



Pronto Smart Choice Program

For Professional Service Dealers

Program Handbook





Your Smart Choice Program Handbook

Tools to Ensure Your Business Success

Congratulations on making the “Smart Choice” to participate with thousands of other automotive service centers throughout North America in the Pronto Smart Choice program. You are joining an elite group of automotive service professionals dedicated to providing their customers with the best automotive care available today.

Our pledge to you is simple. We will provide you with the most comprehensive sales, marketing, and training tools available in the automotive industry. Couple that with the quality replacement parts, knowledgeable sales professionals, and consistent delivery service provided by our Pronto warehouse distributors and you have a program that will allow you to succeed in your marketplace.

If you have not already done so, please visit **www.prontosmartchoice.com/access** to set up your ID and password for access to all the features and benefits of your program. Once you have set up your account you can order a variety of marketing materials for your shop including bay banners, posters, signage, and more. You will find valuable information on all of the programs available to you - programs to help you attract and retain customers, training programs for your employees, and much, much more.

This guide is designed to give you a brief overview of each of the program offerings available to you as a Pronto Smart Choice member. In addition to this guide, all program information is available 24/7 via our **www.prontosmartchoice.com** website. For questions, contact your local Pronto sales representative, email us at **marketing@pronto-net.com** or call our toll free concierge service at **800-4-Pronto (800-477-6686)**.



Your Smart Choice Program Handbook

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- Benefits For Your Customers
- Benefits For Your Business
- Training Opportunities
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For More Information Visit Our Websites:

www.ProntoSmartChoice.com

Website designed for the *Service Center* with detailed information about the Smart Choice Program and how it pertains to your business.

www.ProntoCarCare.com

Website designed for the *Car Owner (consumer)* with pertinent information they need to know about the program and what it does for them.







Benefits For Your Customers

- Nationwide Protection Plus Parts & Labor Warranty
- Roadside Assistance Program
- Auto IQ
- CarCareONE Consumer Financing
- Enterprise Rental Car Discounts
- MyAutoAware / MyFleetAware Telematics Monitoring



Benefits For Your Customers

Nationwide Protection Plus Parts & Labor Warranty

As a Pronto Smart Choice member you will gain trust and confidence from your customers by offering the Protection Plus 24-Month / 24,000 mile (40 km) Parts and Labor Warranty.

This is a limited reimbursement warranty for the customer which covers the originally installed part(s) and labor associated with said part, up to the original dollar amount listed on the original invoice for 24-months or 24,000 miles, whichever comes first.

If the customer is less than 25 miles from the Original Pronto Service Center, the customer must return to the original service center for warranty repair. Service Center agrees to cover parts and labor at no charge to the customer for warranty replacement. Customer must pay for any non-warranty related parts and/or services.

If the customer is 25 miles or more from the Original Pronto Service Center, the customer must call the Warranty Administrator to start a warranty claim prior to any work being performed.

For complete Warranty terms, rules and instructions, go to www.ProntoCarCare.com.

Our Promise To You

NATIONWIDE PROTECTION PLUS

24

MONTH

24,000 MILES

PARTS & LABOR

WARRANTY



**Nationally Guaranteed
Quality Repairs.**



Benefits For Your Customers

Roadside Assistance Program

For each qualifying repair you perform, show your customers you care about them and their vehicle with the added benefit of Roadside Assistance.

Your customer must register the qualifying service or repair at **www.ProntoCarCare.com** within 30 days of such repair to receive a Roadside Assistance Reimbursement Pre-Approval Certificate.

Roadside Assistance Reimbursement is good for one (1) reimbursement up to \$90 towards a tow, jump-start, lock-out, flat tire or fuel service for one year from date of original qualifying service. This program is limited to the vehicle serviced at the time of the repair.

For complete Roadside Assistance terms, rules and instructions, go to **www.ProntoCarCare.com**.

pronto[®]

Roadside Assistance

**THANK YOU
FOR YOUR BUSINESS!**

**TO SHOW OUR
APPRECIATION
WE OFFER YOU THE
ROADSIDE
ASSISTANCE
PROGRAM**





Benefits For Your Customers

Auto IQ

Delphi's Auto IQ helps the service provider better explain needed repairs to customers resulting in more maintenance and repair services performed. It easily builds customer confidence in your service center and increases service retention and revenue.

Service providers can show customers first-hand the need for repairs through detailed common vehicle systems diagrams while making technical terminology easier for the customer to understand. This tool is also excellent for training new technicians.

To access AutoIQ, simply log in to Pronto Net and click on the AutoIQ Quick Link located under the Service Center tab.

For complete Delphi Auto IQ features and benefits, go to **www.ProntoSmartChoice.com**.



A BETTER IQ WITH DELPHI'S AUTOIQ

Whether you are a shop owner or service writer, you can use Delphi's Auto/IQ to demonstrate to your customers the purpose, functionality and service requirements of a given vehicle system.

What is Delphi Auto/IQ? It's an interactive program that explains repair and service procedures to the customer in a language vehicle owners can understand; what the parts are, what needs to be fixed and how to properly maintain the part. This information strengthens communication between shops and customers, allows shop owners to better explain service procedures, as well as validate individual labor expenses.

This powerful tool benefits both repair personnel and shop customers. By following clearly defined links to all major vehicle systems, the user can specify the area about which they would like more information.

Delphi Auto/IQ helps its customers sell maintenance and repair services by increasing customer loyalty in these service centers. Auto/IQ has the ability to help increase service retention and revenue. This Interactive Compact Disc (iCD) includes automotive terms and systems operations and is also great for training new employees.



THE FOLLOWING ARE THE EIGHT MAJOR VEHICLE SYSTEMS COVERED ON AUTOIQ:

1. Fuel Management
2. Engine Management
3. Heating and Cooling
4. Ignition Systems
5. Brakes
6. Suspension and Steering
7. Engine Mechanical
8. Evaporative Emissions

Within these eight groups there are up to 17 videos and diagrams per group explaining the features and function of the system components.

To view a demo version of Auto/IQ, go to:

www.Pronto-Net.com





Benefits For Your Customers

CarCareONE Consumer Financing

Looking for a steadier stream of customers? Leverage CarCareONE's 6 and 12 month no interest promotions to create customer loyalty and a steady stream of repeat business. Customers will benefit from low minimum purchase requirements for no interest financing and flexible payment options.

With each qualifying repair of \$199 or more, your customers can receive 6-months no interest financing. 12-month no interest financing is also available.

For complete CarCareONE terms and guidelines, go to www.ProntoSmartChoice.com or www.mysynchrony.com/merchants/carcareone-keep-life-rolling.html.

Offer your customers **6 and 12 Months Special Financing*** on purchases of \$199 or more and \$750 or more, respectively, made with the CarCareONESM credit card.

Unbeatable credit promotions

Offer your customers CarCareONESM Credit Card **No Interest If Paid In Full Within 6 or 12 Months*** special financing promotions.

Deferred interest promotions:[†]

| Everyday promotions [†] | Consumers' minimum purchase | Your costs |
|----------------------------------|-----------------------------|------------|
| Non-promo—25 days | \$0.01 or more | 2.39% |
| 6 Months | \$199 or more | 2.39% |
| 12 Months | \$750 or more | 5.79% |

Interest accrues on promotional purchase during promotional period and will be assessed if promotional purchase is not paid in full within promotional period. Minimum monthly payments required.

| | |
|---|----------------|
| Minimum Application Fee (waived when you submit 6 applications in a given month) | \$25 per month |
|---|----------------|

Your program includes:

- 24/7 merchant support
- Non-recourse protection from in-store consumer fraud**
- Training on all aspects of the program
- Credit approvals customized for the Automotive industry
- Money in your account in 48 business hours
- FREE point-of-purchase materials
- 'Meet the Sale' technology that provides the credit lines you need to close the sale



Sign-up today!

See for yourself how offering your customers CarCareONESM credit card Special Financing is proven to help you:

- Drive returning business
- Boost customer loyalty
- Increase average ticket sizes

Here's how:

- Call toll free: 1-866-209-4457
- Have your federal tax ID ready when you call

No Interest if Paid in Full Within 6 or 12 Months[†]

On qualifying purchases made with your CarCareONESM credit card account. Interest will be charged to your account from the purchase date if the promotional purchase is not paid in full within the promotional period.

- Purchases of \$199 or more qualify for 6 month offer
- Purchases of \$750 or more qualify for 12 month offer

Minimum monthly payments required.

[†]Offer applies only to single-receipt qualifying purchases. No interest will be charged on the promotional purchase if you pay the promotional purchase amount in full within the promotional period which may be 6 or 12 months. If you do not, interest will be charged on the promotional purchase from the purchase date. Depending on purchase amount, promotion length, and payment allocation, the required minimum monthly payments may or may not pay off purchase by end of promotional period. Regular account terms apply to non-promotional purchases and, after promotion ends, to promotional balance. For new accounts: Purchase APR is 29.99%; Minimum Interest Charge is \$2. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval.

**Subject to any chargeback rights in the Synchrony Bank Merchant Agreement and compliance with Synchrony Bank's operating procedures.



Benefits For Your Customers

Enterprise Rental Car Discounts

For those repairs requiring an extended amount of time to complete, give your customer a certificate for a discount on an Enterprise Rental Car.

Pronto has teamed up with Enterprise to offer your customers savings on their car rental needs. As a Smart Choice program member, your customers can enjoy a great car at a special rate. And, pick-up is free!

Your program start-up kit includes a bulk pack of certificates. For a copy of the Enterprise discount certificate, go to **www.ProntoSmartChoice.com**.



Pronto Auto Service Centers and Enterprise Rent-A-Car Partnership

We have entered into a Preferred Provider Agreement with Enterprise Rent-A-Car for all **Pronto Auto Service Center** car rental needs. We have chosen Enterprise as our partner because of their commitment to customer service as well as their unique ability to service our industry's needs. As a **Pronto** member, you are entitled to preferred service replacement rates with your local Enterprise location. When you need to set up a rental for your customer, please follow the step-by-step procedures below:

STEP 1

- If you already know your local branch phone number, call the branch directly. If not, call **1-800-Rent-A-Car**, and you will be connected to the nearest Enterprise location.

STEP 2

- Provide the branch with your exclusive **Pronto** account number, **IAG7725**, and indicate that you have a customer that needs to be picked up. This is a customer pay only account; however, if you want to pay for the rental, arrangements can be made with the local Enterprise location.

STEP 3

- Enterprise will pick-up your customer at your shop, their home or their workplace and initiate the rental process. Make sure your customer has your account number to insure they qualify for your program benefits.

Note: Drivers must be 21 years of age with valid driver's license and have a major credit card.

Enterprise Rent-A-Car offers more than 5,600 locations and 670,000 vehicles with 60 makes and models to service customers of **Pronto Auto Service Center**. With the entire Enterprise branch network at your disposal, you can feel comfortable that Enterprise will be available to service the needs of our mutual customers. Again, as a **Pronto** member, you are entitled to take advantage of Enterprise's competitive rates (**see back**), pick-up and return service, and the flexibility of their convenient hours of operation.





Benefits For Your Customers

MyAutoAware / MyFleetAware Telematics Monitoring

Provide your customers with vehicle health monitoring, remote diagnostics, family safety, security, and worry-free maintenance through this telematics “plug-and-play” device. The device allows the service provider access to the status of their customer’s vehicles on a customized web page through the Delphi Telematics System. The service center can see all vehicles that are experiencing trouble codes, battery/charging systems faults, and have upcoming inspections or scheduled maintenance. The service provider can use this information to respond to current problems and proactively schedule inspections and maintenance. The vehicle information is transmitted to both the vehicle owner / fleet manager and the service center.

The device is installed into the On-Board Diagnostics (OBD) port located under the vehicle dashboard. The system allows the in-vehicle device to communicate wirelessly via the Internet and Delphi computer servers. In turn, Delphi servers communicate with the service center’s computer systems.

Learn more at www.MyAutoAware.com. and www.MyFleetAware.com.



Complete Vehicle Systems Monitoring

ABOUT TELEMATICS MONITORING SYSTEMS

The telematics “plug-and-play” device is installed into the On-Board Diagnostics (OBD) port located under the vehicle dashboard. The system allows the in-vehicle device to communicate wirelessly via the Internet and Delphi computer servers. In turn, Delphi servers communicate with the service center’s computer systems. The service provider can access the status of their customer’s vehicles on a customized web page through the Delphi Telematics System. The service center can see all vehicles that are experiencing trouble codes, battery/charging systems faults, and have upcoming inspections or scheduled maintenance. The service provider can use this information to respond to current problems and proactively schedule inspections and maintenance. The vehicle information is transmitted to both the vehicle owner and the service center.

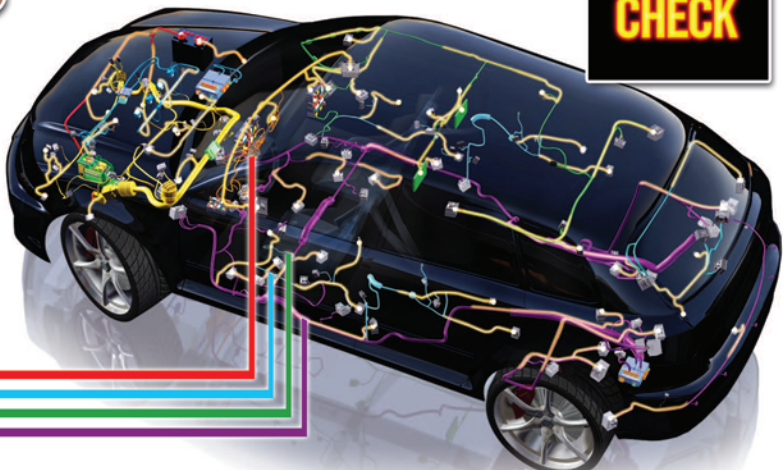
Powered by:



Telematics Technology

KEY BENEFITS & FEATURES:

- Gathers a wide range of information from a vehicle’s computer about how well a vehicle is running and the way it is being driven
- Reports the specified information securely via e-mail
 - Know what service and repairs are needed before problems arise
 - Installs quickly into a vehicle’s on-board computer via a connector located under the dashboard.
 - Accesses a vehicle’s diagnostic trouble codes (DTCs).
- The only telematics system that reads manufacturer-specific maintenance and service schedules.





Pronto Profit Producer

Combine multiple elements of these consumer benefits to create your very own Preferred Customer Program. Package key items together and make your customer feel special by offering extended financing (CarCareONE Program), rental car discounts (Enterprise) and roadside assistance.

Ask your local Pronto Sales Representative to help you build your very own program and watch your sales grow through repeat business!









Benefits For Your Business

- Shop Identification Program
- Internet Business Card
- Shop Management Solutions
- Federated Insurance
- Unisource Capital
- MOTOR Information Systems



Benefits For Your Business

Shop Identification Program

First impressions are everything. Smart Choice members will gain more visibility to motorist by displaying the Pronto Auto Service brand identification tools.

Pronto offers a number of exterior sign options and interior point-of-sale aids.

For a complete list of shop identification tools go to **www.ProntoSmartChoice.com**.

PRONTO IDENTIFICATION PROGRAM

First Impressions are Everything!

Give your warehouse, vehicles, stores and shops more visibility with Pronto brand identification tools. By promoting the Pronto name and brand, your customers always know they are receiving quality, nationally guaranteed auto parts. Pronto offers a number of exterior sign options, vehicle graphics and in-store merchandising aids.

Show customers that your business is part of a national network of auto parts suppliers and repair facilities. Promote Pronto!





Benefits For Your Business

Internet Business Card

Today's consumers reach for their smart phones & computers more than ever when searching for repair shop options in their local markets. Pronto Smart Choice members will stand out with a custom internet business card.

When consumers visit **www.ProntoCarCare.com**, they will see the location finder for Pronto Service Centers by state or zip code. When consumers click on your shop name, your business card will appear listing your address, phone, shop hours, repair services, website and other key services and shop information.

For instructions to set up your internet business card, go to **www.ProntoSmartChoice.com** and click the Members Extranet Login option.




INTERNET BUSINESS CARD

As a benefit to all participating service centers, we have made available the ability to build your own Internet Business Card.

How does this work?

When a consumer visits our location finder and types in their zip code, a listing of service centers will appear. Our technology will allow them to click on your service center name and your online Business Card will appear. The Business card will include address, phone number, website address, key contacts, shop hours, number of bays, and number of ASE techs, services performed, a Google map and much more!

How to build your Business Card:

1. Visit www.prontosmartchoice.com and click on the [Blue Login Bar](#). 
2. Enter User Name and Password (created during registration)
3. Click on "Service Centers" tab 
4. Click on the picture labeled "Update your Online Business card". 
5. Next, a Business Card template will appear – you will notice most of your information is already provided in the template. This information came directly off your Smart Choice Advantage Enrollment form.
6. You will need to fill in:
 - a. Key Contacts
 - b. Business Profile
 - c. Territory Served
 - d. Product Lines or Services Performed
 - e. You may download your own business logo or a photo of your building.
7. Next click "Preview Profile" or "Save Profile". If you need to make changes to your profile, begin with step # 5. To test your Business Card – visit www.prontocarcare.com and type in your zip code in the area provided.

If you notice incorrect or missing information in the pre-populated fields of your business card, please call 1-800-4PRONTO.

Thank you.



Benefits For Your Business

Shop Management Solutions

Looking for a shop management system? Pronto Smart Choice members can receive a “new subscriber” offer from Mitchell1 and R.O. Writer.

The Mitchell1® Shop Management System allows shops to order parts electronically from their local Pronto Member at a discount (discounts vary by quarter). In addition, the Mitchell1 TeamWorks feature will keep you connected to every customer that comes through the door.

The R.O. Writer® Shop Management System allows you to take control of your business. This software centralizes your activities to improve communication and organization. In addition, improve key categories such as service writing, time management, inventory management, business management, accounting, profitability and more.

Smart Choice members qualify for special “new subscriber” offers on both products. To learn more about this enhanced shop management solution or to order, go to **www.ProntoSmartChoice.com**.



The First Choice of Automotive Professionals

You'll Be Connected to Every Customer That Comes Through the Door!

With TeamWorks Complete you have access to:

- Vital and Personal Customer Information
- Profit Enhancing Information
- Electronic Parts Catalog
- Inventory Control
- Pricing / Markup Matrix
- Technical Service Bulletins
- Oil Circuit Diagrams
- OEM Scheduled Maintenance Intervals
- OnDemand Live™
- Color Wiring Diagrams
- Diagnostic Trouble Codes Index
- Specs & Procedures Index
- Tire Fitment
- Vintage Information
- OEM Part Numbers / Prices / Labor Times

With OwnerAutoSite.com your customers have access to interactive Web Tools:

- Vehicle Service History
- Next Service Due
- AutoNet TV Video Blog
- Coupons
- Appointment Request
- Online Service Advisor

With eCRM receive these Service Features:

- Service Reminder Emails
- Customer Thank You Emails
- Service Reminder Postcards
- Service Recommendations
- Target Market Promotions Access
- OwnerAutoSite.com
- Marketing Support Center
- Priority Technical Support
- CRM Summary Reports
- Daily Shop Progress Report

To Order Call: 800-410-0529

E-mail: bpssales@mitchell1.com

Locate Your Independent Sales Rep

at: www.mitchellrep.com



The First Choice of Automotive Professionals

Smart Choice Members receive special discounts. Contact your Pronto WD Representative to order!

R.O. Writer® Shop Management Software

Helps Automotive Repair and Tire Shops work smarter and faster.

R.O. Writer improves every aspect of your business by centralizing and optimizing your activities. Our solutions help you increase profits, efficiency, and predictability.

Features:



Smart eCat
Checks part pricing and availability for 10 suppliers in 10 seconds



Scheduling
Integrated caller ID and appointment-scheduling



AP and AR
Integration with QuickBooks



Inventory Control
Automatic PO's, core and return tracking



Multi-Store Solutions
Link all of your shops, check for in-stock parts, and transfer information



R.O. Touch™
Mobile app that connects owners, service writers, and technicians



Marketing
Marketing capabilities, including email

And More...



Contact 888-928-9769 or email sales@rowriter.com for more information.
www.rowriter.com

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Benefits For Your Business

Federated Insurance

Receive valuable, custom designed insurance protection specifically tailored for automotive repair facilities through the Federated Insurance program.

Pronto has teamed up with Federated Insurance to offer shops a host of coverage options. Auto Parts Shield™ provides your business with coverages including blanket limit, property in transit, defective product and faulty work, and property off premises.

Pronto Smart Choice members receive discounted premiums. To learn more on how Federated Insurance can protect your business and property, go to www.ProntoSmartChoice.com or www.federatedinsurance.com.

WORKING TOGETHER

to Provide Superior Insurance and Risk Management Services



Put the resources of Federated Insurance and the Pronto Smart Choice Program to work for your business!

RECOMMENDED INSURANCE PROGRAMS

- Property & Liability
- Workers Compensation

SPECIALIZED COVERAGES

- Employee Tools
- Pollutant Clean-up and Removal
- Business Interruption
- Data Compromise and Cyber
- Defective Product and Faulty Work
- Garagekeepers
- Employment-Related Practices Liability
- Commercial and Personal Umbrella

RISK MANAGEMENT SERVICES

- Disaster Preparedness and Recovery
- Employment Screening Programs
 - Motor Vehicle Records
 - Background Checks
 - Drug Testing
- Packaged Safety Programs
- Distracted Driving Prevention
- Federated Insurance Risk Management AcademySM Seminars
- Drug- and Alcohol-Free Workplace Program
- Fire Prevention Resources
- Risk Management Resource Center – Remote Consultation
- Federated's Shield Network[®] – 24/7 Access to Online Risk Management Tools
- Federated Employment Practices Network[®] – Access to Independent Employment Law Attorneys
- J.J. Keller[®] Training on Demand – Safety Training Videos and Interactive Learning Courses
- Workers Compensation Experience Mod Analysis

As the premier insurer of the automotive service industry, Federated Insurance understands the unique needs of your business. Our specialized commercial insurance program—Auto Repair Shield[®]—reflects input from business owners and their stakeholders.



Benefits For Your Business

Unisource Capital

Unisource Capital is your single professional source for shop equipment leasing to fit your specific business situation.

Unisource provides quality leasing programs, low rates, and additional services unmatched by anyone in the industry. Unisource gives you a host of leasing solutions that work best for your business with the ultimate goal of making more money!

To learn more or to contact Unisource Capital, go to www.ProntoSmartChoice.com or www.unisourcecapital.com.

Unisource Capital

Your one source for leasing

Equipment
Leasing

WORKING FOR YOU IS OUR COMMITMENT

No matter if you are a technician, business owner, or an equipment distributor, we want to see you make more money. Unisource Capital is the premier equipment leasing company in the United States. We have been in business since 1994 and hold the trust of some of the leading companies in the country because we put our customers first. Whether you are large or small, a lease customer, or a vendor, we can design a program to meet your needs.

Our intent is to provide our customers with a standard quality of programs, rates, and services unmatched by anyone in the industry. We will take the time to understand your business and deliver leasing solutions that work for you to help you make more money.

BENEFITS OF LEASING

- Custom leases to fit your specific situation
- Special programs for start-up businesses
- Competitive rates for "A" credits as well as the financially challenged
- Quick responses to your lease application
- Substantial tax benefits
- Business credit lines remain intact
- After-tax cost of leasing is frequently much lower than any other form of financing
- Overcome budget limitations
- Virtually 100% financing with no huge down payments



David Wisniewski

President - Unisource Capital
(770) 205-6830 • (800) 404-6792
davidw@unisourcecapital.com

A LEASE IS NOT AN EXPENSE, IT IS A WAY TO MAKE MONEY:

Leasing just makes sense for anyone wanting to make more money. If you own an auto repair shop you could make \$90.00 doing as little as one wheel alignment with a new alignment machine and alignment rack. If you do 10 alignments a day, using a five day work week, you can make \$4,500.00 a week or \$18,000.00 a month. If your lease payment is, for example, \$625.00 + tax per month on a 5 year lease term then your gross profit from leasing the equipment would be over \$17,000.00 per month. You would not have this extra income if you did not lease the new equipment. Finally, once the lease term has ended, you own the equipment and keep all the money you make from the use of your new machine.



Benefits For Your Business

MOTOR Information Systems

MOTOR's online library gives you first-hand OE Service Schedule information, as well as a host of quick reference specifications for virtually all domestic and import cars & light trucks.

MOTOR provides automotive data such as VIN data, Specifications data, Parts & Labor data, Schedule Maintenance data, Procedural data, Image data, Technical Service Bulletins and Collision data.

For more information about MOTOR's product offerings and to sign-up, go to **www.ProntoSmartChoice.com**.

Just a mouse click away, includes OE Service Schedule information, as well as a host of quick reference specifications for all cars & light trucks.

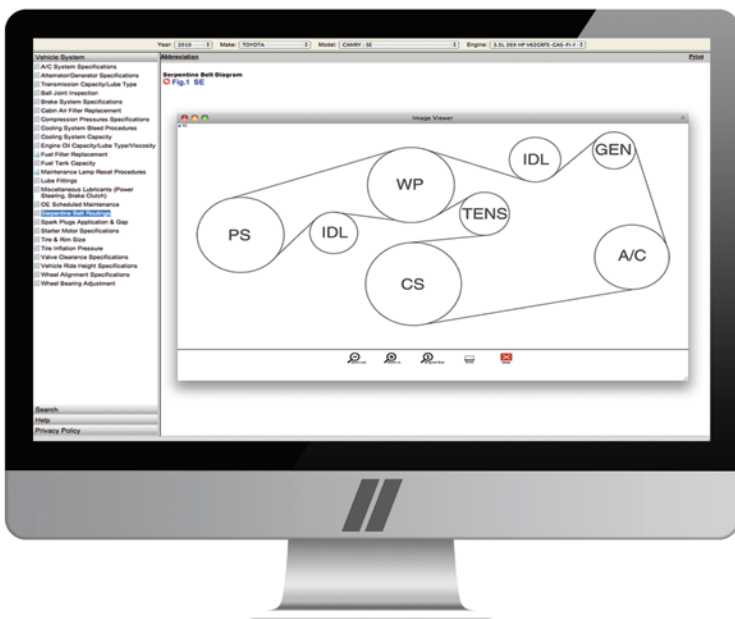
In the bar located at the top of the webpage, enter year, make, model, and engine to find service schedules, system capacities, inspection procedures, tire pressures and other useful information for routine vehicle maintenance.

Year: [Choose] ▾

Make: [Choose] ▾

Model: [Choose] ▾

Engine: [Choose] ▾



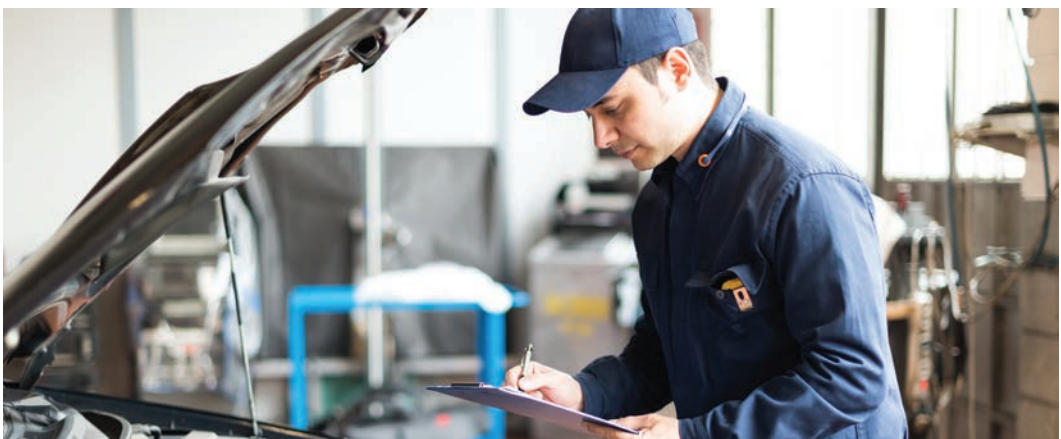
- Vehicle System
- A/C System Specifications
 - Alternator/Generator Specifications
 - Transmission Capacity/Lube Type
 - Ball Joint Inspection
 - Brake System Specifications
 - Cabin Air Filter Replacement
 - Compression Pressures Specifications
 - Cooling System Bleed Procedures
 - Cooling System Capacity
 - Engine Oil Capacity/Lube Type/Viscosity
 - Fuel Filter Replacement
 - Fuel Tank Capacity
 - Maintenance Lamp Reset Procedures
 - Lube Fittings
 - Miscellaneous Lubricants (Power Steering, Brake Clutch)
 - OE Scheduled Maintenance
 - Serpentine Belt Routings
 - Spark Plugs Application & Gap
 - Starter Motor Specifications
 - Tire & Rim Size
 - Tire Inflation Pressure
 - Valve Clearance Specifications
 - Vehicle Ride Height Specifications
 - Wheel Alignment Specifications
 - Wheel Bearing Adjustment

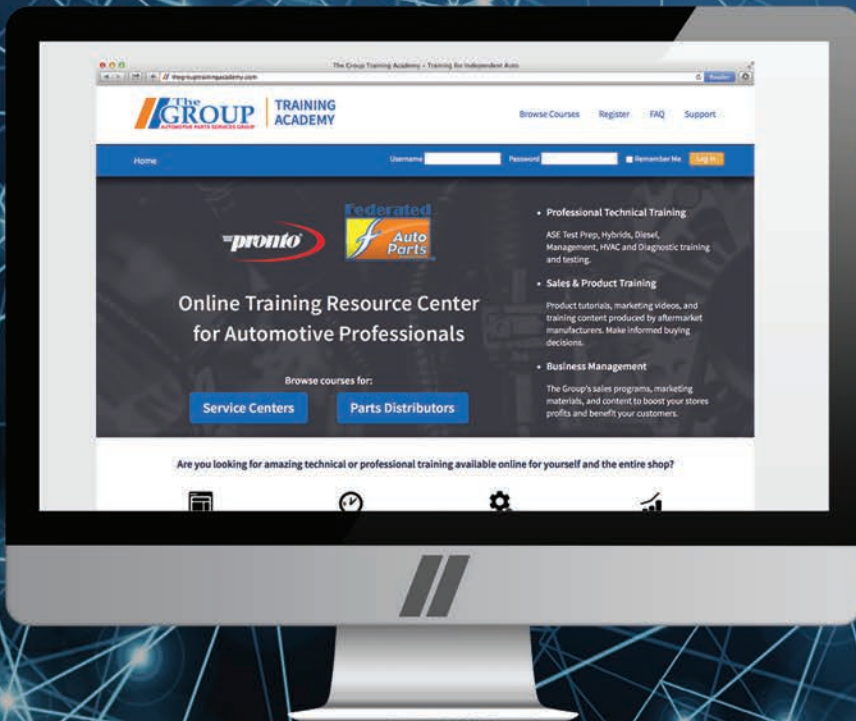


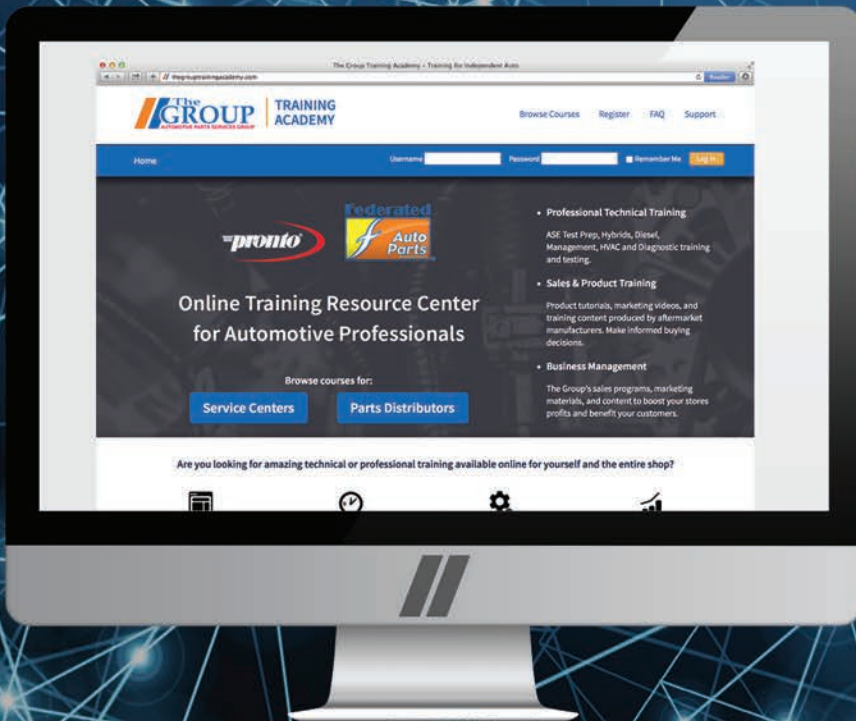
Pronto Profit Producer

Whether it's funding for business expansion (Unisource Capital), a new shop management system (Mitchell1 or R.O. Writer), business insurance (Federated Insurance) or one of the other benefits for your service center the Pronto Smart Choice program opens up a world of new opportunities for your business to succeed. We are committed to bringing you valuable program benefits to enhance the profitability of your service center. Be sure to explore the variety of programs available to you as a Pronto Smart Choice member – it will definitely be worth your time!

Ask your local Pronto Sales Representative to help you build your very own program and watch your sales grow through repeat business!









Training Opportunities

- ASE Certification Test Reimbursement
- The Group Training Academy
- CARS OnDemand



ASE Certification Test Reimbursement

Promote your knowledge, experience, skills and professionalism to customers by becoming ASE Certified.

To obtain ASE Certification, register for and take one or more of ASE's 40-plus exams. The tests are grouped into specialties. After passing at least one exam and providing proof of two years of relevant work experience, the test taker becomes ASE Certified. Upon successfully achieving ASE Certification or Recertification, Pronto will reimburse the technician's per test fees. To remain certified, those with ASE credentials must be retested every five years.

To claim your reimbursement, simply fill out the ASE Claim Form found on www.Pronto-Net.com or www.ProntoSmartChoice.com and return to your local Pronto supplier for certification. Please allow four to six weeks for processing.

For complete ASE Certification Test Reimbursement terms, rules and instructions, go to www.ProntoSmartChoice.com.



**Certification Test
Reimbursement
Program**



***Our Commitment
To Your Training***



ASE certification is the most effective way to set yourself apart from your peers in the automotive service industry. It not only verifies your technical knowledge, but proves your commitment to your customers, your career, and the industry.

National Pronto Association is proud to recognize the accomplishment of ASE Certification! Upon successfully achieving ASE Certification or Recertification, Pronto will reimburse up to the amounts charged by ASE on all completed tests.

To claim your reimbursement, simply fill out the ASE Claim Form found on **Pronto-Net.com** or **ProntoSmartChoice.com** and return to your local Pronto supplier for verification.

Information required for reimbursement. Please refer to the ASE Program Brochure in your Start-Up Kit for details.



The Group Training Academy

The Group Academy (Sponsored by Pronto) is a service center training website for automotive technicians, service advisors, and business owners with hundreds of hours of streaming content covering all aspects of your business. Diagnostic and technical training, selling and customer service skills, and business management training are all designed with the service center in mind. Our training approach offers online courses 24/7 through a variety of delivery methods including self-study courses, virtual classroom training, video on demand, and others.

You'll have access to current need-to-know topics for continuing education and skills development. In addition there are ASE test prep training courses to help you pass the tests and get certified. The Group Academy is a full Learning Management System (LMS) meaning as an owner/manager you will have full access to the site and each of your employee's progress. Our system allows you to track, manage and report on the training progress of each of your employees. Take the guesswork out of training with The Group Training Academy.

Classes vary in length, delivery method and price. As a Pronto Smart Choice member you will receive discounts on all cost based classes for you and your entire shop. To register and begin taking advantage of The Group Training Academy tools and resources, go to **www.TheGroupTrainingAcademy.com**.

ABOUT

The Group Technical Academy powered by AVI is a training website for automotive technicians with over 180 hours of streaming automotive, diagnostic, diesel, transmission, shop management and scan tool training videos, training resources, diagrams, reading materials, quizzes, and interactive resources.

WHAT TO EXPECT FROM THE GROUP TRAINING ACADEMY

Professional Technical Training

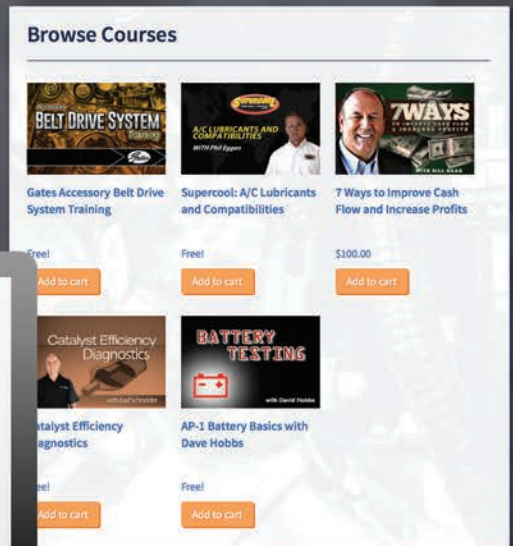
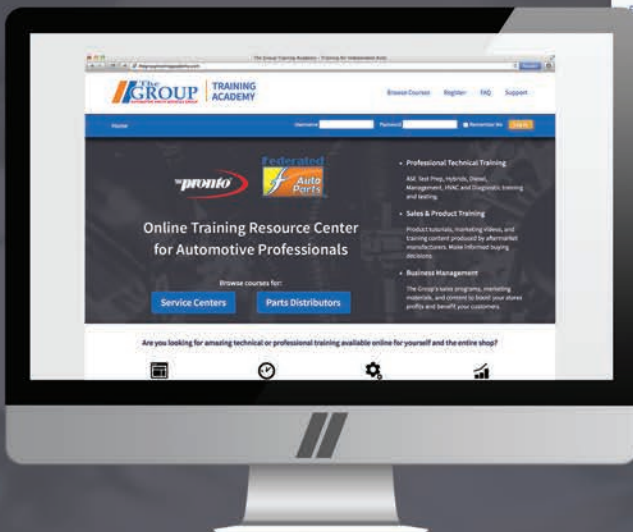
ASE Test Prep, Hybrids, Diesel, Management, HVAC and Diagnostic training and testing.

Sales and Product Training

Product tutorials, marketing videos, and training content produced by aftermarket manufacturers. Make informed buying decisions.

Business Management

The Group's sales programs, marketing materials, and content to boost your stores profits and benefit your customers.





CARS OnDemand

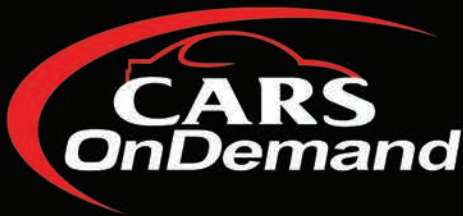
CARS OnDemand provides a full set of tools to maximize your shop's profitability. With both automotive training and technical assistance available, this three-tiered program is sure to benefit your service center. CARS OnDemand (Online Training), CARS TAC (Technical Assistance Center) and CARSability (Skills Assessment) are all available to you through the Pronto Smart Choice program.

CARS OnDemand provides internet-based automotive technical and business training to repair service providers. Choose from over 400 courses tailored to all areas of the shop. All courses include supplementary training materials and are available 24/7. All makes and models are covered and courses are all mobile device friendly.

CARS TAC (Technical Assistance Center) – provides 2 hours of toll free vehicle diagnostic support for all makes and models each month as well as a reference library of confirmed solutions and suggested actions for repairing today's complex vehicles - fully searchable by year, make and model. Plus, CARS TAC online chat is just a click away to provide the assistance you need.

CARSability is an online skills assessment tool to help pinpoint technical training needs within your shop - 36 automotive occupational assessments are available.

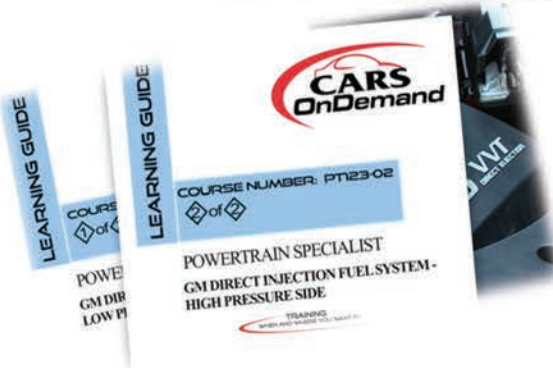
Pronto Smart Choice members receive special discounts. For complete CARS OnDemand information and to sign-up for a FREE TRIAL, go to **www.ProntoSmartChoice.com** or **www.carsondemand.com**.



www.carsondemand.com

Automotive Training & Technical Assistance

CARS Complete provides a full set of tools to maximize your shop's profitability!



CARS OnDemand

- Online automotive technical and business training
- Hundreds of lessons
- Video based
- All makes and models
- Presented by licensed technicians
- Includes supplementary training materials
- Available 24/7
- Can be taken at the shop or at home
 - Available on mobile devices

CARS TAC

(Technical Assistance Centre)

- Industry experts **Dom Sgambelluri, Steve Fortier & Will Carcone**
- Toll-free vehicle diagnostic support
- All makes and models

Online Technical Assistance

- Search by Year, Make and Model
- Confirmed solutions and suggested actions
- Provides relevant training based on search

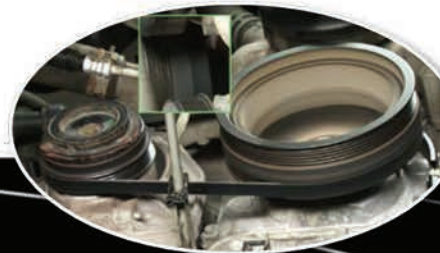
CARS Live TAC "Click to Chat"

Caught in a diagnostic crisis? Tricky "No Start" have you frustrated? Looking for Assistance finding the right fix? Now help is just a "Click" away, chat with a CARS TAC Online Agent and get the assistance you need.



CARSability

- Online skills assessment tool
- Pinpoint technical training needs
- 36 automotive occupational assessments



Stay Competitive! Training and Service with Quality You Know

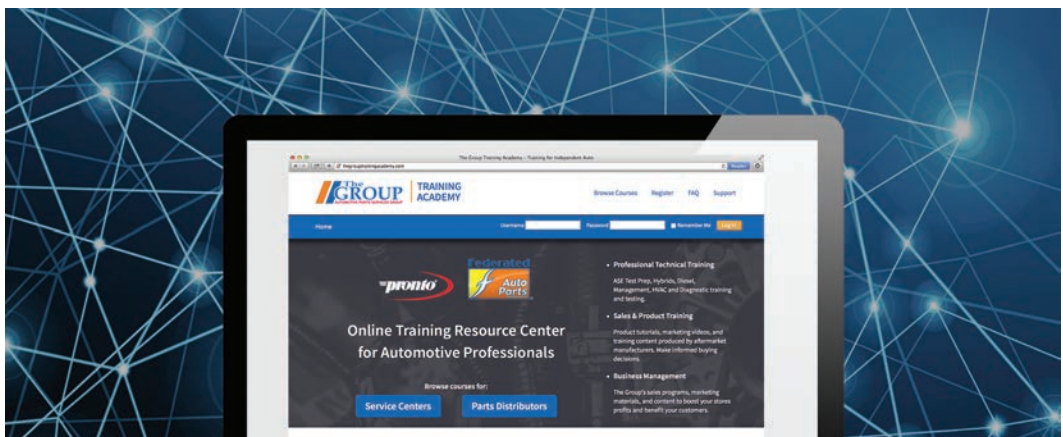
Learn more about subscribing today! Contact CARS Training Network Inc. toll-free at **1-855-813-2101** or info@carstraining.net for more information on how to receive industry-best automotive training services!



Pronto Profit Producer

The Pronto Smart Choice program provides your business with the most comprehensive training program in our industry today. Whether you are looking for technical, sales or business training you will find it in the Pronto Smart Choice program. Our program is designed with every aspect of your service center in mind. Available 24 hours a day, 7 days a week our commitment is to consistently provide you with the latest cutting edge training available in the automotive industry today.

Ask your local Pronto Sales Representative to help you build your very own program and watch your sales grow through repeat business!







pronto
AUTO SERVICE CENTER



Marketing & Promotional Tools

- Direct Mail Marketing
- Demandforce®
- 10FootWave Digital Menu Boards
- AutoMD®
- Bolt On Technology
- On Hold Messaging
- Slip-N-Grip® Shop Supplies



Marketing & Promotional Tools

Direct Mail Marketing

Promote your services to area motorists with targeted direct mail.

Direct mail marketing is one of the easiest and most cost effective ways to increase your business consistently throughout the year. You can attract new and existing local customers by offering specials on the services your business provides. As a Pronto Smart Choice member, you can take advantage of great rates on custom, professionally prepared direct mail cards.

For more information on targeted consumer direct mail, please contact Pryor Marketing at 479-783-1904 or pmc@ipa.net. You can also download a brochure and order form at www.ProntoSmartChoice.com.

TARGETED CONSUMER Direct Mail

Call Pryor Marketing at 479-783-1904 for service special selections and complete ordering information!

GETTING STARTED IS SIMPLE



Choose the look of your Direct Mail piece. Select one of the card designs available in your *Direct Mail Brochure*, or submit a photo of your facility or your own card design for a truly unique piece.



Select 3 or 4 Service Specials you want to promote, then set competitive pricing based on your current local market conditions. Find Service Special suggestions in your *Direct Mail Brochure*. Fully customized Service Specials available upon request.



Determine the quantity of pieces to be mailed, minimum of 1,000 pieces. Then, using targeted mapping software, we will provide you with demographic information and maps of mail carrier routes within your zip code. This process allows us to select only the routes that will be best suited for your Direct Mail campaign.



Call, Fax or Email your completed order form to Pryor Marketing & Communications, Inc. As a member of the Pronto Smart Choice Advantage program your cost is just .45¢ after National Pronto Headquarters shared cost participation (regular .96¢ per piece).

Carrier Routes in ZIP Code 72768
1001 North Avenue

| Route | Zone of Route | Carrier Code | Business Count | Residential Count | PS Net Count | Estimated Count | Any Household Income | Any Property Value | Area Code |
|-------|---------------|--------------|----------------|-------------------|--------------|-----------------|----------------------|--------------------|-----------|
| 1001A | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001B | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001C | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001D | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001E | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001F | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001G | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001H | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001I | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001J | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001K | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001L | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001M | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001N | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001O | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001P | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001Q | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001R | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001S | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001T | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001U | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001V | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001W | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001X | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| 1001Y | City | 00221 | 401 | 1100 | 0 | 400 | \$17,000 | \$141,000 | 0000 |
| 1001Z | City | 00221 | 0 | 0 | 0 | 0 | \$0 | \$0 | 0000 |
| TOTAL | | | 3762 | 11723 | 0 | 41385 | \$1,838,000 | \$12,111,000 | 0000 |



We will send, via email, an electronic version of your Direct Mail piece for you to review for accuracy. Upon your approval, the final Direct Mail pieces are produced, printed and mailed to your targeted consumers!



Sign Up Today!



Marketing & Promotional Tools

Demandforce®

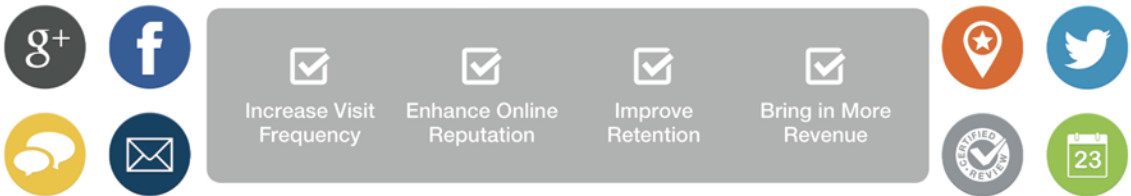
Enhance your online reputation while retaining customers with automated e-mail and text communications using Demandforce.

Demandforce allows you to reach out consistently to your customers through recurring e-mail and text messaging to confirm appointments, send promotions, alerts for consumer recalls, make vehicle specific recommendations and much more.

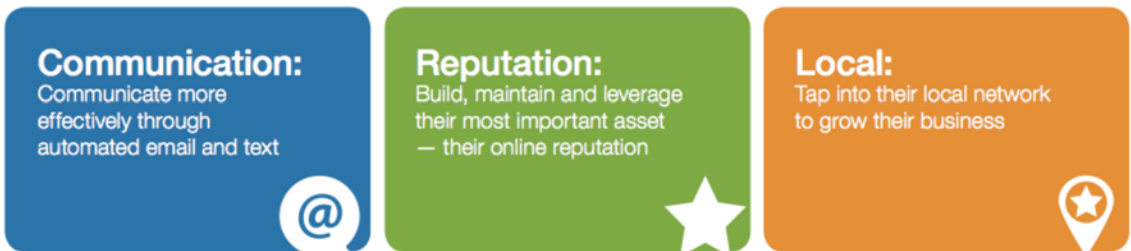
Pronto Smart Choice members qualify for special discounts through Demandforce. For more information and contact info, go to **www.ProntoSmartChoice.com** or **www.demandforce.com/industries/automotive**.

Product Overview

We take an award winning communication portfolio, with easy to use online reputation tools and our broad consumer network, to become the marketing team your business needs.



What We Do



Stay in touch through **automated email & text communications**

- Appointment Confirmations
- Email promotions
- Customer referrals
- Satisfaction Surveys
- Consumer recalls
- Personalized, vehicle specific recommendations

Easy collection of **Certified Reviews** from actual customers

- Demandforce Syndication Network exposes businesses to over 140 million visitors per month
- Creates a consistent experience across the web

Reach your customers through **recurring email campaigns or postcards**

- Transform emails into ongoing weekly, monthly or yearly campaigns
- Emails send automatically and are easy to set up
- Use postcards to get the right message to the right customer & include special incentives

Seamless **Shop Management System Integration**

- Syncs with management system daily to ensure all customer information is up to date
- Reads vehicle data directly from management system to automatically send out service reminders



Marketing & Promotional Tools

10FootWave™ Digital Menu Boards

Bring your shop to the digital age with these highly effective service menu boards and waiting area solutions.

10FootWave™ Digital Menu Boards allow for a number of in-store benefits. Not only can shops promote their services and pricing, other features include the ability to call attention to in-store promotions, display the local weather, announce community events and many other types of relevant store and local information.

Pronto Smart Choice members qualify for special discounts through 10FootWave™. For more information and contact info, go to www.ProntoSmartChoice.com or www.10footwave.com/markets/automotive.



10FootWave™

ABOUT THE PROGRAM

ScreenWave Menu Board is designed specifically to meet the needs of auto care dealers. It is a robust solution that provides automotive dealers the ability to completely renovate their store's digital signage presence using a combination of digital menu boards and waiting area solutions. It allows clients to list their services and/or products with or without price information. Clients are able to promote various store promotions, display community messages, and many other types of relevant content.

FEATURES

- You supply the TV of your choice
- Customize the menu to match your branding
- Sell more products & services
- Promote services & specials
- Show local weather and optional stock ticker
- Extensive content library that always stays fresh
- Pronto Smart Choice promotions automatically appear
- Use the same platform for customer service tutorials
- Digital sales tools included at no added cost
- Animations of most common automotive repair & maintenance
- No competitive TV advertising in your lobby

Smart Choice Members receive special discounts. Contact your Pronto WD Representative to order!

pronto Main Street Auto Service

Repairs

- Check Charging System
- Air Conditioning Check
- Engine Diagnostics
- Front Disc Brake Special
- Front Gas Charged Shocks

Labor Rate (per hour)

Oil - Lube - Filter

- Conventional
- Semi-Synthetic
- High Mileage
- Full Synthetic

Ask about our free courtesy check

Our Promise To You

24 MONTH 240,000 MILES PARTS & LABOR WARRANTY

pronto Roadside Assistance

ASK ABOUT OUR **ROADSIDE ASSISTANCE PROGRAM**

pronto COMPLETE BRAKE SERVICE **SAVE UP TO \$251**

2:08 PM





Marketing & Promotional Tools

AutoMD®

AutoMD® will bring your shop to the front when consumers are searching online for a quality and trusted repair facility.

As part of the AutoMD® Network of Trusted Repair Shops, you'll receive a detailed shop profile containing pictures, services, hours, amenities, location map and more. Over 6 million consumers visit AutoMD.com each year. Increase your online presence with this powerful marketing tool.

Receive a FREE Trial period as a Pronto Smart Choice member. Go to www.ProntoSmartChoice.com or www.AutoMD.com for more details.

ABOUT THE PROGRAM

We want to recommend **Your Shop** to the many consumers who visit AutoMD.com. Over 70% of car owners, who are looking for a repair shop, are searching online.

Pronto Distributors invite you to be part of the AutoMD Network of Trusted Repair Shops. Contact your representative for an exclusive invitation code or call us for assistance.

OUR MISSION: Provide car owners with local repair shops they can trust.

INCREASE YOUR ONLINE PRESENCE

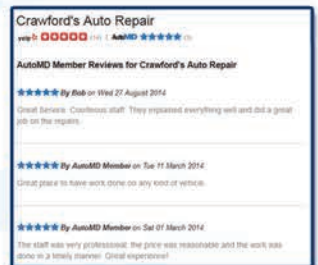
- Detailed shop profile contains pictures, descriptions, amenities, hours of operation, services offered, a map, and more.
- Direct links to your shop's website and Facebook page.
- Over 6 million consumers visit AutoMD.com each year.



GAIN CUSTOMER REVIEWS

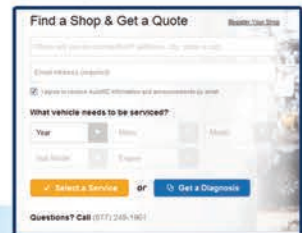


- Ask customers to rate your shop on AutoMD.com.
- Consumers choose shops that show multiple, positive reviews.
- Shops with more positive reviews appear at the top of the list.



SAVE TIME WITH ONLINE SERVICE WRITER

- Customizable, accurate quotes given online to save you time on the phone. (You configure the prices)
- Quotes say "Upon vehicle inspection, different or additional services may be required to fix your vehicle, but no unnecessary repairs are ever recommended."
- Parts must be purchased from your shop.



GET A FREE TRIAL PERIOD FROM PRONTO

- Minimum monthly fee waived for 90 days!
- Pay \$20 for each customer who requests an appointment through AutoMD and actually shows up. (Goes towards monthly fee.)
- Monthly Fee is \$50 per marketing tier with 1,000 appearances per tier.
- No long-term contract. Cancel anytime.
- No charge for customers who call you directly or show up in person (included in monthly fee).





Marketing & Promotional Tools

Bolt On Technology

Bolt On Technology boosts the auto repair and shop management process with a collection of automotive software solutions that enhance daily shop functionality and repeat business.

The service writer will have advanced notice of customer name, vehicle history and vehicle owners' concerns before they enter the lobby. Once the service writer has inspected and determined the needed repair, estimates can be sent wirelessly direct to the customer for approval in an easy to read format.

Become more efficient and profitable with Bolt On Technology software tools. Pronto Smart Choice members receive special discounts. Go to www.ProntoSmartChoice.com or www.boltontechnology.com.



BOLT ON TECHNOLOGY™

Automotive Software Solutions

ABOUT THE PROGRAM

BOLT ON TECHNOLOGY™ power boosts the auto repair and shop management process with a collection of automotive software solutions that enhance daily functionality and repeat business. We enable repair shops to increase efficiency levels and revenue by offering advanced resources of superior automation, 100% accuracy, custom reporting, improved customer retention and automatic service reminders - daily processes are simplified and more sales become constant.

FEATURES

- Provides a Service Writer their customers name so they can greet them personally as they drive up
- Provides vehicle info remotely for faster check in
 - A “self-check in” kiosk is also available if the car owner would prefer
- Documents car owner concerns before you enter the lobby
- Wirelessly assigns each car to a specific technician (no more paper)
- Technician has access to current customer concerns as well as history on the vehicle
- Technician relays repairs needed in an easy to read red - yellow - green format
- Can add pictures of concerns to the vehicle estimate
- Service Writer sends the repair estimate wirelessly (email or text) to the consumer for authorization (again in a simple to read red - yellow - green format)
- Consumer approves and submits
- Technician starts on the repairs (no phone calls and voice mail to be ignored)
- Process is quick & efficient to help turn the bays while providing professionalism to the industry

Mobile Manager Pro



Welcome Station



Smart Choice
Members receive
special discounts.
Contact your Pronto
WD Representative
to order!



Marketing & Promotional Tools

On Hold Messaging

OnHold Company provides you with skillfully crafted ads and the right audio image built around your brand, and tailored to make real connections with your calling customers.

Choose the perfect on hold music and match it with the ideal voice at just the right tone and delivery.

Pronto Smart Choice members receive special pricing for this program. Go to www.ProntoSmartChoice.com or www.onholdcompany.com for more details and information to receive a FREE demo.



OnHold
C O M P A N Y

On Hold Messaging Program

ABOUT THE PROGRAM

Our approach to on hold messages is simple. We've learned that if you combine a captive audience with skillfully crafted ads, the right audio image, and real marketing objectives you'll hit a home run every time! Every on-hold message program is crafted around your brand and tailored to make real connections with your callers. We'll help you choose the perfect on-hold music, match it with the ideal voice at just the right tone and delivery. We'll work with you and stay in constant contact to help implement the plan, monitor its success, and update the messages with fresh marketing content.

TRY BEFORE YOU BUY!

There's no better way to get to know us.

Here's a summary of how it works:

- ✓ You fill out the Demo Request form.
- ✓ We'll call you for a brief discussion about your business.
- ✓ Our Creative Team will craft your marketing messages.
- ✓ We will combine your message with the perfect voice and music.
- ✓ Within three days, we'll contact you to let you know it's ready.

Request a Free Demo

Step 1 of 3 33%

COMPANY PROFILE FOR SCRIPT DEVELOPMENT

Company Name* Main Street Auto

How long have you been in business? 7 Years

Do you have multiple locations/facilities? 2-5 Locations

Do you have a jingle? Yes

What other forms of advertising do you use?

Radio Newspaper


Billboards Direct Mail

Telemarketing Television

Internet

Please list your slogan or motto:

Next



SIGN UP

Smart Choice Members receive special discounts for this program. For complete details, to get a free demo or to sign up, visit www.onholdcompany.com or call 800-492-9030.



Marketing & Promotional Tools

Slip-N-Grip® Shop Supplies

It's the little things that make a big difference. Impress your customers by showing how much you care for their vehicle with Slip-N-Grip vehicle protection products.

Slip-N-Grip has dozens of products such as floor mat protectors, seat covers, steering wheel covers, parts bags and more. Slip-N-Grip also has a service reminder label printer for printing generic or fully custom labels.

Give your business a more professional and caring image with Slip-N-Grip vehicle protection products. For the complete list of products and ordering information, go to www.ProntoSmartChoice.com or www.slipngrip.com.

GENUINE SLIP N GRIP®

Clings. Covers. Protects.

Dozens of Products that Satisfy Customers, Protect Their Vehicles and Keep Them Coming Back!

Pre-Programmed Printer for Static Cling Service Reminders

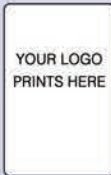
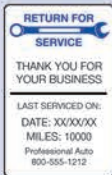
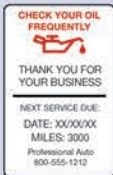


PACKAGE INCLUDES (#M-FB-P9933-44)

- Printer (Pre-Programmed with name and phone number)
- Tough, Flexible Keyboard
- Print Ribbon
- 3 Year Warranty



Standard Design Static Labels 500 Per Roll



Custom Design Static Labels 500 Per Roll • Min Order: 12 Rolls



- #### START-UP KIT
- 250 Seat Covers
 - 500 Plastic Floor Mats
 - 500 Parts Bags
 - 250 Steering Wheel Covers
 - 100 Tire/Storage Bags
 - 250 Paper Floor Mats

25% SAVINGS
*Based on purchasing these items separately

SEAT COVERS

- Slip-N-Grip® two-layer construction ensures seat covers stay in place
- Standardized design protects bucket, bench and split seats
- Premium, Value and Heavy-duty
- Custom imprinting and film available



PARTS BAGS

- High-strength protection, impervious to most shop chemicals
- Made from 40% post-consumer recycled plastic
- Ideal for purchases and worn parts
- Available in three sizes

STEERING WHEEL COVERS

- Elastic design is easier to apply and remove than stretch wrap covers
- Double-band and shower-cap styles
- Standard and Extra Large Sizes Available



SLIP-N-GRIP GREENCORE TIRE BAGS®

- Made from 40% post-consumer recycled plastic
- Ideal when returning old tires or snow tires for storage
- Available in three sizes
- Custom sizes, colors and imprinting available



- #### PAPER FLOOR MATS
- Good-Better-Best offering
 - Plain and coated papers
 - 17" x 19" or 17" x 22" sizes
 - Made in USA from landfill-diverted paper
 - Custom imprints only 3 case minimum!
 - Also available with perforated coupons (CASIMAT™)
 - For more information visit: inagmats.net or casimat.com

CAN LINERS

- The strongest bag available
- Costs no more than traditional bags
- 3-ply construction with leak-proof flat bottom seals
- 70% post-consumer recycled content
- Available in sizes from 12 to 55 gallon



LITTER BAGS

- Featuring recycled resin
- Sizes include 9" x 22" or 9" x 14" plus custom sizes upon request
- Custom sizes and imprinting available

PAPER KEY TAGS AND RINGS

- Paper key tags with metal rings or with 2" metal wire
- Metal rings also sold separately
- Custom imprinting available



PLASTIC KEY TAGS

- Self-locking design holds keys secure
- Perfect for quick tagging keys in a busy service area
- Available in white, yellow, red or blue
- Custom printing available



PLASTIC FLOOR MATS

- Slip-N-Grip® two-layer construction ensures floor mat stays in place
- Impervious to water, oil, grease and most shop chemicals
- Available in standard and large heavy-duty



ADHESIVE FLOOR MATS

- Perfect for detail shops, car washes, used car dealers, showrooms and RV outlets
- 21" x 24" clear mat is a full 3.0 mil thick with high-strength adhesive coating
- 300' and 600' lengths available
- Stay-in-place protection for up to 30 days
- Custom dispenser and combo kit also available



REPAIR ORDER HOLDERS

- Three different styles to accommodate most forms
- Clear or solid back
- With or without handles

TIRE MASKERS

- Protection from dust and overspray
- Contoured design for a tight fit
- Special film technology prevents flaking during removal



REPAIR ORDER RACKS

- Make easy work of managing paperwork
- Sturdy metal design
- 18 & 12 Pocket versions available



NIGHT DROP BOX

- Durable metal box with pull-down tray for convenience
- Door closes automatically
- Kit includes: drop box, metal drop slot, chain-mounted pin and 50 envelopes.



SERVICE DISPATCH NUMBERS

- Heavy card stock for durability
- Large size increases visibility
- Large hole accommodates all vehicles
- 3 & 4-digit: 000-9999



FENDER COVERS

- Unique design and construction provides grip and cushioning
- Large 2" x 3" surface
- Available in black, blue and red
- Available custom printed with your logo with a minimum order quantity of 50

For more information about Slip-N-Grip, please visit slipngrip.com

Why use interior protection?

Between a perfect repair, a fair price and a dirty interior, the only thing a customer remembers is the dirty interior. Happy customers come back and tell others - unhappy customers don't come back but they still tell others!

Why use Slip-N-Grip®?

Slip-N-Grip® seat covers have two distinct layers - the bottom layer grips the seat to stay in place and the top layer is smooth, allowing easy entry and exit from the vehicle. We pioneered closed loop recycling processes that divert and recycle landfill-bound plastic waste for use in our products.

Where are Slip-N-Grip® products used?

New and Used Vehicle Dealerships, Tire Service Centers, Auto-Service Centers, Collision shops, and many other facilities use Slip-N-Grip® products to help satisfy customers and make their business successful.

Little things that make a BIG difference!



Pronto Profit Producer

All successful businesses have a marketing/promotional plan. Work with your local Pronto representative to develop a budget for your marketing efforts and then determine which elements of the Smart Choice program will deliver the best results for you. From an online presence to enhanced personalized customer service ideas, the Pronto Smart Choice program gives you an arsenal of marketing weapons to ensure your business success. Stand out from your competition and stay in front of your customers with the variety of marketing and promotional tools available to you as a Pronto Smart Choice member.

Ask your local Pronto Sales Representative to help you build your very own program and watch your sales grow through repeat business!





We Are Here For You!

From National Pronto Association, we would like to take this opportunity to Thank You for being a member of the Pronto Smart Choice Program. As a Pronto Auto Service Center, you will have access to personal “Concierge” service to answer questions you may have, and assistance with any of the program elements and implementation procedures.

This guide has been assembled to highlight and explain in detail the many benefits of the Smart Choice Program. We highly recommend that you read this guide carefully to learn and fully understand the many programs and customer building benefits the Smart Choice Program offers your business.

You may call 1-800-4PRONTO (1-800-477-6686) anytime during normal business hours, M-F 8:00am – 5:00pm cst., or visit our website at **www.ProntoSmartChoice.com** with questions, to order additional program materials or literature, or if you just want to share with us how well the program is working for your business!

Everyone at National Pronto is strongly committed to ensuring the success of your business. Thank you for your valued support of Pronto Auto Parts and the National Pronto Association distributor member companies. We’re here for you!



National Pronto Association
2601 Heritage Avenue
Grapevine, TX 76051