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TBC a Mobile Journey

STEVE SMITH
SVP & CIO TBC CORPORATION

TBC Corporation Tire & Service Industry Leader

Retail

- *Total Stores – 3,701*
- *Company Owned – 956 stores under the brands:*
  - *Tire Kingdom - 291*
  - *NTB - 368*
  - *Merchant's Tire and Auto Centers - 117*
  - *Big O Tires - 70*
  - *Midas - 110*
- *Franchised - 2,745 stores[(1)] under the brands:*
  - *Big O Tires - 364*
  - *Midas – 2,381 (International 774)*

Wholesale

- *The largest private brand marketer of replacement tires in North America through TBC Private Brands, Treadways and TKI groups*
- *Carroll Tire and NTW are leading wholesale distributors in the United States*
- *TBC de Mexico is the largest marketer of replacement tires in Mexico*

Who we are…

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Technologies Impact

- Our market is evolving
  - 80% of consumers have mobile devices
  - 92% have email
  - 60% have mobile email access
- Technology is transforming the automotive aftermarket
  - eCommerce
  - Social Media
  - Enhanced Point of Sale software
  - Handhelds
  - Mobile
  - Cloud based services

Its about people, process and technology

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On the Go

MOBILE APP [RE]EVOLUTION

Vehicle Health Monitor

Facilitated consult beyond point of purchase

Educational Content

Vehicle Health Knowledge screen delivers educational information helpful when making an service or repair decision.

Vehicle Health Status

Vehicle's Health Status displays inspection results from technician to customer. Educational content, actual vehicle photos, and alternatives also available.

Social Sharing of Vehicle Health Summary

Display vehicle badge and related health status on social sites.

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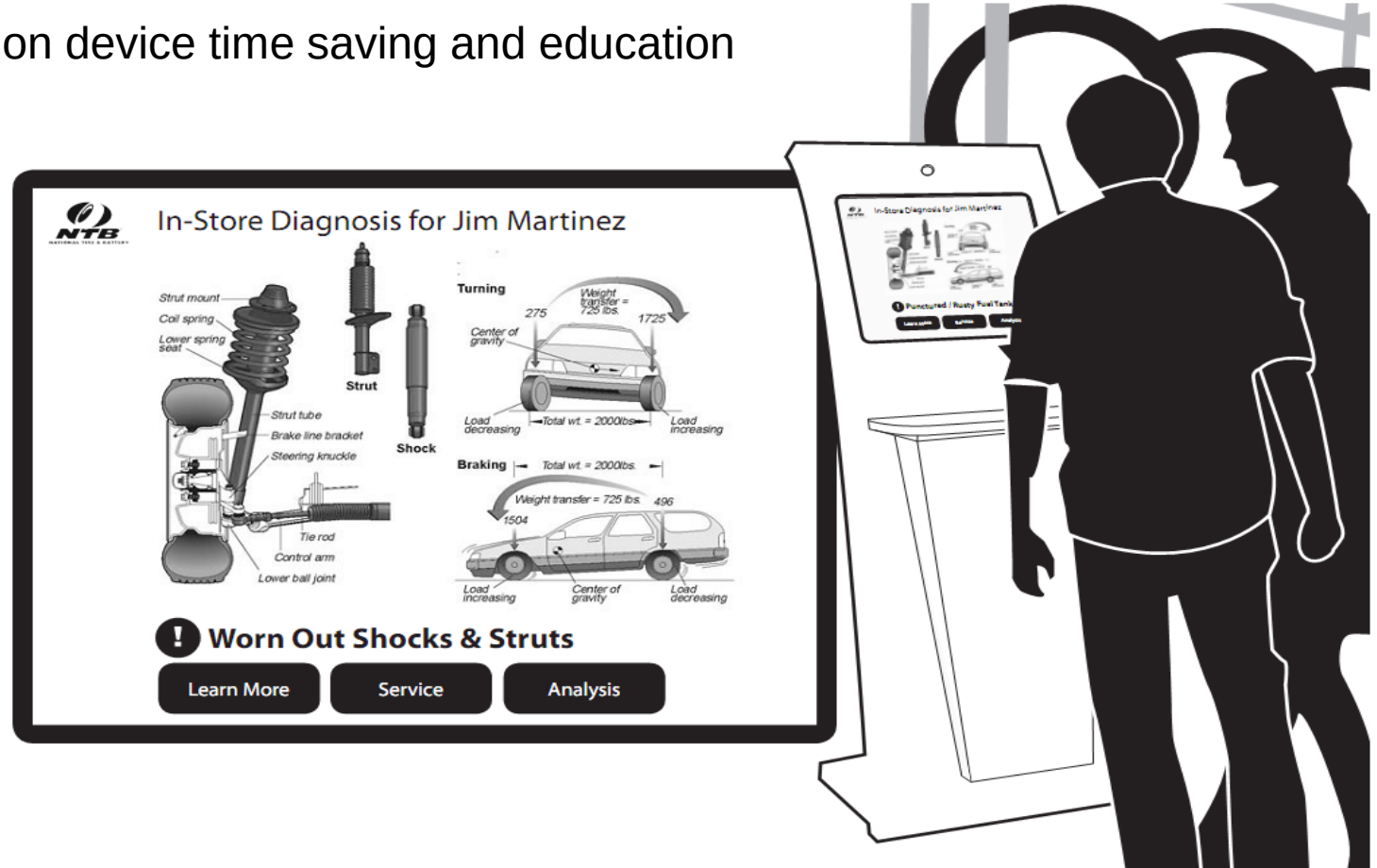
News Feed
Check In
Photo
Status
Marci got her Vehicle Health Checkup @ NTB. Here are the results.
Vehicle Health
Engine Oil
Brake System
Suspension
Tires
Fluids
Get Help
Healthy
Yo Smithy, love this car app from NTB dude.
2 hours ago
Hey man. I will need a ride this weekend bro. Can't
Mobile Uploads
Jason Smith
News Feed
Messages
Nearby
Events
Friends
Photos
Notes
Account

Digital Diagnosis

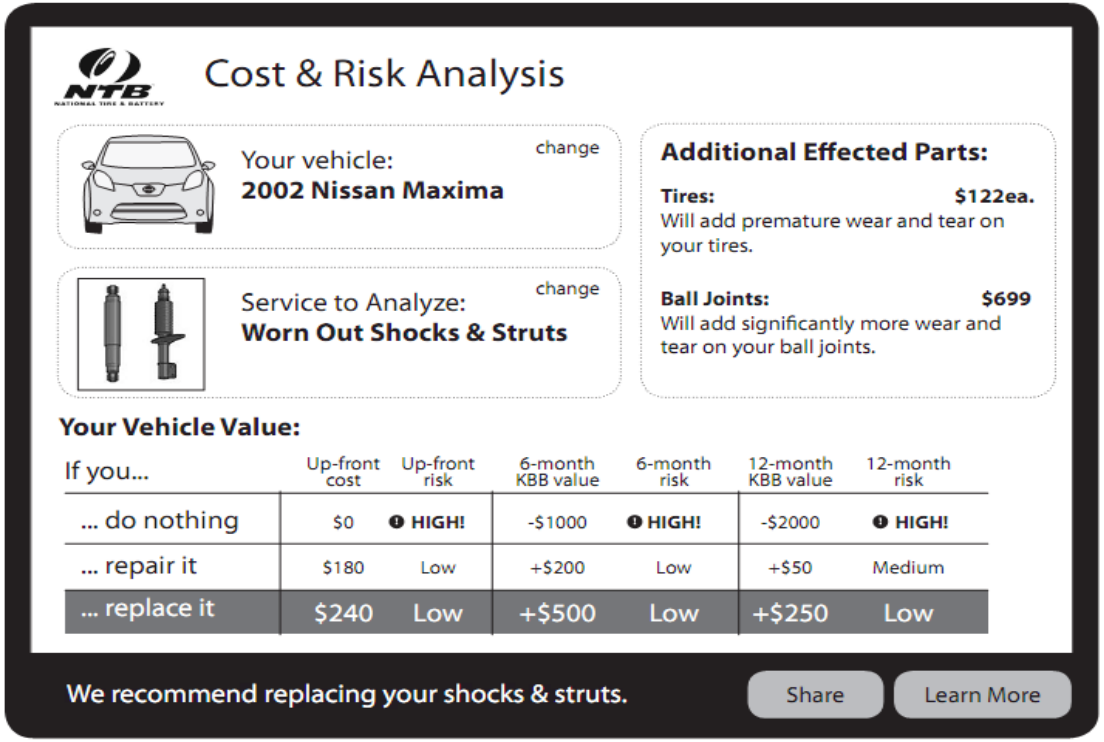
- In-store or on device time saving and education



iPad
4:17 PM
Your Cart (0)
MIDAS
Service Explorer
In-Store Disgnosis for Jim Martinez
Learn More
Service
Analysis
Strut mount
Coil spring
Lower spring seat
Strut tube
Brake line bracket
Steering knuckle
Tie rod
Control arm
Lower ball joint
Strut
Shock
Tuning
Center of gravity
Load decreasing
Load increasing
Braking
Weight transfer = 725 lbs
Total wt. = 2000lbs
1504
496

Make the Value Visible

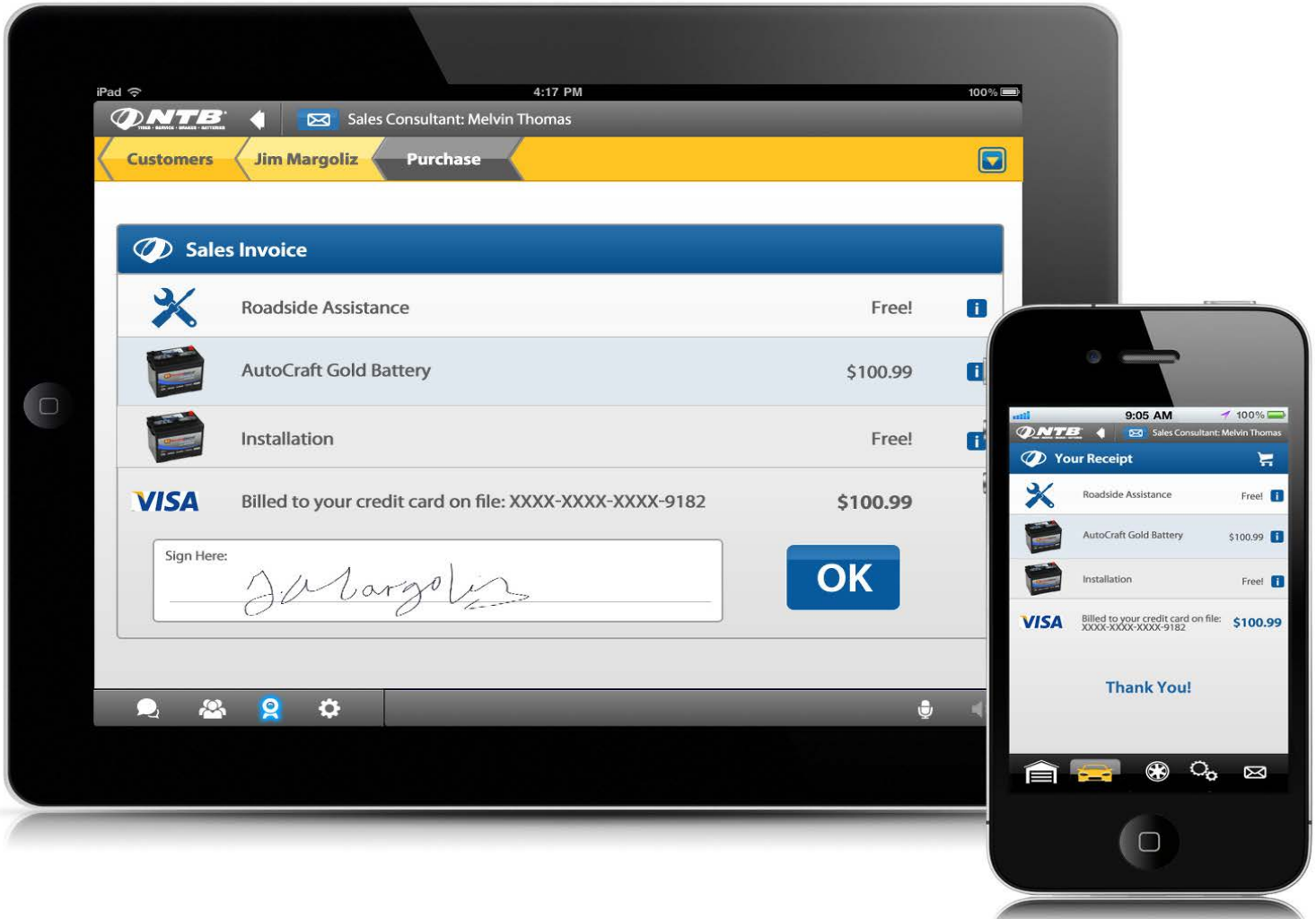
- Action-cost-impact calculation shows personal ROI



Cost & Risk Analysis
Your Vehicle
2002 Nissan Maxima
Change
Service to Analyze
Worn Out Shocks & Struts
Change
Your Vehicle Value:
If you...
Up-front Cost
Up-front Risk
6-Month KBB Value
6-Month Risk
12-Month KBB Value
12-Month Risk
... do nothing
$0
HIGH!
-$1000
HIGH!
-$1000
... repair it
$80
Low
+$200
HIGH!
+$50
... replace it
$80
Low
+$200
HIGH!
+$50
We recommend replacing your shock and struts
Share
Additional Effected Parts:
Service to Analyze
Will add premature wear and tear on your tires.
$122.00 ea.
Ball Joints
Will add premature wear and tear on your tires.
$122.00 ea.
Your Cart (0)
4:17 PM
iPad
NTB

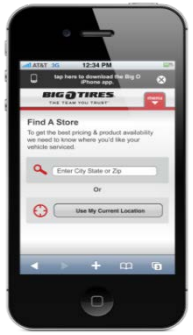
The Interactive Invoice

- Illustrations and video content informs and educates inspiring trust
- Digital record management - no paper - nothing to remember (or forget)
- Sig Capture for purchase approval via mobile device decreases time wasted in checkout lines
- Full access to transactional history means greater resale potential when selling the vehicle

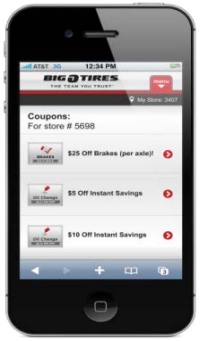

iPad
4:17 PM
100%
Sales Consultant: Melvin Thomas
Customers
Jim Margoliz
Purchase
Sales Invoice
Roadside Assistance
Free!
AutoCraft Gold Battery
$100.99
Installation
Free!
VISA
Billed to your credit card on file: XXXX-XXXX-XXXX-9182
$100.99
Sign Here:
OK
9:05 AM
100%
Sales Consultant: Melvin Thomas
Your Receipt
Roadside Assistance
Free!
AutoCraft Gold Battery
$100.99
Installation
Free!
VISA
Billed to your credit card on file: XXXX-XXXX-XXXX-9182
$100.99
Thank You!

Mobile Apps Delivery *On-The-Go*

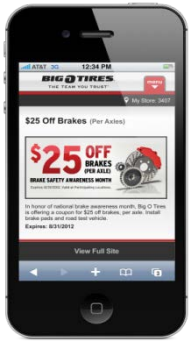
Context Detection
If location is detected users can chose their path



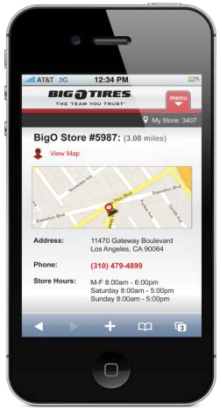
Multiple Entry Paths
If location services are not enabled postal codes can be manually entered allowing for relevant store-specific information



Connected Commerce
POS, website, and app share content from custom .NET CMS controlled by each store



The Coupon
coupon and code, are delivered while customer behavior is added to customer profile for enhanced personalization



Driving Directions help you find us as quickly as you find information

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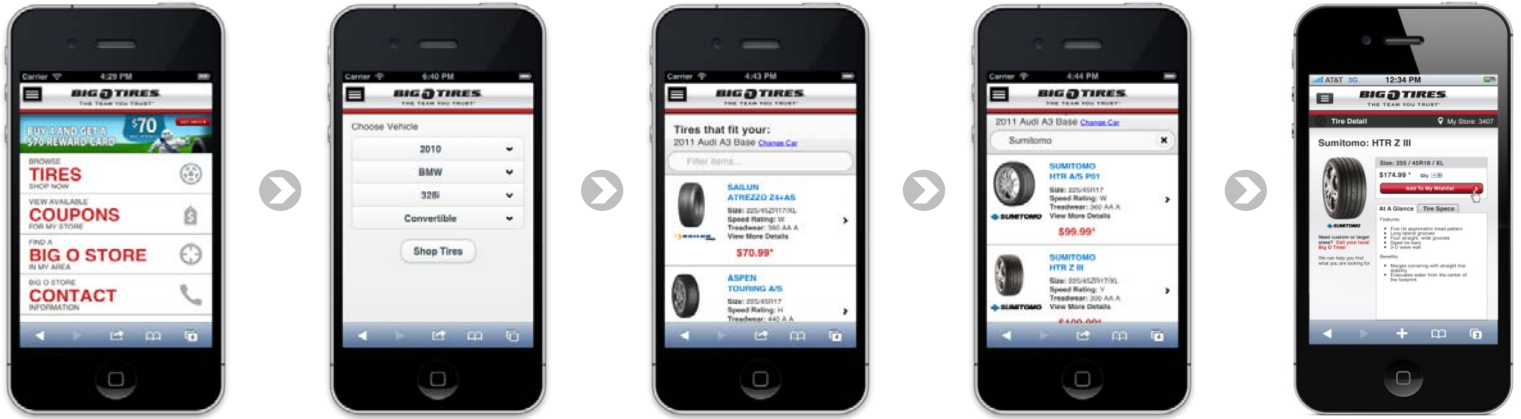
Product Search, Wish List, Email Capture, National and Local Coupons



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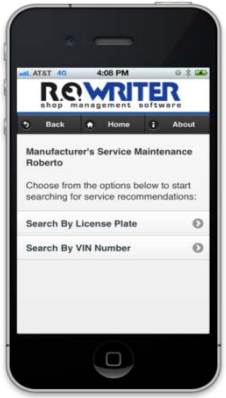
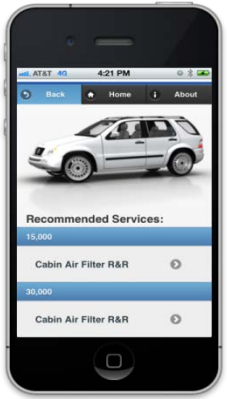
B2E Apps Success started with VIN Decoding, Scheduled Maintenance Reminders, and Service Information



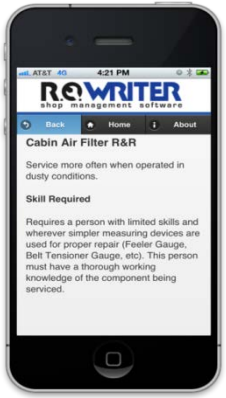
Pick Your Input Method
(we like the camera)

Take a Photo
VIN tag
License Plate

See The Past History
Warranty information
Accidents
Repairs
Calculated mileage



Know what's recommended
See the list of OEM recommended services by mileage and driving conditions



Learn More
read richer content about the specific nature of the service

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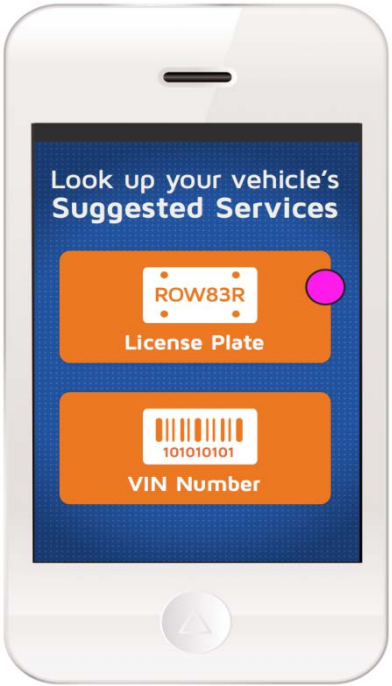
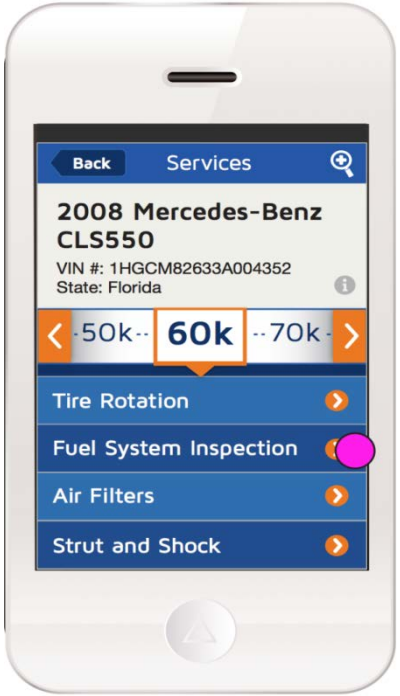
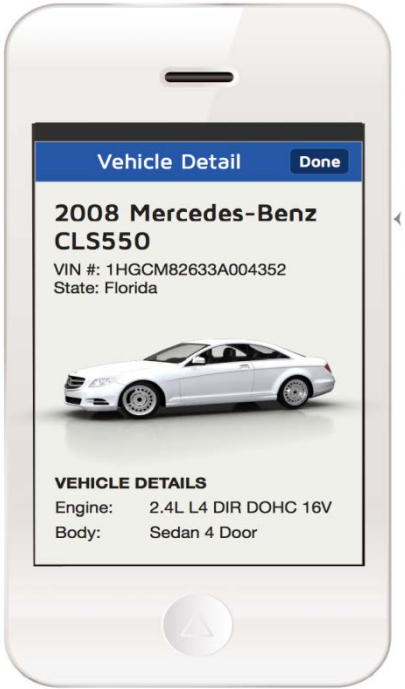
Next Generation Apps Include Push notifications and a Revised Workflow for an Even Easier to Use Experience







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Thank you….