



Automotive Parts & Services Program Program Development & Procurement Process

Why did Equalis Group Develop an Automotive Parts & Services Program?

Managing and maintaining a fleet of vehicles is an everyday practice for many Equalis Group members. Equalis Group received numerous requests to create an affordable automotive parts and services solution that would provide:

- ⊖ **Automotive Parts & Services** – an extensive portfolio of quality automotive parts and services that meet the diverse needs of Equalis Group members.
- ⊖ **Reliability** – a proven process to reduce the risk of costly and unexpected downtime due to unavailability of automotive parts.
- ⊖ **An Aggressive Discounting Structure** – significant discounts off retail price on a full line of automotive products and services.
- ⊖ **Customer Support** – a responsive and knowledgeable customer support center with a demonstrated history of high-quality service delivery and customer satisfaction.
- ⊖ **A National Distribution System** – the ability to service automotive service professionals in each of the 50 states.

After careful investigation, Equalis Group decided to develop an Automotive Parts & Services Program as part of our continued commitment to make it easy for our members to fulfill their missions efficiently and cost-effectively.

The City of Santa Rosa, CA conducted an extensive procurement process for automotive parts and supplies. The City of Santa Rosa awarded the contract to Smothers Parts International, a member of the Automotive Parts Services Group (**The Group**). The Group merges the efforts and resources of Federated Auto Parts and the National Pronto Association to create one of the largest networks of independently owned and operated automotive parts and supply companies in North America.

The City of Santa Rosa and Equalis Group joined forces to make The City of Santa Rosa's contract award available to Equalis Group members.

Why did the City of Santa Rosa Conduct an RFP for Automotive Parts and Supplies?

The City of Santa Rosa required a contract that provided the products and services needed to maintain and operate its fleet of City vehicles. The City of Santa Rosa decided to conduct a competitive procurement process to select the provider best able to effectively and affordably meet The City of Santa Rosa's automotive parts and supply needs. The City of Santa Rosa sought a local service provider who had a reputation for exceptional service levels.

What was the Procurement Process that the City of Santa Rosa Followed?

The City of Santa Rosa began by developing a detailed set of specifications based on its needs and requirements. The specifications focused on providing high-quality automotive parts and supplies to the City of Santa Rosa's vehicles. The criteria took into consideration the background and experience of respondents, the cost-effectiveness of the proposed solution, the respondent's ability to readily provide a full range of automotive parts and supplies as needed, and the respondent's financial strength.

The City of Santa Rosa received detailed proposals from several different service providers following a rigorous procurement process conducted in accordance with applicable public sector procurement guidelines. The City of Santa Rosa evaluated each proposal and service provider against its RFP criteria



before ultimately awarding its automotive parts and supplies contract to Smothers Parts International/The Group as the lowest and best provider.

Why did the City of Santa Rosa select Smothers/The Group as its service provider?

The City of Santa Rosa selected Smothers/The Group because of Smothers' endless commitment to the independent automotive market and demonstrated industry leadership in providing high quality automotive products to its customers. Smothers/The Group provides:

- ⌚ **Quality Auto Parts** – quality products for both the trained professional and the “do it yourselfer” that meet or exceed original equipment manufacturer (**O.E.M.**) specifications and are made by America's top automotive part manufacturers.
- ⌚ **Part Availability & Reliability** – a sophisticated network of more than 5,000 distribution centers that guarantee quick availability of high-quality parts leveraging Smothers/The Group's delivery fleet of over 25,000 vehicles.
- ⌚ **Competitive Pricing** – aggressive discounting structure on Smothers/The Group's full line of products and services.
- ⌚ **Customer Service** – highly trained and responsive team of 35,000+ parts professionals ready and able to assist customers in a professional and timely manner.
- ⌚ **Geographic Scalability** – service in all 50 states.