

Framework for NAPA AutoCare Centers to Expand Fleet Business

1. Understand Fleet Work and Its Importance

Fleet work involves servicing and maintaining multiple vehicles owned by businesses, municipalities, or fleet management companies (FMCs). This type of work is essential for:

- Building consistent, high-volume revenue streams.
 - Strengthening partnerships with businesses requiring reliable vehicle maintenance.
 - Establishing a reputation for dependability within the commercial vehicle space.
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2. Leverage Fleet Management Companies

Fleet Management Companies (FMCs) oversee maintenance and repairs for their clients' fleets. Partnering with FMCs is critical for accessing a steady flow of fleet work.

Key FMCs on the **Auto Integrate** Portal:

- **CarAdvise**
- **Element Fleet Management Corp** (Significant Amazon Fleet)
- **EMKAY**
- **Enterprise Fleet Management**
- **Fleet Response**
- **Fleetio**
- **FleetNet America**
- **General Services Administration (GSA)**
- **Merchants Fleet**
- **Mike Albert Fleet Solutions**
- **Summit Fleet**
- **U.S. Bank Voyager Non-FMC**
- **Union Leasing**

FMCs Outside Auto Integrate:

- **Holman (ARI)**
 - **Wheels**
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3. Set Up and Use Auto Integrate

Auto Integrate is a vital portal for connecting with FMCs and streamlining fleet work approvals.

- **Create an Auto Integrate Account:**

- Visit [Auto Integrate](#) and register your shop.
 - Ensure you accept the terms for working with each FMC on the platform.
 - **Preferred Vendor Status:**
 - Work directly with FMCs like Element, Fleetio, Enterprise, and Merchants to become a preferred vendor. Preferred status often results in higher priority for fleet work.
 - **Highlight Top FMCs Used:**
 - **Element Fleet Management Corp:** Significant Amazon fleet management; keep the 11-12% rebate in mind when building tickets to maintain profitability.
 - **Fleetio:** Known for comprehensive fleet tracking and maintenance solutions.
 - **Enterprise:** A high-volume provider with fleets requiring regular service.
 - **Merchants Fleet:** A rapidly growing FMC with diverse fleet needs.
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4. Develop a Strategy for High-Quality Fleet Work

- **Competitive Pricing:**
 - Build tickets with FMC rebates in mind, especially with high-rebate FMCs like Element.
 - Offer transparent pricing that aligns with FMC expectations.
 - **Consistent Communication:**
 - Respond promptly to service requests on Auto Integrate or individual FMC portals like Holman and Wheels.
 - Establish clear lines of communication with FMC representatives.
 - **Preferred Service Levels:**
 - Meet or exceed FMC standards to qualify for preferred vendor status.
 - Offer perks like quick turnaround times and excellent customer service.
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5. Invest in Marketing and Outreach

- **Showcase Fleet Expertise:**
 - Promote fleet-specific services on your website and in marketing materials.
 - Use testimonials from existing fleet customers to build credibility.
 - **Target Local Businesses:**
 - Partner with businesses in your area needing fleet services, such as delivery companies, contractors, or service providers.
 - **Highlight Partnerships:**
 - Emphasize affiliations with FMCs and your ability to service their fleets seamlessly.
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6. Build Strong Relationships

- **With FMCs:**
 - Regularly follow up to ensure satisfaction and inquire about additional opportunities.
 - Attend FMC-specific events or training to stay updated on their requirements.
 - **With Customers:**
 - Provide value-added services like pre-scheduled maintenance plans and vehicle performance tracking.
 - Offer consistent quality to encourage long-term relationships.
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7. Learn from Proven Practices

At Moon's Auto and Truck Service Center, we have successfully leveraged partnerships with FMCs like:

- **Element Fleet Management Corp:** Major volume from Amazon trucks.
- **Fleetio, Merchants, and Enterprise:** Regular maintenance and quick approvals.
- **Holman (ARI) and Wheels:** Using their proprietary portals ensures seamless workflow despite being outside Auto Integrate.

Our approach includes carefully managing rebates, understanding FMC-specific needs, and maintaining high-quality service to drive long-term growth.