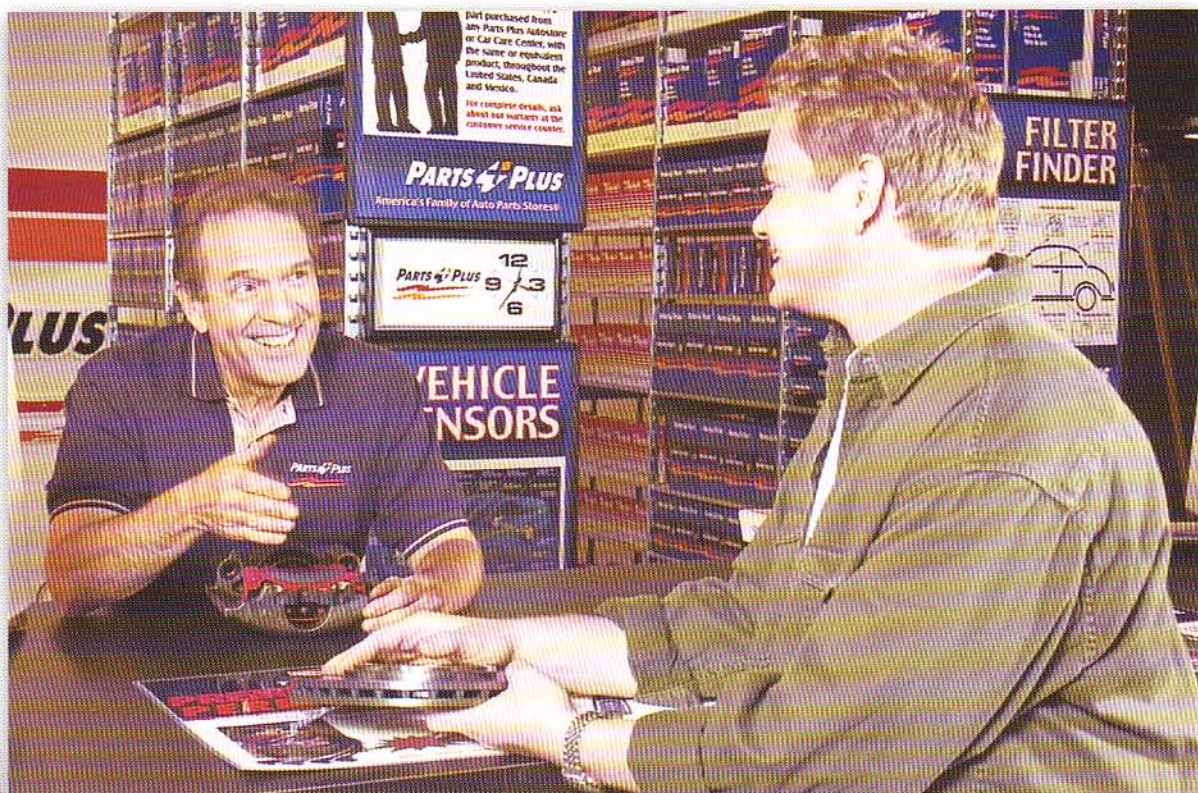


# PARTS PLUS



## AUTOSTORE PROGRAMS

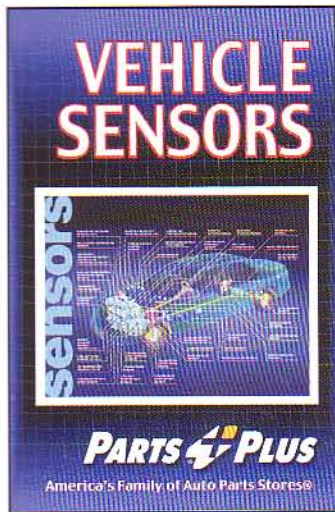


*Working Together...Winning Together!*



## Store Promotions

**Window Poster Program** – 6-8 monthly posters advertising specials for the walk-in customer.



**Storyboard Posters** – Posters to inform your customer of special services.

**Behind-the-Counter Poster Program** – The BTC program functions as a silent salesperson for DIY and service dealer customers. They provide important information about automotive operations systems.



**Retail Flyers** – 4-8 page flyers designed for the retail consumer, distributed at special selling periods.

**Professional Radio & TV Ads** – Both Radio and television commercials are available for your use, with assorted insert areas for your local message.



**National Image Advertising** – Parts Plus continues to build brand identity through national advertising programs utilizing television and radio spots.

**Trade Ads** – Parts Plus places more than 50 advertisements per year in the magazines your service dealer customers read the most.

**Message On-Hold Programs** – Professionally produced scripts that advertise your store products and services.



## Wholesale Programs

**Car Care Center Program** – Parts Plus Autostores can team up with their very best service dealers to offer the Parts Plus Car Care Center Program. This premier service dealer program is designed to assist your best customers in growing their business. With the consumer promotions, professional identification, and both business and technical training, this program continues to evolve and attract the most successful service dealers in the country.



**Tools & Equipment/PB & E Flyers** – Designed to help you increase sales in these profitable areas.

**Installer Loyalty Programs** – Such as a universal end-tab program and special promotions to ensure that your service dealers continue to purchase your products.



## E-Commerce

Through a partnership with Wrenchhead, the Network has developed "Network Connect," the most innovative Distribution Management system in



the aftermarket. Network Connect is a powerful, expandable, offsite, rack of computer systems based on the same technology used by the world's largest corporations. Network Connect is a turn-key distribution management system with all the tools you need to be successful. All lines cataloging, interchange, invoicing, inventory control, purchasing, accounts receivable, management reports, multi-location, and Nexpart™, the group's online parts ordering program for your installers. Sell over the Internet like the big guys. No software to maintain and no expensive proprietary hardware to buy.

## Product

Parts Plus prides itself on its reputation as the Champion of Name Brand Products. We utilize this name recognition to promote well-established products to all levels of the market. Each of our vendor's guarantees their products meet or exceed original equipment specifications and performance.

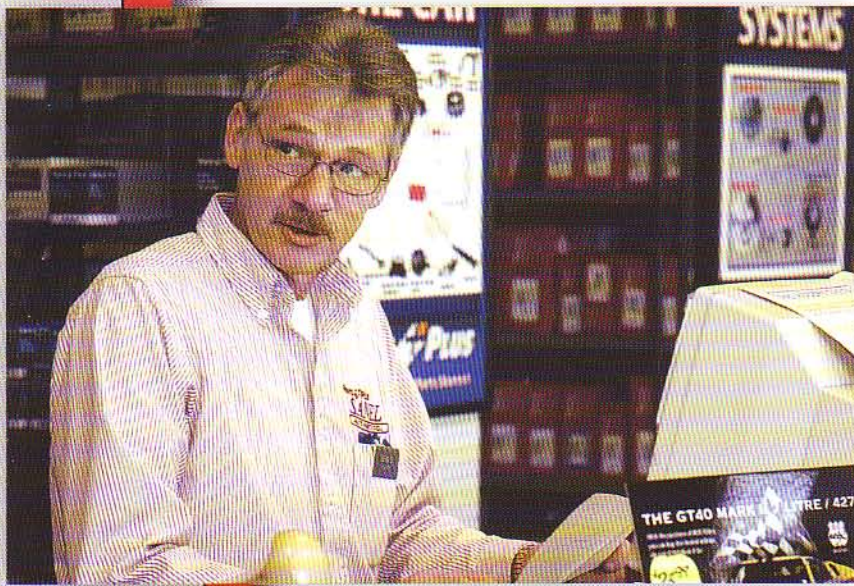
We also recognize that name-brand products don't fit every marketplace by themselves. Our premium Parts Plus quality products, including brakes, chassis, filters and chemicals successfully enhance the branded-product offering to create a full program for all levels of distribution.



# PARTS PLUS

Parts Plus is the most comprehensive automotive marketing program in the aftermarket—combining all the efforts, talents and knowledge of our customers, suppliers and distribution members. All Parts Plus members share the resources

of being affiliated with a large successful national organization, while having the advantage of being completely independent. With a menu-based offering, independent store owners are free to work with the programs that best suit their individual needs.



Regardless if you're a veteran of the aftermarket, or if you're just getting started, Parts Plus has the tools you need to make your business more successful and increase market share.

At Parts Plus, we don't just send a binder and a sign. We have trained professionals to help you utilize and implement the many tools available to thrive in today's competitive automotive aftermarket. The programs outlined in this brochure can help you build a solid framework in becoming a leader in your market.

*Ensure profitable growth and continued success.*

Contact your Parts Plus representative

**NOW**

for details on joining the  
Parts Plus Autostore Program  
or for additional details.

*Parts Plus Autostore Program Representative*

**PARTS  PLUS**



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