

DuPont Performance Services

Performance Alliance Repair Network



Performance Alliance



Performance Alliance Repair Network Overview

DuPont Performance Alliance is one of the industry's largest nationwide repair networks consisting of high performing repair centers marketing to consumers, insurers, fleets, vehicle manufacturers, and other repair sources.

Connect With More Customers

Take advantage of one of the fastest, easiest ways to get more customers into your repair center. Our research shows that thousands of potential consumer referrals are lost every month because many repair centers like yours do not appear in the PA24.com locator. For just a fraction of the cost of a typical online directory ad, you can list your repair center(s) on our national network, and put the power of PA24.com to work for you.

Consumer Brand Awareness

- DuPont's brand awareness (#3 in North America) and our sponsorship of Jeff Gordon places the www.pa24.com web address in front of millions of TV viewers weekly.
- Customizable TV ad featuring NASCAR driver Jeff Gordon endorsing Performance Alliance members.
- Login into www.pc.dupont.com to preview the commercial today.



Repair Center Locator and Request an Estimate Feature

- Proven Web Search Marketing campaign brings your repair center to the consumer.
- Our innovative, performance-ranked repair center locator makes it easy for consumers to locate local top-performing repair centers that use DuPont products.
- Our unique “Request an Estimate” feature allows consumers to directly schedule an estimate at your repair center and includes a link to your web site.
- DuPont invests heavily in major search engines to optimize and achieve premium placement of our www.pa24.com web site.



Performance Alliance Partnerships

- Our partnership with numerous outside vendors enables network members to earn discounts and incentives for services such as: CSI services, rental agencies, safety compliance, etc.
- Through Performance Alliance, partnerships exist with other vendors who may be interested in offering Performance Alliance members as repair network which insurers, DRPs, fleets, and auto manufacturers can choose from in order to schedule repairs.

Benefits of DuPont's Performance Alliance:

- For little to no cost, you have access to thousands of web hits weekly driving work "TO" your repair center.
- As a network member you gain access to valuable services at reduced costs.

"Being a part of the Performance Alliance Program makes me feel very confident, it makes me feel; with the shrinking market right now, that we're doing everything that we can to stay on top of the game."

- Anonymous

**For more information
1.800.GET DUPONT
pc.dupont.com**

