



**CERTIFIED
AUTO REPAIR**

PROFESSIONAL SERVICE CENTER PROGRAM

CERTIFIED AUTO REPAIR

YOUR COMPETITIVE ADVANTAGE

The Certified Auto Repair program is a nationwide network of independently-owned repair facilities. It is designed to help shop owners grow and market their business in today's competitive environment.



Elevate your business to a national level in today's challenging market

Certified Auto Repair is the nation's best choice for an automotive service center program. An affordable one time enrollment fee and your commitment to attainable monthly purchase requirements gets you everything you need to increase your profits and grow your business.



COMPREHENSIVE NATIONWIDE WARRANTY OPTIONS

Warranty Options to Fit Your Specific Business Needs

- Honored at over 35,000 locations in the U.S. and Canada
- Motorist is covered up to 100% of the original repair cost
- Multiple options to fit your marketing plan:
 - 12 Months / 12,000 Miles
 - 24 Months / 24,000 Miles
 - 36 Months / 36,000 Miles

Commercial Vehicle Coverage Option

- Parts and labor coverage for service centers who incorporate commercial and/or fleet business into their business strategy
- Covers commercial vehicles up to 1-1/2 ton for 12 Months / 12,000 Miles

Nationwide Tire Warranty

- Three year warranty coverage on new tires you sell
- Free replacement for the first 33% of usable tread, prorated thereafter
- Tire repairs or replacements are reimbursed locally and nationwide

Complimentary 24/7 Roadside Assistance

- Eligible "roadside assistance" services: towing, lock out service, jump start, flat tire changing assistance, fuel, oil, fluid and water delivery service
- Two occurrences in 12 months when your customers pay for services of \$25 or more

\$300 Repair Assurance Pledge

- Warranty repairs will be referred to a re-repair facility within 25 miles or we'll make it right with your customer

"We are a Certified Auto Repair service center and it gives us a nationwide warranty which is a great selling point to our customers." — Rick Hughlett, Rick's Automotive, Springfield, MO

COMPLETE MARKETING AND APPEARANCE PACKAGES

Enhance the interior and exterior of your building with Certified Auto Repair branded signage. Customized material displayed within your service center also helps to increase customer confidence and close more sales.



Complete Exterior Illuminated & LED Signage and Branding Options

We have dozens of options available to update your facility and signage. Each package is customized to meet the needs of each Certified Auto Repair member.

Customized branding materials

New members have availability to branding materials on the C.A.R. branding site for custom-tailored point-of-sale material, banners, clocks, brochures and more!



Customer Satisfaction Reviews

Customer reviews influence more repair choices than any other form of advertising. Customer ratings and reviews are collected by a confidential third party and then forwarded to you for review.



Bi-Monthly Consumer Promotions

Mail-In rebates on regular routine maintenance items designed to help drive additional sales in your service center. Members are provided with all needed materials.



Certified Auto Repair Locator Service

Your shop will be included in the Certified Auto Repair locator on the O'Reilly Auto Parts web site.



Marketing Solutions

Get the right combination of online and traditional marketing to find, develop and retain high-value customers for your business.



AutoNet TV

Automotive Lobby TV educates and entertains your customers while they wait for repairs to be performed.



Consumer Financing Options

You can offer a private-label credit card program with no annual fees, low minimum monthly payments and special financing options.



"Certified Auto Repair gives us an edge being able to offer our customers a 24 month, 24 thousand mile nationwide warranty. This is double the coverage of our local competitors. Plus the customer receives the bonus of 24 hour, seven days a week, roadside assistance coverage." — Jack Kingston, The KAR Shop, Rogers, AR

COMMITMENT

Are you committed to performing quality service and repair in a professional atmosphere? If so, let us help you take your business to the next level.



AS A CERTIFIED AUTO REPAIR MEMBER, YOU COMMIT TO:



Make O'Reilly Auto Parts your FIRST CALL for auto parts



Maintain Garage Keeper's Liability Insurance in accordance with the Certified Auto Repair membership application



Maintain an O'Reilly Auto Parts charge account in good standing



Maintain a professional image, including an inviting waiting area and clean restrooms



Employ at least one ASE Certified technician at all times



Maintain a minimum of \$250 in inventory from O'Reilly Auto Parts



A clean, well branded shop builds customer confidence

PROGRAM PACKAGES

Select the programs you are interested in and figure the cost of your customized Certified Auto Repair membership.

PROGRAM COST

Select a warranty and monthly fee option:

- \$50 Monthly Fee - 12 Month / 12,000 Mile
- \$75 Monthly Fee - 24 Month / 24,000 Mile
- \$100 Monthly Fee - 36 Month / 36,000 Mile
- \$100 Monthly Fee - 12 Month / 12,000 Mile Commercial Warranty (includes your choice of applicable motorist warranty)



PROGRAM COST REIMBURSEMENT

Select the number of full-time technicians you employ for purchase commitment and fee earn back target:

- | | |
|--|--|
| <input type="checkbox"/> 1 Technician Shop: \$3,000 per month | <input type="checkbox"/> 2 Technician Shop: \$4,000 per month |
| <input type="checkbox"/> 3 Technician Shop: \$5,000 per month | <input type="checkbox"/> 4 Technician Shop: \$6,000 per month |
| <input type="checkbox"/> 5 Technician Shop: \$7,000 per month | <input type="checkbox"/> 6 Technician Shop: \$8,000 per month |
| <input type="checkbox"/> 7 Technician Shop: \$9,000 per month | <input type="checkbox"/> 8 Technician Shop: \$10,000 per month |
| <input type="checkbox"/> 9 Technician Shop: \$11,000 per month | <input type="checkbox"/> 10+ Technician Shop: \$12,000 per month |

PROVEN BENEFITS DELIVER REAL SAVINGS AND IMPROVE PROFITS

Certified Auto Repair provides real-world savings for the service center owner. We provide cost management solutions through group insurance rates, training discounts and earn backs, trade organization reimbursements and more. Members can also take advantage of the latest repair information, comprehensive shop management training, earn backs for qualifying electronic purchases and local labor claim protection.



Real-world
benefits translate
to positive growth
for your business

Online Shop Management Training

Included at no charge to members
"48 AMI credits".



Fix More Cars in Less Time

Earn discounts on all Real World
Training offers.



Uniform and First Aid Services

Exclusive member discounts on uniforms,
shop supplies, and first aid items.



Find and Fix Faster

Members enjoy discounted rates
on Identifix® Direct-Hit™ and Tech
Hot Line calls.



Electronic Purchase Earn backs

Member exclusive earn backs
on electronic ordering and shop
management systems.



Local Labor Claim Protection

Certified Auto Repair members enjoy expedited local labor
claim benefits with claims paid in as little as 48 hours.

Discounts on Computer Hardware

Save up to 20% on computer hardware
for your business through HP and Dell.



Group Insurance Rates

Programs available for building contents, liability, health, life,
disability, retirement, and workers compensation coverage.
Reference www.carprograms.net for a quote.



Trade organization annual reimbursements

- ASE Certification test reimbursements - \$50 per technician
- Trade organization reimbursements (ASA, AASP, ATRA, CCPN and more) - \$50
- iATN membership - \$20

"The program does a great job of providing us with signage, brochures, training and point of sale materials contributing to the growth of our business." — Neil Dixon, Reese's Tire and Automotive, Cottonwood AZ

DEDICATED TO THE PROFESSIONAL

Since opening our first store in 1957, O'Reilly Auto Parts has been meeting the needs of our professional customers. We understand today's complex and competitive repair market. Our First Call professional-only services are designed to help your business operate more efficiently - while adding value for your customers. Want to turn more bays in less time? We have everything you need to get started.



PRO PRICE ASSURANCE

- Consistent discounts
- Overall savings commitment
- No minimum purchase to qualify



REAL WORLD TRAINING

- Training is an investment in your future
- Offering the latest repair and diagnostic topics
- Shop management training



FirstCallOnline.com

- Professional on-line ordering
- Receive earn backs
- Real-time inventory and pricing



STOCK MANAGER

- Eliminate obsolete inventory from sitting on your shelves
- Monthly discount for online stock orders
- Electronic tracking of your inventory
- Make sure you have the correct inventory on the shelf

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