

KW Parts recommends IMC to its Florida Customers

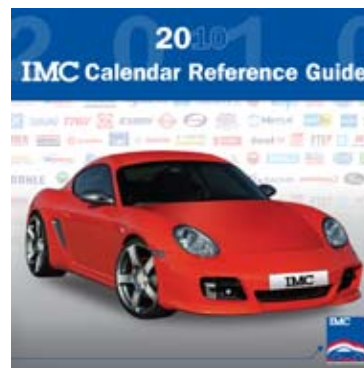
After more than 25 years of supplying the South Florida import parts market KW Parts has reached agreement that suggests for IMC to continue to service KW's South Florida customers as KW proceeds with plans to close its Pompano Beach warehouse.

Thomas Beer, IMC's President and CEO, summarized the transition by saying "KW Parts has always been and will continue to be one of the most respected companies in the import parts market; they were instrumental in developing the South Florida market.

Servicing KW's Florida customers is a great privilege and responsibility for IMC. We are committed to continuing the level of support the KW Parts customers are accustomed to."

A New Tool for IMC Customers is Now Available

IMC has released its 2010 Calendar Reference Guide. Each month is dedicated to a different make and some of the key brands that IMC carries for each category are pictured. Also included are tips for a specific challenge unique to a model or models of the make featured. If you would like a copy of the IMC Calendar Reference Guide please contact your sales representative or call 1-800-874-8925 to request yours today.



Cool Parts for Mercedes Benz Vehicles & IMC Exclusives



IMC now has the part needed to fix the shifter for Mercedes Benz S-Class (W220) and CL Class (C215) which were a Mercedes Benz dealership only part. IMC can now offer the parking brake lock pawl as a C&C machined ALUMINUM replacement part. Instead of replacing the whole shifter, the broken pawl can easily be replaced (estimated 15 minutes labor, instructions included). And since it is the original shifter, it won't be necessary to reprogram the unit, which is a major advantage!

220 267 98 24	5mm hinge point base
220 267 99 24	11mm hinge point base



Squeaky and worn inserts are major issues with all W163 MLs. The inserts pictured replace the plastic version that comes standard on the W163 M-Class. Made of heavy duty polyurethane, to give the best features of rubber and plastic, one pack comes with a set of two polyurethane inserts and a pack of grease, enough for one car. Easier and cheaper to replace than the bearings, as Mercedes does not sell the inserts separately (bearings typically cost \$280.00 per side to replace).

Part # 163 320 99 73

Asian Cool Parts



◀ Front Lower Ball Joint - Fits 2003-2009 Honda Element

You no longer need to purchase the complete knuckle from the dealer when the Honda Element ball joint goes bad. IMC now carries a replacement ball joint saving you time and money on this repair.

Part # 51200 SCV 000

Genuine Brake Pads for the Hyundai Genesis Now in Stock ▶

Late model coverage is one of the keys to IMC's Asian program. You will find genuine brake pads for the Hyundai Genesis in stock at IMC. Here are the part numbers:

58101 2MA00	OE Front w/ 17" wheel
58302 2MA00	OE Rear w/ 17" wheel



Pro Series Timing Kits for VW/Audi are Now Available at IMC

When you order a CRP Automotive Pro Series Timing Kit from IMC, you'll not only get a genuine ContiTech belt — you'll also receive all the other parts needed to do a complete timing belt and water pump service. The kits include a hydraulic damper where required. All in one box, with one SKU number.

Pro Series Timing Kits also come with a limited warranty identical to the timing belt change interval as specified by the original car manufacturer. Call IMC today and ask your IMC Sales Representative for a complete list of VW/Audi applications supported by our selection of Pro Series Timing Kits from CRP



The Choice of Champions as well as the Partner of Choice



Brembo, the world leader in engineering, development and production of high-performance braking systems and components, was established in 1961 in Bergamo, Italy. Ever since, Brembo has been the global supplier of choice for more than 30 different OEMs including Aston Martin, Audi, BMW, Ferrari, Lamborghini, Maserati, Mercedes and Porsche. Brembo has also been the choice of champions winning more than 200 world championships including Formula One, MotoGP, NASCAR Sprint Cup and the 24 Hours of Le Mans.

Adding to Brembo's historical accomplishments is the new Aftermarket strategy being forged by Brembo North America (BNA), a strategy that should prove very beneficial to its customers. "The Aftermarket is an important market segment for Brembo," commented Dan Sandberg, President and CEO of BNA, headquartered in Michigan. "Our strategy will be more focused than ever before, selling our 'added value' products through select

key distributors like IMC. Our product line will consist mainly of imports with a focus on European and Asian luxury and performance applications."

Of equal importance is Brembo's total commitment to manufacturing and quality assurance. Brembo owns and controls every step of the process: from casting in its foundries to assembly in its production plants. All components undergo rigorous quality tests. On road and track, in conformity with the most stringent international certifications. Each product is designed with performance and styling uniquely matched to the vehicle it equips.

With regard to quality all Brembo discs are certified as original equipment (OE) or equivalent to OE. Brembo designs and manufactures its entire range of brake discs in conformity with the most stringent quality standards. This is why Brembo discs have been ABE certified, as awarded by the German Federal Motor Transport Authority.

Brembo's innovative designs have created Aftermarket products that are uniquely simple and effective for the individual installer. These products include the award-winning Easy:Check disc, which allows installers to visually check for wear, a Fixing Screw kit

for over 400 products, ready for installation; Brembo's patented Pillar Venting technology improves overall disc cooling and increases resistance to thermal cracking by at least 40 percent; and Brembo High-Carbon discs made of special cast iron with a high carbon content. Owing to their higher damping coefficient the discs ensure minimum vibration and noise, greater performance and improved



driving comfort.

These are just a few of the product innovations that have made Brembo braking systems and components the Choice of Champions and the Partner of Choice!

From the Trenches

IMC's Sales Service Representatives are the "face & voice" of our company. Our Sales Service Reps have different perspectives on the business, as they come from parts stores, dealerships, and repair facilities. Besides taking and processing phone orders they are a great reference to have available for questions about brands. From time to time we will share their ideas or situations from experiences in hopes that it will support your efforts.

This installment comes from Angelo Orlando based in Canoga Park, California. Having worked in repair facilities in the past and listening to what is working in today's business

climate, please find below a few suggestions as to how to generate new customers and retain your current ones.

- 1) Mail out a two sided post card with a service coupon.
- 2) Print up bright colored flyers for parking lot distribution.
- 3) Give every customer a referral card with a discounted oil change coupon.
- 4) Hold a Customer Referral Contest with the prize being dinner for two.
- 5) Schedule a Saturday lady's only class, learn about your car or basic car maintenance.

- 6) Send each customer a hand written thank you card.

I am sure that our customers do some of these items, but we hope these ideas can support your efforts or spark other ideas that lead to building on your success. Good luck.



Beck Sales Executives Join the IMC Sales Team

IMC has added three new members to its sales team; two from Beck Arnley and one from KW Parts. Pat Moran and Rob Calame, formally of Beck Arnley will provide additional coverage in the North East and Mid Atlantic states. Gary Block, formally of KW Parts will work in IMC's Pompano

Beach branch to help support IMC's growth as KW Parts has closed its operation in South Florida.

"It's a real pleasure to have these professionals join the IMC Team; we're excited about the contribution they will bring," stated Ward Myers IMC's VP of Sales. "The experience, knowledge and relationships in their respective markets will prove invaluable."



MEYLE[®]
Products

Jacket Promo



Thank you to our customers who participated in MEYLE HD jacket promotion. In all more than 750 jackets were awarded based on buying volume of MEYLE products from IMC. Look for more promotions coming soon.

Happy Home Coming



Many of you know Fred Wittenberg from his 33 years at IMC. What you probably don't know is that Fred's son Hans just returned from a 12 month tour of duty in the hot zone on

the border between Afghanistan and Pakistan during Operation Enduring Freedom. Hans serves as a combat medic as a member of 2nd Platoon, Charlie Troop, 1st Squadron, 40th Cavalry Regiment, 4th Brigade Combat Team (Airborne), 25th Infantry Division. This was the second deployment for Hans who was previously deployed to Iraq. We would like to take time on behalf of the IMC family including Fred's customers

& friends to thank Hans and the Wittenberg family for their service and dedication to our country. Welcome Home!



2010 Training/Seminar Schedule

The IMC Training/Seminar schedule is listed below for your reference. Seminars from LMV Industries (www.lmvmercedes.com, 1-775-881-3406) and Euro Diagnostics (www.euro-diagnostics.com, 1-888-890-9098) are listed below. Seminars will be added from time to time, including seminars from AutoLogic (www.autologic.us, 1-877-945-6442). AutoLogic is currently planning their national conference to take place in Reno, Nevada April 8th thru the 10th. For the most up-to-date schedule please check www.imcparts.com and click the "Training" tab at the top of the home page or check the "Latest News" section of the IMC Web Warehouse. Stay tuned for more details.

Date (s)	# of Days	Carline	Type	Training Company	Location (shop/Hotel)	Location (city)	State
3/26	1	Mercedes Benz	Refresher Course	LMV	Courtyard Tyson Center	Mclean	VA
3/27	1	Mercedes Benz	Selective Issues Training Seminar	LMV	Courtyard Tyson Center	Mclean	VA
3/28	1	BMW	Basic & Advanced MB Air Conditioning Systems	LMV	Courtyard Tyson Center	Mclean	VA
4/9	1	Mercedes Benz	Refresher Course	LMV	Courtyard Woburn Boston North	Woburn	MA
4/10	1	Mercedes Benz	Selective Issues Training Seminar	LMV	Courtyard Woburn Boston North	Woburn	MA
4/11	1	Mercedes Benz	Basic & Advanced MB Air Conditioning Systems	LMV	Courtyard Woburn Boston North	Woburn	MA
4/17	1	BMW	Energy Management Seminar / GT1 pass thru Hands On	Euro Diagnostics	EuroFix	Nashville	TN
4/23	1	Mercedes Benz	Refresher Course	LMV	Holiday Inn - Springfield	Springfield	NJ
4/24	1	Mercedes Benz	Selective Issues Training Seminar	LMV	Holiday Inn - Springfield	Springfield	NJ
4/25	1	Mercedes Benz	Basic & Advanced MB Air Conditioning Systems	LMV	Holiday Inn - Springfield	Springfield	NJ
4/24	1	BMW	Energy Management Seminar / GT1 pass thru Hands On	Euro Diagnostics	Eurosport Automotive	Plano	TX
5/14	1	Mercedes Benz	Refresher Course	LMV	Courtyard Elmhurst	Elmhurst	IL
5/15	1	Mercedes Benz	Selective Issues Training Seminar	LMV	Courtyard Elmhurst	Elmhurst	IL
5/16	1	Mercedes Benz	Basic & Advanced MB Air Conditioning Systems	LMV	Courtyard Elmhurst	Elmhurst	IL
5/15	1	BMW	Energy Management Seminar / GT1 pass thru Hands On	Euro Diagnostics	Marque Motors	Portland	OR
5/22	1	BMW	Energy Management Seminar / GT1 pass thru Hands On	Euro Diagnostics	The Driving Machine	Cupertino	CA
6/4	1	Mercedes Benz	Selective Issues Training Seminar	LMV	Courtyard Metairie	New Orleans	LA
6/5	1	Mercedes Benz	Basic & Advanced MB Air Conditioning Systems	LMV	Courtyard Metairie	New Orleans	LA