

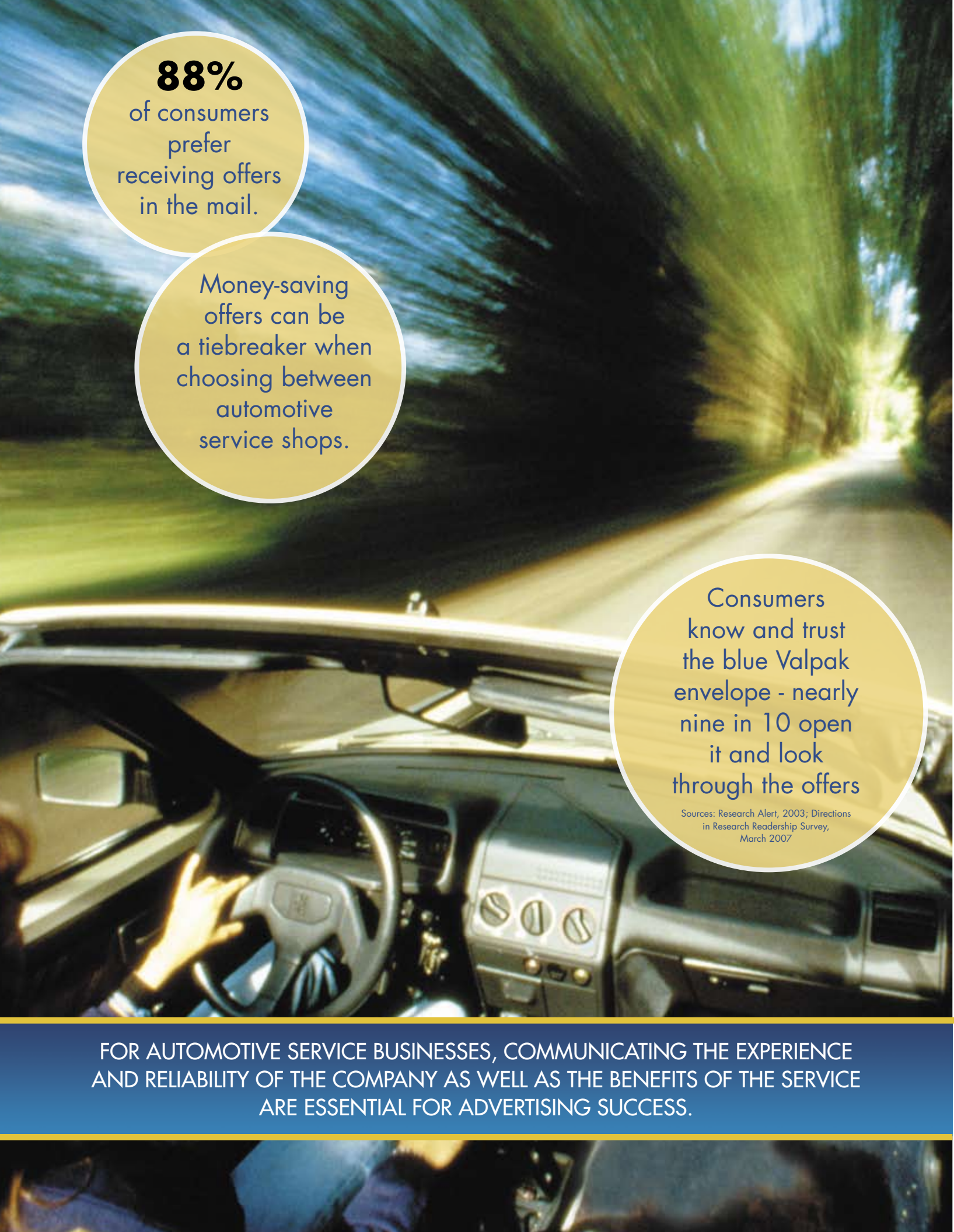


*When* **CONSUMERS** *need an*  
**AUTO** *or* **AUTO SERVICES,**  
*are they THINKING about you?*



*They will  
if your offer  
is in their  
hands.*





**88%**

of consumers  
prefer  
receiving offers  
in the mail.

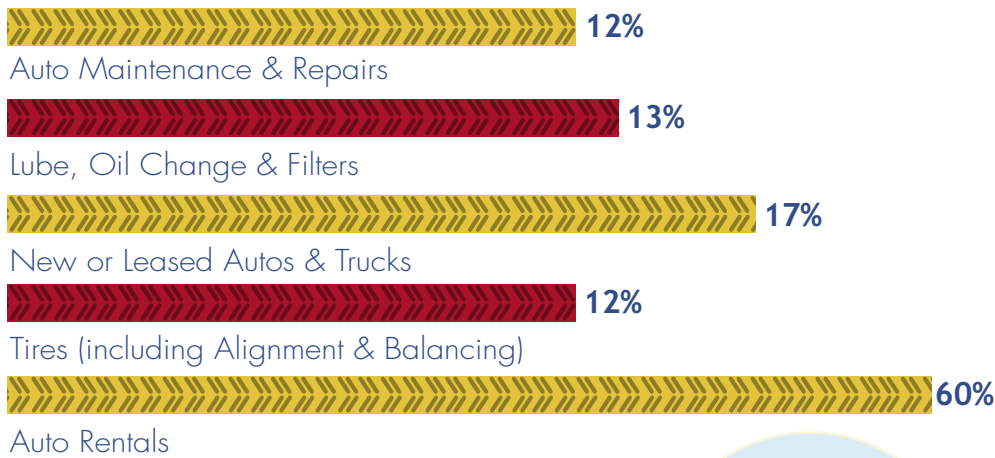
Money-saving  
offers can be  
a tiebreaker when  
choosing between  
automotive  
service shops.

Consumers  
know and trust  
the blue Valpak  
envelope - nearly  
nine in 10 open  
it and look  
through the offers

Sources: Research Alert, 2003; Directions  
in Research Readership Survey,  
March 2007

FOR AUTOMOTIVE SERVICE BUSINESSES, COMMUNICATING THE EXPERIENCE  
AND RELIABILITY OF THE COMPANY AS WELL AS THE BENEFITS OF THE SERVICE  
ARE ESSENTIAL FOR ADVERTISING SUCCESS.

## VALPAK CONSUMERS ARE PROJECTED TO SPEND MORE AT MANY AUTOMOTIVE SERVICES BUSINESSES THAN THE AVERAGE HOUSEHOLD:



Source: Claritas, A Nielsen Company, with current year projections, March 2008

## VALPAK UTILIZES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO USE YOUR SERVICE.

Valpak consumers are projected to spend **12%** more on auto maintenance and repairs

- Valpak selects only the best areas to reach upscale audiences with a history of spending more on many goods and services.
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation.
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available.



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

## AUTOMOTIVE SERVICE BUSINESS OWNERS TRUST VALPAK

Nearly 1.7 billion automotive offers were mailed last year in the blue envelope.

"Valpak raises our business profile and awareness while bringing in new customers.

We notice a substantial increase in business when the ads go out. Valpak is the best direct mail marketing we've used."

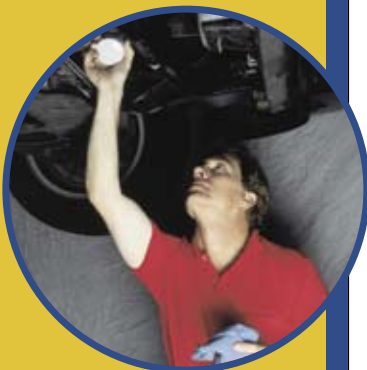
**Lori Blume,**  
Vice President  
Turney Town Shell, Inc.  
Garfield Heights, OH

"We use Valpak because it brings in the best volume of work, highest redemption numbers and most new customers. We'll continue with Valpak because this is cost effective advertising"

**Curtis Atwood,**  
Owner  
Precision Tune  
Burien, WA

## VALPAK IS COST EFFICIENT AND EASY TO USE

- Shared mailing costs
- Volume and frequency discounts
- No wasted circulation
- Choice of neighborhoods and mailing quantity
- Quick, no-hassle turnkey programs



## THE THREE KEYS TO GETTING MORE AUTOMOTIVE SERVICES CUSTOMERS

### REACH

The number of homes you select to receive your ad

+

### FREQUENCY

The number of times a year your ad is seen by Valpak shoppers

+

### VALUE

The appeal and incentive to try your service or product that your ad delivers to consumers

=

### SUCCESS

A review of long time Valpak Auto & Transportation advertisers showed they mailed an average of 9 times a year to 4 different mailing areas.

An in-depth analysis showed that the more an advertiser mailed with Valpak, the more their satisfaction increased.

**Valpak**