

# What's *New* at AGR?



Week of: April 29<sup>th</sup> 2024 – Week #18

- 1) **Weekly Sales & Key Item Report(s)** → Shared by Greg – see memos. All other reports will be available upon request.
- 2) 🍌 **Our MUG Consumer Rebate Campaign [is ON]** → Shared by Patrick– see memos. Consumer rebates ranging from \$100 to \$50 on select brands. Rebates are Mail-in /Online. Up to \$100 rebate offers on Michelin, BFGoodrich, and Uniroyal tires! 🚗👉






- 3) **Michelin Uniroyal BFGoodrich - Spring Spiff Program starts February 1<sup>st</sup> [NOW Over]** → Shared by Andy – see memo. ✨ Attention All! Thank you for placing your 2024 spring MUG booking order. Get ready to earn spiff MONEY from Feb 1st to Apr 30th, 2024. Sell all-season and winter tires to earn:

■ **Michelin:** \$5 per tire 🚗



























■ **BFGoodrich:** \$5 per tire 🚗

■ **Uniroyal:** \$5 per tire 🚗

No tracking needed; we'll handle it. Eligibility: minimum SB24 booking order. Focus on selling MUG product lines this spring and boost your earnings. Print the attachment in the memo, meet with sales staff, and let's sell more tires. Questions? Call your coach, Patrick, or Andy. Happy selling! 💰🚗👍

- 4) **DriveON Phase 2 Rollout \*\*\*PLEASE REVIEW ASAP\*\*\*** → Shared by Greg – see memos.  
 DriveOn Program Update: Registration opens on May 9th! Don't miss out on this opportunity to enroll in the new DriveOn program. By registering, you'll receive a FREE Inspection Tablet (\$1400 value). Act fast and secure your spot to ensure a smooth transition. Contact the Ministry for any questions. Also, Masters insurance have been notified of the required wording changes and will be issuing new certificates to each location via your AGR MGR email account. So please watch for it as you will need this updated certificate to register.  Helpful Links: [www.driveonportal.com](http://www.driveonportal.com), [www.ontario.ca/page/motor-vehicle-inspection-stations](http://www.ontario.ca/page/motor-vehicle-inspection-stations)
- 5)  **Price Updates for DT Tire SKUs** → Shared by Patrick – see memo. We've encountered recent price updates for DT tire SKUs, and while we await the updated price file, please utilize the DT TIRE HUB standalone for current pricing verification. Stay vigilant, and once we receive the file, Protractor will be promptly updated. Thank you for your attention to this matter.
- 6)  **April 2024 KPI Report - Now Available!** → Shared by Patrick – see memo. See the memo for our April 2024 KPI report.  To view it, click the linked image in the memo: As we enter May, focus on customer retention and ELR stats.  Your area coach is here for support, and for more details, reach out to them or Patrick.
- 7)  **April 2024 Google Report - Now Available!** → Shared by Patrick – see memo. See the memo for our April 2024 Google report.  To view it, click the linked image in the memo: As we enter May, focus on canvassing for reviews and responding to them accordingly.  Your area coach is here for support, and for more details, reach out to them or Patrick.
- 8)    **Important Update: New On Hold Message\_ May 2024**    → Shared by Patrick – see memo. [Here](#)  and in the memo is the latest AGR On-Hold Marketing Message, now updated to include references to digital inspections. For those with the on-hold marketing box with a USB, please follow the instructions provided to upload the new message. Locations with remote loads will have the message has automatically uploaded, while Adrian will assist those using the Grand stream phone system. Prompt attention to this update is appreciated. For assistance, contact your coach, myself, or ON HOLD MARKETING at 1-888-466-4653. Thank you for your cooperation.
- 9) **AS1 Question Regarding Auto-Refresh of the Dashboard** → Shared by Greg – see memo. Some comments surfaced during the recent Dealer meeting regarding the AS1 dashboard's lack of automatic refresh after a technician completes an inspection. Upon inquiry with AS1, it's confirmed as a known bug under rectification in their next update. Until then, manual refresh is necessary. Your feedback on AS1 is valued; please share any suggestions with Greg for presentation to AS1. For operational issues, promptly email [help@autoserve1.com](mailto:help@autoserve1.com) for assistance. Thank you for your cooperation.

- 10) **Skilled Centennial College Transportation Service Technician Coop Students Ready for Work** → Shared by Greg – see memo. 🎓 🚗 Centennial College offers co-op students eager for temporary positions, potentially transitioning to full-time roles if impressed. These students are passionate about mechanical services and repairs, ready to learn and contribute. Details in memo. Interested? Apply directly. Thanks! ✂️
- 11) **Dealer Meeting Presentation and Minutes | April 25th 2024** 📊 → Shared by Patrick – see memo. 📄 Thanks to all who joined us for the dealer meeting on April 24. 🎉 The meeting presentation and minutes have been emailed to all dealers for your reference, via your mgr. email. Year to date, we've witnessed growth in sales, customer count, and marketing efforts, with improvements in AS1 send rates. Congratulations to stores 1, 110, 859, and 3899 for winning Blue Jays tickets! 🏆 For inquiries or discussions, feel free to reach out to Greg, Patrick, your coach, or our team. Let's maintain the momentum for 2024!
- 12) **New Transmax ATF/CVT Packaging Sizes & Important Updates** 📄 🛢️ → Shared by Patrick – see memo. Attached in the memo is the product bulletin for the new packaging sizes available for the Transmax ATF/CVT universal. The launch timing below states late-September for both sizes, however, it is highly likely that the drums will be available as early as July. Castrol Wakefield is expanding the Transmax Universal ATF/CVT product portfolio by adding a Drum and a Bottle SKU. Please review the attached bulletin in the memo and let us know if you have any questions or need further assistance.
- 13) **Enhancing Efficiency with Mitchell Pro-Demand and CARFAX: Important Updates and Guidance** → Shared by Patrick – see memo. In light of recent challenges, let's maximize the benefits of Mitchell Pro-Demand and CARFAX for our newer staff members. If you need help with Mitchell credentials or aren't fully utilizing these tools, reach out! Pro-Demand offers valuable OEM maintenance references, while CARFAX provides comprehensive vehicle history reports accessible through your Protractor database. Take 10 mins to review past invoices and explore opportunities to enhance customer value. Your area coach will follow up for further discussion. Need assistance? Let us know! 🛠️ 🚚
- 14) **Important Updates to Enterprise Service Packages** 📢 → Shared by Patrick – see memo. We've revised our enterprise service packages and contact settings based on your feedback and insights from our coaches. Key enhancements include: 🛠️ Quick Code Integration for seamless addition of popular service packages, 📊 Mandatory AS1 30-Point Digital Inspection for all tire swaps and changeovers, addressing quality concerns, ✂️ Updated Service Package Verbiage, including specific notes on Drain Plug Torque in oil change packages, and 📁 Clear Disclaimers in code fields, with a special note on Cash & Carry transactions. Plus, the CELL field is now the default phone number on new contact cards for uniformity across our network. 📱 These updates will synchronize with enterprise-linked databases; manual updates may be necessary for unsynchronized databases. For assistance, reach out anytime! 📞

- 15)  **Spring Update: Inventory Management Best Practices!**  → Shared by Patrick – see memo. We're focusing on optimal inventory management in light of recent Michelin price updates and JIT delivery enhancements.  Ensure your inventory is properly managed to avoid shrinkage and inaccuracies in sell-out histories—vital for effective order planning.  Embrace a Q2 "spring cleaning" by checking stock levels, replenishing incomplete sets, liquidating aged and -D SKUs, and enhancing turnover.  If you need support, don't hesitate to contact your coach or Patrick. Remember, maintaining only profitable safety stock and keeping up with just-in-time deliveries are crucial for minimizing risks and maximizing efficiency. Let's make this a productive season!
- 16) **Make your Voice Heard for the Right to Repair** → Shared by Greg – see memo. The Right-to-Repair campaign (Bill C-244) needs your urgent support to ensure shop owners and techs maintain access to vital OEM service data.  It only takes 2 minutes to help: Click the link [here](#), enter your details, and use the guided screens to send a pre-written email to the Senate. No typing required! Please share with staff, customers, family, and friends.  Your participation is crucial in keeping repairs accessible and affordable. For any questions, feel free to contact Greg.
- 17)  **Spring Into Savings with MaxSensor TPMS Promotions [Now Over]** !  → Shared by Patrick – see memo. Secure fantastic deals on MaxSensor Select Pro TPMS sensors, available in Aluminum (Part#MXSA002) and Rubber (Part#MXSR002) valves. Order 200+ sensors for just \$19.50 each!  Plus, orders of 100+ units include a Free MX41 Programmer (one per season).  Special offer for Tesla customers: Tesla Bluetooth sensors (Part#MXBLE01) at \$55 each for orders of 20+. Don't miss these incredible savings; place your order by April 30th, 2024! For assistance or to update your Programmers, contact your coach.  Call Wheel 1 at 877-326-0933 and spring into action with these great deals! 
- 18) **3 Day Hybrid / EV Training Program [Starting Soon]**   → Shared by Greg – see memo. Dive into the future of automotive technology with our 3-day Hybrid/EV Training Program from April 29 - May 1, 2024, in Barrie, ON. Master the ins and outs of Hybrid and Electric Vehicles with both theory and hands-on lessons.   At just \$2000 per technician, this program qualifies for Ontario Job Grant Funding, with AARO members enjoying a \$200 discount (Code: ICU37). Don't miss out—enhance your skills and stay ahead in the rapidly evolving auto industry!   For details and registration, reach out to Greg or click the link in the memo.
- 19)  **Exciting News: Introducing Our New SMS Text Marketing Platform!**  → Shared by Patrick – see memo. Exciting news!  Our new SMS Text Marketing Platform, tested rigorously across multiple stores in February, yields phenomenal results!  Compared to emails, our SMS blasts boast higher open rates and superior click-through + call rates.  With 50,000 monthly segments, we're set to execute precise campaigns.  Interested? Reach out to Patrick directly! Plus, we await group pricing details for Protractor integrations.  Let's maximize this platform's potential together!

20) **Important Update: Castrol Roadside Assistance Vouchers Expiry Notification! [USE NOW]** 🚗 → Shared by Patrick – see memo. The Castrol Roadside Assistance vouchers are set to expire by year-end, and the program will not continue. Please distribute any remaining vouchers to customers ASAP to ensure they benefit. If you have excess vouchers, consider a targeted outreach to loyal customers. We're here to support your efforts! For assistance or queries, feel free to contact Patrick. Let's make the most of this service while it lasts!

21) **Customer Storage Tire Requirements for Insurance Purposes** → Shared by Greg – see memo. Following a recent store fire, the necessity of comprehensive tire storage records became evident 📄🔥. To ensure full coverage:

- ✓ Document customer details, tire make/model, size, tread depth, wheel type, and TPMS status.
- ✓ Shift to electronic records for swift post-loss access 📱💾.
- ✓ Periodically clear outdated storage tires for efficient space management 🗑️🔄.
- ✓ Employ AS1 for detailed records and images 📷.

Also Prioritize inventory balance between customer storage and new tire stock 🛠️🚗.

22) **Telemarketing and AS1 Text Outreach Opportunities for Your Store** 🖥️📞 → Shared by Patrick – see memo. We're offering telemarketing campaigns to boost your store's performance. These campaigns drive appointments, increase business, and enhance customer engagement. Sample scripts for Jan/Feb are included, and we can customize them to your store's customer base. Calls go out from your store's number, ensuring trust. If interested, please let Patrick know, and we'll coordinate a tailored campaign strategy.

23) **🚨 Important: Wheel Mating Surface - Safety Alert & Guidelines for Seasonal Changeover** 🚨 → Shared by Patrick – see memo. As we prepare for the Seasonal Changeover Rush 🍂➡️❄️, it's imperative to address a critical safety concern: 🛑 No wheels should be installed on vehicles with rust build-up on wheel hub mating surfaces to prevent potential wheel ejections. Adhering to this guideline is crucial for customer safety and upholding our network's reputation. Remember to ensure clean, rust-free mating surfaces, inspect fasteners pre-installation, supervise Junior Techs, hand-torque wheels, and avoid disturbing Techs during critical tasks. Thoroughly train new staff on tire and wheel safety to maintain our high standards. Let's commit to safety and quality service, charging for necessary wheel and hub service to address safety concerns. For further assistance or best practices sharing, contact your Area Coach. Together, let's ensure a safe and successful season.

