



# CERTIFIED AUTO REPAIR NATIONWIDE WARRANTY

DEDICATED TO THE PROFESSIONAL SINCE 1957



## OPTIONAL 24/24 NATIONWIDE WARRANTY COVERAGE!

In today's competitive market environment, service centers are continuously looking for a competitive advantage to continue building market share. The Nationwide Warranty provides Certified Auto Repair members with a key sales and marketing tool. It not only protects your customer while traveling, but also builds consumer confidence - to keep them coming back to your service center.

The Certified Auto Repair Program is proud to offer the 24 Month/24,000 Mile Nationwide Warranty option! The peace of mind that this new extended coverage provides can be used to effectively market your business by covering parts and labor for the majority of the repairs you perform on their vehicle!



## PROGRAM EXPANSION

### INFORMING YOUR CUSTOMERS THEY HAVE A NATIONWIDE WARRANTY IS ONE OF THE KEYS TO GETTING THE MOST IMPACT:

- Mention the Nationwide Warranty to your customers and in your promotional materials
- Use the Nationwide Warranty in your sales presentations
- Give every customer a warranty statement! Whether you are using the standard 12/12 Nationwide Warranty or the NEW optional 24/24 Nationwide Warranty, include the coverage statement with every eligible customer's invoice!

### 24 MONTH - 24,000 MILE NATIONWIDE WARRANTY



AS A CERTIFIED AUTO REPAIR MEMBER YOU NOW HAVE ANOTHER UNIQUE COMPETITIVE ADVANTAGE TO HELP MARKET AND GROW YOUR BUSINESS! IF YOU ARE LOOKING FOR A COMPETITIVE ADVANTAGE AND EXTRA PUSH TO INCREASE YOUR BUSINESS - LOOK TO ADD THE 24/24 NATIONWIDE REPAIR WARRANTY!

FOR MORE INFORMATION, CONTACT YOUR LOCAL O'REILLY SALES REPRESENTATIVE!





# CERTIFIED AUTO REPAIR ROADSIDE ASSISTANCE

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**CERTIFIED  
AUTO REPAIR**



**CERTIFIED AUTO REPAIR  
COMPLIMENTARY 24 HOUR  
ROADSIDE ASSISTANCE PROGRAM**

What will be the competitive advantage you have this year?

The complimentary 24 Hour Roadside Assistance program for Certified Auto Repair members is a great new benefit for your customers when they choose your service center for repair and maintenance.



## PROGRAM ADDITIONS

### NEW PROGRAM ADDITIONS

This NEW program addition includes motorist reimbursements such as:

- **TOWING** - The vehicle will be towed to the nearest qualified repair facility or to the repair facility of the customer's choice
- **LOCK OUT SERVICE** - Assistance for unlocking the vehicle in the event the keys are lost or locked inside
- **FLAT TIRE CHANGING ASSISTANCE** - Assistance will be given for the installation of a useable, inflated spare tire
- **FUEL, OIL, FLUID AND WATER DELIVERY SERVICE** - An emergency supply of gasoline (where permitted), oil, fluid and water will be delivered to the customer's vehicle (Customers are responsible for the costs of the actual fluids delivered)
- **JUMP START** - A service provider will jump start the vehicle in the event the battery becomes discharged

UTILIZE THE NEW CERTIFIED AUTO REPAIR 24 HOUR ROADSIDE ASSISTANCE PROGRAM TO BUILD CUSTOMER LOYALTY AND REPEAT BUSINESS!

### EXCELLENT CUSTOMER BENEFITS

**Customer Benefits:**

- When your customer purchases a minimum of \$25 worth of services they are eligible for two occurrences of roadside assistance for 12 months from the date they purchased repair or service work from you
- Available 24/7, 365 days per year and covers consumers traveling throughout the U.S. and Canada
- If customers return to your shop for work at least annually, they will consistently be covered by the Certified Auto Repair 24 Hour Roadside Assistance benefit
- If the customer has a need for roadside assistance, they call the provider toll-free, at 1-800-457-0019 and services are coordinated
- Motorist reimbursement covers up to \$75 per occurrence

FOR MORE INFORMATION, CONTACT YOUR LOCAL O'REILLY SALES REPRESENTATIVE!



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# CERTIFIED AUTO REPAIR AUTONET TV

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## AUTONET TV FEATURES LOBBY TV AND WEB TOOLS

Are you making the most of the time your customers spend waiting for their vehicle in your lobby? Sure, you may have a TV tuned to the local channel or a popular cable offering.

At least your customers are entertained.

Wouldn't it be great if you could entertain customers and educate them on the importance of regular vehicle maintenance at the same time? You can with AutoNet TV.



# ENTERTAIN & EDUCATE



**Lobby TV from AutoNet TV does exactly that. The two hour repeating program will deliver the following benefits:**

- Entertaining clips from some of the most popular current TV shows
- Teaches the benefits of scheduled vehicle maintenance and repairs
- Helps reinforce your sales efforts
- Builds your credibility and professionalism
- Eliminates competitor's ads and possible offensive content

AutoNet TV uses educational videos set in a realistic service center environment. These short clips are easy to understand and drive home the need for regular scheduled maintenance and service.



Web Tools uses videos and articles sent directly to your website, both are tagged for your shop. Web Tools will increase the visibility of your site! 70% of consumers look online before buying and you want customers to be able to find your site.

**Here's how Web Tools will help:**

- Increases search engine ranking
- Service videos and articles automatically tagged for you
- Runs on autopilot... or, fully editable
- Simple setup for your web developer

**CERTIFIED AUTO REPAIR MEMBERS RECEIVE PREFERRED PRICING ON BOTH OF THESE BUSINESS BUILDING TOOLS. BUNDLE THEM TOGETHER AND SAVE EVEN MORE! CONTACT YOUR LOCAL O'REILLY REPRESENTATIVE FOR MORE DETAILS, OR CALL 877-642-3555.**

RECEIVE A FREE DEMO BY GOING TO [WWW.AUTONETTV.COM](http://WWW.AUTONETTV.COM)

