



Fact Sheet

DATE: July 2019
TO: Auto Value, Bumper to Bumper, and Confidence Plus Certified Service Centers
SUBJECT: Identifix Program – Certified Service Centers

SPECIAL DETAILS: Effective July 1, 2019, Identifix is offering new, exclusive pricing for Certified Service Center members. Details regarding previous rebates and the new pricing follow.

PURPOSE: Identifix is a nationally-recognized online repair information tool that helps technicians diagnose technically-challenging repairs. The program assists technicians with repairs and provides exclusive pricing to our Certified Service Centers (CSCs).

DETAILS: Direct Hit by Identifix is the industry's leading database of information for what breaks on vehicles and how to fix it. The program offers information about OEM direct remove and/or replace procedures, OEM direct component locations, colored wiring diagrams, diagnostic trouble codes (DTCs), OEM direct technical service bulletins (TBSs), specs and capacities, estimating tools, and labor guides.

Exclusive CSC Pricing: January – June 2019

- The Alliance-negotiated Direct-Hit subscription cost for CSCs between January and June 2019 is \$154 per month.
- First-time Direct-Hit subscribers between January and June receive an introductory subscriber rate of \$114 per month for the first three months.
- All CSCs who are Direct-Hit subscribers are eligible for a rebate of \$10 per month (up to \$60 total) from the Alliance between January and June 2019.
- To apply for this rebate, CSCs must visit alliance-programs.com and submit their 2019 monthly invoice or half-year summary page. The portal will remain open through Aug. 15, 2019. ON AUG. 16, 2019, THE PORTAL WILL PERMANENTLY CLOSE. The Alliance will distribute funds when the portal has closed.

Exclusive CSC Pricing: Effective July 1, 2019

- CSCs who sign a one-year contract are eligible for our exclusive Direct-Hit pricing of \$141 per month beginning July 1, 2019.
- This equates to \$38 in savings per month, a discount of more than 20% off Identifix's standard Direct-Hit pricing.
- CSCs who sign a contract in July-August of 2019 will receive the first month free.
- The Alliance will no longer pay Identifix rebates, effective July 1, 2019. The exclusive pricing is included in the Alliance's contract with Identifix, and the discount will be applied by Identifix on each invoice.
- To sign up, call (866)-384-4575 or visit try.identifix.com/alliance.

CONTACT: Contact your parts supplier if you have any additional questions.