



TCA MONTHLY

JULY 2024

TRI-COUNTY AUTO SUPPLY COMPANY



TRI-COUNTY AUTO SUPPLY COMPANY – JULY

CHRISTMAS IN JULY

Wouldn't you know it, everyone's favorite time of year is here again. That's right TCA's world-famous blowout extravaganza **Christmas in July** has arrived. As we have in previous years, the Tri County Team has been working closely with Santa Claus all year long to come up with some truly unbelievable deals for this event. There isn't enough space in this newsletter to go through all the promotions that are being included, you will just have to trust me when I say you won't want to miss out on this sale.



Starting July 1st, TCA's sales reps will be handing out fliers with all the pertinent information on the deals and how to participate in the event. I can't stress enough how much you don't want to miss out on this promo, so make sure you start to keep an eye out for more information. We would hate to see you disappoint Santa by not participating after he worked so hard to put this together.

VALVOLINE SPARK PROGRAM

Breaking News: TCA has recently created a new pilot program with the VPS service chemical line to help bring additional value to your clients when they come in for an oil change. In the simplest terms, when a customer comes into your dealership for an oil change, they have an opportunity to include various service chemical additives designed to improve vehicle performance with the service based on a tiered good, better, best system. This new service includes a complementary guarantee. Additionally, you will be able to create custom-made menus tailored to fit your specific needs and let your customers know exactly what they're getting. A few of our clients have already begun to roll out this program at their dealerships, and the preliminary results have far exceeded all expectations. Please allow TCA sales representatives to schedule a visit and review this new platform. We guarantee you won't regret it.



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|-------------------------|---------------------------|------------------------|---------------------------|
| New Clients: | Island Hyundai | Tasca VW | Axis Chevrolet |
| New VPS Clients: | Bridgeton Cadillac | Bridgeton Chevy | Bridgeton GMC |
| | Bridgeton Dodge | Bridgeton Jeep | Bridgeton Chrysler |
| | | | Bridgeton Ram |

CONGRATULATIONS

On behalf of all of Tri County, we'd like to take a minute to announce some bittersweet news coming out of Valvoline Global. Our regional sales director and inside man at Valvoline Mr. Ray Mullen has recently accepted a new position. We'd like to say congratulations on the new position and thank you for your many years of support and guidance as we grew our Valvoline Service Chemical business. We wouldn't be where we are today without you. We're confident that you will be able to continue your proven track record of success in your new venture and we wish you all the best.



We would also like to welcome Trey Bradley back to the channel partner side of Valvoline Global. You have been sorely missed during your time away and we're very excited to show you what we have achieved since you left. TCA is looking forward to working with you again to continue our success in the automotive industry.

TOTAL ENERGIES



In case you missed the announcement on our social media pages last month, TCA has partnered with Total Energies to become its newest lubricant distributor. Quick side note: I'm going to keep asking everyone to follow our social media pages until I start to see a jump in the numbers. I'm sure you're tired of hearing it and I'm tired of begging so just take a couple minutes to give us a follow. This way I can stop bothering everyone. If you're not familiar with Total, they are one of the world's largest distributors of OEM motor oil. Supported by approval letters from all major manufacturers, Total's oil is perfect for the discerning customer that will only accept the highest quality products at very competitive prices. Call us at 973-625-7708 or visit shoptca.com to schedule a free consultation to review all your lubricant needs.



HEAT WAVE

One last item of note before we get out of here. With the summer heat now out in full force don't forget TCA has all the products and equipment you need to keep cool. Fans, water, Gatorade, AC machines, freon, etc. You name it, we either have it or can get it.

Give us a follow!

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