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# OEM PARTS SALES AND MARKETING

## WE UNDERSTAND YOUR BUSINESS

Since 1988, Advantage Parts Solutions has connected its client network of over 2,500 best-in-class OEM Parts Suppliers to over 300,000 automotive Repair Shops. We provide parts solutions to Suppliers, Repairers, Manufacturers and Automotive Insurers that improve parts processes resulting in improved measurable Return On Investment (ROI). Advantage is proud to have the highest level of client satisfaction in our industry. When asked, 9 of out 10 Clients would highly recommend our services.

## THE ADVANTAGE MULTI-BRAND SOLUTION

Advantage offers a multi-brand solution combining professionally managed sales and marketing services that are shared between non-competing OEM Parts Suppliers. This shared approach is cost effective for the Supplier and highly effective in generating measurable results (ROI) for all parties. Working with Parts Purchasers to understand how Suppliers can assist them, through OEM Parts programs, promotions, and new technologies including 3rd party programs, results in considerable value.

## DEDICATED BUSINESS DEVELOPMENT MANAGERS

Our professionally managed Business Development Managers (BDMs) have a singular automotive parts focus and are experts in building relationships between our Supplier Clients and the Parts Purchasers. Our BDMs and Clients are always connected using cloud based technologies enabling everyone to work together effectively and in real time. Advantage offers a culture within our company of continuous learning as well as continuous improvement.

## THE REPAIR SHOP NETWORK

Advantage has established long-term relationships with over 300,000 Repair Shops. Our BDMs work together with the Parts Purchasers and our OEM Suppliers with a focus on developing a complete OEM Parts solution based on their business needs. Our efforts consistently find new ways to add value gained from sharing best practices across thousands of Suppliers and Shops.

## PARTS PERFORMANCE KPI DASHBOARDS

Our Parts Performance Dashboards, designed for the OEM Parts industry, instantly shape large volumes of parts data into easy to understand and actionable information in visual dashboards. By easily tracking sales, returns and order fulfillment metrics, Suppliers and Shops can improve business performance and client satisfaction. Our analytics platform is simple to implement, so we can get you up and running right away to help you unlock important answers within your data.

## CUSTOMIZED SOLUTIONS

Advantage offers customized sales and marketing solutions to industry-related companies. We grow our Clients' business across regional and national geographies reaching thousands of businesses from our vast Supplier and Purchaser networks. Implemented with highly experienced Business Development Teams supported by cutting-edge technologies, the effectiveness of our solutions are unsurpassed in our industry.

# OEM PARTS REWARDS LOYALTY PROGRAM



***"Genuine Parts Deserve  
Genuine Rewards"***

## ADVANTAGE REWARDS – OEM PARTS LOYALTY PROGRAM

Since its inception, Advantage Supplier Clients have given out loyalty Points on over 1 billion dollars in OEM Parts sales. Advantage Rewards has over 30,000 enrolled Repair Shops earning Advantage Reward points for their part purchases. The 'Advantage' of Advantage Rewards for Suppliers is that Points are only issued on parts purchased so there are no wasted marketing costs. For Parts Purchasers, Points are received from multiple non-competing Suppliers – not just one. This means the Rewards are bigger, more valuable and earned faster than any other loyalty program available in the repair industry. It just couldn't be simpler.

