



# Memorandum

Bulletin 17-0237

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To: All NAPA AUTOPRO and NAPA AutoCare members, all NAPA stores  
From: Chris Thorne, National Director, Banners  
Subject: **2017 NAPA EMERGENCY ROADSIDE ASSISTANCE PRICE INCREASE**  
Date: May 25, 2017

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Please note that, effective June 1, 2017, the cost for each NAPA Roadside Assistance activation per vehicle will increase from \$12.99 to \$15.99 for a full 6-month coverage period. The wait period to activate the coverage once a vehicle has been registered at a NAPA service centre will also be extended from 48 hours to 5 days (120 hours).

### Why the changes?

The cost of providing emergency roadside services is directly tied to the number of times the service is actually used. Regrettably, we are facing high levels of claims from consumers and low program activations, which has caused us to greatly exceed our contract activations versus claims percentage with our service provider Club Auto. We also have far too many claims very close to the 48 hour waiting period. As a result of actual usage rates, the price of NAPA Roadside Assistance program needs to be increased. To limit the increase to you, NAPA Canada will also be subsidizing the balance of the required increase from Club Auto to continue to offer this differentiating service to you, our valued customers.

We trust that you understand that we do have to adjust the price to get much closer to the actual costs of providing these services. We also need to pay much stricter attention to insure that the program is used for its intended purposes and in accordance with the program's terms and conditions.

As we have perfect examples of NAPA AUTOPRO and NAPA AutoCare members using the program responsibly, we must prevent a far too high usage rate of NAPA Roadside Assistance services, even if it is at low activation levels. Our objective is to remove all misuses of the program to greatly reduce our claims percentages, so we can request a pricing decrease based on our responsible performance.

Our NAPA AUTOPRO Business Development Specialists will be directly following up with our members who have had abnormally high claims percentages versus activations.

We encourage you and your staff to review the updated roadside sell sheet attached and the program terms and conditions through <https://www.napaautopro.com/en/emergency-road-services>.

Keep in mind that this program is intended for emergency unexpected situations, versus required towing and commercial vehicles including fleets and vehicles above ¾ tons that do not qualify.

Best regards,

A handwritten signature in blue ink, appearing to read "Chris Thorne", is written over a light blue horizontal line.

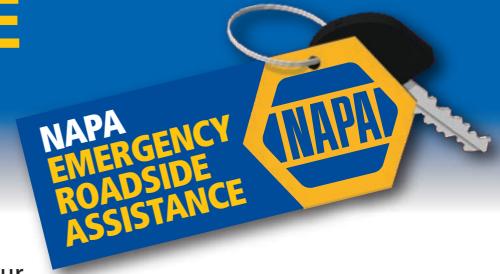
Chris Thorne  
National Director, Banners

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### Marketing & Sales Department



# NAPA ROADSIDE ASSISTANCE YES! It IS that easy!



## It's about Customer Loyalty!

The NAPA Roadside Assistance Program is designed to enhance the value and trust that your customers have with you. It is an option that you can offer:

- To regular customers that might not have this coverage elsewhere
- To provide assistance that would not be covered under the Peace of Mind Warranty, such as:
  - tows for inoperable vehicles within 40 km of your location
  - tows for unrelated original service work outside of 40 km
  - key lock-outs, fluid delivery, boosts and roadside tire changes

It is also re-designed to enhance frequency of service, allowing you to remind customers of the overall value of seeing you at least twice a year by rewarding them with emergency roadside services! The NAPA Emergency Roadside Assistance Program wasn't designed to compete with other membership-style programs, but rather as a reward to your regular customers for their loyalty.

## You can include this at no cost or you can charge for it!

Whether you choose to offer roadside assistance to only your best customers, on selected services or invoice values, or as a cost recovery, you now have complete flexibility and control over how you use this program! With an activation cost per vehicle of just \$15.99 for a full 6-month coverage period, you can include it at no cost or charge for it up to a maximum retail price of \$19.99.

Registered vehicles are covered for 6 months and up to 3 occasions for:

### Towing

- If an inoperable vehicle requiring assistance is within 40 km of you, it will be towed back to you!

### Battery Boost

- Dead battery? No problem! We'll be there with a jump start!

### Lock-out Service

- Keys locked inside your customer's car? We'll get them out!

### Fluid Delivery

- Customer ran out of gas? We'll deliver up to 10 litres of fuel!

### Flat Tire Change

- We'll be there!

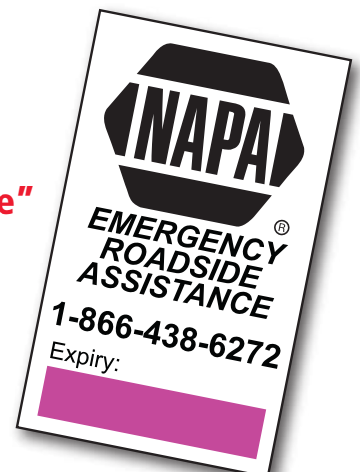
## Windshield Reminder Stickers "NAPA Emergency Roadside Assistance" are available too!

Order the NEW stickers online at the NAPA AUTOPRO Boutique ([napaautoproboutique.ca](http://napaautoproboutique.ca)) or at the NAPA AutoCare Boutique ([napaautocareboutique.ca](http://napaautocareboutique.ca)). You can also call the NAPA Service Centre at 1 888-959-9992.

Sold in packages of 100 at \$4.50/pkg.

Part numbers: English Stickers: 973-2076E, French Stickers: 973-2076F

\* See complete Program Terms and Conditions available online on your member website.



# ENROLLMENT IS SIMPLE!

The screenshot shows the 'Enter Your Information' registration form. It is divided into three main sections: 'NAPA Installer', 'Vehicle', and 'Driver'. The 'NAPA Installer' section includes a dropdown for 'AUTO REPAIR STATION' and a text field for 'STATION'. The 'Vehicle' section includes a 'Year' dropdown, a 'Vehicle not listed?' text field, and a 'License Plate #' text field. The 'Driver' section includes 'First Name', 'Last Name', 'Phone', and 'Customer Email' text fields. A 'Submit' button is at the bottom right. A note at the bottom says 'Enter a customer email to send a copy of the enrollment confirmation'.

## Log in to Register

Log in to your NAPA dealer member website: [www.napaautopro.com](http://www.napaautopro.com) or [www.napaautocare.ca](http://www.napaautocare.ca) and open the NAPA Emergency Roadside Assistance link. Fill in the required information. Click "Submit" and you're done!

## 30-Day Expiry Reminders

You can look up your registrations anytime by clicking on the "View Enrollments" tab. Approximately 30 days BEFORE a customer's coverage expires, you will automatically receive a reminder notice.

The screenshot shows the 'My Enrollments' table with columns for Customer, Year, Make, Model, License Plate, and Active. Each row includes a 'Re-Enroll' button and a 'Send Email' link.

Customer	Year	Make	Model	License Plate	Active
MATT (813) <a href="#">Send Email</a>	2010	HYUNDAI	ACCENT	B	From: 08/05/15 To: 08/11/15
DON (813) <a href="#">Send Email</a>	2009	KIA	SPORTAGE	S	From: 08/05/15 To: 08/11/15
PAULIE (813) <a href="#">Send Email</a>	2005	NISSAN	SENTRA	B	From: 10/11/14 To: 10/11/15
MITCH (813) <a href="#">Send Email</a>	2008	TOYOTA	RAV4	B	From: 11/11/14 To: 11/11/15
Steve (813) <a href="#">Send Email</a>	2011	TOYOTA	COROLLA	A	From: 12/11/14 To: 12/11/15
DOUG (813) <a href="#">Send Email</a>	2008	NISSAN	ROGUE	B	From: 2/11/14 To: 2/11/15

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Steve (813) <a href="#">Send Email</a>	2011	TOYOTA	COROLLA	454	From: 12/11/14 To: 12/11/15
DOUG (813) <a href="#">Send Email</a>	2008	NISSAN	ROGUE	B	From: 2/11/14 To: 2/11/15

## Pre-populated Renewal

You can also view your expired customers by clicking on the "Show Expired Enrollment" box. Re-enrolling a customer for another 6-month term is fast and easy—simply click the "Re-Enroll" button and all of your customer's information will be pre-populated into the system.

**NAPA  
EMERGENCY  
ROADSIDE  
ASSISTANCE**

