


PARTS  PLUS

Car Care Center

The Next Generation of Automotive Service



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*Earn your customer's business
by earning their trust.*



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Welcome to the premier service dealer program in the Automotive Aftermarket, developed with input from service dealers just like yourself! This program continues to attract strong service dealer customers who recognize the value in being a member of a nationwide program. The Parts Plus Car Care Center program continuously changes to meet the needs of the industry and our service dealers. Parts Plus is committed to investing the resources required to continuously launch the programs that provide large returns for our service dealer customers.

Unlike some other programs, the Parts Plus Car Care Center program is not designed to just sell you parts. It is designed to help you sell more service by offering programs that you select. *These programs will enable you to better compete with national chains and OE dealers, project a more professional image, improve profitability, attract the right type of new customers and keep existing customers coming back time and time again.*

The Parts Plus Car Care Center program is much like a toolbox in your bays. You select the program(s) from the Parts Plus toolbox that you need and want to use to improve and grow your business and profits.

As a Parts Plus Car Care Center you will automatically receive many programs and benefits as a member. In addition, you will have the opportunity to purchase other programs you desire.



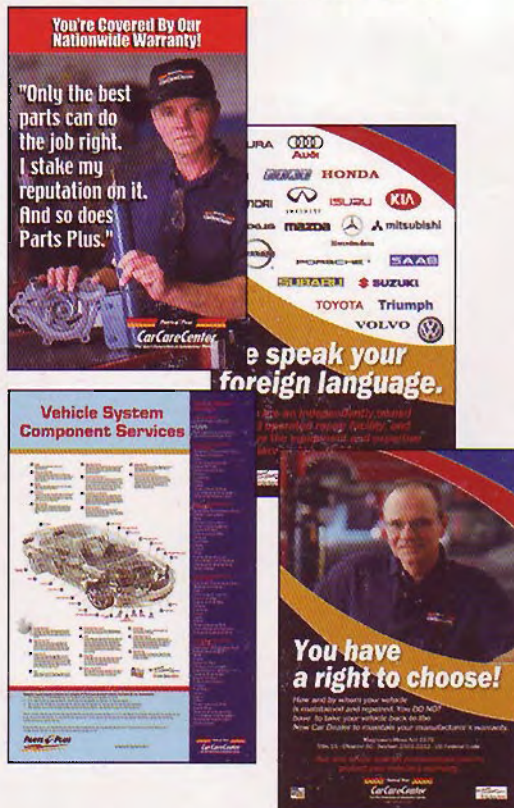
“Join a team to keep your independence.”

Working together...winning together!

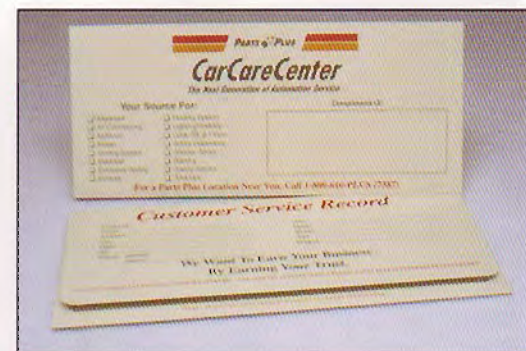
Program Elements

PROGRAMS INCLUDED IN YOUR BASIC MEMBERSHIP

- **Customer Satisfaction Index Cards (100)** – enables the shop to find out from their customers what they are doing right and areas that need improvement. Reports available with customer feedback.
- **Customer Pledge Plaque** – personalized with the shop name and year they joined the program. Perfect for the customer waiting area to emphasize the shop's commitment to customer service.



- **Worry Free Guarantee** – the parts you install are covered for 12 months or 12,000 miles. Guarantee is supported with an 800# for locating a shop.
- **Communication Posters** – let your customers know they have a right to choose who works on their car, that your shop works on all makes/models and explain the different systems of the vehicle and the recommended maintenance intervals.
- **ASE Test Reimbursement** – receive \$25 for each certification earned by your technicians.
- **Customer Service Record Envelopes (50)** – provide your customers with a place to keep up with receipts and warranties while keeping your shop name in front of the customer.
- **Disposable Floor Mats (100)** – show professionalism by protecting your customers' investment.



- **Internet Locator Service** – your shop name, address, phone # will be included on the CCC national locator service.
- **800# Locator Service** – provides a customer easy access to another CCC shop when they are traveling.
- **Magazine** – quarterly production that includes testimonials, industry information and business success stories within the Network.
- **Newsletter** – quarterly production specifically for shops containing technical information, business success stories, testimonials and promotion results.
- **End Tab Enrollment** – turn “Trash into Cash” with the Parts Plus box top program. Simply send your box tops in and redeem for valuable gift cards, training certificates, tool & equipment certificates.
- **Wall Clock**
- **Merchandising and Apparel Catalog**



- **Consumer Promotion Kits** – Every Car Care Center will enjoy the benefit of (3) 60-day sales and profit enhancing, product specific, service promotions throughout the year. Through unique product specific specials, CCCs can offer their customers mail-in rebate coupons for having specific work performed on their vehicles. These product promotions will give each CCC a big advantage in the marketplace by offering consumers large \$\$ savings on neglected maintenance services. CCC Headquarters along with our preferred vendor partners fund the rebates so there is no cost to the CCC. Each POS kit contains:

- Promotion Bay Banner
- Window/Wall Poster
- Rebate Forms (50)
- Ad Slicks
- Assorted Vendor Material

Each promotion also offers special discount/savings on future repair work. Customers will receive a \$10 “Bounce Back” discount coupon to use toward future repairs.



In addition, they will also receive a \$10 “Referral” discount coupon they can give to a friend or family member for repair work. This is our way of saying “Thank You” to the customer for their valued business, and to introduce new customers to your shop.

PROFESSIONAL IDENTIFICATION

INCLUDED WITH YOUR BASIC MEMBERSHIP IS YOUR CHOICE OF (1) OF THE FOLLOWING:

24" x 36" curb sign



PARTS 4 PLUS	
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Tire Rotation & Balance	\$29.11
Fuel Injection Cleaning	\$20.09
Electrical System Check	\$133.00
Oil Change & Lube	\$19.99
2-Wheel Alignment	\$199.20
Struts	\$66.02
Shocks	\$62.11
Cooling System Flush	\$69.90
Brake Service Replacement	\$99.39
15,000 Mile <small>Factory Scheduled Maintenance</small>	\$82.73

24" x 30" menu board includes the following inserts:

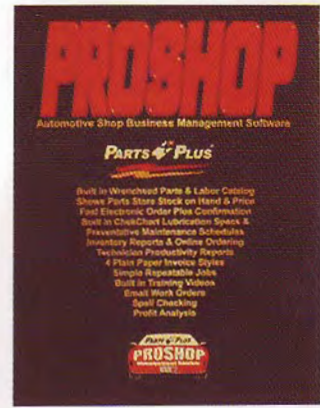
- Tire Rotation
- Fuel Injection Cleaning
- Electrical System Check
- Oil Change
- 2-Wheel Alignment
- 4-Wheel Alignment
- Shocks
- Struts
- Cooling System Flush
- Brake Service Replacement
- Factory Scheduled Maintenance
- We Employ ASE Certified Technicians

30" x 34" aluminum wall sign customized with the shop name and telephone #

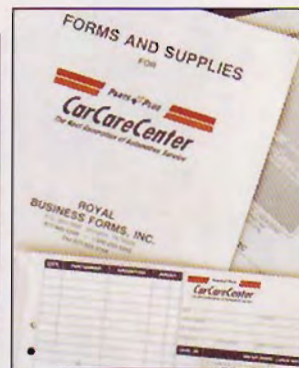


OPTIONAL PROGRAMS

- SMS Software – PC based full Shop Management Systems providing: labor guide, electronic parts catalog, time card, performance calculator, management reports, OE interchange, buyers guide, electronic parts ordering, vin decoder, inventory control, appointment scheduling, general ledger, work order generation and vehicle history.
- Customer Link Mail Programs – tools to help keep existing customers coming back and bring new customers into your shop.



- Consumer Credit Card Program – compete with national chains by offering your customers 90 day, 6 month and 12 month pay options along with FREE Roadside Assistance for one year.
- Oil Change Sticker Printer – improve the professionalism of your shop with personalized service reminders. Your shop name and telephone number printed on each sticker.
- Cintas Uniform National Pricing Program – project a more professional image to your customers while realizing the savings by being part of the CCC program.



- North American Warranty – provide your customers with a 12 month or 12,000 mile parts and labor warranty on most repairs performed by your shop.
- Royal Business Forms and Supplies Program – receive national buying power on forms and supplies.
- Safety-Kleen National Pricing Program
- E-Tech Career Development (ASE Assessments, TSBs, Tech Tips, Test Preps)
- Techni-Call Diagnostic Hotline
- Identifix Online Diagnostic Services
- WOLCO Financial Service
- Electronic Customer Reminder Program
- Endorsed Insurance Provider

- Endorsed Message On-Hold Provider
- Endorsed Calendar Program
- National Convention Participation
- National Advisory Council

OPTIONAL TRAINING PROGRAMS

- Delphi Training Programs
- Injectronics Advanced Technician Training
- Premium Training Package - 24 Hours of Training (Includes SPC or VSP and Tech Hotline)
- Shop Business Management Program