



## Volkswagen Wholesale Parts

Volkswagen of America  
1950 Opportunity Way  
Reston, VA 20190

To: Parts Managers, Fixed Operations Managers, General Managers

FROM: Erich Wunderlich, Wholesale Parts CRM Specialist. Jon Goff, Senior Manager Wholesale Parts.

Subject: Approved Wholesale Co-Op Marketing: Endeavor Business Media

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Volkswagen of America has partnered with Endeavor Business Media, publisher of industry leading media brands FenderBender and Ratchet+Wrench, to present you unique opportunities to showcase and expand your Volkswagen wholesale parts business through their impactful print and digital advertising channels.

With circulation of 42,500+ collision shops and 91,000+ mechanical repair shops respectively, inclusion in FenderBender and Ratchet+Wrench will advertise your dealer among the pages of thought-leading articles relied upon by your current and potential customers.

This opportunity provides outstanding value with exceptional convenience. Advertising programs with Endeavor Business Media start as low as \$110/month, most ads are eligible for up to 50% reimbursement, and Endeavor Business Media can handle all pre-approvals and submit claims on your behalf, for no additional cost.. Additionally, you are able to promote CollisionLink, Trax Collision, CCC Promote, and RepairLink in your advertising and boost parts sales through these approved channels.

Your participation in these programs helps to strengthen the message for Genuine Volkswagen Parts, to help combat aftermarket competitors, and ultimately help you to sell more parts.

To learn more about all the approved print and digital ad programs specifically for Volkswagen dealers, please visit: <https://growparts.fenderbender.com/vw> or <https://growparts.ratchetandwrench.com/vw>

For more information about all the ways Volkswagen can support your wholesale business, please check out the Wholesale Co-op section of Marketing IQ here. Your Wholesale Parts Specialists are also always ready to answer any questions you may have.

Sincerely,

Your VWGoA Wholesale Parts Team