

SUPPLIER

AFTERMARKET MARKETING
PROGRAM



Aftermarket Parts & Service Marketing is committed to the success of our partnership with your organization and our dealer network. Your investment in our joint aftermarket parts business is necessary to that success and is extremely valued.

We pledge and strive to continue to expand and integrate our "Best in Practice" marketing initiatives with your investment and support.

Our Aftermarket Team is proud of your trust and is committed to continued improvement and growth in 2017.



AFTERMARKET PARTS & SERVICE



QUESTIONS?

Contact your **Aftermarket Parts & Service Product Manager.**

Find Aftermarket Parts & Service:

- MackTrucks.com
- VolvoTrucks.us
- PARTnerMack.com
- PARTnerVolvo.com

* Aftermarket marketing channels available to suppliers vary dependant on supplier participation level. For more information, please contact your Aftermarket Parts & Service Product Manager.

Volvo Group Trucks Sales & Marketing Americas
7900 National Service Road
PO Box 25115
Greensboro, NC 27409

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2017

AFTERMARKET PARTS & SERVICE

AFTERMARKET MARKETING CHANNELS WE USE TO GROW AND SUPPORT OUR MUTUAL BUSINESS PLANS*



AD BUILDER

Easy to use ad building platform with over 120 templates available to dealers to aid in the creation and customization of collateral advertising materials geared towards marketing products to increase sales.

AFTERMARKET IMAGE SEARCH

Digital Asset Manager (DAM) is a product and logo image repository maintained by Aftermarket and available to dealers.

EVENTS

Dealer and supplier-centric trade show events promoted, managed and held annually by Aftermarket which offer the opportunity for suppliers to meet and do business with dealers.

- **Aftermarket Commercial Training (ACT)**

ACT's occur every other year and are held at various locations around North America. The next group of ACT's will be held in 2018.

- **Uptime**

Uptime is held every other year opposite of the ACT's in one location. The next Uptime will take place in 2017 at the Gaylord Hotel in Orlando, Florida.

MAPP MARKETING

Email platform designed to automate digital marketing efforts for dealers. Content is specifically designed and tailored to six different marketing segments for twice a month targeted sends to over 16,000 dealer end-user contacts.



MARKETING MATERIALS

Creation of quarterly digital and print product marketing materials designed for dealers including; web banners, hot sheets, posters, counter mats, shelftalkers and eblasts.

NEWSLETTERS

Suppliers are highlighted on a regular basis through content created especially to promote their products and delivered directly to over 4,000 dealer mailboxes via weekly newsletters:

- **Up to Speed** (Volvo)
- **Growler** (Mack)
- **PARTner** (Aftermarket Mack & Volvo)

SELECT PART STORE

Online sales tool open to all dealers that maintains an online inventory catalog of over 500,000 products and engages the end-user in purchasing promoted products.

VIDEOS

Dealer-facing videos created on a regular basis as needed to promote and support collateral materials and product initiatives.

WEBINARS

- **PartsTalk**
Current parts information delivered directly to dealers via live, interactive webinars broadcast twelve times a year.
- **Supplier**
Interactive live webinars broadcast twelve times a year and featuring supplier presentations.

WEBSITES

Product, program and promotion content created daily and posted to digital media as a 24/7 dealer resource at:

- **MackTrucks.com & VolvoTrucks.us**
- **PARTnerMack.com & PARTnerVolvo.com**
- **TruckDealerPortal.com** (TDP)

DEDICATED PRODUCT MARKETING AND MANAGEMENT

Chad Johnson

Director, Aftermarket Marketing
chad.johnson@volvo.com

Sherman Williams

Director, Remanufacturing &
Proprietary Product Development
sherman.williams@volvo.com

Aftermarket Product Managers

Anders Granberg

Manager, All Makes Marketing
anders.ag.granberg@volvo.com

Jeff Burrow

Reman Marketing
Development Manager
jeffrey.burrow@volvo.com

Dan Bambrick

All Makes Product Manager
dan.bambrick@volvo.com

Rick Cape

Remanufactured Technical
Product Manager
richard.cape@volvo.com

Chris Buss

Manager, Service Marketing
christopher.buss@volvo.com

Michael Leipold

Product Manager -
Cab & Chassis
michael.leipold@macktrucks.com

Dan Clukey

All Makes Product Manager
daniel.clukey@volvo.com

Gordon Lindsay

Product Manager -
Cab & Chassis
gordon.lindsay@volvo.com

Brian Riddleberger

All Makes Product Manager
brian.riddleberger@volvo.com

Ryan Saba

All Makes Product Manager
ryan.saba@volvo.com

Brandon Page

Product Manager - Powertrain
brandon.page@volvo.com

David Stewart

All Makes Product Manager
david.stewart.2@volvo.com

Aftermarket Marketing & Communications

Lorrie Winkler

Manager, Digital Communications & Training
lorrie.winkler@volvo.com

Kimberly Allred

Digital Marketing Communications Specialist
kimberly.allred@volvo.com

Lynn DeGenova

Training Manager
lynn.degenova@volvo.com

Gail Vadia

Digital Communications Manager
gail.vadia@volvo.com