

LETTER FROM THE CEO: BRENT WINDOM

Welcome to our September issue of News & Views. I want to take this opportunity to update you on the activities initiated during our first 90 days as Auto PlusSM.

We are quickly approaching our 90-day mark. As an evolving and growing company, we have made significant strides to becoming the industry's top-tier organization.

To achieve this goal, we continue to recruit and hire experienced new members of the leadership team here at our Kennesaw, Georgia, headquarters. As you know, we announced the appointment of Mike Englert as Chief Financial Officer, Gary Desai as Chief Information Officer, Matt Flannery as General Counsel and Elizabeth Johnson, who will lead our Human Resources.

We have also added Pete Bednarzyk to our team as our Senior Vice President, Supply Chain. Pete will be developing proprietary systems that seamlessly integrate all facets of the supply chain in order to drive continuously improved delivery services to our valued customers.

In addition, we are focused on increasing the capability and capacity of our IT department and infrastructure. Chris Martin has joined Gary Desai for this effort. A key part of IT's current focus is installing SAP for Auto Plus. SAP is scheduled to go live by year-end and will be a major milestone for Auto Plus. You can read more about this project in Gary's leadership interview included in this newsletter.

These new additions to our leadership team show our continued commitment to strategic growth and building a great team.

I am excited to announce our continued growth in strategic new locations like Olean, NY; Clinton, MS; and a major focus within the Atlanta area by year-end.

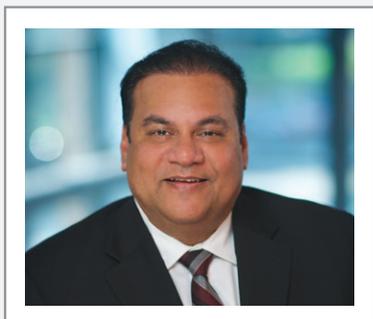
Our network ops projects are nearly complete. This was a major investment made by Auto Plus into our DC operations and network to better serve our customers. Special thanks to John Evanoka, Vice President of Network Operations, and his team for all their hard work on these projects.

In this month's issue, you will find information on our SmartLink[®] program, an overview of our successful Maryland Tool Show, a leadership interview with our new CIO, Gary Desai, a brand launch update from Mike Buzzard, our September work anniversaries and, as always, a customer quote.

This is an exciting time for our company. We look forward to your feedback and appreciate your ongoing support and dedication to Auto Plus.

Brent

LEADERSHIP TEAM INTERVIEW: GARY DESAI



A LOOK INTO OUR TECHNOLOGY FUTURE

Auto Plus has a heavy focus on optimization of our supply chain through information technology. We sat down with the new Chief Information Officer, Gary Desai, to discuss the future of Auto Plus systems.

1) What is your role at Auto Plus?

a. I currently serve as Chief Information Officer for Auto Plus. This is an exciting opportunity as we prepare for major technological advances throughout the Auto Plus supply chain.

2) You moved from a parts manufacturer to now a parts customer. How does technology impact this side of the supply chain?

a. There is a lot of opportunity for Auto Plus' technology platforms. As we know, aftermarket parts are not sold by OEMs, but by parts stores. But to build that business, you must understand the customer — their preferences, how and where they order, the couponing, the campaigning, etc. All of this information can be collected by various IT systems. We want to build these kinds of systems for our bannered members with consumer-facing user experiences.

3) What are Auto Plus' biggest technology systems to date?

a. There are currently three major systems in place: SBC, Manhattan and SAP. SBC is a point of sale system, and is used to monitor in-store purchases. Manhattan is a system which essentially monitors and manages the inventory of our warehouses and distribution centers. SAP is mainly for warehouse operations, such as shipping parts, logistics and financial monitoring. There are obviously others, but these three are the company's most robust systems.

4) How has new ownership impacted the current technology systems?

a. Let's look at SAP specifically. As a result of the purchase by Icahn Enterprises L.P., Auto Plus will need to establish its own SAP system in the U.S. separate and distinct from the SAP system previously managed in Canada. This is a vital transition since SAP is fundamental to so much of what we do as an organization.

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LEADERSHIP TEAM INTERVIEW: GARY DESAI**A LOOK INTO OUR TECHNOLOGY FUTURE**

5) So, is this transition your first major plan of action for Auto Plus?

- a. Yes. We are planning for a quick transition, but we are also focusing on accuracy. Our team's biggest concern is ensuring that all of the data we are providing our customers is relevant to our entire U.S. inventory.

6) What is the timeframe for this first project?

- a. This is a major overhaul. A project of this size typically requires 12 months of dedicated resources, but our team is prepared to complete this transition by year's end.

7) Will this transition affect user operation?

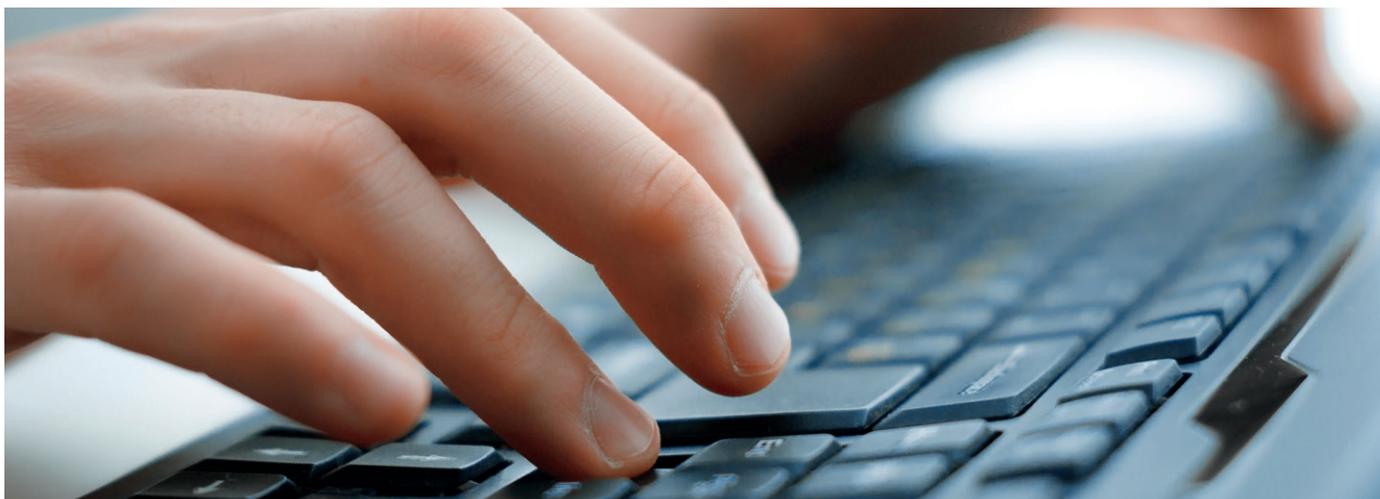
- a. We do not expect any noticeable changes on the user end of this platform. We are planning on conducting three testing periods before launch to ensure its functionality.

8) How will you be using technology to optimize inventory?

- a. I see a tremendous opportunity to leverage IT systems to optimize inventory management. We are exploring creative strategies with select business partners to optimize inventory management. As more consolidation occurs within this industry, we expect this inventory optimization to become more and more prevalent.

9) Are there any additional ways in which you plan on integrating technology into the Auto Plus organization?

- a. There are several opportunities to engage all aspects of the supply chain, from manufacturers to the end user. For example, there is an opportunity for e-learning and creating an online community of customers and installers. We want to make sure that we are offering industry-leading programs to our customers.



TECHNOLOGY REPORT

SMARTLINK®: CONNECTING CARS TO YOUR SERVICE CENTER

The automotive aftermarket is quickly evolving into a more technology-based industry, and Auto Plus continues to lead the way by offering our bannered members the most advanced tools to better serve their customers.

SmartLink, our telematics tool, is a platform that connects drivers to their vehicles, and communicates that vehicle information directly to the service centers. Once installed, vehicles will communicate any maintenance issues, allowing stores and drivers to remotely monitor car health.

The installation of telematics capabilities can commonly be found in newer car models, but there are still approximately 160 million vehicles aged 1996 or newer that do not have this technology on-boarded. OEM and aftermarket connected car systems are expected to grow significantly in the next years, from 72 million vehicles in 2013 to over 300 million in 2018.

The information gained from telematics provides the automotive aftermarket with the opportunity to connect directly to vehicles, and deliver timely service to consumers and fleet owners and managers.

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TECHNOLOGY REPORT

SMARTLINK®: CONNECTING CARS TO YOUR SERVICE CENTER

Developed through a partnership with Delphi, the SmartLink device plugs into the OBD-II port on a vehicle, and contains a cell phone, GPS, computer and vehicle scan tool which communicates information and alerts on vehicle location and performance. With SmartLink, an automotive repair facility can partner with their customers to monitor the health of vehicles, schedule maintenance visits and remotely read trouble codes.

The SmartLink connected car program is ideal for:

- People who own vehicles without embedded telematics
- Parents who wish to monitor the driving behavior and vehicle needs of their teenage drivers
- Adults concerned for their elderly parents who are still driving
- Fleet owners or managers

Auto Plus offers the SmartLink connected car program to its Auto Service Plus and Select Auto Xpert program members. There are currently three subscription plans available to interested customers:

- 1) Single User Car Care for \$9.99 per month
- 2) Family Premium Plan for \$14.99 per month
- 3) Fleet Premium Plan for \$14.99 per month

For more information on bringing the SmartLink connected car program to your store, please contact your Auto Plus representative or the Auto Plus corporate marketing team.

WHAT OUR CUSTOMERS THINK



“I’ve recommended the banner membership to other local owners for two things: the timeframe that we can get parts to our stores and the competitive pricing. We’re an international store, but Auto Plus makes sure we receive our large monthly orders in less than 21 days. And if we’re out of an item or a customer needs a part we no longer stock, they’re able to ship it from Miami or the Southeast within three days. We’ve been able to better compete with our local competitors because of the e-Pricing tools. We’re seeing more and more people come to us versus going to other stores.”

—Larry Albury, Freeport Jet Wash & Auto, Freeport, Bahamas

BRAND UPDATE: MIKE BUZZARD

Greetings,

Given the amount of interest and excitement around the launch of the new logo, we want to ensure that both the internal Auto Plus team and our bannered members are aware of the complete legal and logistical aspects to launching a new brand look.

A rollout of this size requires significant internal efforts and is often time-consuming. Please be assured that the Auto Plus team is working diligently to overhaul all internal and external assets with the new Auto Plus logo.

There are several steps that must be completed before a national launch to our bannered members. Our rebranding process doesn't end with a new logo selection. We are launching a new Auto Plus identity, which is more robust than changing old files and printing a new batch of business cards.

This lengthy process includes working with several legal teams to ensure the trademark and copyright registrations are completed and successful; updating all internal assets, which include websites, vans and trucks, signage, forms and documents, etc.; developing the extended corporate brand guidelines; and updating all national supply agreements to include new logo usage information.

We will be rolling out our bannered member and corporate store visits in the near future to assess branding needs. All business development members (BDMs) will be working with store owners and managers to properly order new signage and complete logo requests.

As stated before, please do not update any signage, email signatures, forms, posters, etc., without direction from your BDM or the Auto Plus marketing team. Unapproved logo usage can result in delays to our legal proceedings. We ask that you continue to use the current Auto Plus logo until we are prepared to initiate the full national launch.

We thank you for your continued patience and commitment to Auto Plus. We are looking forward to a brand-new-looking Auto Plus!

Mike

AutoPlusSM NEWS & VIEWS

EXPERTISE AT EVERY TURN



GROWTH STRATEGY

LEADING THE MARKET SPACE, ONE CUSTOMER AT A TIME

Auto Plus recently hosted its inaugural tool and trade show in Aberdeen, MD, which featured an extended training session, vendor demonstrations and over 300 customer attendees.

During the event, a total of 26 vendors supplied samples, held product demonstrations and promotions, and were available to attending customers for questions. Our training session featured a presentation by Dan Marinucci on Computer Controlled Alternators and Charging Systems, and all participants received a light for attending. The training was so highly anticipated that five local shops closed to attend.

Prior to the event, our Auto Plus team established ROI markers to determine the event's success. These were attendance, training, sales and new banner member signups. By day's end, Auto Plus signed 11 new banner members and one SAX to ASP upgrade, and saw over \$90,000 billed in sales with over \$25,000 pending for August.

The event underscores the commitment the Auto Plus team has to service our customers. We are proud of the work we do and the programs and products we offer our banner members.

Our next show will be in Dallas, TX, and we have a third scheduled this year for New England. Our goal is to lead in each marketplace, one customer at a time.

If you have any questions or would like to learn more about our regional tool and trade shows, please contact your Auto Plus Sales Development Manager.

AutoPlus NEWS & VIEWS

EXPERTISE AT EVERY TURN

“SUCCESSFUL COMPANIES HIRE SUCCESSFUL EMPLOYEES”



Congratulations to our dedicated team members who are celebrating their anniversary with Auto Plus! Whether you're new to the team, or you've been with us for years, we thank you for your continued support!

NAME	JOB TITLE	LOCATION	YEARS OF SERVICE
Albert Acosta	Stock Order Driver	TXD-Dallas	35
Carlos Rojo	Store Manager II	TO-Irving	20
William Yex	Divisional General Manager	PO-Turtle Creek	20
Henry Woodfork	Store Driver	PO-Bridgewater	15
Christine Saltsman	Store Driver	NW-Geneseo	10
Scott George	Store Driver	Neng-Pascoag	5
David Young	Store Driver	MN-Hopkins	5
Jason Griffin	Store Manager I	SE-Brevard	5
Joseph Mastrogiovanni	Store Driver	Neng-Park Ave	5
Leo Strom	Store Driver	Neng-Gardner	5
Omar Marquez	Warehouse Personnel	MAD-Moorestown	5
Timothy McCoy	Dispatcher	OWI-Indy	5
Roxanne Ammerman	Warehouse Personnel	CEN-Mason City	1
Michael Bennett	Warehouse Personnel	SED-Charlotte	1
John Lorg	Inventory Control Coordinator	CEN-Kansas City	1
Dr. Gerald Schwartz	Business Development Manager	CEN-Mason City	1

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NAME	JOB TITLE	LOCATION	YEARS OF SERVICE
Michael Bates	Sales Development Manager	SE-Brandon	1
Michael Yates	Store Driver	SE-Amnicola	1
Roger Pinal	Store Driver	Neng-Chelmsford	1
Crystal Vazquez	Warehouse Personnel	SED-Miami	1
Cozmo Tripp	Store Driver	WA-Olympia	1
Lisa Bailey	Warehouse Personnel	CEN-Mason City	1
Keith Williams	Store Driver	MV-Crofton	1
James Canfield	Store Driver	NE-Hallstead	1
Frank Davey	Store Driver	Neng-Hawks	1
Gabriela Carvajal	Store Driver	FS-Cape Coral	1
Graydon Miars	Store Driver	FS-Naples	1
Anthony Ruggiero	Store Manager I	FN-Tampa Garsh	1
Sharon Brown	Store Driver	SE-Jackson	1
Brendan Alexander	Store Driver	NE-Haverstraw	1
Mark Kuhn	Store Driver	DV-Gainsville	1
David Mowry	Store Driver	FS-Punta Gorda	1
Ricardo Tijerino	Warehouse Personnel	SED-Miami	1
Paul Dean	Store Driver	Neng-W Boylston	1
Christopher Wilhide	Dispatcher	MV-York	1
Joshua Cline	Warehouse Personnel	MAD-Moorestown	1
Branden Rowland	Warehouse Personnel	SED-Austell	1
Michael Bradley	Store Driver	Neng-Holyoke	1
David Edwards	Store Driver	Neng-Manchester	1
Keymy Vasquez	Store Driver	Neng-Lawrence	1
Nathaniel Abernathy	Store Driver	FN-Orlando	1
Andres Hernandez	Warehouse Personnel	MAD-Union	1
Paul Fitzmorris	Store Driver	SE-Lawrenceville	1
Anthony Navarro	Retail Parts Spec - Non Driver	Neng-Shrewsbury	1
Carrie Byrd	Store Driver	FN-Winter Haven	1
Trevor Richards	Store Driver	MV-Golden Ring	1
Mary Wolfe	Store Driver	WA-Chehalis WA	1

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Craig Cannavo	Warehouse Personnel	MAD-Moorestown	1
Joe Coyle	Warehouse Personnel	CEN-Mason City	1
Kadeem Horsford	Warehouse Lead	MAD-Woodside	1
Felica Ricci	Warehouse Personnel	CEN-Northwest	1
Henry Benoit	Store Driver	Neng-First St	1
Richard Delnickas	Store Driver	Neng-Northampton	1
Heather Messier	Store Driver	Neng-Leominster	1
Leonard Raulino	Store Driver	Neng-Attleboro	1
Benjamin Savinon	Store Driver	Neng-Lawrence	1
Michael Yvanuskas	Retail Parts Spec - Non Driver	Neng-Shrewsbury	1
Asad Akbar	Store Driver	DV-Lorton	1
Javier Andrade	Sales Development Manager	FS-Miami	1
Anthony Fancher	Parts Specialist	MV-Aberdeen	1
James Minter	Store Driver	DV-Chantilly	1
Edward Krasnodemski	Store Driver	FS-Punta Gorda	1



BROUGHT TO YOU BY:

BECK/ARNLEY

Auto Plus

ENTER TO WIN!

Looking to score a custom garage makeover? By entering the Beck/Arnley Ultimate Garage Makeover, you could win a brand-new \$10,000 garage! To enter, purchase all of your Beck/Arnley Auto Parts needs from Auto Plus. The more you buy, the more entries you will receive! For every \$250 spent on Beck/Arnley products from Auto Plus, you'll get one entry toward the Ultimate Garage Makeover. This program ends September 30th, so don't delay! Start planning your custom garage today!