

Digital Secrets that Fill Service Lanes



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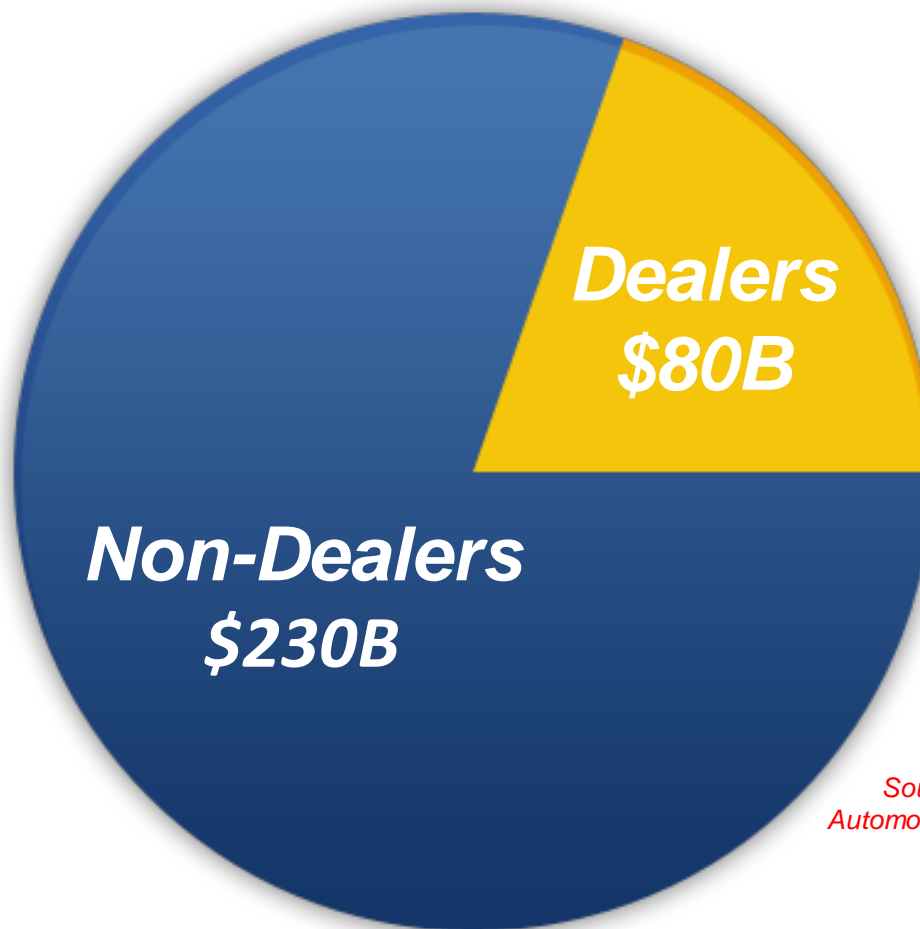
@dealeron
#NADA2016

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Service & Parts - \$300B/year Dealers get <30%

\$ Billions/Year



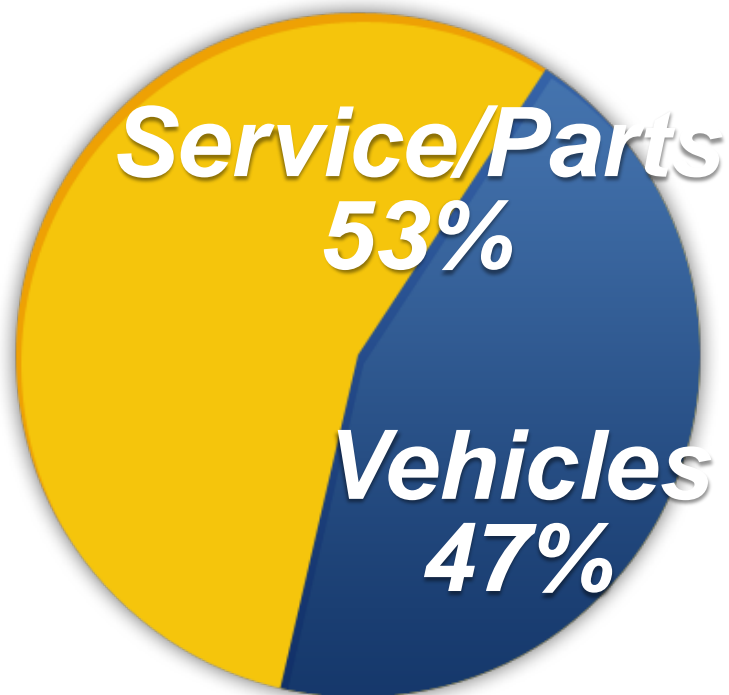
Source: NADA State of Industry Report 2013,
Automotive Aftermarket Industry Association, 2013

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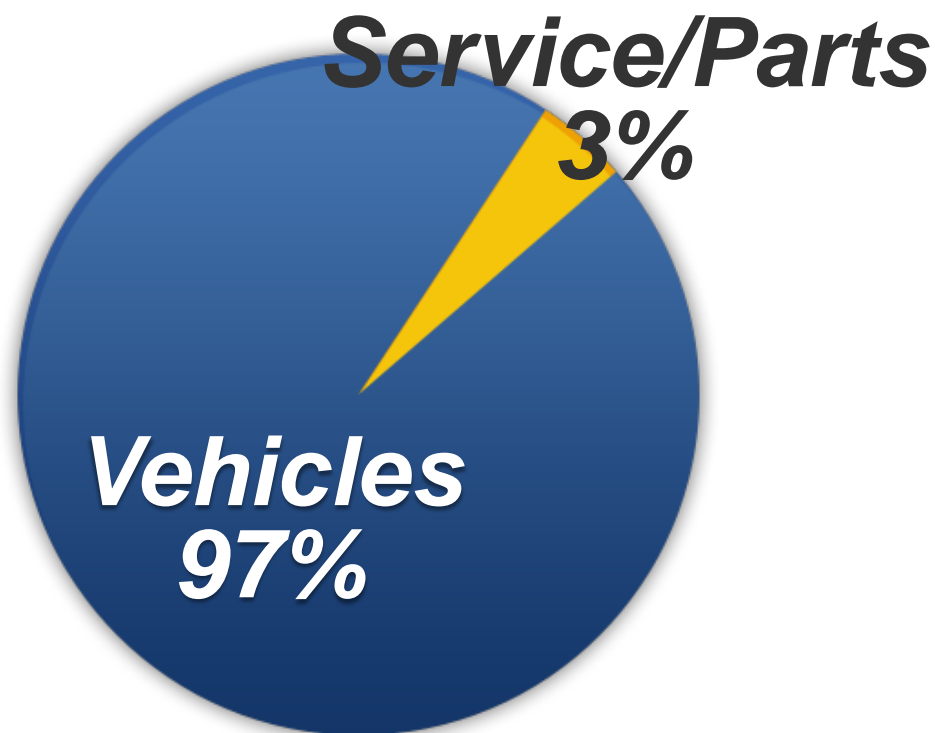
Website Content

Dealer Profit and Website Content: What's Wrong With This Picture?

Dealer Gross Profit



Website Content



Source: NADA DATA, 2013

Dealer Service Content Currently

#1 VOLUME FORD DEALER

in the World for 24 Years in a Row!

Chat Live Now!

Sales: (888) 230-2741
Service: (800) 256-6219
15505 Roscoe Boulevard, North Hills, CA 91343

New Ford • Used Cars • Specials • Research • Finance • Parts/Service • About Us • Home

MUSTANG SHOWROOM

BUILT ON THIS SITE

STARBUCKS

HORSELESS CARRIAGE

GALPIN AUTO SPORTS

FORD SERVICE CENTER AT GALPIN FORD

SERVICE DEPARTMENT HOURS

Monday - Friday: 7:00 AM - 7:00 PM
Saturday: 8:00 AM - 5:00 PM
Sunday: Closed

[Schedule a Service Appointment](#)
[See Ford Service Specialists](#)
[Parts Store](#)

SHUTTLE SERVICE MAP

[Click here to download a pdf for our Van Fernando Valley Shuttle Service Map](#)

*Only for North Hills and Van Nuys locations

FORD SCHEDULED MAINTENANCE

Simply put, a properly maintained vehicle lasts longer and runs more efficiently than one that isn't maintained. Bringing your vehicle to Galpin Ford for all the scheduled maintenance recommendations helps:

- Ensure optimum operation, reliability and safety
- Prevent unexpected failures
- Maximize fuel efficiency
- Improve trade-in or resale value

FORD REPAIR & AUTO SERVICE

Whether it's a routine oil change or a more complicated engine repair, there's no better place to take your vehicle for service than Galpin Ford. The Ford Motor Company-trained technicians there know your vehicle inside and out. They have the right tools to diagnose any problem and they have the right parts on hand original-equipment Ford Motor Company Genuine Parts and high-quality Motorcraft® replacement parts — that are recommended for your vehicle.

FORD SERVICES AVAILABLE AT GALPIN FORD

All Mustang Showroom

Galpin Ford houses a selection of Galpinized Mustangs, including Galpin Auto Sports' 350-hp custom version of the legendary Boss 302.

Customers can select from Roush Performance versions, the Shelby GT350 or a classic "pony" in standard factory trim.

Check out Mustang Showroom for that Mustang you've always wanted.

More About Galpin Ford
Why Go Galpin
Employment
Directions & Hours
Contact Us

When you are number one there is a reason. Great deals, great service and great people.

DEAN BUCKMASTER
Owner, Galpin Motors

New • Pre-Owned

Make:

Model:

VIEW SPECIALS

ReadyCredit.com
Credit Concerns? get easy approval

3rd Party Service Chain – Pep Boys

The screenshot displays the Pep Boys website interface. At the top, there is a navigation bar with 'SERVICE CENTER' and 'SHOP ONLINE' tabs, a search bar, and a 'GLOVEBOX' section. Below this, a horizontal menu lists various services: E-SERVE CENTER, TIRE SERVICES, PREVENTIVE MAINTENANCE, REPAIR SERVICES, SPECIAL SERVICES, and FLEET SERVICES. The main content area features a large banner for 'PEP BOYS SERVICES' with a photo of a technician and a customer. To the right of the photo is a vertical list of service categories: SCHEDULE SERVICE ONLINE, TIRE SERVICES, PREVENTIVE MAINTENANCE, REPAIR SERVICES, and SPECIAL SERVICES. Below the photo, text states 'WITH OVER 6000 SERVICE BAYS NATIONWIDE TRUST PEP BOYS PROFESSIONALS FOR YOUR AUTOMOTIVE SOLUTIONS.' and lists services like State Inspection and Hybrid Vehicle Service. To the right of the main banner is a 'SAME DAY APPOINTMENTS' section with a 'SCHEDULE YOUR VEHICLE'S SERVICE ONLINE' button. Below that is a 'NEW' section for 'TREADSMART' tires, promoting 'SHOP | SCHEDULE | SAVE' and 'THE BEST WAY TO BUY TIRES ONLINE'. At the bottom, there are promotional banners for 'UP TO 25% OFF BRAKE PARTS', 'SALES & SPECIALS', and 'UP TO 50% OFF SHOCKS OR STRUTS'.

SERVICE CENTER | **SHOP ONLINE** | **SEARCH** | Keyword, Part Name or #

E-SERVE CENTER | **TIRE SERVICES** | **PREVENTIVE MAINTENANCE** | **REPAIR SERVICES** | **SPECIAL SERVICES** | **FLEET SERVICES**

GLOVEBOX | What Is This? | My Vehicles: **ADD A VEHICLE** | My Stores: **ADD A STORE** | **LOG IN** | **Create Your Glovebox**

Home > Pep Boys Services

> PEP BOYS SERVICES

WE PROVIDE:
State Inspection
Hybrid Vehicle Service

WITH OVER 6000 SERVICE BAYS NATIONWIDE TRUST PEP BOYS PROFESSIONALS FOR YOUR AUTOMOTIVE SOLUTIONS.

SCHEDULE SERVICE ONLINE

TIRE SERVICES

PREVENTIVE MAINTENANCE

REPAIR SERVICES

SPECIAL SERVICES

SAME DAY APPOINTMENTS
Available Today

SCHEDULE YOUR VEHICLE'S SERVICE ONLINE

MAKE AN APPOINTMENT

TRACK YOUR VEHICLE'S STATUS

E-SERVE
ELECTRONIC SERVICE CENTER

NEW

SHOP | SCHEDULE | SAVE
INFORMATION TO INSTALLATION

TREADSMART
THE BEST WAY TO BUY TIRES ONLINE

SHOP TIRES

UP TO 25% OFF
BRAKE PARTS


SALES & SPECIALS

UP TO 50% OFF
SHOCKS OR STRUTS

You Need A Service Website



Home Specials



"I get my cars (3) serviced every 3 - 5 K miles. Everyone is considerate and responsive to my needs. Completion is on time or early, unnecessary work is never pushed. But I am always advised of issues that may need attention before the next visit."

- Richard Barnum, F-150 Owner

● ○ ○ ○



Read More Reviews



Jeff, activate Sync to Drive Connected

In two quick steps you can get more vehicle-related information for **2013 Ford F-150** in your Garage here on Ford Owner. Just visit SYNC Owner to activate these features.

Activate My Sync



Stay in Touch

Push a button and voice-control your music and phone calls.



4.2 Inch Cluster Screen

The customizable touch screen is intuitive to use.



Voice-activated Technology

Use voice commands, steering wheel buttons or touch screens.

How-To Videos
Learn More about you

Buy 4 select tires, get a
\$60 Mail Rebate

Certified
Ford Technicians

Service Site Becomes the Dealer's Digital Fixed Ops Hub



“Service websites are the **#1 source** across devices helping drivers learn more about service centers they were aware of but hadn’t previously considered”

-Google & CriticalMix Fixed Ops Study, March 2015

Landing Page for Each Service

The Right Germantown Tires on Sale



When you buy tires from our Germantown area service center, you will ensure the tire brands on sale are the right ones for your Ford. That's what our certified service staff specializes in! Don't drive a Ford in Derwood? No problem - our wheel and tire specialists will make sure you find the perfect car tires in our tire shop in Maryland.

Our Gaithersburg dealership staff takes the time to find out how and where you drive your Ford car around Derwood. This makes a huge impact on the type of car tires you should buy for your car. City driving vs. country driving will make a difference, as well as how far you drive daily. Buying car tires online may not give you this same type of opportunity to ask

questions and even "try-on" new car tires to see what they look like.

Unsure whether your Rockville car or truck needs new tires? Stop by Rothbard Ford Service to have our Derwood certified tire technicians check the wear, tread, and inflation pressure.

Above all, you'll have a great experience when you buy tires from our Bethesda area service center. Our customer service is top-notch and we believe in treating our Derwood Ford customers right. Shop Rothbard Ford Service for an affordable selection of wheels and tires for your new or used Ford or other car or truck near Germantown.

Call Us For Tires

800-555-5555

Buy 4 select tires, get a

\$60 Mail-In Rebate

YOKOHAMA
DUNLOP
GOODYEAR

See Details

Check Out Our Latest

[Tire Specials](#)



Tire Configurator

[Home](#) [About Us](#) [Change](#) [Videos](#) [Service & Parts](#) [Dare to Compare](#) [About Us](#)

Schedule Service Online with Us today!

SERVING ROCKVILLE, GAITHERSBURG AND SILVER SPRING

[Schedule Service Now!](#)

Tire Configurator

Search for Tires

By Vehicle By Tire Size

* Required Fields:

* Select a year... ▾

* Select a make... ▾

* Select a model... ▾

Select a trim... ▾ ?

Search

Buy four select tires, get up to

\$130

in mail-in rebates*
when you use the
Ford Service Credit Card.

GOODYEAR

DUNLOP

Continental
TIRE

PIRELLI

YOKOHAMA

*Dealer-installed retail purchases only. Limit one redemption per customer. \$50 tire rebate on BFGoodrich, \$40 tire rebate on Goodyear, Dunlop, Continental Tire and Yokohama, \$70 tire rebate on Michelin, \$80 tire rebate on Pirelli. Tire rebate by prepaid debit card or apply to an active Owner Advantage Rewards® account. \$50 credit card rebate by prepaid debit card only. Subject to credit approval. Complete purchase must be made on the Ford Service Credit Card. Offer valid between 3/1/14 and 8/31/14. Submit rebate by 9/30/14. Cannot be combined with any other tire manufacturer-sponsored or Ford Service Credit Card rebate/offer. See participating dealership for vehicle applications, rebate and account details.

Buy four Michelin tires, get a

\$70

mail-in
rebate*



*Dealer-installed retail purchases only. Limit one redemption per customer. \$70 tire rebate on Michelin. Tire rebate by prepaid debit card or apply to an active Owner Advantage Rewards® account. Offer valid between 3/1/14 and 8/31/14. Submit rebate by 9/30/14. Cannot be combined with any other tire manufacturer-sponsored rebate/offer. See participating dealership for vehicle applications and rebate details.

Buy four BFGoodrich tires, get a


\$50

mail-in
rebate*


BFGoodrich

#NADA2016

Parts & Service Content For Dealers



Get search results using
Keywords or part #'s below!






Advanced Search




SHOPPING FOR: **2014 Ford F-150 XLT** | OTHER VEHICLES

CALL US
PHONE : (863) 225-9401

1 item(s) - \$9.40


[Start Here](#)
[CONTACT US](#)
[Blogs](#)

Parts & Service – Dealers Using Ecommerce

- 1) Pick Vehicle
- 2) Select Part
- 3) Confirm Choice
- 4) Checkout
- 5) Enter Payment

Step 1: Pick Vehicle
Screenshot shows the 'Select your vehicle information' page with a search bar for VIN #.

Step 2: Select Part
Screenshot shows search results for 'Spare Tire Winch Wrench'.

Step 3: Confirm Choice
Screenshot shows the product details for 'Spare Tire Winch Wrench'.

Step 4: Checkout
Screenshot shows the shopping cart with the item 'Spare Tire Winch Wrench' and a total of \$9.40.

Step 5: Enter Payment
Screenshot shows the checkout form with fields for product name, part number, price, and shipping method.

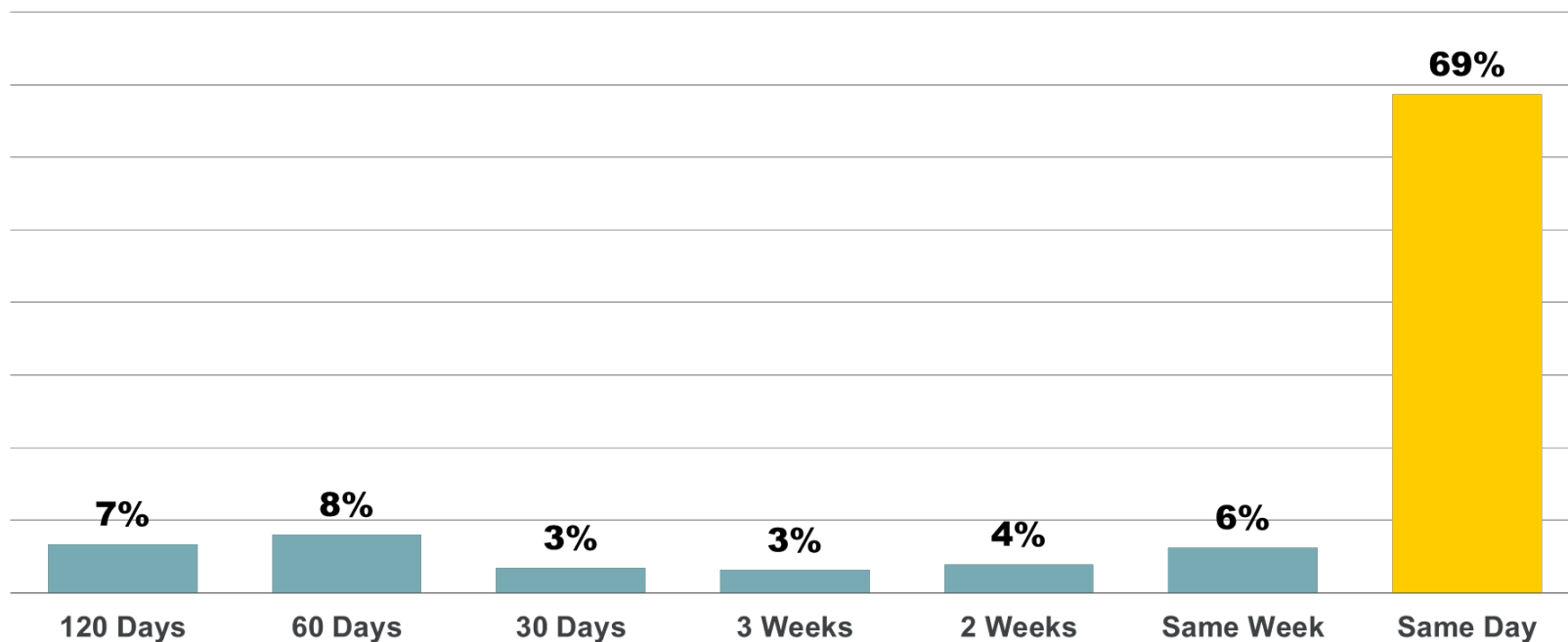
Product Name	OC Part Number	MSRP Price	Your Price	Cash Change	Quantity	Your Total
Spare Tire Winch Wrench	4132-1-0420-00	\$12.00	\$9.40	\$0.00	x1	\$9.40
Subtotal						\$9.40
Tax						\$0.00
Total						\$9.40

Checkout Form Fields:
 Product Name:
 OC Part Number:
 MSRP Price:
 Your Price:
 Cash Change:
 Quantity:
 Your Total:
 Select a shipping method:
 Zip Code:
 Shipping Method:
 Have a coupon?
 Enter your coupon here:
 APPLY COUPON REMOVE COUPON

New Member Registration & Billing Details
 Already a member? [click here](#)
 There are required fields:
 Email/Username:
 Password:

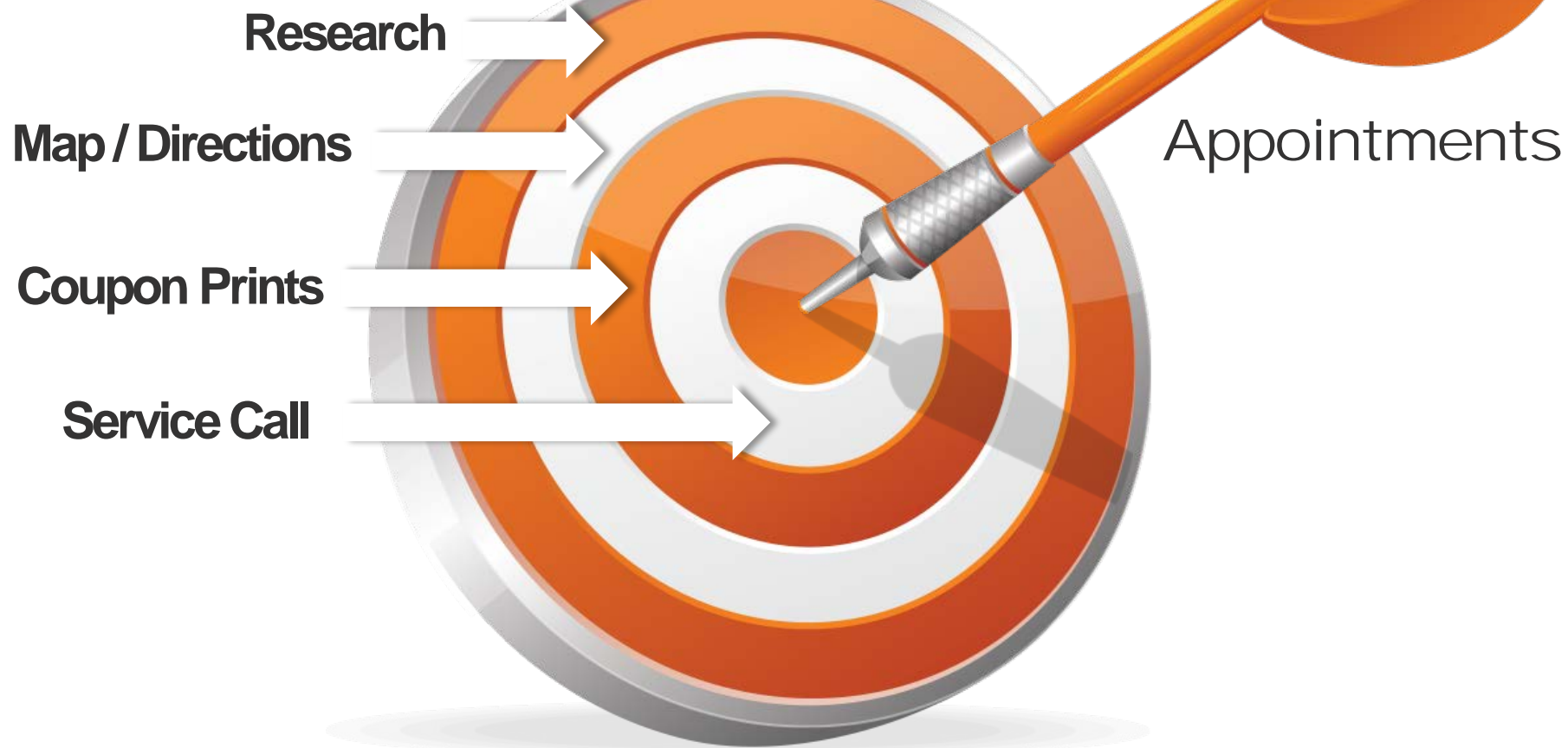
Goals for Site are not “Leads”, Shopping Cycle is Hours, Not Weeks

Nearly 70 percent of shoppers buy within one day
share of first research visits prior to conversion (vehicle service brands)



Source: Compete Vehicle Maintenance Shopping Analysis, July 2011.

Goals for the Website



3rd Party Service Scheduler Integrated



ROTHBARD FORD
SERVICE CENTER

1453 Calhoun Place | Derwood, MD 20855

Call Us at **800-555-5555**

[Home](#) [Specials](#) [Maintenance](#) [Tires](#) [Brakes](#) [Batteries](#) [Oil Change](#) [Videos](#) [Service & Parts](#) [Dare to Compare](#) [About Us](#)

Schedule Service Online with Us Today!

GAITHERSBURG AND SILVER SPRING

y!
NG

Schedule Service Now!

LET CUSTOMERS
SCHEDULE SERVICE
DIRECTLY FROM
YOUR SITE

\$21.95 OIL & FILTER CHANGE

check out our service special today

Get this Special

47% of Drivers age 18-44 prefer to
schedule service appointments
online --Google & CriticalMix Fixed
Ops Study, March 2015



How-To Videos
Learn More about your Ford

How-To Videos

Coupons & Rebates

ALL OUR

Find the Right Ford

Learn More

Can Associate w/ Cookies – Hello Jeff!

attention before the next visit."

- Richard Barnum, F-150 Owner

Citysearch® facebook.

Read More Reviews



Jeff, activate Sync to Drive Connected

In two quick steps you can get more vehicle-related information for **2013 Ford F-150** in your Garage here on Ford Owner. Just visit SYNC Owner to activate these features.

Activate My Sync



Stay in Touch

Push a button and voice-control your music and phone calls.



4.2 Inch Cluster Screen

The customizable touch screen is intuitive to use.



Voice-activated Technology

Use voice commands, steering wheel buttons or touch screen.

Certified

Increase Service Phone-Ups

Call us at 888-555-5555

\$21.95 OIL & FILTER CHANGE
check out our service specials today

LARGE, OBVIOUS PHONE #; DYNAMICALLY TRACKABLE

How-To Videos
Learn More about your Ford

Coupons & Rebates
Save on Service at Rothbard Ford.

Find the Right Parts
Learn more about our Parts Center

Use Educational Video

check out our service specials today

Get this Special



▶ **How-To Videos**

Learn More about your Ford

Watch Videos

\$39.95 or less
-\$10.00 mail-in rebate
\$29.95
or less

Services & Rebates

Save on Service at Rothbard Ford.

See All Offers



Find the Right Parts

Learn more about our Parts Center

Learn More

HOW-TO VIDEOS TO EXPLAIN

Buy 4 select tires, get a
\$60 Mail-In Rebate
YOKOHAMA
DUNLOP
GOODYEAR

Buy 4 select tires, get a
\$60 Mail-In Rebate
YOKOHAMA
DUNLOP
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DUNLOP
GOODYEAR

Buy 4 select tires, get a
\$60 Mail-In Rebate
YOKOHAMA
DUNLOP
GOODYEAR

At Rothbard Ford Service we make the competition nervous!

View All Specials



"I get my cars (3) serviced every 3 - 5 K miles. Everyone is considerate and responsive to my needs. Completion is on time or early. unnecessary work is never pushed. But I am always advised of issues that may need attention before the next visit."

- Richard Barnum, F-150 Owner



Video Increases Search Engine Footprint and Builds Consumer Trust

Rockville Ford Videos

Featured Video

Motorcraft® Parts Warranty (Short Version)



Ford Brake Parts

Motorcraft® Brake Parts



[View Brakes Video](#)

Tire Care Video

Pothole Pain Points



[View Tire Care Video](#)



[How-To Videos](#)
Learn More about your Ford

[Watch Videos](#)



[Coupons & Rebates](#)
Save on Service at Rothbard Ford

[See All Offers](#)



[Find the Right Parts](#)
Learn more about our Parts Center

[Learn More](#)

#NADA2016

Videos For Any Routine Service

NADA

Go Further

SERVICE CENTER

7700 Calhoun Hwy, Rockville, MD 20855

Call us at 800-555-5555

Home Specials Maintenance Tires Brakes Batteries Oil Change Service & Parts to Compare About Us

Schedule Service Online with Us today

SERVING ROCKVILLE GAITHERS SILVER SPRING

Schedule Service Now!

Brakes Video

Tire Care Video

Maintenance Video

Exterior Maintenance Video

HVAC Service Video

Exhaust System Video

OEM Parts Video

Rockville Ford Videos

Featured Ford Video

New Ford Parts Warranty (Short Version)



Ford Brake Parts

Motorcraft® Brake Parts



View Brakes Video

Tire Care Video

Dare To Compare Page

HALL HONDA VIRGINIA BEACH SERVICE
3516 VIRGINIA BEACH BLVD. | VIRGINIA BEACH, VA 23452

HONDA
Call Us at 888-335-3447
» Get Directions

HOME SPECIALS SERVICE & PARTS MAINTENANCE TIRES BRAKES BATTERIES EXPRESS SERVICE ABOUT US VIDEOS VEHICLE SALES

SCHEDULE SERVICE ONLINE, ANYTIME!

SCHEDULE SERVICE

DARE TO COMPARE

Service	Oil & Filter Change	Change Coolant	Rotate Tires	Alignment	Brakes
Service Center					
Hall Honda Virginia Beach Service	\$38.95	\$109.90	\$24.95	\$79.95	\$189.99
Other Honda Dealership	\$36.95	\$105.50	\$27.95	\$89.95	\$199.99
Independent Shop	\$32.99	\$95.99	\$21.95	N/A	\$220.00
Merchant's Tire	\$38.99	\$109.99	\$26.95	\$79.99	N/A
Jiffy Lube	\$43.99	\$94.99	\$19.99	N/A	N/A

Price subject to change, based on Honda vehicles.

Offers

What Else Do National Brands Do? Coupons!!!

The screenshot shows a website for car services with a navigation bar at the top. The main content area features several promotional banners and coupons. Three specific areas are circled in red:

- Left Side:** A vertical list of services including TIRES, OIL, and BATTERIES. Below this is a coupon for **\$18.99** for a DO-IT-YOURSELF 5.1-QT. OR 5-QTS. PENNZOIL CONVENTIONAL OIL CHANGE WITH PUROLATOR CLASSIC OIL FILTER. This coupon is marked **IN STORE ONLY**.
- Center:** A large banner for **SCHEDULE YOUR SERVICE ONLINE** with a smiling technician. It includes the text "SAME DAY APPOINTMENTS Available Now" and "Save Time · Convenient · Easy". Below the banner is a coupon for a **NEW CATALOG** that says "SAVE ON EVERYTHING YOUR CAR NEEDS FOR SUMMER".
- Right Side:** A banner for **e-SERVE** with the text "SCHEDULE YOUR VEHICLE'S SERVICE ONLINE" and a "MAKE AN APPOINTMENT" button. Below this is a coupon for a **FREE** A/C CHECK PLUS 10% OFF A/C REPAIRS, with a note to "CLICK FOR COUPON & FURTHER DETAILS".

At the bottom of the page, there are more coupons: **UP TO 25% OFF** on parts and **SALES & SPECIALS** on car struts.

What Should You Use? Coupons!!!

\$21.95 OIL & FILTER CHANGE

check out our service specials today

Get this Special



How-To Videos
Learn More about your Ford

Watch Videos



THE WORKS VEHICLE CHECKUP
Save on Service at Rothbarb Ford

See All Offers



Find the Right Parts
Learn more about our Parts Center

Learn More



At Rothbard



Specials

"I get my cars (3) serviced every 3 - 5 K miles. Everyone is considerate and responsive to my needs. Completion is on time or early."



Dealer Group Credit Card for Service

Service Reception

3516 VIRGINIA BEACH BLVD. | VIRGINIA BEACH, VA 23452

Call Us at 888-335-3353

» Get Directions

SERVICE & PARTS

MAINTENANCE

TIRES

BRAKES

BATTERIES

EXPRESS SERVICE

ABOUT US

VIDEO

SERVICE

, ANYTIME!

SCHEDULE SERVICE

LIKE

ENJOY COMPETITIVE FINANCING¹ WITH THE MILEONE CARD

¹SUBJECT TO CREDIT APPROVAL. ASK FOR DETAILS.

The MileOne

Credit Card

over time with 12 months

SPECIAL financing¹

[Click here to see important terms and conditions.](#)

Proudly accepted at all MileOne locations

4206 8453 1930

SINCE 2007

EXPIRES 11/15

CUSTOMERS NAME

12

MONTH

FINANCING

SERVICE NOW. PAY OVER TIME

benefits

NATIONAL

time - 12 months. Special Financing available.

#NADA2016

Behaviorally Targeted Service Ads

Schedule Service Online with Us Today!
SERVING ROCKVILLE, GAITHERSBURG AND SILVER SPRING

Schedule Service Now!

WANT TO GET AN ADDITIONAL

10% OFF

— YOUR NEXT SERVICE APPOINTMENT? —

YES

GET MY 10% VOUCHER NOW

NO

I LIKE PAYING FULL PRICE FOR CAR SERVICE

\$60 Mail-In Rebate
DUNLOP
GOODYEAR
See Details

\$60 Mail-In Rebate
DUNLOP
GOODYEAR
See Details

\$60 Mail-In Rebate
DUNLOP
GOODYEAR
See Details

\$60 Mail-In Rebate
DUNLOP
GOODYEAR
See Details

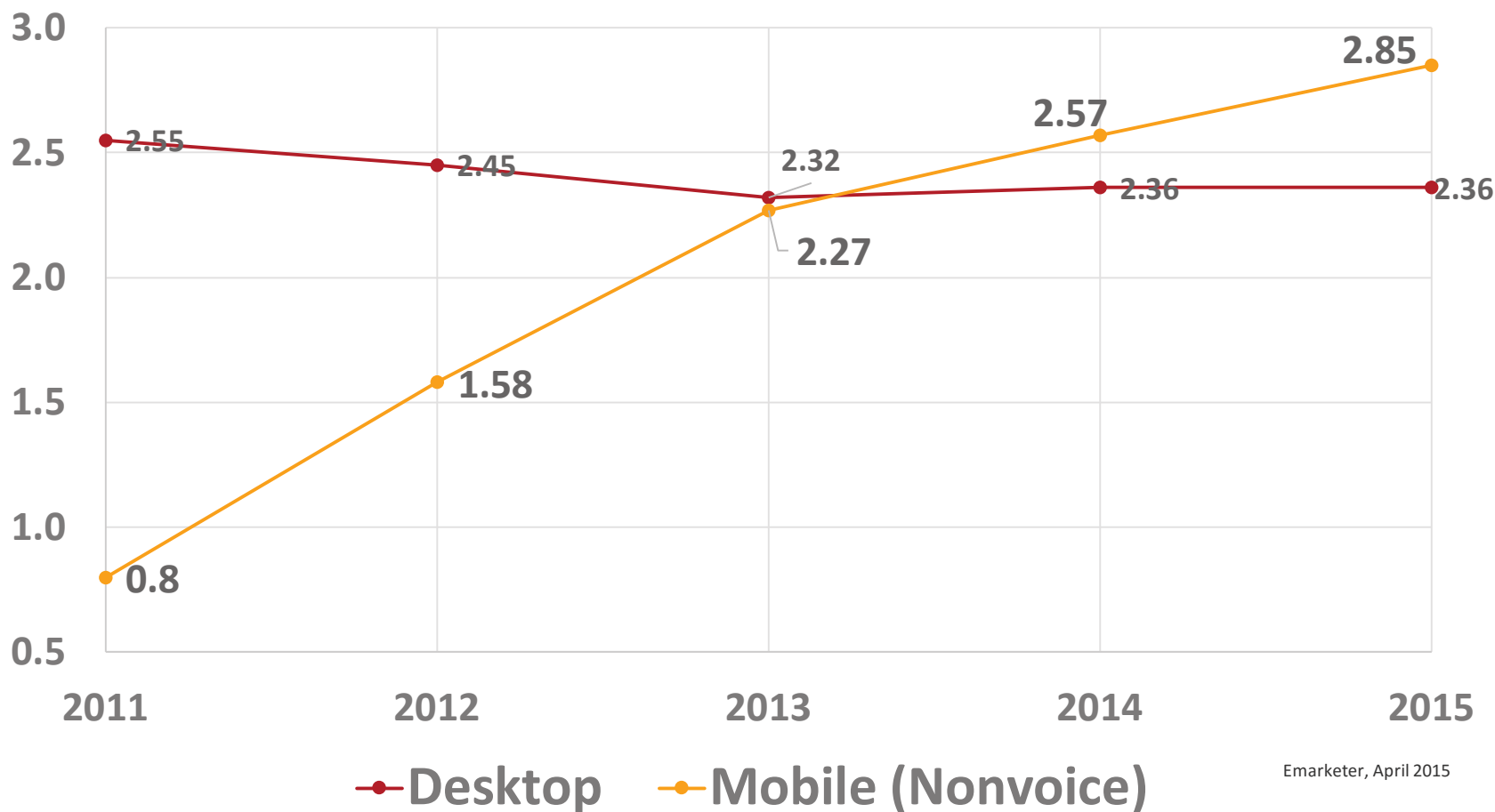
At Rothbard Ford Service we make the competition nervous!

[View All Specials](#)

Mobile: Fast, Simple, Easy

Consumers Use Phones More Than Desktops for Browsing Internet

Average Hours per Day with Media by US Adults



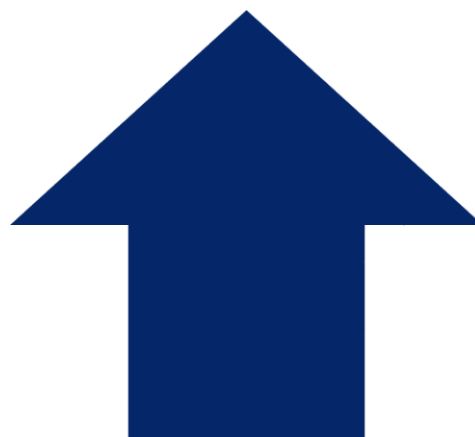
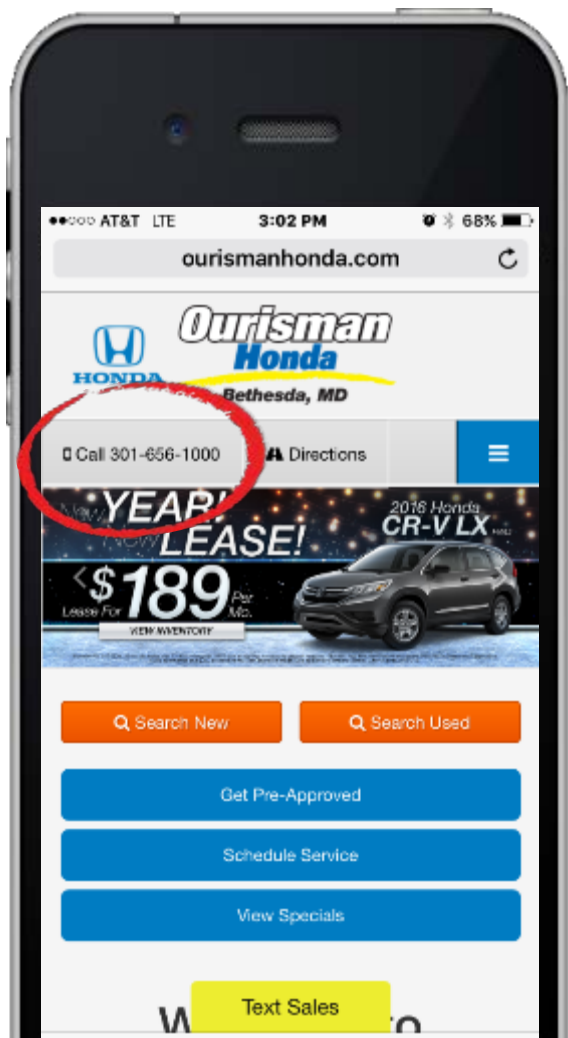
Emarketer, April 2015

#NADA2016

Phone Calls – Top Task for Mobile Service

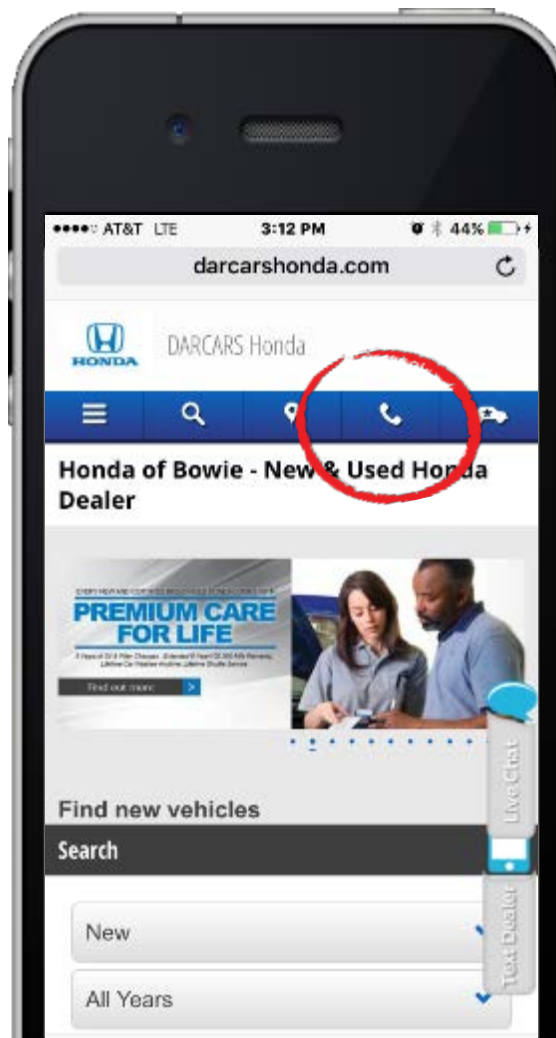
Right

Wrong



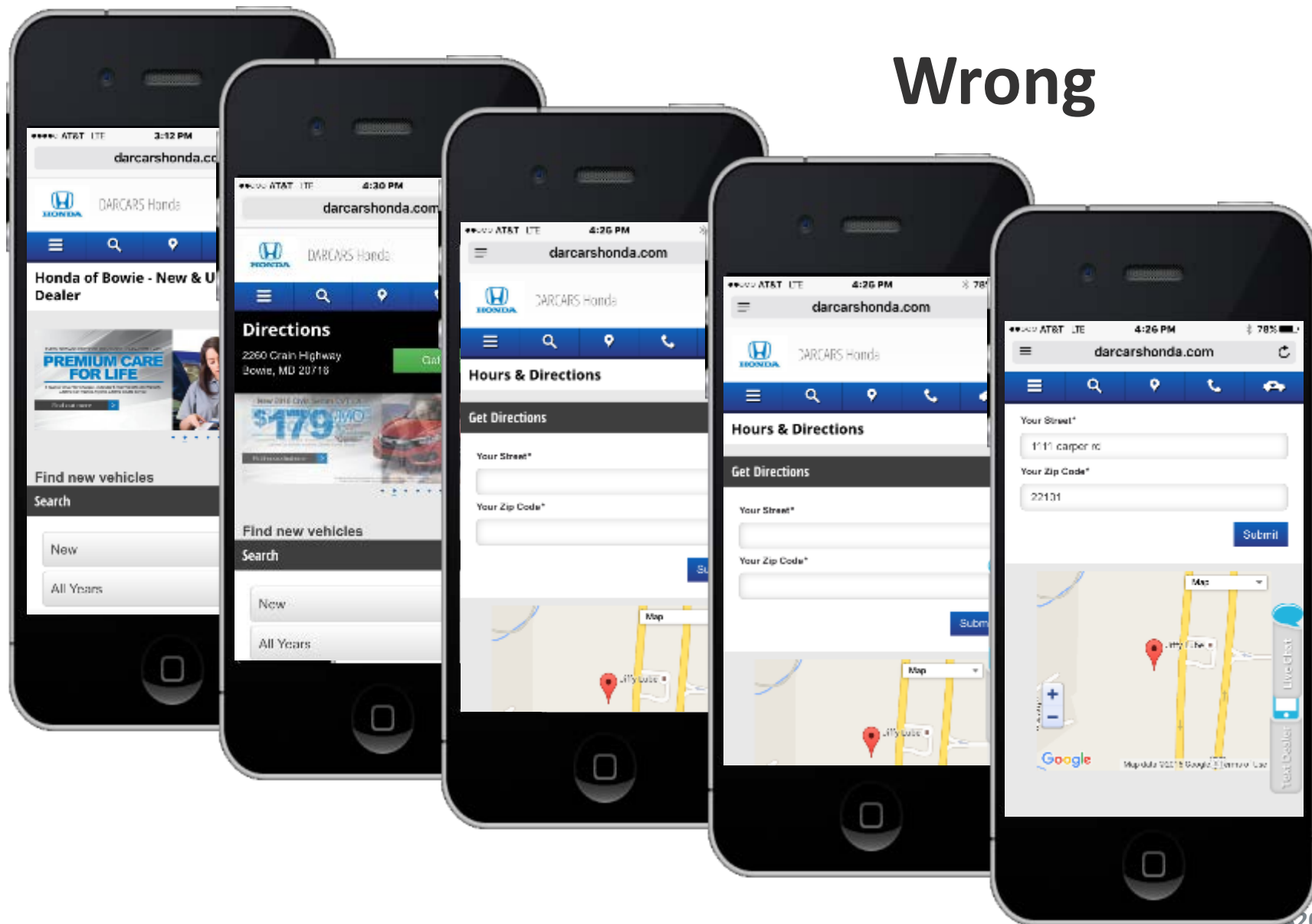
+30%

Calls



Directions Should be One Click – Easy

Wrong

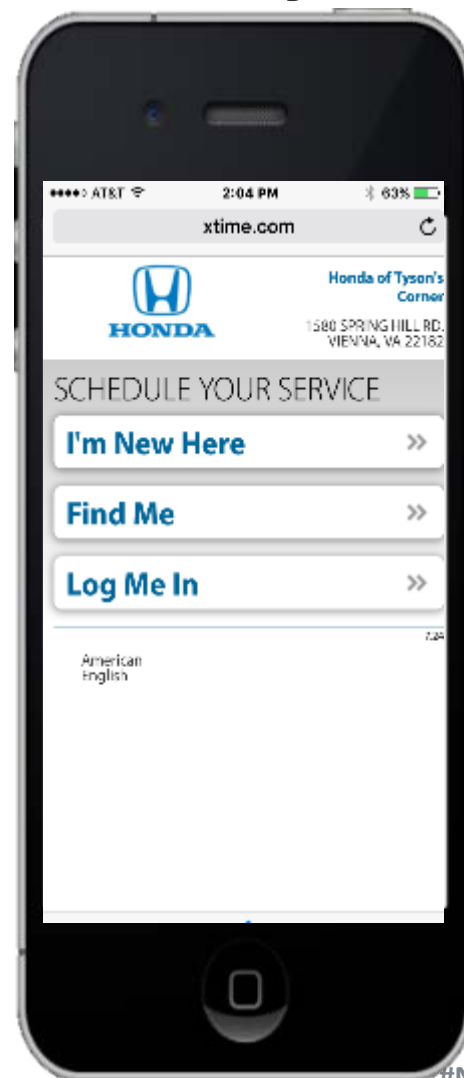


Service Appointments – Quick & Easy

Hard



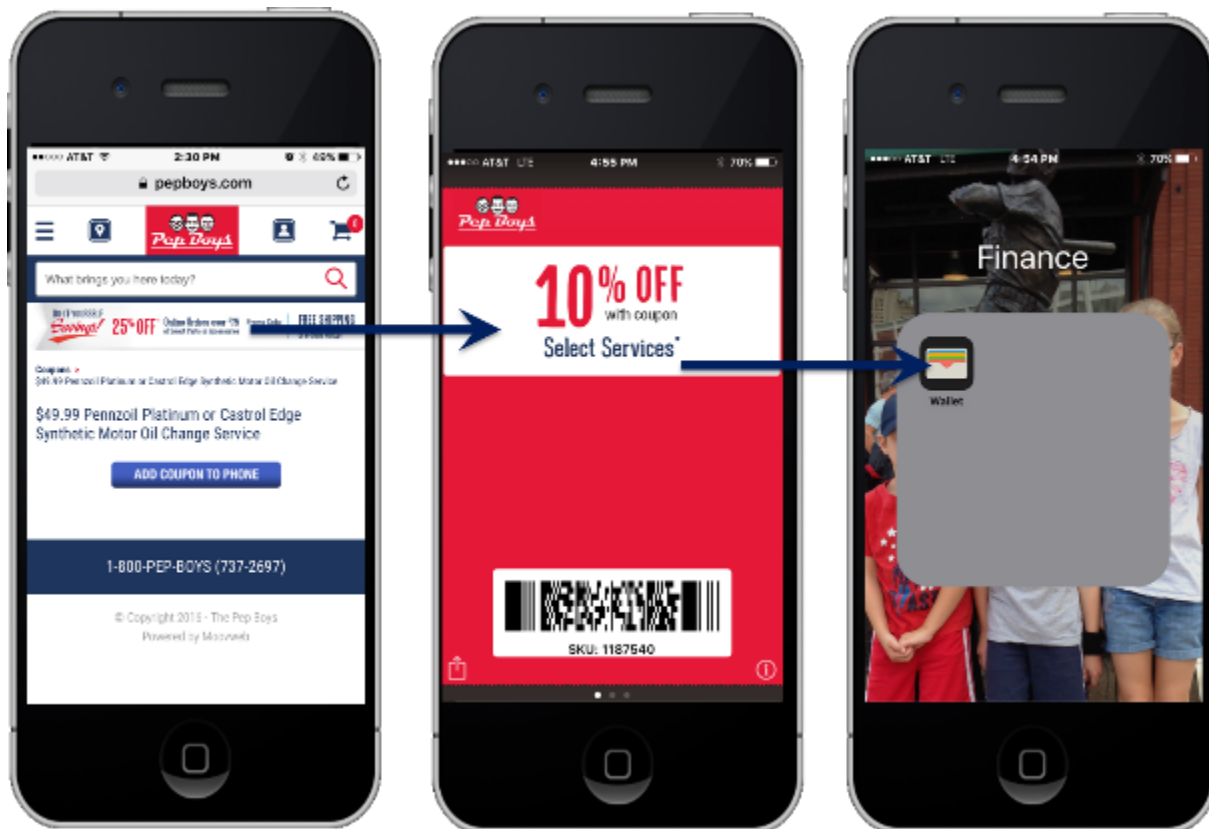
Easy



#NADA2016

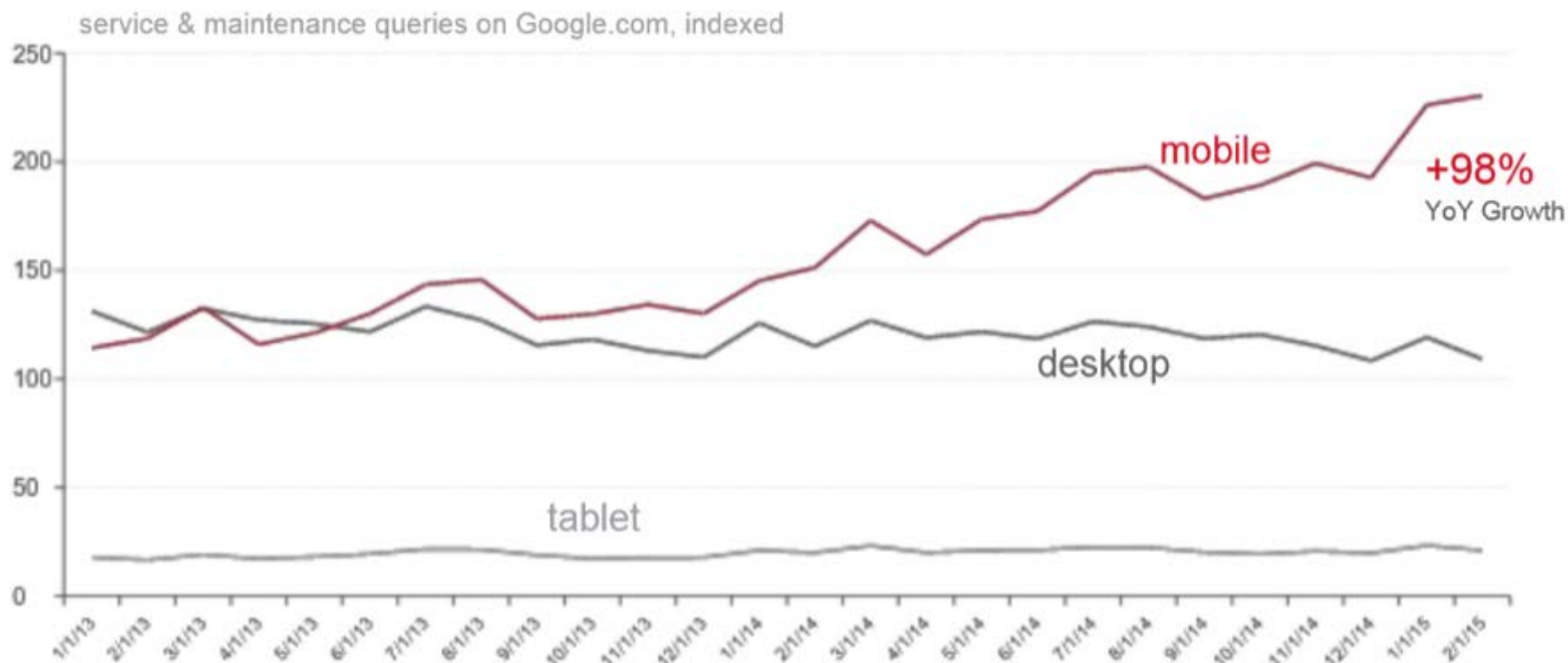
Pep Boys Service Coupons

- 1) 10x Redemption Rate of Traditional
- 2) Integrate w/ Google & Apple Wallet
- 3) Trackable via Unique SKU
- 4) Deletion Rate <1%
- 5) Create Loyalty Program



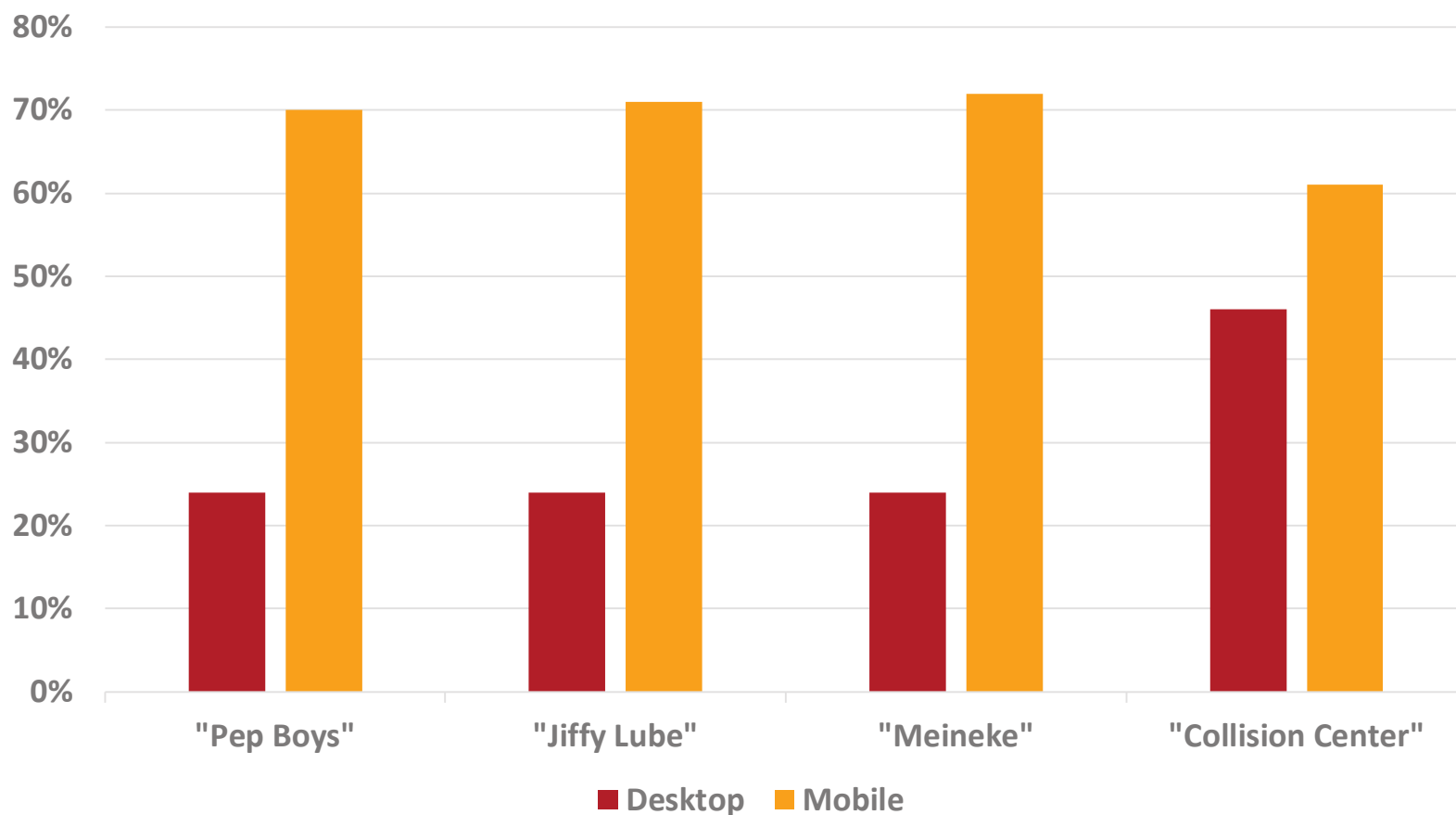
Search

Mobile Fixed-Ops Marketing is the Future

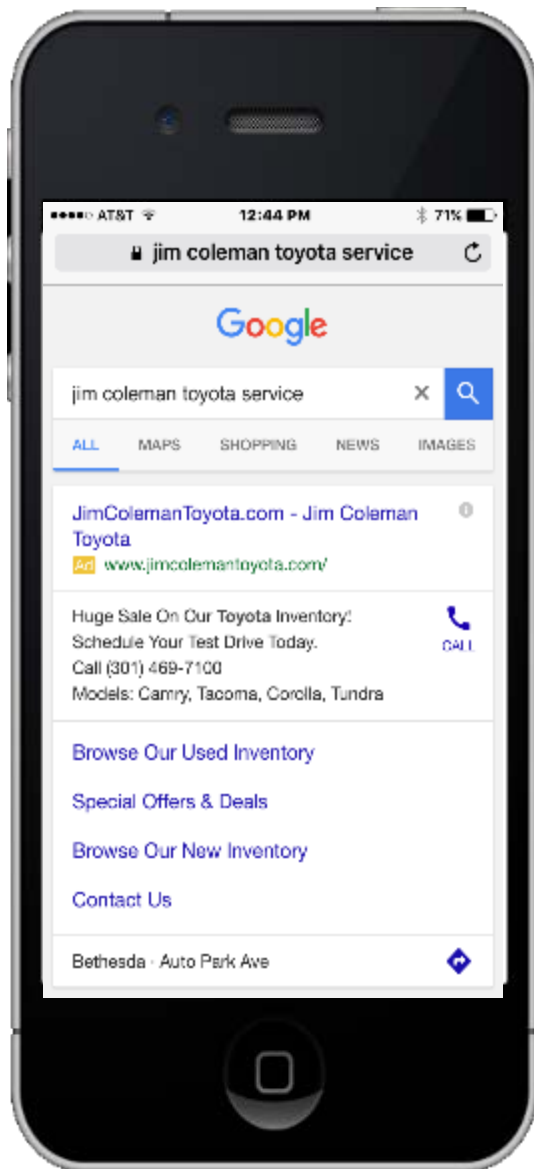


Mobile Dominates Search Volumes for Competitors and Generic Business Types

Google Search Volume Washington, DC January 2016

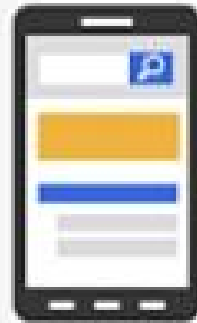


Mobile SERP's Heavily Favor Paid Search



- August 2015 – 3 Mobile Local Ads
- IProspect Reports 40% Decline in Organic CTR
- Dealers May Be After 3 Local Ads for Their Own Branded Term
- You MUST Buy Your Brand
- Consider Buying Competitors

86% of Automotive Mobile Search Ad Clicks are INCREMENTAL -- Google



88%

OF CLICKS ON
MOBILE SEARCH ADS
ARE INCREMENTAL
TO ORGANIC CLICKS

INCREMENTAL MOBILE CLICKS BY VERTICAL*



AUTOMOTIVE

86%



BUSINESS &
INDUSTRIAL

94%



CLASSIFIED
& LOCAL

97%



CONSUMER
PACKAGED GOODS

86%



EDUCATION &
GOVERNMENT

94%

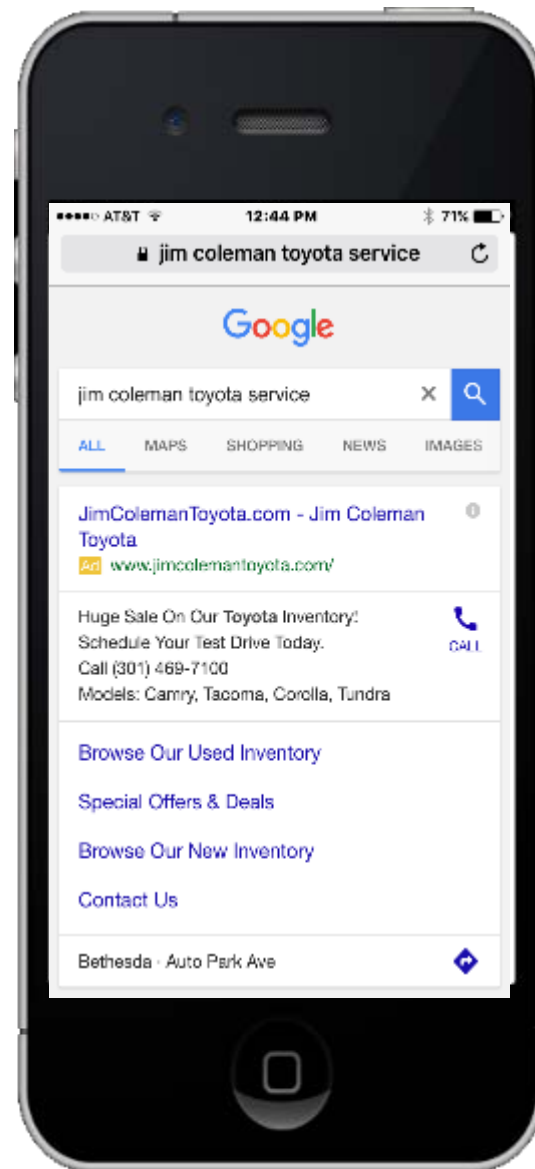


FINANCE

87%

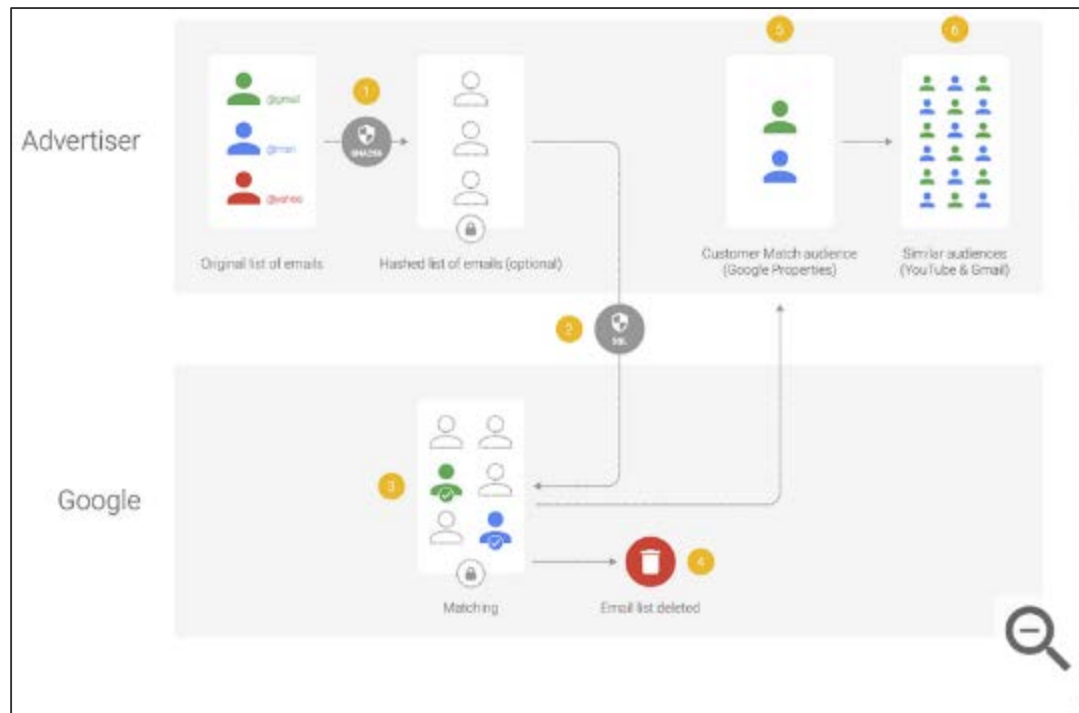
Mobile Ad Best Practices

- Call Extensions
- Site Links
- Location Extensions
- Strong Call To Action
- Compelling Offer



Google Customer Match for Fixed Ops Campaigns

- Market to Your DMS
- Leverage all Google Properties
- Highly Targeted



3rd Party Chains Use Remarketing Ads



Hurdle said the Pirates were merely trying to ensure Alvarez remained healthy after his having injured his knee on Tuesday. However, Alvarez was able to enter Friday's game as a pinch-hitter and re again on Saturday.

Alvarez is hitting . Morales, another l

Tags: Pittsburgh P

JUL 27 1:35 PM ET By AJ Mass | E

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The B Chen two t may e

Eduar

"considering a twe series against the

According to Encin Angels team that against a Seattle f

The tactic would a rather than agains leagues after a bri held the Angels to Mariners in a loss.

My Account | Appointment History | Order History | Help / Customer Care | Find a Store

Pep Boys

For the Professional | Sign up for Email Exclusives | Rewards | Gift Cards | \$\$\$ Savings

View Cart 0 Items

Service Center Shop Online Search Keyword, Part Name or #

Make an Appointment | Tire Services | Preventive Maintenance | Repair Services | Special Services | Fleet Services

My Vehicles: ADD A VEHICLE My Stores: Pep Boys Germanto... My Appointments: MAKE AN APPOINTMENT Log In | Create Account

Home / Schedule a Service Appointment

Coupon for 10% Off Service will be available after booking your service appointment.

Schedule a Service Appointment

STEP 1 Location, Vehicle & Services STEP 2 Date & Time STEP 3 Contact Information

Your Closest Pep Boys Store is:

Pep Boys Germantown
20900-A Frederick Rd
Germantown, MD20876
[Current Store](#)

Pep Boys Annandale
7121 Little River Turnpike
Annandale, VA22003
[Choose This Store](#)

Pep Boys Hyattsville
1804 University Blvd E
Hyattsville, MD20783
[Choose This Store](#)

Know a closer location?
Search all Pep Boys Stores
[Find Stores](#)

Already have an Account?

Sign-in to access your saved preferences

Email

Password

☐ Remember me [Forgot Password?](#)

[Sign In](#)

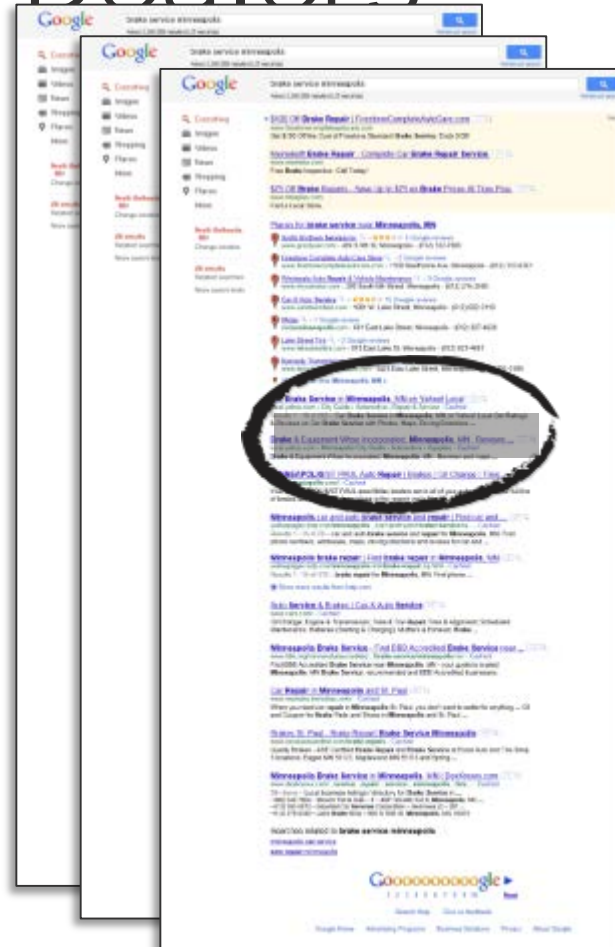
Select a Vehicle

You have not added a vehicle.

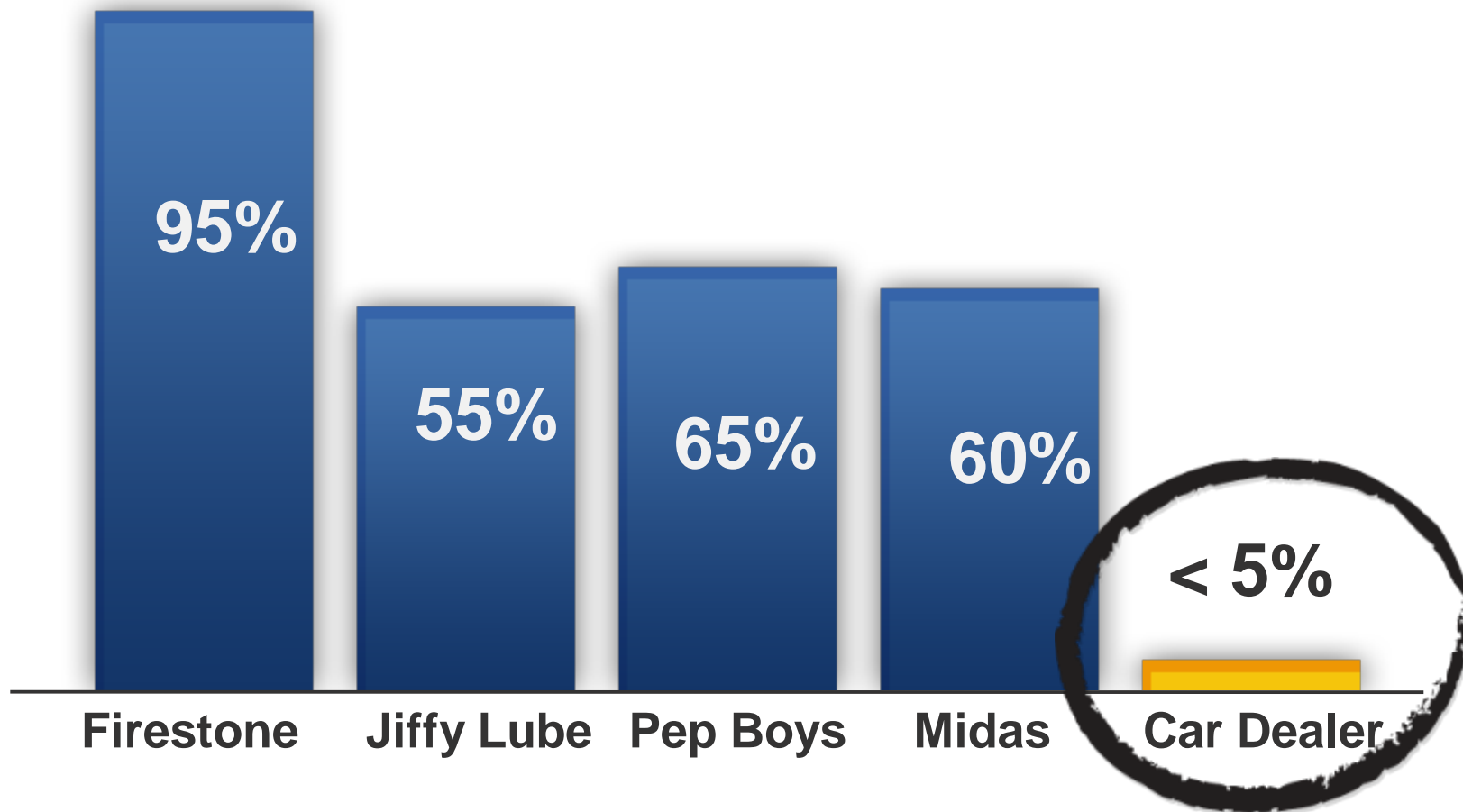
[Add a Vehicle](#)

- National Brands

Dealers



Google SERP Percentages National Brands Versus Dealers



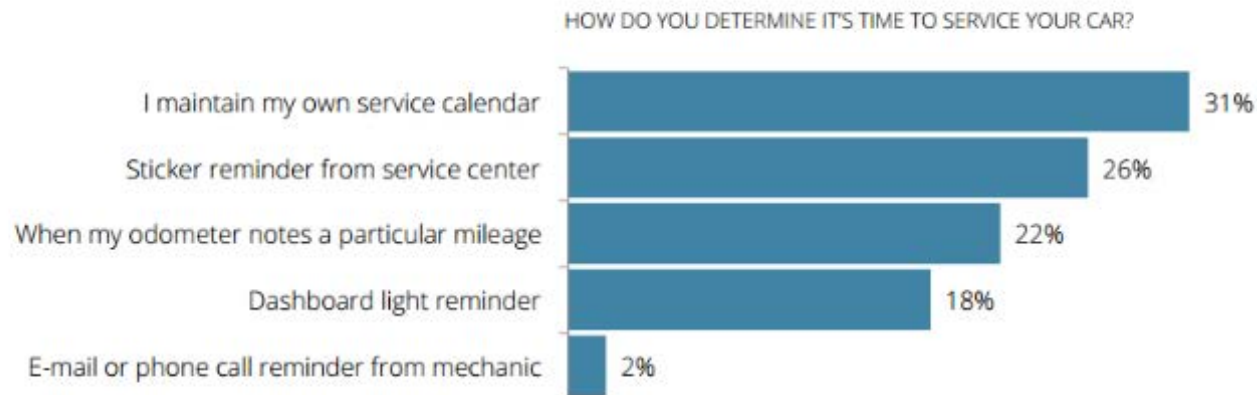
Email and Social

Service Customers Need Email Reminders

Bring drivers back by making their lives easier.

THE REGULAR

Only 2% of vehicle owners get digital reminders from their service provider



Google+ Sterling Driver Insights Study, Google Consumer Surveys How do you determine it's time to service your car? June 2013, A18-44, n=1315

Google Study, "Road to Winning Drivers – Aftermarket Service", July 2013

Email Signup For Offers

> EMAIL SIGNUP

PUT YOUR MOUSE
IN GEAR.



SIGN UP FOR EMAIL UPDATES AND RECEIVE:

- Exclusive Coupons
- Store Special Alerts
- Money Saving Tips

First Name*

Last Name*

Email Address*

Confirm Email Address*

City*

Zip*

CLEAR ▶

SIGN UP TODAY ▶

[Privacy Policy](#)



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[A VEHICLE](#) | My Stores: [Pep Boys Germanto...](#) | My Appointments: [MAKE AN APPOINTMENT](#)

Online Orders Over \$100* | Enter Code **ROADTRIP25** in Cart.

[Specials > Coupons](#)

> AVAILABLE COUPONS

> \$10 OFF WHEEL ALIGNMENT

Like 312

Expires
07/31/2014

> 10% OFF SERVICE

Like 871

Expires
07/31/2014

> \$20 OFF \$100 MERCHANDISE PURCHASE

Like 419

Expires
07/31/2014

> \$24.99 CONVENTIONAL OIL CHANGE

Like 56

Expires
07/31/2014

FaceBook & Twitter Service Marketing

Pep Boys - Manny, Moe & Jack
January 12

Yeah Right...

**No, No, Please
TAKE YOUR TIME. THAT
GREEN LIGHT IS PROBABLY
Going to Get Greener!**




Like · Comment · Share 4

Adam Kondos and 59 others like this. Top Comments

Write a comment...

Wayne M. Faust Jr. I agree with Peter Ruppert don't be

WhataSlave: I need to do an oil change ... But where do I go?
8:48am, Oct 16 from Twitter for iPhone

pepboysauto: @whataslave Pep Boys! Book online for our Tues-Thurs special, an oil change is just \$19.99: <http://t.co/y9GqsMNVkE>
1:11pm, Oct 16 from HootSuite



WhataSlave: At pep boys getting my oil change
1:31pm, Oct 16 from Twitter for iPhone

pepboysauto: @whataslave Great! Glad we could help you out with that, thanks again.
4:48pm, Oct 16 from HootSuite

Baileymsumner: Almost wrecked like 5 times on the way to work. Time for new tires..
10:31am, Aug 12 from Twitter for iPhone

pepboysauto: @baileymsumner Whoa, be careful. We'll make it easier, take 20% off 4 installed tires and stay safe: <http://t.co/weX8pOFoDB>
1:38pm, Aug 12 from HootSuite

Baileymsumner: @pepboysauto woah thanks so much
1:56pm, Aug 12 from Twitter for iPhone

mbthe81: Terminator 2 has always made me leery of floors like this. @PepBoysAutoService & Tire <http://t.co/telNwnhBJQ>
8:32am, Aug 05 from Instagram

pepboysauto: @mbthe81 Hasta la vista...
4:52pm, Aug 06 from HootSuite

mbthe81: @pepboysauto Twitter interactions like that & great service will guarantee "I'll be back" to you guys for all my parts & auto needs.
4:01am, Aug 07 from Plume for Android

icrossing



Questions?

Digital Secrets that Fill Service Lanes



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Derwood, MD

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