

If I could rewrite the story, I wish we had joined sooner. Our relationship with NAPA has enabled us to take our shop to the next level. We're always striving to improve our capabilities so we can serve our customers better. Our relationships with our customers are the most important aspect of our business. I always tell my people that we're not just in the repair business, we're in the relationship business. That also extends to our relationship with NAPA. Our relationships are the foundation of our success.

How does it feel to be named NAPA/ASE Technician of the Year?

"This one is very special. NAPA is a very impressive company and to be associated with and honored by them means the world to me. I am humbled and honored."



Tom Palermo, right,
with his wife, Kendra.

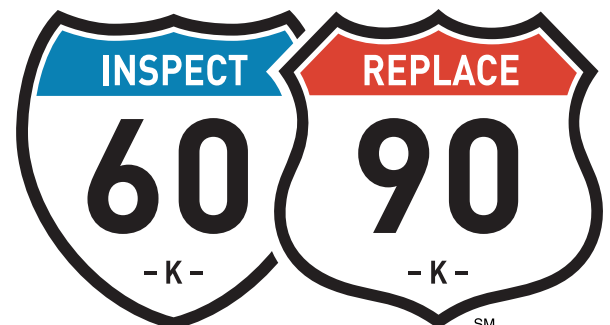
Pigs Squeal...



...Belts Don't.

That squeal from under the hood is the belt, but blame the tensioner. Lack of tension means belt slip. Belt slip causes squeal.

So the next time you hear a belt squeal, think tensioner.



Start inspecting the serpentine belt system at 60,000 miles and replace worn components by 90,000 miles or as advised by the manufacturer. THINK **I-60** & **R-90**

Never Stop Training

“The automotive industry doesn’t stand still,” said Rob Lovell, Service Director at Carmack Car Capital in Danville, IL. “It’s always changing. And that means you can never stop training.”

Mike Shifflet, owner of Shifflet Auto Care in Columbus, OH, agrees. “Technicians need to keep pace with the industry as well as stay on top of things we see in the shop every day. I have more than 30 years of experience and I’ve been training my whole career.”

Autotech Keeps Shops Up to Date

These shops turn to NAPA Autotech.

A shop’s success depends on technicians who are trained in the latest automotive technology. Well-trained technicians help increase a shop’s repair capability and raise bay productivity. That leads to fewer comebacks, more satisfied shop customers and reduced technician turnover.

Cathy Reichow, owner of Dan R’s Automotive in Oregon, OH, said, “We get a calendar of classes for the year and make our choices. Some of the classes we’ve sent people to recently include Real-World Testing Electronic Circuits, Sensor Testing & Waveform Analysis, Diagnostic Strategies and Powertrain Diagnostics.

“Hybrids are a new technology for a lot of independent shops. We’re just starting to see them. My service managers, technicians and I all came away with a lot of product knowledge. You’ve got to keep up with the times or you’ll get left behind.”

Reichow said their techs and service advisors both attend the training. “In addition to well-trained techs, we believe it’s important to have well-trained service advisors



because when they have a good understanding of the vehicles and the systems, they can communicate more effectively with our customers.”

Highest Quality Training in the Aftermarket

All NAPA Autotech classes are taught by experienced instructors who are ASE master certified technicians.

Larry Jackson, shop foreman at Preferred Automotive Group, Ft. Meyer, IN, said, “The Autotech instructors are seasoned techs themselves and are now passing on the information and skills they’ve mastered. “The instructors I’ve met have all worked in the field,” said Lovell. “We’re like-minded people.”

Each Autotech participant also receives a ClassPass, a plastic wallet card with a unique identification number. Techs swipe it each time they attend an Autotech class. Later, they can visit NAPAttraining.com and use their ClassPass number to gain access to supplemental “fender-ready” materials including slides and notes, step-by-step procedures and common fixes for specific repair situations. ClassPass extends in-class learning and provides information techs need. It’s available 24 hours a day from any computer or mobile device with internet service.

“The support is great, from the manual that’s handed out to the information available online,” added Jackson. “On top of that, the instructor is available if there’s a question about the material or if you need help with a vehicle. That’s invaluable.”

Good for Business

“NAPA Autotech training not only helps our staff keep up with the ‘latest and greatest’ things happening in our industry, it helps all of us refresh the information and knowledge we already have,” said Lovell. “Even more important, with training we’re more prepared to handle the problems that come through our door.”

And that’s good for business.

New Courses for 2015

- Electrical World Class Diagnostics
- Ford 6.7 PowerStroke Diagnostic Series I
- Fuel System Complete Analysis
- Powertrain Diagnostics – Transmissions
- Prius Diagnostics
- Diagnostics Specialist*
- Dynamic Engine Testing*
- Volkswagen TDI Diesel Diagnostics*

*Available August 2015

To find out more information about ALL NAPA Autotech classes available in your area or to schedule a class, contact your servicing NAPA AUTO PARTS store or your NAPA DC representative. Visit NAPAAutotech.com for additional course information.



SEE THE LIGHT.



CHECK IT OUT.

NAPA® Echlin® OE-Matching Clone-able TPMS Sensors,
mounting hardware, service kits, advanced shop tools and
NEW QWIK-SENSOR™ Programmable Multi-Coverage Sensors



ECHLIN®

Clone-able
TPMS
SENSORS

QWIK
sensor
MULTI-COVERAGE

Ask your NAPA Auto Parts store about this comprehensive TPMS program

Investing in Your Brand – Results Are the Rule

In 2014, more and more of your AutoCare peers stepped forward and unleashed the power of branding at their businesses – to engage and attract new customers and enhance the customer experience for everyone they serve. They took their co-branding with NAPA to the next level with PROimage design executions and have quickly seen impressive returns on their investment.

Check out some of their results ... and picture what their sales increases and new customer gains would mean for your NAPA AutoCare Center!



Before



“Sales are increasing as much as 20% every month ...

“We decided to go all out with PROimage. From a business standpoint, we did a lot better than we expected in the first month. I am so happy that we are doing well in such a short amount of time.”

Michelle Coonley
River's Bend Auto Care
North Chesterfield, VA



Before



“Most months, I've seen a 10-15% sales increase – some months as high as 20% – since upgrading to PROimage ...

“I wanted more recognition with the NAPA brand from the street. The strong NAPA brand sells and makes people more comfortable with paying more to service their vehicle. I am getting new jobs because of the new PROimage upgrades.”

Pete Finkenauer
Airport Exxon
Newport News, VA



Before



“Our car count has come up quite a bit ...

“We get a lot more customers pulling in off the street. People recognize the NAPA brand. They stop in and ask a lot of questions, which ultimately leads to them coming in for service.”

Steve Blacharski
Riverside Auto Clinic
Mishawaka, IN

continued on page 10 —



Take a FREE LOOK at upgrading with PROimage in 2015!

Talk with your NAPA store representative and visit the PROimage section of the member site at NAPAAutoCare.com. Just submit a photo of your building to receive a free rendering of what it would look like with a PROimage design!

50% Co-Op EXTENDED through 2015! Talk to your NAPA Sales Professional to find out how to earn half of your project back on qualified expenses up to a \$10K PROimage Project.



"Between March 2014, when I completed PROimage, and November, I have 474 new customers ..."

"I'd been working for others for years and wanted to go out on my own. When I was with another NAPA AutoCare Center, I implemented PROimage. It helped increase the customer counts by at least 20%. Before I started my own shop, I put stipulations on myself: to be a NAPA AutoCare Center and do PROimage. I wouldn't have opened my shop any other way.

"My experience: Whatever money you spend on your PROimage makeover, you get at least a 5 to 1 return. Not just in the long term, but immediately. If I didn't have the NAPA colors and signs on my building, I have a feeling that I would be doing half the business I am doing now."

Robert Adkins
Adkins Automotive / Winter Haven, FL



"Since PROimage, I am seeing about 20 to 30 new units a month ..."

"I'm a huge believer in projecting a professional image. What I am trying to do now is invest long term. The NAPA brand is a very recognized brand. Everybody knows the NAPA Know How slogan. You need to be seen as a NAPA AutoCare Center to take advantage of the strength of the brand.

Brett James
High Desert Auto and RV
Hesperia, CA

Learn More at the PROimage Seminar and Booth (register to WIN signage, awnings and more!) at the NAPA EXPO!



"PROimage has helped increase my car count as much as 20% ..."

"Our building was 7 years old and business wasn't coming in like it should. We painted the building and put new signs up, including a big-lighted sign by the road. Everyone thought we put up a new building. Now we see a lot of new customers.

Keith Ford
Riverside Auto & Diesel
Grants, NM

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Talk to your NAPA rep about purchasing quality equipment from these manufacturers and more:



PREFERRED FINANCING FOR:

- Tools & Equipment
- PROimage Co-Branding Program
- Signage, Shelving, Fixtures, etc.

STORE OWNERS ASK US ABOUT:

- TAMS / RPM / Technology Needs
- Inventory Growth
- PROimage Co-Branding Program



**SEE YOU AT
NAPA EXPO 2015**
May 5 - 8, 2015 Mandalay Bay Resort

Atlanta BDG Partners with Boy Scouts for Successful Pinewood Derby Promotion



Helping coordinate Pinewood Derby activities were (L to R) Lew Sisson, Boy Scouts of America; Brian Hough, Kennesaw Auto Center; Brian Gardner, NAPA Atlanta; and Ron Givens, G-K Tire & Automotive.

Last spring, the Atlanta Area Council of the Boy Scouts of America went shopping for corporate sponsors. What they found in Atlanta's NAPA AutoCare Business Development Group were 60 enthusiastic partners – ready to help make the Boy Scouts' fall 2014 membership drive a huge success.

Centered around the Boy Scouts' Pinewood Derby, the recruitment effort garnered 6,684 new Scouts, a 14 percent increase compared to the previous year.

"When I brought up the opportunity to our BDG Board, everyone was 100 percent on board right away," said Brian Hough, owner of Kennesaw Auto Center, Kennesaw, GA. "It was a perfect fit with our desire to further involve ourselves in the community and do something positive for kids; our need to impact all the greater metro counties our members serve; and our budget."

The BDG purchased 8,000 Pinewood Derby car kits, which were free to kids, grades 1–5, joining the Cub Scouts. NAPA AutoCare logos were printed on the kit boxes. BDG members staffed two car-building days in September and October, working at different stations to help the kids cut,

sand, paint and assemble their cars. Members worked at the actual Pinewood Derby race event in October as well.

Impacting Potential Customers

"The partnership was a great match for reaching people across the geography our council and the NAPA AutoCare group serve," said Lew Sisson, Southwest Service Area Field Director, Atlanta Area Council, Boy Scouts of America. "The BDG has generated positive impressions among 6,600 Scout families and 10,000 Scout Troop leaders who appreciate the expense and time savings, and helpful assistance, the AutoCare group provided them."

Hough can attest that those kinds of efforts yield dividends. "Our shop got involved in similar community activities 10 years ago, and some of the people we met back then are still great customers of ours today."

The BDG's Pinewood Derby partnership with the Boy Scouts was also promoted via Public Service Announcements by a metro radio station and advertisements on digital boards at Motor Vehicle Network locations.

"When I brought up the opportunity to our BDG Board, everyone was 100 percent on board right away. It was a perfect fit with our desire to further involve ourselves in the community."

Brian Hough
Kennesaw Auto Center, Kennesaw, GA

Racing Into 2015

The Atlanta BDG will again be involved with car-building days and a Pinewood Derby race event this winter. Additionally BDG members will be opening up their shops to work with Scout members wishing to earn automotive repair/preventive maintenance merit badges.



In addition to helping with car-building days, BDG members assisted with conducting the Pinewood Derby races.



NAPA AutoCare branding was everywhere from the Pinewood Car kit boxes to banners and the certificates participants received.

The Pinewood Derby was a big part of a recruitment effort that helped the Scouts add 6,684 new members in fall 2014.

Visit the Success Stories section under the BDG tab in the Member Section of NAPAAutoCare.com to learn more about other NAPA AutoCare Community Partnerships!



DRIVESHAFT ASSEMBLIES

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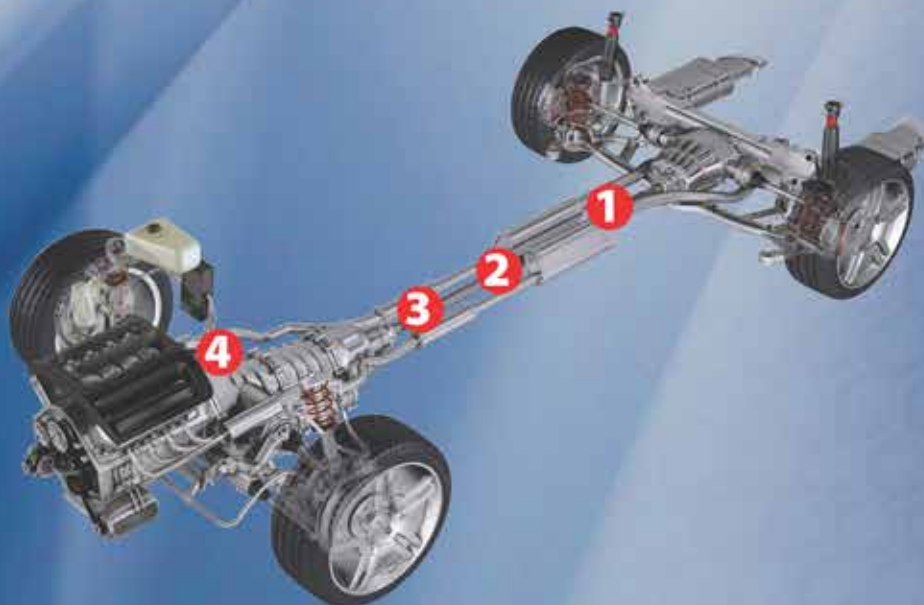


NOE 600-6080 (rear)
Ford F-150 & Lobo 2008-04
163" wheelbase, 8.8" differential

Coverage also available for a wide variety of import and domestic cars and trucks:

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Jeep • KIA • Mazda • Mercedes-Benz
Nissan • Toyota and more...

- Welds are checked and tested before shipment
- Manufactured, individually balanced and tested in the USA
- Comes with installation hardware for a complete repair
- Built with rust resistant coating to prevent corrosion
- Only available by drop shipment (UPS ground shipping is Free!)



Common Symptoms of a Faulty Driveshaft

- 1 Sounds**
A vehicle may emit squeaking noises if the driveshaft is not operating optimally.
- 2 Universal Joint Movement**
A U-joint that moves too much (or too little) may indicate a driveshaft problem.
- 3 Turning Issues**
Vehicle wheels may hesitate when cornering or making sharp turns.
- 4 Vibration**
A damaged driveshaft can cause excessive vehicle vibration.

VISIT NAPAOnline.com FOR A FULL LISTING OF
NAPA DRIVESHAFT ASSEMBLIES



Great Sales Growth in 2015? PLAN on It!

The 2015 NAPA AutoCare, Collision and Truck Sales Growth Planners are an effective tool for shaping and documenting your business goals for the year ahead.

Meeting – and planning – with your servicing NAPA store sales professional is key. It starts with the two of you:

- **Discussing ways your business partnership can be even better.** How can NAPA and your store's personnel better serve you and work with you to meet your goals?
- **Reviewing existing and new-for-2015 AutoCare program benefits and sales tools.** Your store representative is well-versed in programs that can help you attract and retain new customers, as well as better serve and delight current ones.
- **Setting measurable goals with specific time frames.** This road map is essential to guiding your efforts. Your planner is an important document for you and your store representative to revisit throughout the year to track your progress and adjust goals (or set new ones as time goes on) as needed.

YOUR Sales Growth Planner Is IN This Issue of *INSIGHT!*

Just remove it and get ready to start making plans, setting goals and taking action!

Schedule Your 2015 Planning Meeting with Your NAPA Sales Professional NOW!

The image shows three overlapping forms for the 2015 NAPA Sales Growth Planner. The top form is for AutoCare, the middle for Collision, and the bottom for Truck Service. Each form is divided into sections: A. Store & Contact Names, B. 2014 Business Partner Stats, C. PROimage - ENHANCED, D. Marketing - Customer Acquisition and Retention, E. Business Development Groups, F. Process Improvement, and G. Cost Savings. Each section contains a list of items with checkboxes for tracking progress.

See pg. 16

See pg. 28

See pg. 34



2015 NAPA AutoCare Sales Growth Planner

- A Store & Contact Names**
1. Servicing NAPA Store Name _____
 2. Business Partner Name _____
 3. Store Representative Name _____

- B 2014 Business Partner Stats**
- | | |
|--------------------------|-------------------------------------|
| 1. AR #'s _____ | 6. # of Full-time Techs _____ |
| 2. Phone (_____) _____ | 7. # of Part-time Techs _____ |
| 3. Fax (_____) _____ | 8. Business Management System _____ |
| 4. Email _____ | Computer Brand _____ |
| 5. # of Bays _____ | 9. Year Purchased _____ |

Simply check off any areas where you and your business partner would like to grow your business in 2015. For additional information, go to the Member's Page on www.NAPAAutoCare.com.

- C PROimage – ENHANCED**
1. Free Look – Personalized Shop Proposal/Graphic Rendering
 2. Exterior Elements
Awnings, Bay Door Graphic, Decal Set (vehicle), Flags, Key Drop Box, LED Electronic Messaging Center, Metal Wall Signs, Paint Color Recommendations, Pole Wrap Sign, Pre-printed Banners, Tire Wrap
 3. Interior Elements
Banners, Ceiling Header, Counter Wraps, Floor Mats, Interior Signage, Menu/Information Board, Paint Color Recommendations, Work Rack Holders
 4. Marketing Materials
AutoCare Club Card, Car Care Fair/Community Event, Collateral Business Supplies, Fleet Maintenance Program, New Customer Welcome Folders, Pre-Paid Preventive Maintenance Card, Preventive Maintenance Kit & Materials, Referral Card, VIP Card, Vehicle Health Check Test Kits, Warranty Folders
 5. Uniforms for Employees – Shirts, Patches

- D Marketing – Customer Acquisition and Retention**
1. 2015 Sales Driver
 2. Birthday Cards
 3. Consumer Financing/NAPA AutoCare EasyPay
 4. Custom Website by CarCareConnect
 5. Customizable Advertising & Promotional Materials Online
 6. Customer Relationship Management Providers (DemandForce, MechanicNet & Mitchell 1 SocialCRM)
 7. Customer Satisfaction Index (CSI)
 8. Digital Menu Board
 9. Direct Mail Marketing (Mudlick Mail)
 10. Email Marketing by Constant Contact
 11. Gift Card Program
 12. NAPA AutoCare App (Launching Q2)
 13. NAPA Service Assistant
 14. National Advertising
 15. New Movers Program
 16. On-Hold Messaging
 17. Radio Ads & Scripts
 18. Telematics (NAPA AutoCare AdvisR)
 19. Waiting Room Digital Lobby TV
 20. Warranties
 21. Yellow Pages / Internet Yellow Pages

- E Business Development Groups**
1. Benefits
 2. Custom Group Website
 3. RepairPal Estimator

- F Process Improvement**
1. Digital Vehicle Inspection
 2. Financial GPS/Business Analysis
 3. GreenCare
 4. Labor Profit Management
 5. NAPA Autotech Training (eLearning Online, Classroom & Seminar Training)
 6. NAPA PROLink
 7. NAPA TRACS
 8. NAPA TRACS SmartCALL
 9. NAPA TRACS ProPack
 10. NAPA Virtual Advisor
 11. Open Saturday Business Considerations

- G Cost Savings**
1. ASE Reimbursement
 2. Employee Recruitment - Talent Network
 3. Enterprise Rental
 4. Free Discount Pharmacy Card
 5. Identifix
 6. Merchant Processing / NAPA SafePay+
 7. NAPA Business Insurance Plans
 8. NAPA Health Insurance Plans
 9. Uniform Program
 10. Volume Rebate
 11. Wireless Discounts

- H Resources**
1. Altrom Import Parts
 2. Business Credit Card
 3. Leasing
 4. Social Media Instructional Videos
 5. LeasePlan
 6. Stocking Inventory Programs
 7. Succession Planning
 8. Update Your Locator Landing Page
 9. Web Marketing Tools

= Enhanced

Collision Pros Gather in Vegas

For collision repair and refinish professionals, Las Vegas is the place to be the first week in November, and this past November was no different as the SEMA Show attracted a crowd of more than 140,000 over the course of the event. But why attend a show like SEMA or the upcoming NAPA EXPO? For most, these forums are an ultra-efficient way to access information and ideas to build a more profitable collision repair business. Here's just a small sample of what 2014 SEMA attendees enjoyed including aluminum repair and refinish information from Ford, a newsworthy list pricing announcement from General Motors and the exciting unveiling of a custom-built, custom-painted 1965 Mustang in the NAPA-Martin Senour Paints booth.

Arguably the hottest topic at SEMA was the re-engineered Ford F-150, the top selling vehicle in the U.S. for more than 30 years. The 2015 F-150 Series will feature an all-aluminum body and bed, making the vehicle hundreds of pounds lighter for better fuel efficiency and posing unique challenges for collision specialists everywhere. Ford, through I-CAR, the Inter-Industry Conference on Auto Collision, offered a free aluminum-intensive vehicle training course, which allowed attendees to make repair procedure decisions on a simulated aluminum-intensive vehicle. The simulation exposed attendees to some of the factors they could be faced with when repairing the new F-150, including proper electrode wire selection as well as rivet type and length selection. The Society of Collision Repair Specialists, SCRS, also offered a free aluminum repair training course designed to help attendees understand the costs associated with becoming an aluminum repair facility, the tools and equipment needed, necessary precautions and more. SCRS also hosted an all-day Collision Repair Technology Summit with experts from the aluminum and steel industries.

Other news generating a buzz at SEMA was General Motors' announcement, at a Collision Industry Conference, or CIC, of a new list pricing initiative that changes the way repairers get list pricing on parts from manufacturers. Initially slated to begin in December 2014, GM list pricing will now be managed via the Web portal MyPriceLink.com starting sometime in 2015.

Other popular topics in CIC meetings included airborne isocyanate handling procedures in light of the federal government's recent action in inspecting large body shop



SEMA Show attendees admired a custom-built, custom-painted 1965 Mustang in the NAPA-Martin Senour Paints booth.

groups for exposure violations. Handling procedures for the highly reactive family of chemicals, primarily found in clear coats but also in primers and sealers, can be obtained from SCRS, reports Chris Nichols, Director of NAPA Paint, Body and Equipment, who attended the conference.

Nichols is a strong proponent for attending forums like CIC, SEMA, NAPA EXPO and the like. "If it's happening in the collision repair and refinish world and it impacts your business, you'll get the most useful and up-to-date information at these conferences."

Last April, the NAPA Collision Conference drew some 200 people to Orlando. This year's collision conference will be incorporated into NAPA EXPO, May 5 through 8 in Las Vegas.

"The entire Martin Senour team is excited about EXPO... we have a lot in store for those who attend, including fantastic exhibits on the EXPO floor and in the classroom with collision-focused breakouts," says Martin Senour Paints' Director of Sales, Brandon Devis.

To enroll or get more information about NAPA EXPO, contact your NAPA store or visit the Collision Center home page at napaautocare.com then click "2015 NAPA EXPO."



A 1929 Ford Model A convertible, restored by Chris Carlson Hot Rods with the Tec/Base Premium Automotive Refinish system from NAPA-Martin Senour Paints, was another SEMA Show highlight.

Ron Capps signed autographs on opening day in the NAPA-Martin Senour Paints SEMA Show booth which also featured "Good Karma," a 1965 Ford Mustang refurbished by Chris Carlson Hot Rods using Martin Senour's Pro/Base Refinishing system and the classic Martin Senour color "Velvet Red."





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NAPA Virtual Advisor Sells More Services Before Your Customer Even Stops By

Stand at your sales counter and put yourself in your customer's shoes.

You're probably less than pleased that your vehicle needs collision or refinishing work. You need to get to work or wherever else you'd rather be.

You may remember some of the things that need to be done to your vehicle – and might forget two or three other ones.

Improve your customer's experience and help eliminate the frustration of lost sales at your counter.

The NAPA Virtual Advisor program is a highly effective solution that gets you closer to knowing your customers complete service needs before they arrive.

It's simple to use.

- **FIRST** – You email a simple electronic form to your customer prior to their scheduled visit. (You can customize the form to perfectly match your particular services.)
 - You may also include current service specials your NAPA AutoCare Collision is offering.
- **SECOND** – They complete the form – identifying vehicle issues and the services and repairs they believe their vehicle needs. The customer emails the completed form back to you.
- **THIRD** – Your service advisor reviews the form and is well-prepared (e.g., with followup questions) when your customer drops off their vehicle. You save time and money at the sales counter, and your customer spends less of their valuable time there.
 - You can also be prepared with related NAPA Service Assistant videos or animations if the customer wants to know more about work they've requested.

Expect big results.

NAPA AutoCare members already using the program have experienced:

- Customers using the Virtual Advisor form request **2.5 more items per service order** than those who don't.
- **79.8% ROI** on this low-cost (around 38¢ a day), turnkey program.

Learn more.

**For more information or to enroll,
visit napavirtualadvisor.com or talk with
a program representative at 877-884-4210.**

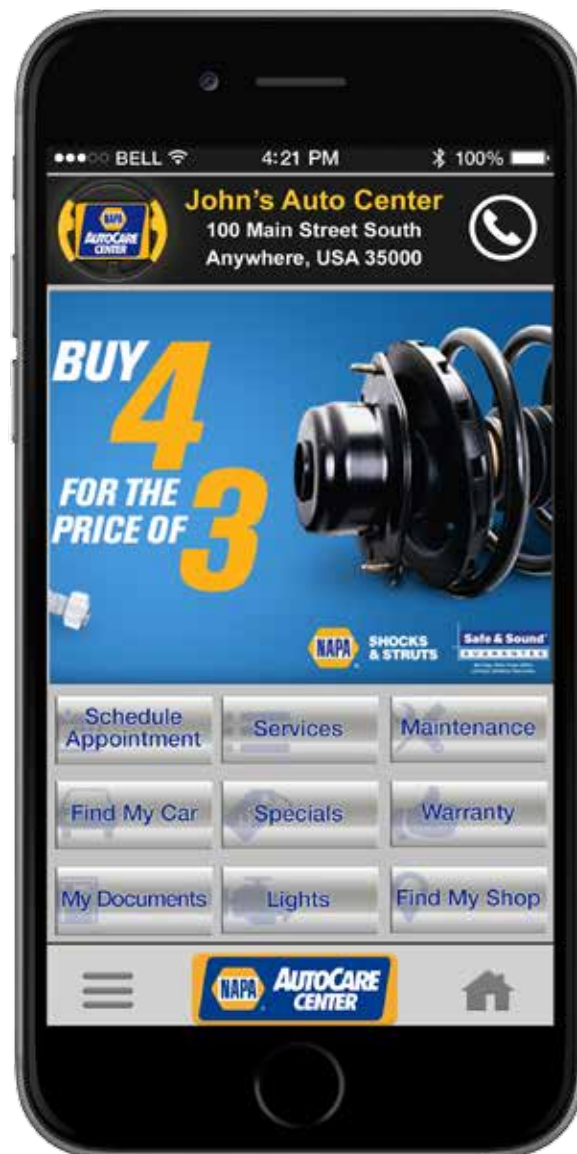
The image shows a digital form titled "Collision Repair Questionnaire" from Jason's Collision Center. The form is divided into several sections: Personal Information, Vehicle Information, and a section for describing the accident. The Personal Information section includes fields for First Name, Last Name, Email Address, Year Best Contact Number, and Preferred Method of Contact. The Vehicle Information section includes fields for Year, Make, Model, Color, Current Mileage, Vehicle License Plate Number, and Vehicle Identification Number. The accident section includes a location field, a text area for describing the accident, and a section for describing vehicle damage areas with a diagram of a car. The diagram labels various parts of the car, including the front and rear bumpers, doors, hood, trunk, and seats. Below the diagram is a section for describing vehicle damage areas, with checkboxes for various parts of the car.

2015 Member Benefits Help You Keep Great Customers and Find Great Employees

NEW! The NAPA AutoCare APP Builds Your Customer Relationships, Sales Opportunities

An exciting, new custom APP will be introduced to AutoCare members at the NAPA EXPO, May 5-8, 2015, in Las Vegas. Designed to help every member to better connect with their customers, building loyalty with them, the APP will contact customers to schedule appointments, receive maintenance reminders and access their shop's service records. It will even help customers find their car when they need it. It's like having an "AutoCare glove box" on their phone.

Your own AutoCare ad is FREE with this customizable APP, included in your member benefits!



**AutoCare APP:
COMING SOON!**

Just a few of the highlights your customer will have the power to access using the APP:

- **Your NAPA AutoCare Center Information** – address, phone numbers, email addresses, website, etc.
- **Specials** – Defaults to national ads, but your NAPA AutoCare Center can add its own specials as well. "Schedule Appointment" or "Contact Us" navigation buttons at bottom. Also "Share" icon allows user to share specials with selected contacts.
- **Peace of Mind Warranty** – Tie to Auto Services button – provides highlights of coverage with links to details. Text menu/phone number: If user selects and is within 25 miles they get local number; if they are beyond 25 miles from selected AC they get national number. User will also be able to send invoice information to AC.
- **Ask Mechanic** – Send audio and/or pics to your shop.
- **My Documents** – Take image with phone of any cards related to their auto: insurance, AAA, etc., and add additional data and phone numbers.
- **Accident Tips** – Tips for what to do in case of an accident or other auto-related emergency,
- **Auto Service Tips** – Tie to Auto Services button. Includes NAPA Service Assistant videos/ animations.
- **Emergency Notification** – User sets up preferences of two people to contact in an emergency or when lost, in an accident, broken down, etc. One button sends an email or text message to the contacts the user has pre-selected, with turn by turn directions to user's location.

Stay On Top of All AutoCare Member Benefits

Whether a program or sales tool is new or enhanced for 2015 – or an existing offering you haven't taken advantage of – you can always learn more:

- On the member site at NAPAAutoCare.com
- Talking with your NAPA store representative (see pg. 14 for tips on using the 2015 Sales Growth Planner).



NAPA AutoCare Talent Network Helps You Connect with More Great Employee Candidates



**VISIT BOOTH #4510
AT NAPA EXPO!**



One out of three NAPA AutoCare members would hire a good technician TODAY if one was available, according to a recent member survey. While the national vehicle count has grown to more than 240 million, there has been little to no growth in technician count in the last 10 years.

At a given time, in a given market, it can be challenging to find the right Service Advisor candidates, too.

A Great Solution

Fill open positions with qualified candidates faster! Now NAPA AutoCare Centers can promote openings to technicians and other shop staff positions, to the universe of interested candidates on the web through the NAPA AutoCare Talent Network.

Powered by CareerBuilder, the leading solution for internet recruiting, AutoCare Centers across the country can connect with interested technicians and service advisors free of charge. Thousands of interested automotive candidates have already joined the NAPA AutoCare Talent Network so when the shop registers their openings on the same network, NAPA will connect them automatically. This is another NAPA AutoCare exclusive!

A search engine-optimized site, careers.napaautocare.com/ helps:

- Explain the value of working at an independent NAPA AutoCare Center
- Provide search options that make openings easy to find
- Invite candidates to join the NAPA AutoCare Talent Network online or by mobile phone
- Provide email notifications to candidates when positions become available
- Show active openings at NAPA AutoCare Centers, Collision Centers and Truck Service Centers
- Candidates apply online

NOTE: The NAPA AutoCare Talent Network will be part of secondary and post-secondary automotive school placement programs.

NO COST

**The NAPA AutoCare Talent Network is FREE
for your shop and job candidates to join.**

Learn More!

- Visit Booth #4510 at the NAPA EXPO.
- Attend the NAPA EXPO presentation "Navigating the Tech Shortage: Finding Techs Using Technology."
- Find additional information – and enroll for the NAPA AutoCare Talent Network on the member site at NAPAAutoCare.com under the Resources tab (click on Employee Hiring Services).



Build Your Business. Help A Hero.

Buy an **NBHIFF** kit for \$15 and \$10 goes directly to the Intrepid Fallen Heroes Fund.

Every kit comes with a chance to win a **2015 Jeep Wrangler Freedom Edition** to be given away at **NAPA EXPO!**



Forget the silver bullet... Get the magic pill

The NAPA *prescribed* solution to improve your business, month after month, automatically... direct mail!



New Residents—People moving into your neighborhood aren't loyal to your competition... research shows they're 5 times more likely to become your customers.



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 International 2009-03



Multi-Function Switches
 NHD 877-9000
 International 2010-01



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2015 NAPA AutoCare Collision Sales Growth Planner

A Store & Contact Names

1. Servicing NAPA Store Name _____

2. Business Partner Name _____

3. Store Representative Name _____

B 2014 Business Partner Stats

1. AR #'s _____

2. Phone (_____) _____

3. Fax (_____) _____

4. Email _____

5. # of Bays _____

6. # of Full-time Techs _____

7. # of Part-time Techs _____

8. Business Management System _____
Computer Brand _____

9. Year Purchased _____

Simply check off any areas where you and your business partner would like to grow your business in 2015.
For additional information, go to the Member's Page on www.NAPAAutoCare.com.

C PROimage – ENHANCED

1. Free Look – Personalized Shop Proposal / Graphic Rendering. . . .

2. Exterior Elements
Awnings, Bay Door Graphic, Decal Set (vehicle), Flags, Key Drop Box, LED Electronic Messaging Center, Metal Wall Signs, Paint Color Recommendations, Pole Wrap Sign, Pre-printed Banners, Tire Wrap

3. Interior Elements
Banners, Ceiling Header, Counter Wraps, Floor Mats, Interior Signage, Menu/Information Board, Paint Color Recommendations, Work Rack Holders

4. Marketing Materials
AutoCare Club Card, Car Care Fair/Community Event, Collateral Business Supplies, Fleet Maintenance Program, New Customer Welcome Folders, Pre-Paid Preventive Maintenance Card, Preventive Maintenance Kit & Materials, Referral Card, VIP Card, Warranty Folders

5. Uniforms for Employees – Shirts, Patches

F Process Improvement

1. CollisionPRO Program.

2. Financial GPS / Business Analysis

3. GreenCare

4. Labor Profit Management

5. NAPA TRACS

6. NAPA Autotech Training **E**
(eLearning, Online, Classroom & Seminar Training)

7. NAPA TRACS SmartCALL.

8. Open Saturday Business Considerations

9. Vehicle Health Check Kits

D Marketing – Customer Acquisition and Retention

1. 2015 Sales Driver (Mechanical) **E**

2. Birthday Cards

3. Custom Website by CarCare Connect.

4. Consumer Financing/NAPA AutoCare EasyPay **E**

5. Customizable Advertising & Promotional Materials Online **E**

6. Customer Relationship Management Providers (DemandForce, MechanicNet & Mitchell 1 SocialCRM)

7. Customer Satisfaction Index (CSI)

8. Digital Menu Board **E**

9. Direct Mail Marketing (Mudlick Mail) **E**

10. Email Marketing by Constant Contact

11. Gift Card Program **E**

12. NAPA AutoCare App (Launching Q2) **E**

13. NAPA Service Assistant **E**

14. New Movers Program

15. On-Hold Messaging

16. Radio Ads & Scripts

17. Telematics (NAPA AutoCare AdvisR) **E**

18. Waiting Room Digital Lobby TV **E**

19. Warranties **E**

20. Yellow Pages / Internet Yellow Pages

G Cost Savings

1. Employee Recruitment - Talent Network **NEW**

2. Enterprise Rental

3. Free Discount Pharmacy Card

4. I-Car / ASE Reimbursement

5. Identifix

6. Merchant Processing / NAPA Safepay+

7. NAPA Business Insurance Plans **E**

8. NAPA Health Insurance Plans **E**

9. Uniform Program

10. Volume Rebate

11. Wireless Discounts

E Business Development Groups (BDG)

1. Benefits

2. Custom Group Website

3. RepairPal Estimator.

H Resources

1. Business Credit Card.

2. Collision KPIs.

3. Leasing

4. Social Media Instructional Videos **E**

5. LeasePlan **NEW**

6. Society of Collision Repair Specialists.

7. Succession Planning

8. Update Your Locator Landing Page.

9. Web Marketing Tools

Affiliations:

10. Fleet Response

11. PHH

12. SCRS Repair Planning Guide

E = Enhanced



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| GOLD | 7,000 | \$2,100 (you save \$490) |
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Mars Overlee • Rick’s 36 Automotive Service



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'Fleets Represent a Largely Untapped Source of Work'

As many NAPA AutoCare Truck Service and mechanical members have discovered, fleets operated by local businesses are a rich source of sales and revenue. What's more, offering management services to local fleets is a great way to keep service bays full for a more dependable income and yearly business cycle. But many NAPA AutoCare members have yet to fully explore local fleet opportunities – with area HVAC, plumbing, construction and cleaning businesses, for example – in their community. Preferred Automotive Specialists, of Jenkintown, Pa., might have once

fallen into this category, but not today. Local fleets make up roughly 70 percent of the business at this NAPA AutoCare and Truck Service Center, owned by 2015 NAPA/ASE Technician of the Year Tom Palermo, his father, Joseph M. Palermo, and Joe's wife, Kathy.

"Local fleets represent a largely untapped source of work for smaller, independent shops," says Tom Palermo. *INSIGHT* recently spoke with Palermo to learn more about how Preferred Automotive Specialists approaches fleet business opportunities.



Tom Palermo, left, discusses a fleet vehicle repair with a technician at Preferred Automotive Specialists where local fleets account for some 70 percent of the business.

What type of fleets are you servicing?

Fleet vehicles are handled through both the truck service and mechanical sides of our business.

We specialize in sprinters, or full-size utility vans, but we service everything from small, electric, low-speed vehicles and equipment to transit buses. Fleet sizes range from three to several hundred vehicles.

There are all sorts of businesses that operate local fleets including colleges and medical transport services. Most don't have a fleet management company; they may have a mechanic on staff but they often need help with more difficult repairs or when the volume of work becomes too much.

Which NAPA AutoCare programs are you using to attract and retain fleet customers?

To attract new customers, we use the AutoCare Fleet Marketing materials. They can be easily customized and include pages for testimonials or references, service capabilities, warranties and proposals. It's an easy and affordable way to create a professional proposal for a fleet. We also display AutoCare and Truck Service signage. Using the Fleet Marketing materials and the NAPA signage helps assure potential fleet

customers that we use quality NAPA parts and offer reliable services and repairs.

We also promote the Peace of Mind, Light Commercial Vehicle and Over the Road warranties.

For current fleet customers, NAPA Service Assistant is invaluable. We're able to e-mail a video, animation or article to remotely demonstrate a problem. This makes it much easier for fleet managers to approve a recommended repair.

In general, what do local fleet managers care about? How do you help them meet their goals?

The job of a fleet manager has changed over the years. Traditionally, they primarily monitored and managed a fleet; today, most fleet managers are tasked with many other responsibilities, too. This is where a good service provider can really shine. Fleet managers are looking for someone to alleviate as much of the service and repair burden as possible.

To win the business, you've got to provide them with a quality product and quick service. Downtime, or when a fleet vehicle is out of operation, is lost revenue. A good service provider eliminates as much downtime as possible.



To separate ourselves from the competition, we provide extras like free pick-up and delivery, detailing services and maintenance scheduling. We also offer cost analysis, or cents per mile evaluation.

Providing superior service is a win-win for all parties – the fleet manager, their company and our company. This level of service helps ensure that we’ll retain the fleet as a customer regardless of the actual fleet manager at the time.

Can you offer any tips for selling to this segment?

Soliciting and landing fleet business is different from soliciting and landing private customers. First, you’ve got to have marketing materials that tell the story of who you are, what services you offer and why a potential customer should do business with your shop. This is where the AutoCare Fleet Marketing materials come in.

Next, you’re going to have to do a lot of ‘cold contacting’ whether it’s over the phone, through e-mail or face to face. It might take some time to find the right person to talk to, the one who makes the decision about working with you. Usually you have to be persistent, but be persistent without becoming an annoyance, that’s key.

Remember, you’re selling yourself and your services. You’re going to help potential customers maintain and repair everything in their fleet. Make sure they understand that you will be the focal point for repairs and maintenance. In other words, your shop will take over the burden of maintaining and repairing their fleet.

Once you’ve made contact with the right person, you need to stay in contact. This is critical because it usually takes some time after the initial sales call before the deal is closed. Your proposal gives the decision maker an option other than the current provider. Following up with the decision maker on

a regular basis keeps you on their mind. If an issue arises with the current provider or you offer a service the other provider does not, you’re now in position to win the business.

How important is pricing?

Pricing is always important, but the level of service you provide often has equal or greater value. Are you helping your customer provide on-time service to their customers? Has downtime been reduced?

You earn your fleet customers’ business one vehicle at a time. Always provide top-tier service and do what’s necessary to keep up the relationship. When it comes to relationships, sometimes the smallest things make the biggest difference so don’t be afraid to think outside the box.

Why should NAPA AutoCare members pursue local fleet business?

Most shops would like to build their vehicle count and if you start concentrating on fleets your vehicle count will go up. This inevitably leads to increased sales and profits.

You’d be surprised at the number of fleet managers who would rather go with a qualified, locally-owned shop over a ‘big box’ store. And, as independent shop owners, we tend to be able to make decisions and changes much more quickly than the larger providers out there. Speed and flexibility are critical to fleet work so being an independent is a natural advantage.

Being an AutoCare member is another natural advantage because we’re able to leverage the NAPA brand and tools like the Fleet Marketing materials, the warranties and NAPA Service Assistant.

If you look after your relationships with fleet customers, it has a self-perpetuating effect – the business will build on itself.

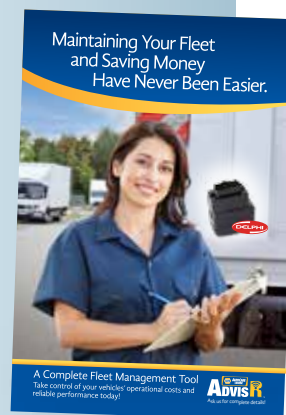
Boost Your Fleet Business: NAPA AutoCare AdvisR Telematics

“The price point on AdvisR is very attractive to our customers. Not only will it allow us to better serve our fleet customers on maintenance programs, we hope it will encourage more customers to have maintenance programs with us,” says Tom Palermo, who will begin using NAPA AutoCare AdvisR Telematics early this year.

Autocare AdvisR Telematics allows you to easily provide complete fleet maintenance services to your customers thanks to a small telematic device that quickly plugs into each fleet vehicle to monitor everything from engine data to driver behavior and transmit it back to the fleet operator and your NAPA Truck Service Center via a simple Internet connection.

AutoCare AdvisR helps your fleet customers save fuel, promote safer driving habits, reduce downtime and vehicle wear for a better bottom line. And the more you can help your fleet customers boost the bottom line, the more you’ll boost your own.

To arrange a live demonstration, contact your NAPA AUTO and TRUCK PARTS store. Or, for more information, click the “Marketing” header on the home page at napaautocare.com, then select “Telematics - NAPA AutoCare AdvisR” under “Customer Retention & Appreciation.”



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- 2). MAP/ DOME LIGHTS†
- 3). TAIL LIGHTS, TURN SIGNALS
- 4). REVERSE LIGHTS
- 5). COURTESY LIGHTS†
- 6). SIDE MARKER LIGHTS
- 7). DAYTIME RUNNING LIGHTS
- 8). TURN SIGNALS, PARKING LIGHTS

† Interior only, not shown

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- **Increased Brightness** - Up to 4 times brighter

Note: Replacement LEDs are for off-road and show use only.

NAPA LED Advantages

- Available in both high brightness and ultra-high brightness (for most applications)
- Uses the most LEDs in the smallest footprint by utilizing surface mounted diodes vs. older through-hole technology
- Offers an exclusive line of switchback bulbs

* Some vehicles require the addition of a load equalizer (p/n NOE 786-1023) to completely eliminate bulb out warning

NOTE: Some ultra-brightness bulbs exceed the dimensions of their halogen counterparts. Ensure there is adequate room in the light housing before purchasing



NOE 786-1016
Ultra-High Brightness



NOE 786-1000
Ultra-High Brightness



NOE 786-1013
Ultra-High Brightness

VISIT NAPAONLINE.COM TO SEE A FULL LISTING OF NAPA LED'S



2015 NAPA Truck Service Sales Growth Planner

A Store & Contact Names

1. Servicing NAPA Store Name _____
2. Business Partner Name _____
3. Store Representative Name _____

B 2014 Business Partner Stats

1. AR #'s _____
2. Phone (_____) _____
3. Fax (_____) _____
4. Email _____
5. # of Bays _____
6. # of Full-time Techs _____
7. # of Part-time Techs _____
8. Business Management System _____
Computer Brand _____
9. Year Purchased _____

Simply check off any areas where you and your business partner would like to grow your business in 2015.
For additional information, go to the Member's Page on www.NAPAAutoCare.com.

C PROimage – ENHANCED

1. Free Look – Personalized Shop Proposal/Graphic Rendering
2. Exterior Elements
Awnings, Bay Door Graphic, Decal Set (vehicle), Flags, Key Drop Box, LED Electronic Messaging Center, Metal Wall Signs, Paint Color Recommendations, Pole Wrap Sign, Pre-printed Banners, Tire Wrap
3. Interior Elements
Banners, Ceiling Header, Counter Wraps, Floor Mats, Interior Signage, Menu/Information Board, Paint Color Recommendations, Work Rack Holders
4. Marketing Materials
AutoCare Club Card, Car Care Fair/Community Event, Collateral Business Supplies, Fleet Maintenance Program, New Customer Welcome Folders, Pre-Paid Preventive Maintenance Card, Preventive Maintenance Kit & Materials, Referral Card, VIP Card, Vehicle Health Check Test Kits, Warranty Folders
5. Uniforms for Employees – Shirts, Patches

D Marketing

Customer Acquisition and Retention

1. 2015 Sales Driver (Mechanical)
2. Birthday Cards
3. Consumer Financing / NAPA AutoCare EasyPay
4. Custom Website by CarCare Connect
5. Customizable Advertising & Promotional Materials Online
6. Customer Relationship Management Providers
(DemandForce, MechanicNet & Mitchell 1 SocialCRM)
7. Customer Satisfaction Index (CSI)
8. Digital Menu Board
9. Direct Mail Marketing (Mudlick Mail)
10. Email Marketing by Constant Contact
11. Gift Card Program
12. NAPA AutoCare App (Launching Q2)
13. NAPA Service Assistant
14. New Movers Program
15. NTS Breakdown Directory
16. On-Hold Messaging
17. Radio Ads & Scripts
18. Telematics (NAPA AutoCare AdvisR)
19. TruckDown
20. Waiting Room Digital Lobby TV
21. Warranties
22. Yellow Pages / Internet Yellow Pages

E Business Development Groups (BDG)

1. Benefits
2. Custom Group Website

F Process Improvement

1. Digital Vehicle Inspection (D.O.T. Included)
2. Financial GPS/Business Analysis
3. GreenCare
4. Labor Profit Management
5. NAPA Autotech Training
(eLearning Online, Classroom & Seminar Training)
6. NAPA PROLink
7. NAPA TRACS
8. NAPA TRACS SmartCALL
9. NAPA TRACS ProPack
10. Open Saturday Business Considerations

G Cost Savings

1. ASE Reimbursement
2. Employee Recruitment - Talent Network
3. Free Discount Pharmacy Card
4. Identifix
5. Merchant Processing / NAPA SafePay+
6. NAPA Health Insurance Plans
7. NAPA Business Insurance Plans
8. Uniform Program
9. Volume Rebate
10. Wireless Discounts

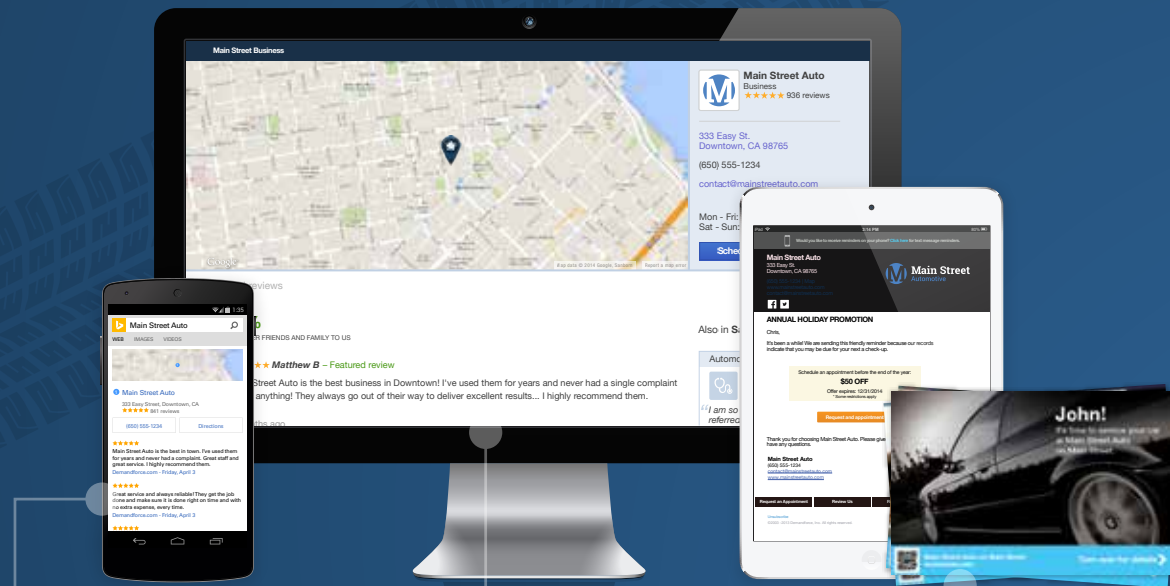
H Resources

1. Business Credit Card
2. Industry Regulations/Topics
3. Leasing
4. Social Media Instructional Videos
5. LeasePlan
6. Stocking Inventory Programs
7. Succession Planning
8. Update Your Locator Landing Page
9. Web Marketing Tools

= Enhanced

DO MORE MARKETING, MAKE MORE MONEY

Use automated marketing and communications to grow your shop



PUBLISH

Collect certified reviews that feed to the biggest sites like Google, Facebook, and Bing

PROMOTE

Advertise your shop to neighborhood consumers with Intuit Local

PROMPT

Send automated service recommendation emails to keep customers coming back

Learn from the BEST.



2015
EXPO
LAS VEGAS
MAY 5-8

Dozens of industry and business experts will be there to help you.

Take home priceless tools and information to shape your business plan!

TOP PRESENTATIONS

If Disney Ran Your Business What Would It Look Like?

Secrets to Engage Your Customers and Staff and Create Your Own Disney-like Customer Focused Culture Today!

Leadership Distinction

What to Do When "Great" Isn't Good Enough

The Road to Winning Drivers: A Digital Tune-Up with Google

Search, Mobile, Social & Video Deep Dive

NAPA EXPO Seminar Lineup

Profit & Leadership

- HR Compliance/Health & Business Insurance
- Labor Tracking
- NAPA Tech (TRACS/PROLink/Connect)

Sales & Marketing

- Evolve Your Brand (PROimage)
- Marketing to Women
- Unlock the Potential of Social Marketing
- Web Design that Converts Traffic to Sales
- Take the Mystery Out of CRM
- Creating Superhero Service Advisors, Managers and Owners

Future

- Best Practices: Inspections
- 5 Key Trends Impacting Service Today
- Succession by Design
- Team Recruitment – Be the Best/Digital
- Using Digital Media

Technical

- Misfire Fixes II
- Powerstroke Diesel
- Program or Perish – Scan Diagnostics
- Actual New Technologies
- EVAP Made EZ II
- Love Electricity Live II

Truck

- Correctly Diagnosing Starting and Charging Problems
- HD Scan-Diagnostics
- NAPA HD Program

Collision

- Collision Shop Performance
- Collision Financial Success
- Estimating Solutions for Profit
- Lean Process

Learn More! Visit www.NAPAEXPO.com for more seminar information.