

Spring Into Spring Car Care

• April 1 - May 31 • Deadline to Submit Order: March 4

Sizzlin' Summer Savings

• June 3 - Aug. 2 • Deadline to Submit Order: May 3

Fall Car Care

• Sept. 3 - Nov. 1 • Deadline to Submit Order: Aug. 2

Winterizing Service Specials

• Nov. 4 - Dec. 31 • Deadline to Submit Order: Oct. 4



Call or Email Pryor Marketing

GETTING STARTED IS SIMPLE



Choose the look of your Direct Mail piece. Card fronts can be seen on reverse side.



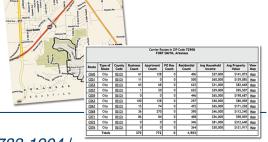


Select 3 or 4 Service Specials you want to promote. Service Special suggestions can be seen on reverse side.





Determine the quantity of pieces to be mailed, minimum of 1,000 pieces. Then, using targeted mapping software, we will provide you with demographic information and maps of mail carrier routes within your zip code.





Call or Email Pryor Marketing & Communications at 479-783-1904 / pmc@ipa.net to place your Direct Mail order. As a member of the Pronto Smart Choice program your cost is just .45¢ after National Pronto Headquarters shared cost participation (regular .96¢ per piece).



We will send, via email, an electronic version of your Direct Mail piece for you to review for accuracy. Upon your approval, the final Direct Mail pieces are produced, printed and mailed to your targeted consumers!





Choose the look of your Direct Mail piece. Select one of the following options or, submit a photo of your facility or your own card design for a truly unique piece.



















Select 3 or 4 Service Specials you want to promote, then set competitive pricing based on your current local market conditions. The following Service Specials are suggestions only. Fully customized Service Specials available upon request.



<u>\$00</u>00

Drain oil & refill with up to 5 quarts major brand motor oil, Install new oil filter, Most

Expires 00/00/19

Complete **Brake Service**



Includes installation of quality disc pads/shoes; resurface front rotors; repac front wheel bearings (if applicable). Add brake fluid, inspect hydraulic system. Most cars and light trucks.

Expires 00/00/19

Shocks Special

4 for the

price of 3! New shocks and struts will put

#12

#17

your vehicle's tires back in contact with the road. Now, for a limited

time, when you have 4 shocks or struts installed, you only pay for 3. The 4th one is FREE!

Brake Inspection



#8

Brakes don't last forever. So for safety and brakes don't last forever. So for salety an peace of mind, have your brake system inspected annually. Includes pulling all 4 wheels & inspecting entire brake system: master cylinder, brake lines, front wheel bearings & seals, brake drums & rotors.

Expires 00/00/19

Complete Shocks

& Strut Service

\$10 oft!

Includes installation

of quality gas charged shocks or struts. Most

cars and light trucks

#13

Winterizing Service Special



Includes draining radiator &

Expires 00/00/19

Four Wheel

Alignment

Includes setting all front and

cars & light trucks. Shims &

Expires 00/00/19

rear adjustable angles to exact O.E. specifications.

#14

Service Special



Receive \$10.00 off on \$100.00 or more of auto services purchased. Includes all services offered

#10

#15

#20

Expires 00/00/19

Computerized

Wheel Balance

\$10<u>00</u> Gift Certificate

\$10⁰⁰

Use toward the purchase of any automotive service offered in this promotion. Must present coupon at time of repair to receive offer Expires 00/00/19

Four Tire

Rotation

#11

#16

\$00⁰⁰

rotation, air pressure check, and safety check

Expires 00/00/19

Automatic Transmission Service

Includes draining fluid, clean pan, replace pan gasket, install new filter and replace fluid. Most cars and light trucks.

Front End Repair

Expires 00/00/19

10% off!

Includes CV joint, boots and driveshaft; power steering hose, tie rod ends, idler arm and ball joints. Most cars

Complete

Exhaust Service

10% off!

mufflers, tail pipes, dual exhaust

and custom systems. Most cars.

light trucks and vans, Call for an

Expires 00/00/19

Cooling System Service

Expires 00/00/19

Includes draining radiator; refilling system with up to 2 gallons of premium antifreeze coolant. Inspection of water pump, belts and hoses.

Expires 00/00/19

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#18

Emission System Service

10% off!

Includes analysis and repair or replacement of catalytic converters, EGR valves oxygen sensors, smog pumps, air injection tubes and more.

Air Conditioning Performance Check

A/C **泰泰泰** Inspect and adjust A/C belt. Inspect

hoses, fittings & compressor. Perform system leak test. Run performance test. Refrigerant extra.

Expires 00/00/19

#19 Fuel Injection System Maintenance

<u>\$00</u>

Includes cleaning fuel injectors using pressurized chemical solvent, lubricate upper cylinder areas & add fuel additive to treat remaining fuel. Most cars & light trucks

Expires 00/00/19

Antifreeze Flush & Fill

Aluminum wheels and locking hub caps extra

Service available for most cars and light trucks

Expires 00/00/19

Computerized spin balance

all four wheels, rotate tires

and inflate tires to proper pressi

10% off!

Back flush entire cooling system, inspect all hoses and belts and pressure test for leaks. Antifreeze extra. Most cars and light trucks.

Expires 00/00/19

Engine Tune-Up Improve Gas Mileage!

4 Cyl - \$20 off 6 Cyl - \$30 off 8 Cyl - \$40 off

Includes distributor cap and rotor

(where applicable), spark plugs, wir fuel filter, pcv valve and air filter