

## TRI COUNTY AUTO SUPPLY | MARCH NEWSLETTER

As we turn the page into March, we can all agree, it has been a long winter. Snow, freezing mornings, supply challenges, and non-stop preparation to keep our customers moving. And while winter may not be finished with us just yet, there is something different in the air...spring is right around the corner.



Spring brings renewed energy, fresh momentum, and a sense of excitement across the automotive industry. Service drives get busier, customers begin preparing for warmer months, and dealerships start thinking ahead to growth, efficiency, and opportunity.

At Tri County Auto Supply, we are entering this new season with focus and determination. March is about finishing Q1 strong, preparing for what is ahead, and continuing to support our partners with the products, programs, and service you rely on every day.

Thank you for pushing through the winter with us. The season is changing, and so is the pace.

### SERVICE DEPARTMENTS: ADD FUEL & OIL ADDITIVES TO YOUR SERVICE MENU TO INCREASE REVENUES

Looking for a simple way to increase revenue per RO while adding real value for your customers? Fuel and Oil additives are one of the most overlooked, yet highly profitable, opportunities in today's service departments. These products are inexpensive, easy to implement (no equipment needed), and can make measurable difference in both *customer satisfaction and department profitability*.

#### WHY ADDITIVES MAKE SENSE

Adding fuel and oil additives to your service menu:

- Increase average repair order.
- Improves parts department's gross profit.
- Creates an easy upsell opportunity for advisors.
- Adds preventative maintenance value for customers.
- Help support long-term vehicle performance.

#### SIMPLE ADDITION. REAL IMPACT

By incorporating additives into your service menu, you:

- Strengthening customer confidence
- Provide preventative protection.
- Increase revenue without adding labor time.
- Support both service and parts department growth.



*It is a small addition that delivers meaningful results, for your customer and your bottom line.*

TCA and Valvoline's Team are here to help train advisors to successfully offer additives. Adding fuel and oil additives to your service menu is only effective if advisors feel confident presenting the value. The key is simple education and positioning, not pressure selling.



## TCA MARCH MADNESS 2026

***THE RAFFLES ARE BACK, AND BIGGER THAN EVER!***

For the entire month of March, every qualifying online order earns you a raffle entry. The more you order, the more chances you have to win. And it gets even better...

### EARN MULTIPLE ENTRIES

Certain featured products will earn you double entries, giving you even more chances to win throughout the month.

- **Valvoline Service Chemical Products**
- **Valvoline Case Goods of Oil**
- **3M Wheel Weights**

**Bulk Oil** purchases will earn you triple entries; and these orders do not need to be placed online to qualify. Big purchases = bigger chances.

### WEEKLY WINNERS + GRAND PRIZE

- Each week, entries are calculated based on orders placed online Saturday through Friday.
- We will be awarding weekly prizes throughout the month, and at the end of March, one lucky winner will take home our Grand Prize.

Sales representatives will provide full details on how to participate, qualifying products, and prize information.

Let's make March *competitive*, let's make it *productive*, let's make it **FUN!**

## AC SEASON IS AROUND THE CORNER!

It may still feel like winter some mornings, but in the automotive world, we all know what March means- **A/C and Freon season officially begins**. Every year around this time, service department starts preparing for warmer weather, increasing customer demand, and A/C system inspections. The time to plan is now.

### **PRE-SEASON FREON ORDERS OPEN NOW**

We are now accepting Pre-Season Orders for:  
**R1234YF 10lbs and R134A 30lbs**

Please note: Due to market conditions, R134A pricing has increased significantly compared to prior year. We encourage early commitments to help secure products before peak season demand.

Pre-Season orders are expected to be available for shipment in late March.

### **A/C EQUIPMENT & SERVICE SUPPORT**

As we enter the season, we want to keep everyone informed:

Our technician, Scott Grazilla, will be out on medical leave for some time. We wish him a smooth and speedy recovery.

In the meantime, Zach and Nico are fully prepared to support your AC Season MAINTENANCE needs.

***March is about preparation. The dealerships and shops that plan early are the ones that operate efficiently all summer long. Let's get ahead of the season - together.***

