



2021

NAPA AUTOCARE
PROGRAM BROCHURE

Programs for your SUCCESS



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National Brand Visibility

CONSUMER SITE

Recognized by over 95% of the motoring public, the NAPA brand symbolizes customer trust and quality.



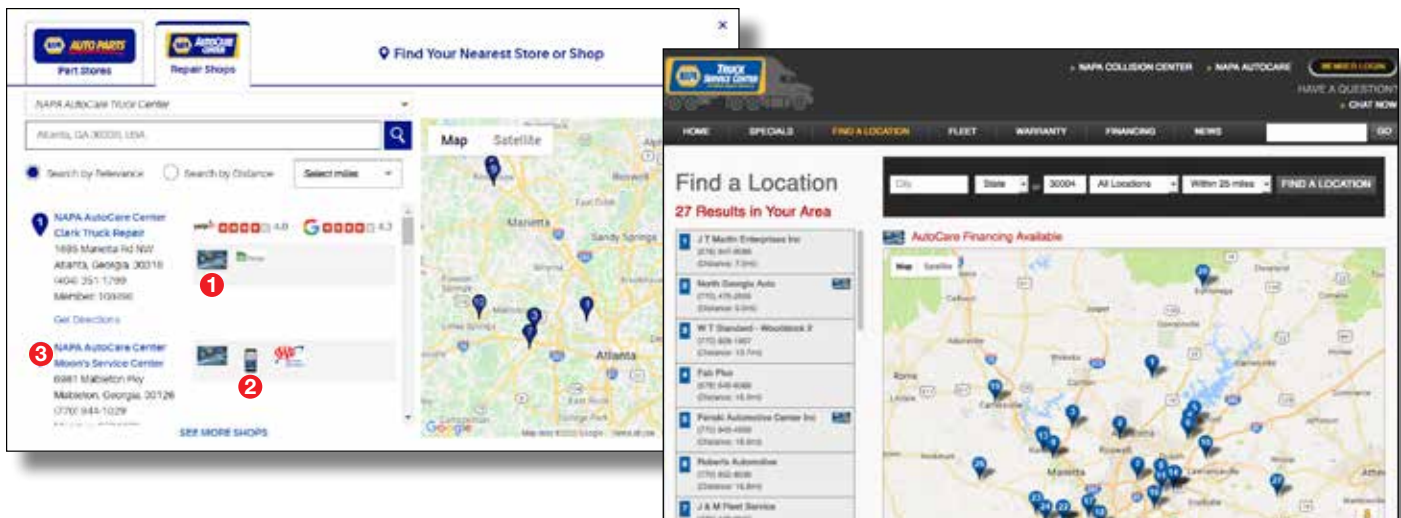
NAPA AUTOCARE LOCATOR TOOL

Leverage the high traffic to NAPAOnline.com per month by making your business' first impression the best impression on the NAPA AutoCare Locator Tool. Every day customers visiting NAPAOnline.com are looking for the services you offer and what separates your business from the rest. Our main focus is to drive those customers effortlessly to your NAPA AutoCare Center once they're on our website.

NAPA TRUCK SERVICE LOCATOR TOOL

The NAPATruckService.com site makes your business' first impression the best impression with the NAPA Truck Service Locator tool. Our main focus is to drive customers to your NAPA Truck Service Center — when they search by city/state or ZIP code in our locator database to locate your shop's listing.

By searching by city/state or ZIP code in our locator database, consumers can locate your shop's listing.



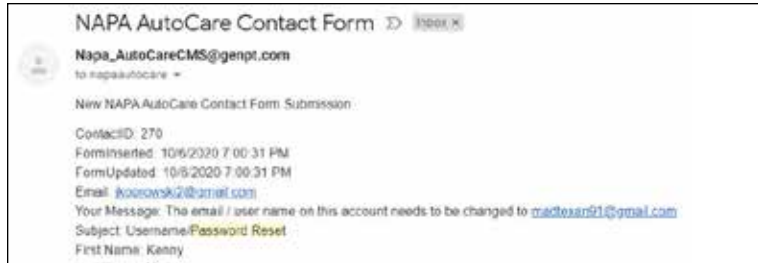
Your listing really makes a strong impression on new potential customers and provides them with the information they need to choose your shop.

Utilizing key elements in the NAPA AutoCare Program that bring consumer value will be added to your listing profile. Refer to the image above, items **1** and **2**. These services tell the customer that you provide Consumer Financing options through NAPA EasyPay and are able to be connected to them via the NAPA AutoCare App. The relevance locator list ranking is populated by an algorithm based on how many consumer facing AutoCare programs a shop participates in, NAPA parts purchased and distance from the center of searched zip code.

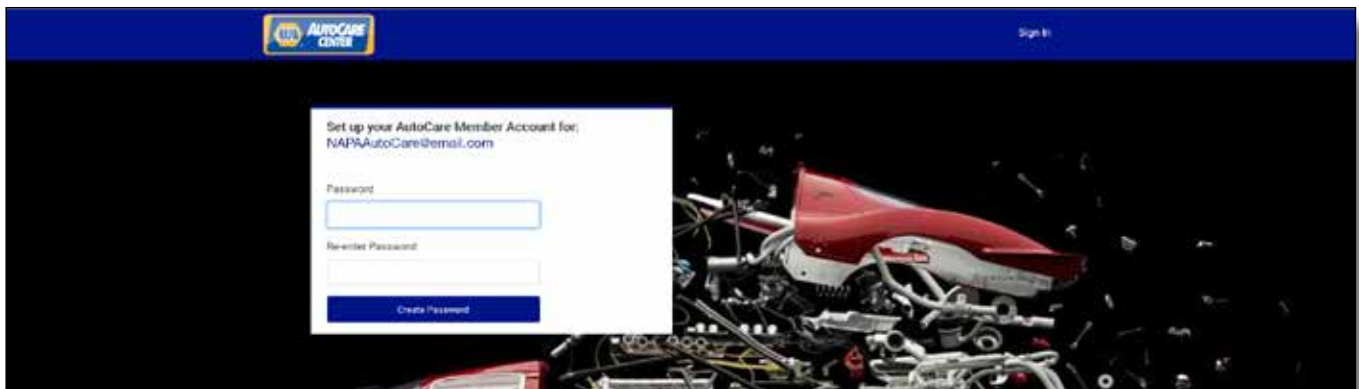
Take a look at bullet **3** in the image above. Here is where customers will click and either go to a generic landing page which is limited to showing your shop hours and contact info, or directly to your custom website.

National Brand Visibility

Request access to the AutoCare Member Site from your NAPA Representative. Your NAPA Representative will send you an invitation to enroll on the site. This will come through in about 20 minutes from the time the invitation is sent. The email will come from NAPAAutoCare_CMS@GENPT. Click the link in the email to be taken to the Member Site to complete registration.



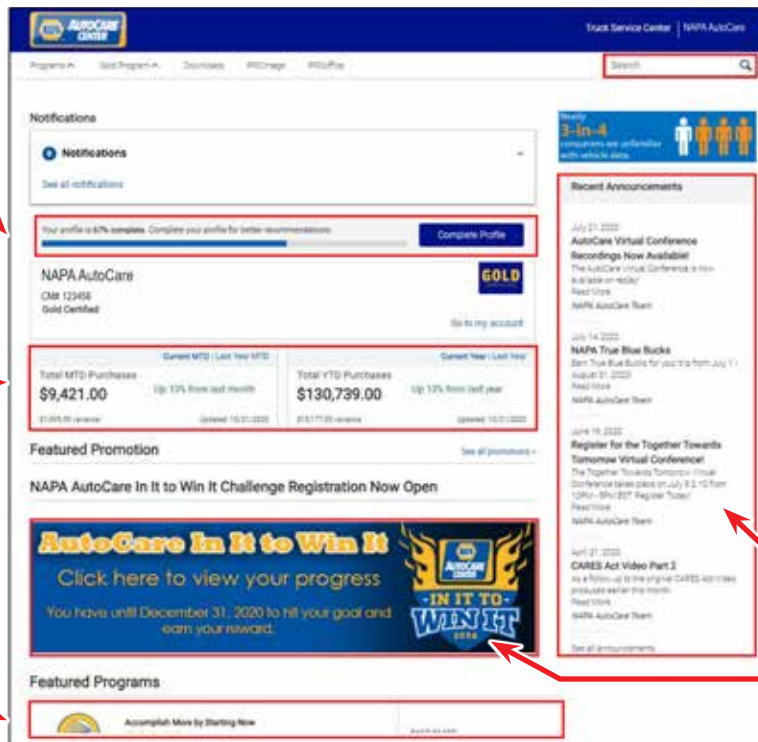
The link will direct you to www.member.napaautocare.com. Set the password you'd like. Click Create Password.



Complete your profile for a more customized experience

Access to your sales data MTD and YTD

Programs suggested based on your participation



Functioning Search feature

Recent Announcements in a quick, easy to read format

National Brand Visibility



**THE POWER OF
PARTNERSHIP**



For over 24 years, NAPA has been AAA's preferred auto parts supplier for its Approved Service Provider network. Both AAA-Approved Auto Repair and NAPA AutoCare Centers across the US have taken advantage of the combined NAPA & AAA program benefits to grow their business.

Grow Your Customer Base

- The AAA-Approved Auto Repair Program provides access to over 60M loyal AAA members to help grow your customer base and car counts
- Placement on AAA's Repair Shop Locator, and AAA call center tow referral network

Recognition as a 'Most Trusted' Brand

- Benefit from the consumer confidence and high standard reassurance that the AAA name provides
- Displaying the AAA-AAR sign and AAR logo on your website brands your shop with a 'most trusted', 100+ year, recognized name
- AARs are recognized by AAA members and non-members as "best in class"

AAA Business Support

- AARs receive marketing support, advertising and AAA's call center recommendations
- AAA's Repair Shop Portal reports tow notifications; tracks average repair order and revenue
- Special pricing, discounts and rebates from AAA's network of best in class preferred suppliers
- Access to www.NetworkofSavings.AAA.Biz, the one-stop place for all AAA contractor benefits

AAA Certification Requirements

Standards to become, and remain an AAR are high. A shop must apply and meet the following:

- **ASE Certification:** Facility must employ credentialed technicians (ASE, OEM) for each area of service provided.
- **Inspection:** AAA service specialist inspects facility for cleanliness, proper tools, adequate technical training, and appropriate technician certifications.
- **Reputation and Background Check:** AAA checks the facility's reputation with government and consumer agencies and performs insurance and financial background checks.
- **Customer Surveys:** Customers are surveyed regarding how well the shop meets their automotive service needs. Minimum standards must be met.

NAPA-AAA Approved Auto Repair Program support benefits include:

- Special AAA Member 24/24 nationwide warranty, including shop labor, backed by NAPA
- Exclusive program rebates and incentives
- AAA-approved CSI survey program is included in AutoCare benefits at no-cost
- NAPA TRACS integration with the AAA Repair Shop Portal

For more information about the NAPA-AAA Approved Auto Repair program, contact your local NAPA Representative. For more information or to apply to become a AAA Approved Auto Repair facility today contact your local AAA Club or visit member.NAPAAutoCare.com

Marketing Tools

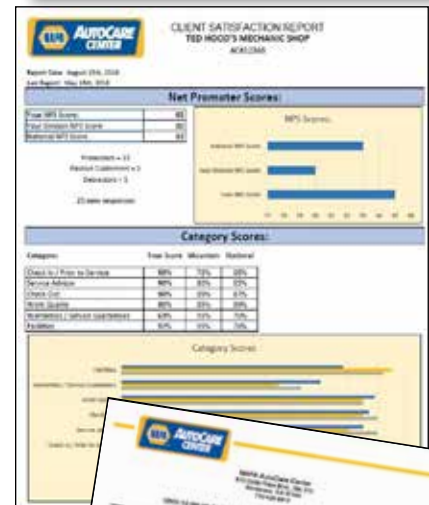
ASK LISTEN RETAIN - CSI PROGRAM

CSI is a powerful tool for measuring your business' strengths and weaknesses. The Ask Listen Retain survey process helps you build customer loyalty by monitoring your customer's opinion, providing instant results and delivering automated notifications. Encourage your customers to complete the survey referenced on the preprinted labels provided in your welcome kit or you can email a survey link from your CSI Dashboard. Customers can complete the online survey from their computer, from their mobile phone or can be prompted from the NAPA APP after a repair service at your location.



Features

- Unique Shop Dashboard with instant results and action steps
- Automated email 'Thank you' response to customer after completed survey
- Automated notifications to shop owners for positive and negative customer survey responses
- Integrates with NAPA TRACS Legacy or Enterprise with automated survey requests sent to your customer after a closed repair order by NAPA App, text message or email
- NAPA APP sends automated survey invites after a scheduled service
- Net Promoter Scoring: Add your CSI score to your website and NAPA Smart Sign
- Continuous performance comparisons between your shop, others in your division and nationally
- Automated CSI reporting emailed monthly to your inbox with suggested actions to improve customer satisfaction
- The ability to schedule one-on-one consultation with customer satisfaction survey experts, letting you get the most of your survey data
- Online surveys are AAA approved and also available in Spanish
- Also integrates with MechanicNet, Kukui & Demandforce
- Automated AAA reporting sent to your AAA contact

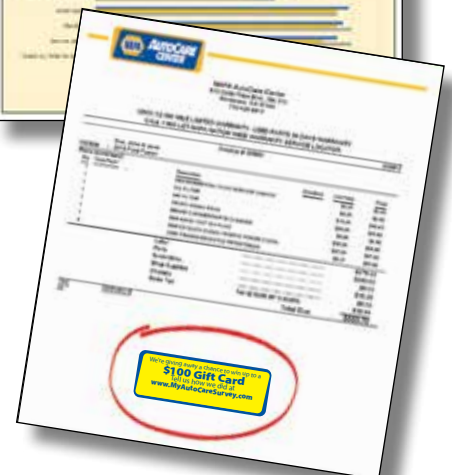


Customers have two ways to WIN!

By participating in the survey, customers have a chance to win a \$100 gift card for completing the full version or a \$50 gift card for filling out a shorter version.

Getting Started

Enroll in the CSI program on the member site at member.NAPAAutoCare.com. Call your NAPA AutoCare Service Representative at **1-866-229-1802**.



Marketing Tools

NAPA CUSTOM VIDEO ADS

NAPA AutoCare has created an exciting series of marketing videos for you to use on social media, email campaigns, website or lobby TV. The videos come branded for AutoCare and are yours to use as-is at no cost.

Choose from a variety of themes:

- Check Engine Light
- Factory Scheduled Service
- Your Family's Safety
- Trust your Vehicle to Us
- Peace of Mind® Warranty

Want them exclusively customized to your repair center?

For a modest fee, the videos can be easily customized for your Business Development Group (i.e., Your Atlanta area AutoCare Centers) or for an individual service center (i.e., Smith's Quality AutoCare). Customization costs just \$400 per video (\$300 for BDG members) and it's easy to get started.

Getting Started

Call 801-692-1506, or visit: <http://www.autonetttv.com/NAPA-Videos>



NAPA SERVICE ASSISTANT

Give your customers the information they need to make informed decisions about services and repairs with NAPA Service Assistant. Don't wait for customers to come to you! Use the NAPA Service Assistant to take information to your customers in the waiting area. Show detailed, 3D animation showing the function of key vehicle parts and systems.

Features:

- Drill down state-of-the-art 3D animations give the Service Advisor high-impact visuals to:
 - Reinforce recommendations
 - Educate customers
 - Motivate customers to take care of recommended services
 - Reinforces the benefits of performing needed service and repair
- NAPA Service Assistant gives you the ability to customize your NAPA Service Assistant site by tailoring the message to your customers and enhancing the professional appearance of your NAPA Service Assistant browser.

Getting Started

- Call NAPA Service Assistant Customer Support at **877-642-3555**.
- Explore the demo site on **member.NAPAAutoCare.com**



Marketing Tools

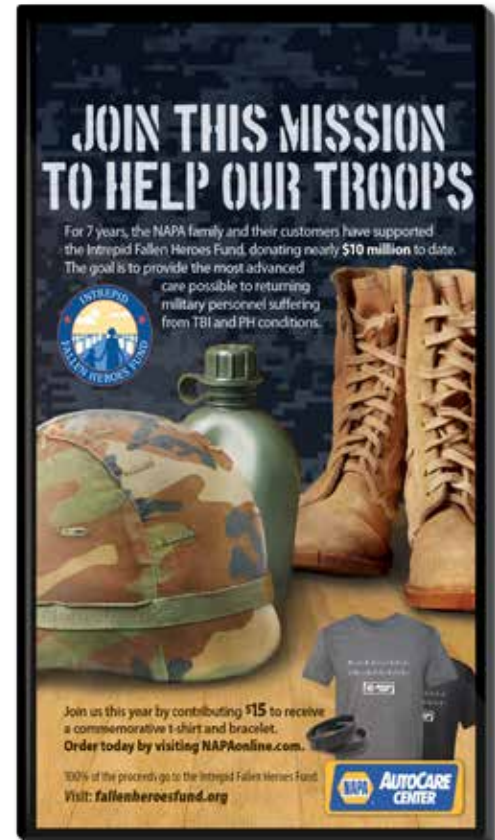
NAPA SMART SIGN AND NAPA SMART SIGN PRO

The secret to a better customer experience — automotive videos that explain, build trust, and aid sales. Explain your services and boost your professionalism with engaging videos that help your customers understand the “why” behind service and repair. Plus, it’s easy to set-up (plug and play) and requires no ongoing effort to keep it fresh and engaging.

- Digital in store service and promotion solution included in your AutoCare membership
- Electronic versions of NAPA Sales Drivers for enhanced marketing over printed posters
- Automatic monthly updates
- Car Care Videos to explain maintenance to your customers in a memorable way
- Horizontal or Vertical layout options
- Video On-Demand, Weather Templates, Infotainment, and more

Getting Started

Call **801-901-7909** or get more information on the member site at member.NAPAAutoCare.com



Marketing Tools

COSTCO REFERRAL NETWORK

Interested in joining our network of Parts and Service providers?

- The Costco Parts and Service Program is a referral service giving you access to highly sought-after Costco Members, approximately 64 Million nationwide.
- Parts & Service vendors receive an average of 20 -50 referrals a month from these members looking for service facilities.
- The Costco Referral Network gives you the opportunity to build your customer base using the Costco name.
- Costco only sells tires, over 7 million last year. Their services include balancing, rotating and repairing tires. All other services, such as alignments and brakes, are referred to you.



Getting Started

Go to member.NAPAAutoCare.com for more information.

FLEETSEEK

Fleetseek is a lead generation, sales and research tool that lets you interact with up to 100 data points per fleet (Equipment, Fleet Details, Safety, and Fleet Contact information), in the context of what is actionable for your business. You gain critical insight into each fleet that you can use to advance your sales and boost marketing campaigns. As an AutoCare member, you get a one-time sample report.



Data Includes:

- insurance information
- vehicle brands
- vehicle years
- engine makes
- and CSA BASICs indicators



Features:

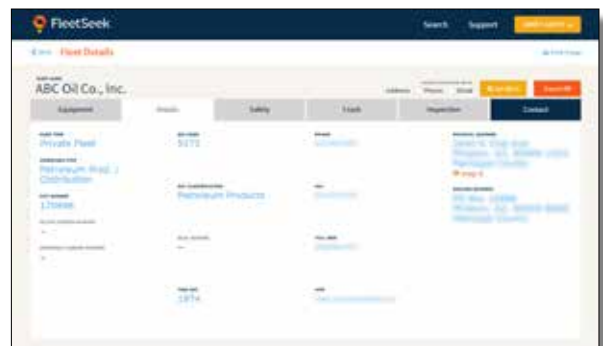
- Ability to target key decision-makers
- Data and trends on fleet distribution and maintenance
- Discover type of freight hauled and specific equipment utilization
- Access to market segments with detailed demographics
- Safety and performance ratings for assessment and benchmark (FMCSA data)

Get a Free Sample Report

To take advantage of your free sample report, log onto your member site, member.NAPAAutoCare.com, and register for the online demonstration offered on the 2nd & 4th Tuesdays of each month.

Need Anytime Access? Get an Annual Fleetseek License

The NAPA AutoCare Exclusive rate is \$160 per person, per Agency of Record, per year, plus any applicable sales tax. It's easy! Call Laurel Johnson at **888-665-9887**.



Marketing Tools

SOCIAL MEDIA, DIRECTORY, AND REPUTATION MANAGEMENT SERVICES

Do-It-For-Me Solutions

- More phone calls - more sales
- Engaging posts that people like
- Brand awareness in local community
- Hiring strategy
- Increase awareness of offerings
- Take care of it for you
- Better local search results
- More followers on Social Media
- Build trust in the local community
- Advertise job openings
- Targeted ads
- Time management

NAPA OPT-IN



\$100 Setup Fee, \$7/mo

- Claim listing and confirm business information
- Update a banner or picture
- NAPA AutoCare branded content on your Facebook page
- National brand recognition

STARTER PACKAGE



Facebook Management | \$200 Setup Fee, \$190/mo

- 5 trending, business related posts per week
- Digital service menu inside Facebook
- Respond to all reviews and recommendations
- \$45 ad budget included
- Graphic support
- Create and post job openings
- Unlimited custom updates and changes
- Unlimited creation of events or specials specific to platform



CORE PACKAGE



Facebook, Google My Business, Yelp, YouTube, and Twitter | \$300 Setup Fee, \$339/mo

- Weekly posting to Twitter
- Over 150 fields and features managed
- Unlimited YouTube Support
- Directory Management for GMB and Yelp
- Quarterly Google Posts
- Respond to reviews on GMB and Yelp
- Yelp check-in offers
- Create and post job openings



Other Services and packages include Websites (starting at \$100/mo+setup), Google AdWords (PPC), Instagram, Pinterest, and Snapchat Filters. Call for more information at **1-844-OSM-NAPA** or visit the member site, **member.NAPAAutoCare.com**



Optimize Social Media
Reach. Engage. Influence.

Marketing Tools

NAPA AUTOCARE APP

Totally customizable for your shop, the app helps you build your connection with customers — and their loyalty to your AutoCare Center — by making it more convenient than ever for them to do business with you.

- Ask My Technician: Customers can send images, videos or voice notes directly to your shop to request information about their vehicle.
- Schedule an Appointment: Customers can request an appointment with options that are convenient for them.
- Specials: Customer can review any special offers you provide.
- Available Services: Shows a menu of services offered by your shop.
- Warranty: Calls your shop if your customer is within a 25-mile radius. Calls the Sonsio hotline if outside the 25-mile radius.
- Customer Loyalty Program: As customers have vehicles serviced at your shop they earn punches that can be redeemed for a service or discount.
- And many more valuable features.

NAPA TRUCK SERVICE APP

Trucks will have their own app on the iPhone and Android market, it includes all the same functions as the auto app with the additions of ...

- Overload Permits: Use GPS or enter a zip code to find local overload permit facilities and phone numbers.
 - 10-Codes List: Listings for 10-4 codes.
 - Safety Resources: safety stops, area weather reports and more.
 - Truck Inspection Checklist: Detailed safety checklist, which ties into the schedule an appointment feature, which can be sent directly to the shop.
 - Local Ratings: Ability to search and rate local restaurants, truck stops and more to be shared with other truckers. Ability to have different truck and auto shops on the same app (when a truck shop doesn't repair autos).
- Register for the NAPA APP on the Members Page at NAPATruckService.com.

Content Management System (CMS)

Allows you to track customers, respond to customer feedback, receive appointment requests, change your app's ads, select options, send push notifications and MORE! Integrates with NAPA TRACS.

Social Media Management

Via your CMS, you use a FREE Social Media Tool to:

- Set up unlimited social media campaigns to post to your Facebook and Twitter accounts, email, push campaigns and through the app.
- Choose from more than 50 existing campaigns, with suggested copy and images, or create your own.

Getting Started

Use the APP Wizard to setup on your own or for \$89, get a one-on-one training and setup session with our APP Development Team.

Call 205-983-8802.

\$1,200
ANNUAL SAVINGS
\$1,000's in Development



The NAPA AutoCare APP

Connects Customers to Your Shop and It's ...

FREE!

Customers Can Download Your Custom APP and Connect with Your Shop!

The NAPA AutoCare APP is a Powerful Tool for Driving New Business to Your Shop!



Download Our NAPA AutoCare APP FREE!

NEW FEATURES!
Easy & Convenient!
Connect Directly to Your NAPA AutoCare Center.



- Schedule Appointments:** Request an appointment that is convenient for you.
- Viewable:** View any special offers available from your service bay.
- Print or Mail Warranty:** Call directly from the app for warranty service.
- Ask My Shop:** Send images, videos or voice directly to your shop for assistance.



Marketing Tools

NAPA AUTOCARE SALES DRIVER PROMOTIONS

NAPA offers a year-long program designed to increase your car/truck counts, sales and profits. Six promotions are scheduled, one for each two-month period. You will receive one kit containing POS material for the first three promotions at the beginning of the year and then another kit containing POS material for the last three promotions in the middle of the year. Please see the NAPA AutoCare Member Site for specific cost share and promotion details.

After joining the Sales Driver program, register for free email marketing to your customers with the free eDriver, available on Member.NAPAAutoCare.com. Two email blasts will be sent to your customers for each promotion, one on the start date and a second one four weeks later – all customized with your business information and logo.

POS KIT Items could include:

- Promotional Overview, Checklist and Instructions
- Window/Wall Poster
- Counter Card
- Consumer Promo Rebate Tear Pad

Local Use Advertising Materials, such as:

- Announcer-read Radio Scripts
- Ad Slicks
- Direct Mail Postcard
- Digital Menu Board Promotional Spots
- Digital Banner on NAPA AutoCare APP
- Email Blast Page
- Web Banners
- Web Coupon
- eDriver promotional emails sent directly to your customers!

Rebate Process

Sales Driver offers are redeemable through NAPAREbates.com. To access NAPA Rebates, please visit member.NAPAAutoCare.com and click on NAPA Rebates in the footer of the page.

Two ways to submit the rebate:

- 1) submit on behalf of your customer
- 2) provide your customer with instructions to submit rebate themselves

Getting Started

Visit member.NAPAAutoCare.com to enroll.



Marketing Tools

NAPA EASYPAY CONSUMER FINANCING

Now with no monthly fee!

When you offer customers the NAPA EasyPay credit card, you're giving them the financing flexibility they want:

- Consumers can apply directly from your website with the EasyPay widget
- Credit decision in minutes – same day use upon approval**
- 6 months promotional financing on purchases of \$199-\$749.99**
- 12 months promotional financing on purchases of \$750 or more**
- 12 months unlimited mileage NAPA Truck Service Over-the-Road Warranty coverage on qualifying services and repairs when they pay with the NAPA EasyPay credit card
- 36-month/36,000-mile NAPA AutoCare Peace of Mind® Warranty coverage on qualifying services and repairs when they pay with the NAPA EasyPay credit card*
- *NAPA Truck Service Center does not offer extended warranty
- TRACS Enterprise customers can “QuickScreen” their customers automatically during RO creation.
- 12 months worth of consumer promotions.

Getting Started

Call Synchrony Financial at **855-710-3811** to enroll. (If already enrolled, call **800-333-1082** for Merchant Services.) To learn more go to member.NAPAAutoCare.com

**Subject to credit approval. Minimum monthly payments required.



NAPA MARKETING CUSTOMER RETENTION MANAGEMENT PARTNERS

Now you can compete with mass merchandisers and OEs that all employ online marketing and service reminders to stay in constant contact with their customers and drive more business, improve overall customer satisfaction and keep consumers coming back for more!



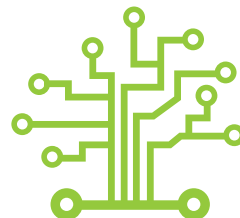
Kukui: All-in-One Success Platform

Kukui is helping more than a thousand repair shops take their business to the next level — and now NAPA AutoCare locations can take advantage of the All-in-One Success platform!

This platform, built entirely by Kukui, helps independent automotive repair facilities increase their revenue and conversion rates by providing an analytics dashboard to measure key revenue streams critical for shop growth.

Kukui provides:

- A one-stop-shop analytics dashboard system
- Suite of Customer Retention tools (print and digital)
- Mobile Optimized & Responsive Websites
- A personal marketing specialist included
- Integrates with NAPA TRACS
- And much more...



KUKUI

Getting Started

- Call Kukui at **(888) 361-2688** or get more information on the member site at member.NAPAAutoCare.com

Marketing Tools

Additionally Recognized CRM Partners

The NAPA Marketing CRM partners — MechanicNET, Demandforce and Mitchell 1 SocialCRM — offer your shop one-stop marketing, including:

- Service reminders
- Easy-to-create shop promotions
- Thank you's
- Customer satisfaction surveys and reviews
- Social media



It gets better – if you subscribe to AutoCare Sales Drivers, you may use these same graphics and messaging on your website, social media and promotions, which delivers a compelling message along with the power of your brand. NAPA Marketing CRM takes minutes a week to run and AutoCare members using one of the NAPA Marketing Partner CRM partners enjoy 10 to 15% response rates on the communications they deliver to their customers, which adds thousands of dollars a month to their bottom line.

SOCIALCRM

Mitchell1
Powerful. Intelligent. Simple.

Demandforce

Getting Started

- Call NAPA Marketing CRM Powered by MechanicNET at **1-877-632-4638** to schedule a demo.
- Call Demandforce at **1-800-246-9853**.
- Call Mitchell 1 Social CRM at **1-888-724-6742, ext. 6105**.
- Or to learn more go to **member.NAPAAutoCare.com**

NET DRIVEN

Digital Marketing Solutions For Your Automotive Business.

Website Solutions by Net Driven

- Net Driven provides a 3-part digital marketing solution focusing on driving results: Internet Marketing, Website Solution and Analytics and support.
- AutoCare Center's receive the following benefits with the Net Driven Digital Marketing Program:
 - The right tools to connect with customers, drive service leads, and boost sales.
 - Personalized consultation on what works for your business so that you can achieve your goals.
 - Real data provided monthly and quarterly to help you make informed business decisions



Getting Started

Call **877-677-6272** or go to **member.NAPAAutoCare.com** for more information.

Marketing Tools

OPENBAY

Openbay is an online marketplace positioned to connect businesses to this new generation of vehicle owners who have immediate needs for automotive service and repair. Openbay has access to more than 70 million vehicles through partnerships with market-leading companies in the insurance and ride-share industries like State Farm and Lyft.

Joining Openbay helps an automotive service business gain access to new customers and increases car counts.



Openbay marketplace is easy to use:

- Runs automatically - the Openbay platform automatically generates detailed service quotes for consumers on behalf of the business based on prices set by the business
- Scheduling is flexible and based on the available dates and times the business sets and more
- Easy to use business tools – the Openbay service provider dashboard is accessible via web and a convenient mobile app makes it easy for a service provider to stay up-to-date on bookings and customer interactions

NAPA AutoCare Centers receive special discounted transaction fees.

Getting Started

Visit member.NAPAAutoCare.com or call **1-888-601-0399**.

REPAIR SHOP OF TOMORROW

Repair Shop of Tomorrow is a Done-For-You marketing and coaching company designed to drive car count while maximizing profitability. Implementing proven methods to fill repair bays utilizing modern marketing tactics including social media, email marketing, direct-mail marketing and more. Coaching is also provided to help manage key performance indicators and build strategies to help NAPA AutoCare owners become more profitable, as well as helping put systems in place to be able to take time away from the business.

Repair Shop Of Tomorrow utilizes best practices integrating NAPA AutoCare Center driven programs.

- Done-For-You Marketing / Coaching created by and for members of the auto and tire industry
- Provide monthly value-added promotions and newsletters
- Dedicated coach and marketing team member
- Monthly coaching calls to help stay on track
- First-to-market focus to lead Done-For-You marketing / coaching solutions



Getting Started

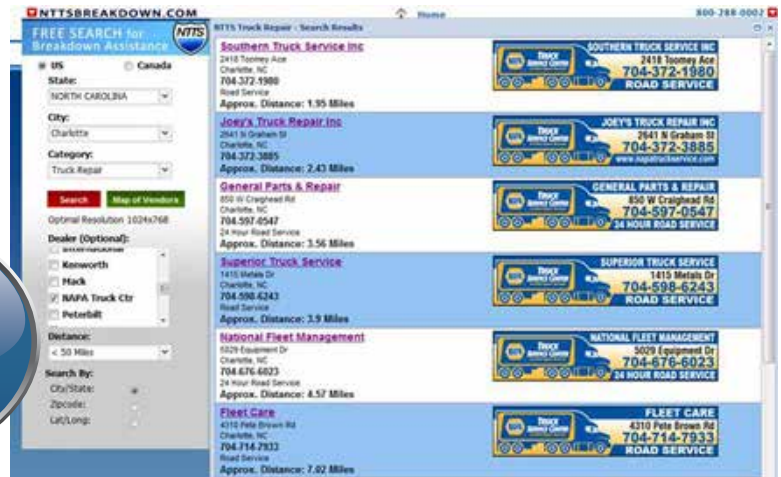
Visit member.NAPAAutoCare.com, www.repairshopoftomorrow.com or contact them directly at **440-545-1230**.

Marketing Tools

THE NATIONAL TRUCK & TRAILER BREAKDOWN DIRECTORY

- FREE ad in the hard copy of the NTTTS breakdown as a Truck member
- Industry's largest breakdown directory
- Over 5M searches annually for repair and maintenance services

VALUE OF
\$285
A YEAR IS
FREE!



TIRE AMERICA NATIONAL INSTALLER PROGRAM

Become a member of one of the industry's largest nationwide tire installation networks. As a partner in Tire America's National Installer Network, your shop can become consumers' preferred local installation location.



Benefits:

- We'll send online tire shoppers to your location so you can turn them into lifelong customers.
- You set and collect the tire installation costs.
- You pay \$0 acquisition cost for new customers and benefit from Tire America's marketing investment.
- Receive a dedicated installer detail page on tireamerica.com

How It Works:

Customer purchases tires, selects an installer and chooses their preferred appointment time. We'll email the customer's appointment information when you're selected as an installer.

- Step 1: You call the customer to finalize appointment
- Step 2: We ship the customer's tires to your shop
- Step 3: You install the customer's tires
- Step 4: You collect install fees plus any additional service revenue

Getting Started

Visit member.NAPAAutoCare.com to register or to get more information.

Marketing Tools

TRUCKDOWN

TruckDown has been providing vendor locator services since 1997 and is the only Vendor Locator Service that not only makes it easy for Fleets to find you, but also keeps bringing those fleets back again and again.

- Over 17,000 Fleet Accounts Registered and is growing daily
- Over 40,000 Searches for Vendor Services each month
- Over 8% of Searches generated from a mobile device
- Over 60% of Fleets are returning visitors
- Over 40% of Searches generate a call to a vendor*

* Call volume is estimated based on call tracking of mobile devices

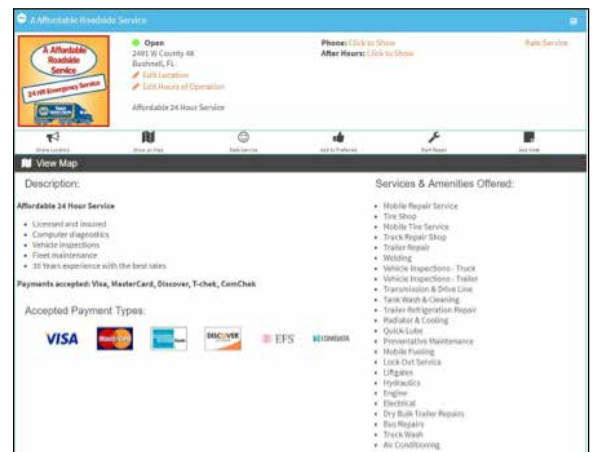
As an authorized NAPA Truck Service Center, you receive a free basic listing on TruckDown.com that includes the NAPA TSC Logo and details about your business.

You are also entitled to a 30% NAPA exclusive discount on any of TruckDown's premium listing options.

Contact TruckDown at **877-300-7138** or visit **member.NAPAAutoCare.com** for more information.

Why upgrade to a premium listing?

- Premium listings are bolder than basic listings to make them stand out
- Premium listings get more than 6-8 times the views than basic listings get
- Premium listings are always displayed on the first page of results when a fleet searches within 15 miles
- Premium listings can be listed under any number of services
- Ultimately, that means more calls to your business!



Marketing Tools

UPSWELL MARKETING

UpSwell Marketing specializes in jumbo postcard mailers for shops across North America.

UpSwell Marketing's turnkey solution is easy and effective: Shops have seen a 20-40% increase in car counts.

Exclusive Benefits for NAPA AutoCare Centers

- FREE 250 sample postcards delivered to you
- FREE market analysis and recording
- FREE phone call recording (to help you identify training needs/opportunities) and campaign tracking
- Dedicated Direct Mail Consultant
- Trucking fees waived on all orders (up to \$75 in savings)

The UpSwell Marketing ROI Tool links to most POS software systems, including NAPA TRACS, so you can:

- Automatically view each mail campaign's ROI.
- See returns for both existing customer and first time customers.
- Calculate dollars spent, ROI, average Repair Order and more.

Getting Started

Call UpSwell Marketing at **866-595-7499** or learn more at member.NAPAAutoCare.com



DISCOUNT MAILERS

Increase your business with a tool that has an average response rate of 25%! Plastic discount cards — viewed as a Gift Card by customers — have a higher perceived value for consumers than coupons or typical postcard mailers. The average repair order for customers who redeem the gift card ranges from \$250-\$300 dollars.

How it Works

- Create a mailing list of customers from your shop management system.
- Select a relevant card for your customers.
- Your customers will receive a \$25 Gift Card from your shop. The offer is good for any service or repair of \$25 dollars or more.
- An additional option at no additional cost is to choose the demographics (age, income level, renter or homeowner) you feel best fit your business area.

Card Theme Options

- Thank You
- We Miss You
- Try Us
- Seasonal Choices

Getting Started

Call UpSwell Marketing at **866-595-7499**.



Co-Branding with NAPA AutoCare



By leveraging the NAPA brand (recognized by 95% of the motoring public), you'll:

- Increase sales. On average, AutoCare Centers that upgrade their facility with PROimage experience more than a 23% sales increase in the first year.
- Add a more professional look to your facility.
- Raise or recreate awareness of your business in your community.
- Provide an environment your customers and employees can be proud of.

UP TO \$5,000 IN CO-OP FUNDS

EXTERIOR ELEMENTS

There are many exterior elements that can not only improve the appeal of the facility, but more importantly communicate the message to the consumer that the business is part of the nationwide NAPA AutoCare family.

Consumers notice a fresh, clean look. Many comments include "So, how long have you guys been here?" and so on. The bottom line is that a new, professional exterior design will drive new customers to your business.

- | | |
|---------------------|---------------------|
| • Exterior signs | • Flags |
| • Awnings | • Key Drop Box |
| • Bay Door Graphics | • Key Pick-up Box |
| • Decals | • LED Electronic |
| • Easy Up Shelters | • Messaging Centers |



BRAKES

OIL & LUBE

ALIGNMENT

TIRES & BATTERIES

Co-Branding with NAPA AutoCare



You can quickly and easily request a free rendering of what your NAPA AutoCare Center would look like with PROimage elements! When completed, a proposal along with images of the potential new look will be available for viewing within 10 business days.

Also, try ...

Return On Investment (ROI) Calculator.

Plug in your shop's operating numbers to figure out how to pay for your entire investment with just a few dollars per work order.

PROIMAGE CO-OP

PROimage customers can apply to receive partial reimbursement for qualifying expenditures on PROimage elements. Work with your NAPA store representative to review program guidelines and complete the application process.

Getting Started

- Call the PROimage Resource Center Order Desk at **855-888-NAPA**.
- Click on the PROimage tab at the top of the NAPA AutoCare member site, then click "Free Look" and submit "before" photos of your shop.



LEASE OPTIONS AVAILABLE.
FOR INFORMATION, CALL COMMODORE
AT 1-800-487-6262 OR EMAIL
NAPA@COMMODOREFINANCIAL.COM.

Co-Branding with NAPA AutoCare



PROimage Interior offers an enhanced customer experience that is proven to increase business and customer retention! We believe providing a functional and inviting customer experience is what separates you from the competition. It is not only the skilled mechanic or quality work that makes lasting impressions but the professional atmosphere that keeps the customers at the shop.

Our Interior program offers a consistent appearance and allows you to maximize the benefit of:

- Enhanced customer experience
- Customer confidence
- Customer retention
- Employee pride

Customers value comfort and appreciate a business that offers convenient space to refresh and functional work stations to recharge. Employees feel more comfortable to speak with customers on their car's needs making it easier to increase sales. You gain the professional design services and superior support of a national brand to grow and secure your business!



Nationwide Warranties

NAPA provides your business with several selling advantages over shops not in the NAPA AutoCare program. One included benefit is the confidence you'll enjoy with the **NAPA AutoCare Peace of Mind® Warranty and NAPA Over-the-Road Warranty** — free of charge for you and your customers.

24-MONTH/24,000-MILE COVERAGE

- The Peace of Mind® Warranty is a consumer/customer warranty and covers all parts and labor on qualifying services and repairs (for consumer vehicles up to 17K GVW or 1.5T) and is valid outside a 25-mile radius from the original repairing NAPA AutoCare Center.
- Should a consumer/customer need warranty service and for some reason cannot return to the original repairing facility, they would call **800-452-NAPA (6272)** and be directed to a nearby NAPA AutoCare Center.
- This is a consumer warranty, not a parts warranty, covering NAPA and non-NAPA parts!
- Backs qualifying services and repairs on light commercial vehicles (up to 1.5 ton or 17KGVW) nationwide for 24 months/24,000 miles.



36-MONTH/36,000-MILE EXTENDED WARRANTY PROGRAM (optional)

- For a nominal annual fee, you can extend 36/36 coverage to ALL customers. Talk with your servicing NAPA store representative for more information.
- For terms and conditions and to enroll: Go to the member site at member.NAPAAutoCare.com, select 36/36 Extended Warranty Information. For more information call **303-736-1190**.

* Does NOT extend Light duty commercial vehicle coverage or Local Labor Reimbursement policy.

“COLLISION & REFINISH” WARRANTY

- Qualifying collision repairs and refinishes covered up to a lifetime when using Martin-Senour products.
- Utilize to gain consumer confidence and secure referrals with insurance companies.



NAPA TRUCK SERVICE OVER-THE-ROAD WARRANTY

- Covers parts and labor on qualifying repairs and services for 12 months with unlimited mileage.
- Honored by more than 1,500 NAPA Truck Service Centers nationwide, this outstanding warranty is a great competitive advantage for your business.



TITAN ROAD HAZARD PROTECTION

At the time of a tire sale, offer your customer road hazard coverage.

- Stampless — No stickers! No stamps! No shipping fees! No inventory whatsoever!
- Automated — Manage, order, and track everything through an online sales tool.
- No Upfront Investment — Pay for the coverage AFTER you've made the sale.
- Nationwide — Location, brand, and coverage areas are not limitations!

For more information call **(855) 276-9299**.



Employee Recruitment Solutions

NAPA AUTOCARE CAREERS RECRUITMENT PLATFORM

Whether you're looking to hire, mentor or develop talent in your market – you have a partner with all the tools and resources needed to help you get started.



APPRENTICE

Finding, hiring and retaining technicians are some of the industry's biggest pain points. There is a shortage of technicians, and less individuals are going to school to become one. The NAPA AutoCare Apprenticeship Program is designed to give our AutoCare Centers the tools necessary to train technicians to combat this issue. This program will allow AutoCare Centers to find individuals with little to no experience and train them the way they want them to be trained.

- The Apprenticeship Program consists of completing 9-stages
- Designed to take 18-24 months to complete
- Apprentices will train through various methods including classroom, online and hands-on training
- Both the shop and Apprenticeship will be registered through the Department of Labor
- Every step of the way will be tracked through NAPA's Online Training Portal
- Discounted Tool Kit available for Apprentices to start their career off on the right foot
- Additional Tools and Resources are available on the Member Site, member.NAPAAutoCare.com

INTERNSHIP – Mentor a Young Student

As independent business owners, NAPA AutoCare members are able to offer a solid career path to motivated young people in their communities. With our ASE Education Foundation partnership, the NAPA AutoCare Internship program includes all the tools and support AutoCare members need to begin hiring and training high school interns now.



- ASE Education Alliance Support Team—helping to connect you with local schools
- Quick Start Guide
- Step-By-Step Guide for getting acquainted with local high schools and joining their Advisory Committee
- ASE Supporting Documents
- ASE Education Foundation Field Managers

HIRE TALENT NOW with Jobalign

NAPA AutoCare has partnered with Jobalign. Jobalign was built specifically for job seekers making it easier for candidates to find, apply, and engage with a company. It's an easy (and mobile) recruiting solution for AutoCare Centers to find talent!



- Post to 100+ Job Sites instantly
- Jobalign pays for the sponsored ads and sends all resumes directly to the Owner's email, dashboard and phone
- Each job posting can have unique questions by role to gain insight into the skills and experience of the candidates
- Text candidates from Jobalign's system
 - Reach more candidates, schedule more interviews and hire faster
- Simple and cost effective recruiting solution

You will find these additional resources to help you with your job posting and resume search on the member site:

- Get started guide
- Informational Flyer
- Overview Presentation

To post now go to: member.NAPAAutoCare.com

Technical Training



NAPA AUTOTECH TRAINING

NAPA Autotech's training package includes virtual, live instructor-led classes, in-person hands-on classes, and online eLearning courses designed to ensure technicians at all levels keep their skills and knowledge current with today's complex vehicles and diagnostics.

Virtual Tech Update Classes (online, late afternoon/early evening, 3 hours)

Tech Update Classes** (in-person, late afternoon/early evening, 3 hours)

- Convenient sessions after work
- Live, interactive classes
- New technologies and updates every year
- All classes are 100% technical
- Instructors are ASE Master Certified
- Classes free for NAPA AutoCare Gold Centers
- Attendance includes the All-inclusive eLearning package

Build-A-Skill Classes** (hands-on)

- In-depth on a topic
- Limited class size
- Time to practice
- Walkaway with real skills

Build-A-Tech Classes** (hands-on, 3 days)

- Intended for entry-level technicians
- Classroom lecture/Demonstration
- Limited class size
- Hands-on activities utilizing training mockups
- Flexibility on venue

Service Advisor** (2 days)

- Classroom lecture/Demonstration
- Limited class size
- Hands-on activities utilizing training mockups

eLearning Packages (online 24/7, 5 to 30-minute courses)

- Starter Package: free for all NAPA AutoCare Centers, over 150 courses including Preventive Maintenance series
- All-inclusive Package: free for NAPA AutoCare Gold Centers, over 450 courses
- Skills assessments, ASE test preparation, All automotive systems
- Supports the NAPA AutoCare Apprentice program, courses, manager stage sign-off

Getting Started

Call the NAPA Training Service Center (NTSC) at **800-292-6428** or visit **NAPAAutoCareTraining.com**.

** For the safety of our students and instructors, all classes will be virtual until in-person classes are allowed by state and local regulations and company policies.



Process Improvement

AUDATEX COLLISION ESTIMATING SYSTEM

Next-generation estimating platform built on a vehicle-specific, option-driven parts and labor database.

- Create faster and more accurate estimates with digital imaging
- Get the best vehicle coverage with in-depth VIN decoding
- Select the right parts quickly with 3D Graphics
- Latest OE pricing updated weekly

Add Ons:

- Insurance Compliance
- Parts Locating
- Paintless Dent Repair
- Frame Dimensions

Getting Started

Learn more at member.NAPAAutoCare.com



AUTOSERVE1

- Increase Average Repair Order by 22%
- Improve Communication and Build Trust with Your Customers
- Send Picture and Video Reports Directly to Your Customer's Phone
- Empower Your Customers Through Education

Features:

- **Easy-to-Use**
Train your entire staff in 20 minutes
- **Two-Way Texting**
Send Pictures and Videos to your customers phone and Educate customers on why repairs are being recommended
- **OE Scheduled Maintenance**
Ensure your technicians never miss any inspection component
- **Motor Data**
The power of Motor Data at your technician's fingertips
- **Text-To-Pay**
Enable your customers to pay directly from their phones
- **VIN Decoder**
Instantly decode the Make/Model/ Year
- **Integrated**
Integrated with major shop management systems

Getting Started

Call **1 (800) 268-3437** - Ask for NAPA AUTOCARE Program
For more information go to member.NAPAAutoCare.com



Process Improvement

cbCHARGE

Fast and Easy - Guaranteed Payments with cbCharge

cbCharge provides guaranteed payments to the AutoCare Center and higher credit limits to their customers, helping to grow business while eliminating credit risk.

- Save money with a fixed fee that is lower than credit cards with no set up cost or hidden charges.
- Improve cash flow with guaranteed, fast payment.
- Eliminate credit risk.
- Reduce personnel costs by remove billing and collection expenses.
- Provide flexible billing at higher credit limits for your customers with no interest or late fees.
- Over \$30M in new business earned with over 500 AutoCare locations.
- No cost to enroll, no minimum number of transactions required.
- AutoCare members have the lowest transaction rates in the industry.



Getting Started

Call **256-274-5000** or for more information go to member.NAPAAutoCare.com

DIGITAL WORKFLOW FOR SHOPS BY AUTOVITALS

- Grow your Profits with WorkFlow Management!
- AutoVitals SmartFlowX Workflow Management
- NAPA AutoCare Centers can now grow their profits by 25% using the latest digital technology to increase shop productivity and efficiency:
 - Fully integrated workflow management solution
 - Reduce tech downtime with smarter dispatching and complete more billed hours.
 - WorkFlow status text notifications keep your customer in the loop and free up Service Advisor's time to sell more work.
 - Avoid bottlenecks and delays in your shop process that cost you money.
 - Behavior based KPIs alert you about shop performance issues and how to fix them.



Getting Started

Call AutoVitals at **844-627-2384**. For more information go to member.NAPAAutoCare.com



Process Improvement

LABOR PROFIT MANAGEMENT

LPM is a state-of-the-art, web-based Time Management and Reporting System that allows shop owners to measure and manage productivity, efficiency and effective labor rates. Integrates with NAPA TRACS.

- A proven system designed to increase labor profitability
- With LPM's web-based software, all you need is an internet connection!
- LPM can help you measure & manage technicians' productivity & efficiency and determine your effective labor rate
- Compare your technicians' performance vs. quotas and goals and help you find the hidden labor profits in your business!

Getting Started

Call Labor Profit Management (Asset Management Technologies) at **888-546-2272** or for more information go to **member.NAPAAutoCare.com**



LYFT CONCIERGE

The Lyft Concierge program allows an AutoCare Center to schedule a ride for customers from a business account. This saves the AutoCare Center from the headache of auditing personal rides with business rides when it comes time to create their expense reports.

Lyft Concierge makes it easy to send customers wherever they need to go. All an AutoCare Center needs to do is log into their Business Account from a desktop or mobile device to request a ride. Customers don't even need the Lyft app or a smartphone!

3 Ways to send a ride:

- Schedule for immediate pickup
- Schedule for a flexible pick up
- Schedule a ride for the customer

NAPA AutoCare Centers have no additional cost to use Lyft Concierge, they only pay for the cost of the ride.

Getting Started

Visit **member.NAPAAutoCare.com**



Process Improvement

NAPA PROLINK & PROLINK PUNCHOUT

Thousands of NAPA AutoCare members rely on PROLink each day to accurately identify vehicles, quickly search and order the NAPA parts they need to keep their bays turning.

There is no faster, more accurate and easy way to do business with your NAPA store than PROLink. It's FREE and constantly being updated with new features and enhancements aimed at streamlining your estimating and parts ordering process.

Just a few of the many features include:

- Run PROLink as either a stand-alone website, integrated with TRACS or an Integration Partner system, on a tablet PC, laptop or on your mobile device.
- Always available and provides you with access to the most current NAPA catalog data available.
- Access to over 800,000 quality NAPA products and over 1.5 million product images.
- Many ways to search including VIN, License Plate, Job Type, Category / Subcategory, "Google" type search bar and more.
- Search the nationwide NAPA Supply Channel with one click. Inventory visibility includes availability at other nearby stores; NAPA DCs & suppliers.
- Many online tools including: free PROLink VIN capture app, Quick Labor, Estimator, Buyers Guide, eCatalogRack, Real Deals, Mitchell1® Technical Datasets, and more!

Getting Started - Setup a demo today!

Sales: **800-659-3710** Support: **800-742-3578**



NAPA TRACS 3.0

The next evolution in Shop Management Software, TRACS Enterprise 3.0 delivers faster, more streamlined workflow, a powerful new interactive scheduling calendar, multi-shop capabilities and much more.

NAPA TRACS boosts efficiency and productivity by helping you easily manage all aspects of running your NAPA AutoCare Center including:

- Estimating, Repair Orders, Job Tickets & Invoicing.
- Work on multiple estimates or ROs at the same time with the NEW Appointment Scheduler.
- Integrated Industry Catalog from multiple vendors
- Runs in single user, multi-user and multi-shop environments.
- Complete inventory reporting and maintenance, Purchase Orders and Work in Progress.
- Fully integrates with many third party applications i.e. Mitchell ProDemand, DVI, CRM, Accounting, SmartCall, CC Processing and many other add-on applications.
- Integrated with NAPA EasyPay - to help drive this process.
- TRACS Mobile VIN scanner app and full integration to NAPA PROLink.
- Web-based training/installation, 6 days a week tech support, enhancements and updates, FREE user group meetings and much more.



Process Improvement

OTIS BY OPENBAY

Today's consumer expects information to be readily available when they need it for just about anything (think Google). When it's time to seek out an automotive service business to perform vehicle service or repair, consumers start by searching online and expect a business website to be interactive and quickly deliver personalized information based on their unique needs.



Adding Otis to an automotive service business website delivers a smooth and personalized experience for consumers shopping online for automotive service and repair. The look and feel of Otis is similar to online chat platforms and texting apps. Otis installs and operates on an automotive service business website and takes on responsibilities of an automotive service advisor. It interacts with website visitors in real-time and 24-hours a day.

- NAPA AutoCare customers enjoy an exclusive 50% discount on the initial 6-months of use and 30% discount thereafter

Getting Started

Visit member.NAPAAutoCare.com, openbay.com/solutions/NAPA or call **1-888-601-0399**.

RLO TRAINING

RLO Training is an automotive management training, consulting, and development company for Automotive Repair Center Owners. By offering a unique combination of customized, auto-management consulting and value-driven solutions since 1985, RLO Training blends in industry expertise, integrated capabilities and strategic partners to enable clients to succeed in business and in life.



- RLO's clients report that their average sales are 34% higher and their average repair order is \$86 more than the industry average.
- AC members save \$500 on 12 weeks Guerilla Shop Management Course.

Getting Started

To learn more call: **800-755-0988** or for more information go to member.NAPAAutoCare.com

Process Improvement

SHOP BUSINESS ANALYSIS BY DRIVE

NAPA AutoCare has partnered with DRIVE to provide AutoCare members with the Shop Business Analysis (SBA). The SBA will help you identify the strengths and weaknesses in your shop. In this complete analysis, we will walk you through every area of your business, from marketing and sales to production and profitability. You will also receive an in-depth visual inspection of your facility through the use of video clips and photographs. All of this information, including your social media and online presence, will be reviewed with DRIVE's top team members. This service will leave you with a thorough understanding of your shop's current condition and provide you with a plan to help take your business to the next level.

Your Shop. Your Success. Supercharged

The Shop Business Analysis will help your:

- Website
- Social Media
- Finances
- Marketing
- Sales
- Production



High Values

The Shop Business Analysis is a one-time service, available at a very low cost for NAPA Auto Care members.

Diagnostic Check

You will receive a detailed diagnostic check of your shop's strengths and weaknesses. Your goals for the shop will also be reviewed and laid out into detailed action items.

Asses Your Numbers

Included in this analysis is a complete review of your numbers to determine what needs to be done to increase the profit from the shop.

Increase Traffic

We'll provide a complete analysis of your shop's online presence to help increase organic traffic, which will positively impact your car count.

ALL DONE ONLINE AND OVER THE PHONE. NO TRAVEL EXPENSES.

Getting Started

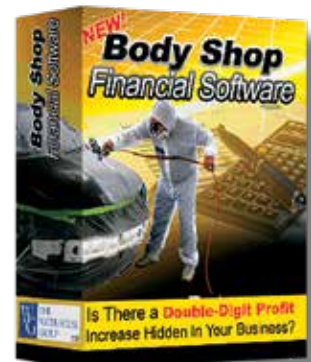
Call today for a shop analysis at **818-546-5868** or for more information go to member.NAPAAutoCare.com

Process Improvement



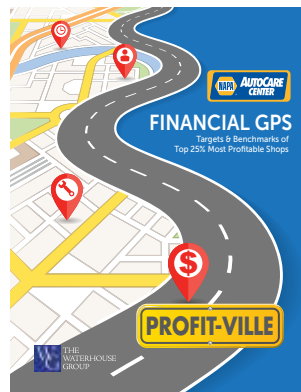
BODY SHOP FINANCIAL SOFTWARE

Analyze and manage your body shop in just 5 minutes a month with this easy-to-use software. Only 13 monthly entries explode up to 160 measurements of your business. Calculates 6 profit centers.



FINANCIAL BUSINESS ANALYSIS

Receive a complimentary Business Analysis when you attend a two-day Financial Management for the Auto Repair Business workshop. Ask for your free Financial GPS to stay on course by comparing your business numbers to the averages and the top 25% of reporting NAPA AutoCare Centers across the country. You will see where the most successful shops spend their money as a percent to sales and where they don't.



Getting Started

Call The Waterhouse Group at **617-901-0243** or for more information go to **Member.NAPAAutoCare.com**

TRUCK REPAIR FINANCIAL SOFTWARE

Analyze and manage your shop in just 5 minutes a month with this easy-to-use software. Only 13 monthly entries explore up to 160 measurements of your business. Calculates 6 profit centers.



Getting Started

Call The Waterhouse Group at **617-901-0243** or for more information go to **member.NAPAAutoCare.com**

Cost Savings

CINTAS DEEP CLEAN SERVICES

Keep your facility looking its best from top to bottom. With scheduled service visits, Cintas will help keep every corner of your facility by disinfecting bathrooms, replacing floor mats and deep cleaning tiles and carpet.

Getting Started

For the latest products and promotions, visit MyCintas.com (Cintas ID: NAPA). For additional products and services, call the Cintas National Service Team at **800-795-7368**. Go to member.NAPAAutoCare.com for more information.



CINTAS UNIFORM PROGRAM

Offers a wide range of products and cost effective solutions, including purchase, rental or lease benefits to give your employees and your shop the clean, professional look customers want.

DELL DISCOUNT PROGRAM

As a member, you receive the best perks and prices on select Window PCs, Dell electronics and accessories. You will get early access to exclusive offers and events and free enrollment in Dell Advantage Loyalty Rewards.

Getting Started

Contact your local representative for more details or go to member.NAPAAutoCare.com



ENTERPRISE CAR RENTAL

Special rental car rates are available for your customers and insurance companies.



Getting Started

If you already know your local branch phone number, call the branch directly. If not, call **800-RENT-A-CAR**, and you will be connected to the nearest Enterprise location. Provide the branch with your exclusive account number: #NAA0302. Go to member.NAPAAutoCare.com for more information.



IDENTIFIX TELE-DIAGNOSTIC HOTLINE



Identifix provides:

- A twofold approach to fixing today's vehicles faster. It makes available a website with confirmed fixes to speed up the diagnostic process and provides a tele-diagnostic hotline service.
- NAPA AutoCare members with substantial savings on the monthly subscription rate.
- Also offers Identifix Direct-Hit, a productivity-building, online resource for short-cut diagnostics, OEM service and repair, and Factory Scheduled Maintenance. By reducing the steps it takes to correctly diagnose a vehicle, it helps reduce non-billable work time – increasing your profitability.



Getting Started

Call Identifix at **1-800-745-9649** or for more information go to member.NAPAAutoCare.com

Cost Savings

LEGALSHIELD

Legal protection for a business is vital. Unexpected legal matters come up every day and can be costly. LegalShield provides direct access to a dedicated law firm who can help with common business legal matters. As a member of LegalShield, you can seek help every day for employment issues, small claims assistance, contract review, customer complaints, vendor issues, bad check recovery and many other issues.



NAPA AutoCare members have access to discounted rates on two different packages.

Getting Started

Visit member.NAPAAutoCare.com or call **800-654-7757**.

NAPA INSURANCE

Business (Property/Casualty)

The NAPA Business Insurance Program offers coverage on building/contents, general liability, garage keepers legal liability, business auto, workers compensation and employment practices liability.

Health

The NAPA Insurance Center is proud to offer AutoCare Center owners and their employees individual and small group health insurance options, ranging from public exchange, private exchange and non-qualified health plans. By teaming up with NAPA, you may be able to save thousands in your health insurance cost. This year, those that registered saw over \$5M in savings on premiums combined!



Getting Started

For Business Insurance call **800-833-4954** or to get a Health Benefit quote from the NAPA Insurance Center call **844-NAPA123** or visit member.NAPAAutoCare.com

NAPA SAFEPAY + EVM

- **Reduce Cost of Credit/Debit Card Processing**
Send in your statement and get your costs analyzed for free.
Many NAPA facilities have reported reducing their card acceptance costs as much as 20%.
- **Complete working EMV Chip Card Solution**
Improves card holder security to help you comply with PCI requirements.
Includes total EMV Technical Support
- **NAPA Gift Cards**
Offer your customers the opportunity to buy and redeem the new NAPA gift card.
You will receive initial card inventories, display racks and support materials free of charge.
- **NAPA EasyPay Credit Card**
Offer your customers instant credit!
- **Fleet Card Acceptance**
Give those who drive fleet vehicles another reason to visit your shop.

Call today for a FREE, no-obligation cost comparison.

Getting Started

Call the NAPA SafePAY+ enrollment line — **800-394-1897** or visit member.NAPAAutoCare.com



Cost Savings

NAPA VOLUME REBATE

The NAPA AutoCare Volume Rebate is designed to provide members with marketing funds to contribute to the growth of their business. The more you increase your purchases with your servicing NAPA store, the more you'll earn, up to 4% of qualifying products! If your business qualifies to receive a Volume Rebate check for the previous quarter, you'll receive your funds within 45 days after the end of that quarter. On average, members earn over \$3,100 each year! Talk with your servicing NAPA store representative for more details.



One trusted source for everything business at wholesale prices!

Saving you time and money, our PROoffice solution delivers everything you need to run your business from printer ink to cleaning supplies to furniture in a single online marketplace. Our members benefit from wholesale pricing up to 15-20% in savings! Orders delivered within 2 days or better and shipping is always included.

Products:

- Pens/Paper
- Facility and Break Room Supplies
- Cleaners
- Ink/Toner
- Furniture
- Branded Merchandise



WIRELESS SERVICE DISCOUNTS

NAPA AutoCare members can enjoy special business and personal account savings from top wireless service providers.



Getting Started

Visit member.NAPAAutoCare.com to see your specific business or personal service links and phone numbers. Then you can click on AT&T or Verizon for their specific business or personal service links and phone numbers.

Business Development Groups

WHAT IS A NAPA AUTOCARE BUSINESS DEVELOPMENT GROUP?

- **BDG Defined:** A group of individual AutoCare Centers that join together to assist, and benefit, all members of the group — to improve their business. This group provides a common resource for participating NAPA AutoCare owners to work together regarding training, community events, advertising promotions and more.
- **BDG Unity:** Regularly scheduled meetings provide structure to the BDG for setting goals, discussing events and providing strategies for each participating AutoCare member.

JOIN A BDG

If a group already exists in your market area, talk with your servicing NAPA AUTO PARTS Store owner/manager about attending a meeting and joining. If a group has not yet been started in your area, talk with your store and the NAPA Distribution Center management team about your interest in forming such a group.

The NAPA AutoCare Business Development Group Implementation Guide (downloadable from member.NAPAAutoCare.com) has all the steps you need to form a group and plan meetings.

REPAIRPAL ESTIMATOR WIDGET FOR YOUR BDG WEBSITE

The RepairPal Estimator Widget allows your BDG site's visitors to get a quick estimate for their automotive service or repair. Signing up is fast and easy! Once your request is approved, you will be emailed an HTML code snippet to put in your BDG web page.

Getting Started

Call the RepairPal service representative at **800-969-9204**.

AUTOCARE CENTERS RECEIVE EXCLUSIVE BENEFITS ON MARKETING AND TRAINING



Resources

ASE AND I-CAR CERTIFICATION REIMBURSEMENT

With required certifications, NAPA AutoCare will reimburse your business up to \$75 for one passing ASE test each year or provide you with a \$275 I-Car reimbursement.

Getting Started

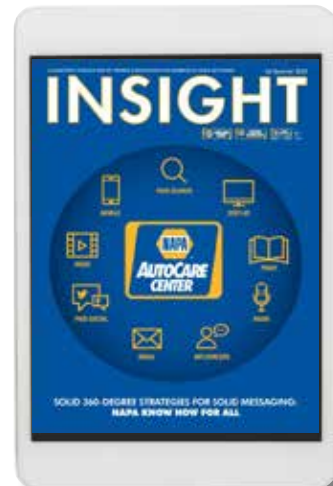
For test registration and scheduling questions, please contact ASE's testing partner, Prometric, at **877-346-9327**. I-CAR (for Collision only) can be reached at **1-800-ICAR-USA**.



INSIGHT MAGAZINE

INSIGHT brings the latest industry news and updates on the AutoCare Program and stories from fellow AutoCare Centers. This quarterly print publication of industry trends and resources is mailed direct to all AutoCare Centers and stores each quarter.

We improved our digital game! Explore NEW dynamic features in our digital issue of INSIGHT published directly to the member site. The digital issue is responsive and mobile friendly. You can now take INSIGHT magazine with you anywhere!



INVENTORY & EQUIPMENT LEASING PLAN

Since 1989, Commodore Financial has been helping NAPA AutoCare members to be more successful. Leasing opportunities are available for technology equipment, shop upgrades, signage and more.

Getting Started

Call NAPA Financing (Commodore Financial) at **800-487-6262** or **770-951-0203** or go to **member.AutoCare.com** for more information.



NAPA AutoCare Membership

GOLD CERTIFIED

The NAPA AutoCare Gold Certified program is a top-tier program built by AutoCare Centers for AutoCare Centers, with the goal in mind that every single Gold Certified shop will provide consistency to the end consumer. Gold Certified AutoCare Centers are the standard bearers for the AutoCare brand across the nation.

In order to qualify for Gold Certification, AutoCare members must meet specific criteria and in return they receive additional benefits to help with local marketing efforts, training and more.

Below is a list of the criteria needed to achieve Gold Certification, along with the benefits you receive annually.

If interested in striving to this next level, get with your NAPA Representative or visit the member site, member.NAPAAutoCare.com



Criteria Checklist:

- Active AutoCare Membership for 1 year
- Open for Business at least 2 years
- ASE Master Certification or ASE Blue Seal
- PROimage Co-Branding Program
- 4-Star Rating on Google, Yelp or NAPA CSI
- Use Digital Vehicle Inspection
- Applied for Consumer Financing (Easy Pay)
- Parts Purchase of \$7,500/mo
- Business Development Group Participation

Here's What You Get:

- Premium Shop Referrals
- \$1,500/yr. in Marketing Funds
- Local Labor and 36/36 Peace of Mind Warranty
- Autotech Training
- Easy Pay Consumer Financing 1% Rebate
- Sales Drivers
- TRACS
- NAPA Smart Sign Pro
- Business Health Check

NAPA AutoCare Membership



CODE OF ETHICS

You promise to:

- Have at least one ASE-Certified technician on staff.
- Perform high-quality diagnostic and repair service at a fair price, using quality NAPA parts.
- Uphold the integrity of all members of the NAPA AutoCare Center Program.
- Maintain the highest standards of the repair service profession.
- Be dedicated to customer satisfaction.
- Obtain prior authorization and provide a price estimate for work to be performed.
- Exercise reasonable care for the customer's property while it is in the shop's possession.
- Provide a system for fair settlement of customer complaints, should they occur.

HERE'S WHAT WE NEED FROM YOU ...

- Have at least one current ASE-Certified technician on staff.
 - NAPA is pleased to verify all ASE credentials to ensure the integrity of the entire NAPA AutoCare community.
- Carry Garage Keeper's Legal Liability Insurance.
- Honor the NAPA AutoCare Center Code of Ethics.
- Perform high-quality service at a fair price in a clean, professional environment.
- Maintain a high standard of professionalism at all times.
- Prominently display NAPA AutoCare Center identification signage.
- Honor all NAPA manufacturers' warranties.
- Offer and honor the NAPA AutoCare Peace of Mind® Warranty to all customers on all qualifying services and repairs.
- Provide clean, safe and comfortable customer facilities.
- Employ qualified service staff professionals that are courteous and efficient.
- Keep the external and internal appearance of your facility clean, uncluttered and professionally organized.
- Make NAPA your primary supplier and first call for parts and supplies.
- Stay current on all statements from your servicing NAPA AUTO PARTS Store.
- Maintain a formal training system for keeping technicians up-to-date within the scope of your repairs.
- Stock at least four NAPA product lines.
- Maintain an inventory value of at least \$1,000 in the above four product lines (\$250 minimum each).

NAPA AutoCare Membership



CODE OF ETHICS

You promise to:

- Have at least one ASE-Certified technician on staff.
- Perform high-quality diagnostic and repair service at a fair price, using quality NAPA parts.
- Uphold the integrity of all members of the NAPA AutoCare Collision Center Program.
- Maintain the highest standards of the repair service profession.
- Be dedicated to customer satisfaction.
- Obtain prior authorization and provide a price estimate for work to be performed.
- Exercise reasonable care for the customer's property while it is in the shop's possession.
- Provide a system for fair settlement of customer complaints, should they occur.

HERE'S WHAT WE NEED FROM YOU ...

- Have at least one current I-CAR trained and/or ASE-Certified technician on staff.
 - NAPA is pleased to verify all ASE and/or I-CAR credentials to ensure the integrity of the entire NAPA AutoCare Collision community.
- Carry Garage Keeper's Legal Liability Insurance.
- Honor the NAPA AutoCare Collision Center Code of Ethics.
- Perform high-quality service at a fair price in a clean, professional environment.
- Maintain a high standard of professionalism at all times.
- Prominently display NAPA AutoCare Collision Center identification signage.
- Honor all NAPA manufacturers' warranties.
- Offer and honor the NAPA AutoCare "Collision & Refinish" Warranty on qualifying services and repairs.
- Provide clean, safe and comfortable customer facilities.
- Employ qualified service staff professionals that are courteous and efficient.
- Keep the external and internal appearance of your facility clean, uncluttered and professionally organized.
- Maintain a formal training system for keeping technicians up-to-date within the scope of your repairs.
- Make NAPA your primary supplier and first call for replacement, mechanical parts, supplies and refinishing supplies.
- Stay current on all statements from your servicing NAPA AUTO PARTS Store.

NAPA AutoCare Membership



CODE OF ETHICS

You promise to:

- Have at least one ASE-Certified technician on staff.
- Perform high-quality diagnostic and repair service at a fair price, using quality NAPA parts.
- Uphold the integrity of all members of the NAPA Truck Service Center Program.
- Maintain the highest standards of the repair service profession.
- Be dedicated to customer satisfaction.
- Obtain prior authorization and provide a price estimate for work to be performed.
- Exercise reasonable care for the customer's property while it is in the shop's possession.
- Provide a system for fair settlement of customer complaints, should they occur.

HERE'S WHAT WE NEED FROM YOU ...




- Have at least one current ASE-Certified technician on staff.
 - NAPA is pleased to verify all ASE credentials to ensure the integrity of the entire NAPA Truck Service Center community.
- Carry Garage Keeper's Legal Liability Insurance.
- Honor the NAPA Truck Service Center Code of Ethics.
- Perform high-quality service at a fair price in a clean, professional environment.
- Maintain a high standard of professionalism at all times.
- Prominently display NAPA Truck Service Center identification signage.
- Honor all NAPA manufacturers' warranties.
- Offer and honor the NAPA Truck Service Center Over-The-Road Warranty to all customers on all qualifying heavy duty services and repairs.
- Provide clean, safe and comfortable customer facilities.
- Employ qualified service staff professionals that are courteous and efficient.
- Keep the external and internal appearance of your facility clean, uncluttered and professionally organized.
- Make NAPA your primary supplier and first call for parts and supplies.
- Stay current on all statements from your servicing NAPA AUTO PARTS Store.
- Maintain a formal training system for keeping technicians up-to-date within the scope of your repairs.
- Stock at least four NAPA product lines.
- Maintain an inventory value of at least \$1,000 in the above four product lines (\$250 minimum each).

NAPA SALES GROWTH PLANNER

THE NAPA SALES GROWTH PLANNER

You should use this planner to complete a sales growth plan with your servicing NAPA store representative. The introduction to all programs and tools in this booklet will be a great starting point.

- Meet with your store representative (allow 1–2 hours) to fill out the planner and set your goals for the year ahead.
- Follow up with your representative monthly on your discussions and action plans. Plans you develop will go nowhere unless both parties commit up front to routinely discuss and execute them. Over time, assess what's working best and what needs to be adjusted.

Sales Growth Planner

Store & Contact Names

1. Servicing NAPA Store Name _____

2. Business Partner Name _____

3. Store Representative Name _____

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 _____

Top 5 Sales Growth Plans

1. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

2. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

3. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

4. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

5. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

Signature of AutoCare Member _____
Signature of NAPA Store Representative _____
Date _____

WHAT'S NEXT?

It's time to build an effective business plan that employs the many outstanding resources and tools you have access to as a NAPA AutoCare and Truck Service member. Some are included benefits — free of charge with your membership. Others are available benefits with a fee (that leverages the buying power of the nationwide NAPA AutoCare network).





Sales Growth Planner

Store & Contact Names

1. Servicing NAPA Store Name _____

2. Business Partner Name _____

3. Store Representative Name _____

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 _____

Top 5 Sales Growth Plans

1. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

2. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

3. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

4. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

5. _____

AutoCare Member Action	NAPA Store Action
_____	_____
_____	_____

Signature of AutoCare Member

Signature of NAPA Store Representative

Date



Sales Growth Planner

Please make note of program benefits for which you're interested in enrolling. These notes will be helpful when you fill out your Sales Planner worksheet with your NAPA store representative.

Included Benefits are listed in **Blue**.

National Brand Visibility

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Consumer Site	3
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Member Site	4
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Power of Partnership - AAA	5

Marketing Tools

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Ask Listen Retain - Customer Satisfaction Index (CSI) Program	6
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA Custom Video Ads	7
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA Service Assistant Website	7
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA Smart Sign (Digital Menu Board)	8
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Costco Referral Network	9
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	FleetSeek	9
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Optimize Social Media Program	10
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA AutoCare and Truck Service App*	11
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA AutoCare Sales Driver Promotion	12
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA EasyPay Consumer Financing	13
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA Marketing CRM Partners	13-14
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Net Driven	14
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Openbay	15
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Repair Shop of Tomorrow	15
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	The National Truck & Trailer Breakdown Directory*	16
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	TireAmerica	16
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	TruckDown*	17
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Direct Mail	18
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Discount Card Mailers	18

Note: You are already/automatically signed up to offer the FREE NAPA AutoCare Peace of Mind® Warranty, which covers qualifying services and repairs nationwide for 24 months/24,000 miles.

Co-Branding with NAPA AutoCare

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Build Your Business with Co-Branding	19
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	PROimage CO-OP	19
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	PROimage Exterior Elements	19
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	PROimage FREE LOOK	20
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	PROimage Interior Elements	21

Nationwide Warranties

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Best Practice	22
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	24-Month/24,000-Mile Coverage	23
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	36-Month/36,000-Mile Extended Warranty Program (Optional)	23
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Collision & Refinish Warranty**	23
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	NAPA Truck Service Over-the-Road Warranty	23
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Titan Road Hazard Protection	23

Employee Recruitment Solutions

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Apprentice Program	24
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	Internship	24
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More	JobAlign	24

* Available to NAPA Truck Service Centers ** Available to NAPA AutoCare Collision Centers



Sales Growth Planner

Technical Training

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA Autotech Training	... 25
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Process Improvement

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Audatex Collision Estimating System**	... 26
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More AutoServe1 Digital Vehicle Inspection	... 26
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More cbCharge Fleet Invoicing Service	... 27
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Digital Workflow for Shops by AutoVitals	... 27
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Labor Profit Management	... 28
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Lyft Concierge	... 28
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA PROLink	... 29
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA TRACS	... 29
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Otis by Openbay	... 30
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More RLO Training	... 30
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Shop Business Analysis by DRIVE	... 31
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Body Shop Financial Software**	... 32
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Financial Business Analysis	... 32
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Truck Repair Financial Software*	... 32

Cost Savings

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Cintas Deep Clean Services	... 33
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Cintas Uniform Program	... 33
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Dell Discount Program	... 33
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Enterprise Car Rental	... 33
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Identifix Tele-Diagnostic Hotline	... 33
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More LegalShield	... 34
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA Business/ Health Insurance	... 34
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA SAFEPAY+ EVM (Merchant Services)	... 34
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA Volume Rebate	... 35
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More PROoffice (Branded merchandise & discount office supplies)	... 35
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Wireless Service Discounts	... 35

Business Development Groups

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More BDG Defined	... 36
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Join a BDG	... 36
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More RepairPal Estimator Widget	... 36

Resources

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More ASE and I-Car Certification Reimbursement	... 37
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More INSIGHT Magazine	... 37
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Inventory and Equipment Leasing Program	... 37

NAPA AutoCare Membership

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More Gold Certified	... 38
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA AutoCare Code of Ethics / Membership Criteria	... 39
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA Collision Code of Ethics / Membership Criteria	... 40
<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More NAPA Truck Service Code of Ethics / Membership Criteria	... 41

NAPA Sales Growth Planner

<input type="checkbox"/> Do Now	<input type="checkbox"/> Learn More The NAPA Sales Growth Planner / What's Next	... 42
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* Available to NAPA Truck Service Centers ** Available to NAPA AutoCare Collision Centers



MARKETING

Increase Car Count and ARO



PROCESS IMPROVEMENT

Shop Efficiency, Training and Recruitment



COST SAVINGS

Discounts and Ways to Save



member.NAPAAutoCare.com