

# PREFERRED PARTNER PROGRAM (P3) OVERVIEW



## WHAT IS THE PREFERRED PARTNER PROGRAM (P3)?

At its foundation, P3 is a loyalty program designed to increase your customers' parts purchases from NAPA. Each month, your customer can earn back their Commodore monthly finance equipment payment by shifting their parts purchases to NAPA. Help your customers get free equipment while increasing their parts spend with you.

## HOW DOES IT WORK?

- Using the example chart, you'll set a new parts purchase goal for your customer.
- The purchase goal is found by taking the Commodore monthly finance payment times 10
- On months your customer hits the purchase goal, their Commodore payment is reimbursed, it's that simple!
- Even if they fail to reach their purchasing goal next month, they can try again next month.
- To enroll your customer, email the completed P3 form to [Patricia\\_Orange@genpt.com](mailto:Patricia_Orange@genpt.com), (Company owned Stores ONLY)



## EXAMPLE: HOW TO CALCULATE P3

<b>Coats 90x Tire Changer &amp; 1600 Balancer</b>	<b>\$22,998</b>
Commodore monthly finance payment	<b>(A)</b> \$506
"times 10" multiplier <b>(A x 10)</b>	<b>(B)</b> \$5,056
Prior 12-month purchase average	<b>(C)</b> \$5,000
New monthly NAPA parts purchase goal <b>(B+C)</b>	<b>(D)</b> \$10,056

*\*All programs subject to credit approval and may change without notice*



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