



February 14, 2012

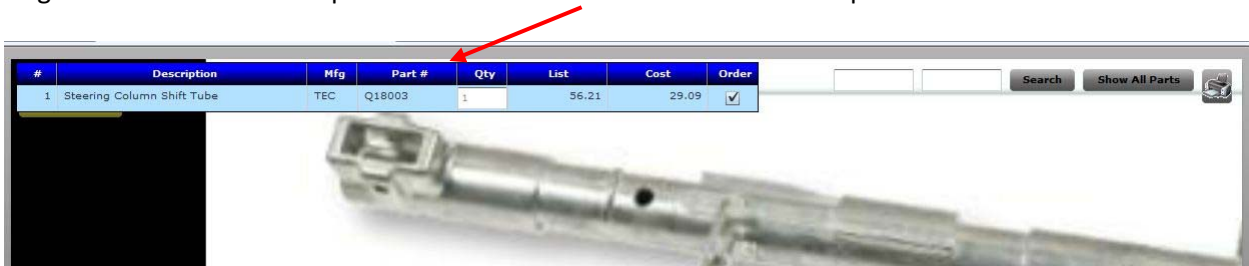
The Internet AutoParts (IAP) eStore now has the capability for the Parts Distributor to present their Service Dealer Promotions electronically with the ability to place electronic orders from hot-spots that have been defined by the Parts Distributor. If the Parts Distributor has worked with IAP to add a promotion to their site, then the Promotions button is displayed, as shown below:

The screenshot shows the IAP website interface. At the top right, there is a section for 'ABC Auto Parts' with contact information and a 'Your Active Parts Quote' section. Below this is a navigation bar with links for 'Parts', 'Supplies', 'Quotes', 'Orders', 'My Profile', and 'Administration'. A 'Find Parts' section is visible, with a 'Promotions' button highlighted by a red box and a red arrow pointing to it. Below the navigation bar, there are sections for 'Choose an existing Vehicle...' and 'Enter a new Vehicle...'. The 'Choose an existing Vehicle...' section contains a table with columns for Date, Year, Make, Model, and Owner. The 'Enter a new Vehicle...' section has a search box and a 'Select Vehicle' button. Below these sections, there is a 'Search for Parts...' section with a 'Part Type' search box and a 'Select a new Vehicle by Year...' section with a grid of years from 2012 to 2001. At the bottom, there is a 'Select from the Quickpicks below...' section with various part categories and checkboxes.

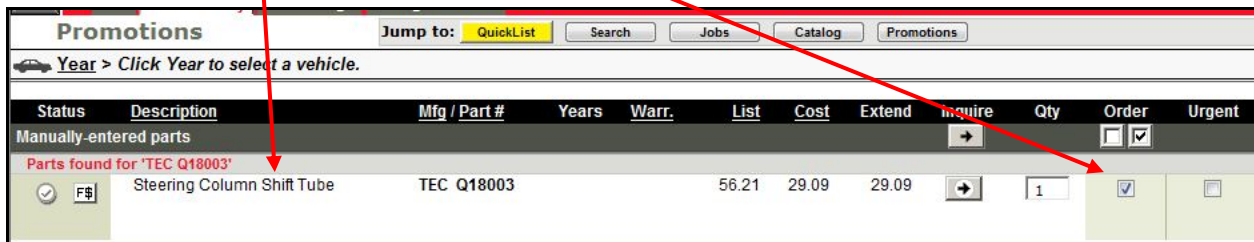
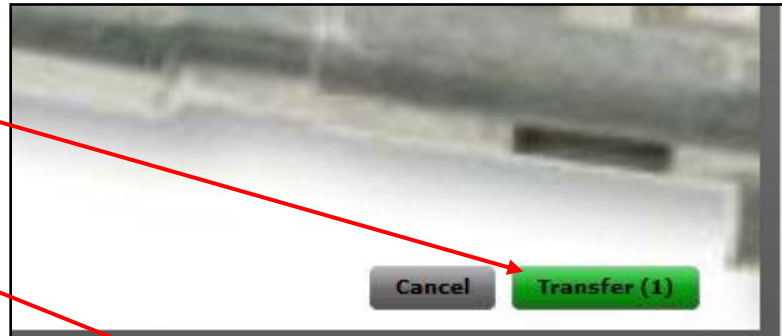
The Parts Distributor can have multiple promotions going on at one time with IAP. If the Promotions button is clicked, then the Promotions are loaded and the Service Dealer can easily “flip” the pages to see all of the items, or zoom in on an item to order. Or, the Service Dealer can click on the Show All Parts button to see all parts for this promo that are available to order.

The screenshot shows a promotional page for 'STEERING COLUMN SHIFT TUBES & BUSHINGS'. The page features a large 'PROBLEM SOLVED' stamp in the top right corner. Below the title, there is a paragraph of text: 'The OE unit is prone to wearing out and breaking. TechSmart™ high-volume, high-quality steering column shift tubes and complementary steering tube bushings are engineered as a direct-fit replacement for the high-failure OE units.' Below this text, there are two images of steering column shift tubes. The first image is labeled 'Q18003 Steering Column Shift Tube Ford/Lincoln/Mercury 2007-1990 VIO over 11 million' and has an 'Order' button. The second image is labeled 'Q18001 Steering Column Shift Tube Ford/Lincoln/Mercury 2011-1995 VIO over 11.5 million' and also has an 'Order' button. At the top right of the page, there is a 'Search' button and a 'Show All Parts' button. A red arrow points from the 'Show All Parts' button to the 'Order' button for the Q18003 part.

Clicking on the order button, displays a Promo parts list box, such that the Service Dealer can make a decision to order this part or more than one. The example below shows the results of clicking on the single order button for this part. Notice the Parts List Box that shows up:



After the Service Dealer Clicks in the Order box, the transfer button at the bottom right of the screen is activated and the Dealer can click on this button in order to put this Promo item on a quote for ordering.



Promotions can be multiple pages. It is best to provide IAP with a PDF with start and stop dates for the promotions. Please provide Promotions at least 7 business days in advance of the anticipated start date. IAP handles the expiration of the promotion dynamically.

Utilizing electronic Promotions, the Parts Distributor can increase their awareness and competitiveness for their Service Dealer customers. For more information, please contact Support at [support@iapshop.com](mailto:support@iapshop.com), or call 1-512-527-8966, ext. 2. IAP is happy to work with you on one or many promotions.