



## **Pep Boys Brings *Joy to the Drive* to the Holiday Season**

*Introducing “The Amazing Shrinking Gift Kit” offer so shoppers can purchase automotive parts and services as presents for friends and family*

**Southfield, MI. – Nov. 20, 2018** – Pep Boys has launched *The Amazing Shrinking Gift Kit* holiday campaign, to remind gift givers of the importance of vehicle preparedness and the appeal of practical gifts. Auto repairs can take away from the *Joy to the Drive* – the idea that with a well-prepared ride, there’s pleasure in the journey.

Meant to deliver the reminder in a fun way, the new Pep Boys *Amazing Shrinking Gift Kit* includes *Joy to the Drive* custom gift cards and boxes. The campaign prompts consumers to think about automotive products and service as gifts, which could include parts and accessories, as well as preventative maintenance and future car repairs. Recent consumer shopping studies suggest that gifts should be desirable, but recipients want to be able to use the gift.<sup>1</sup>

Studies by the Auto Care Association continue to indicate that less than half of drivers perform vehicles’ scheduled maintenance, so it is important for motorists to prepare for unexpected car repairs and recognize the value of performing routine service. During the holidays, more people are on the road shopping and travelling so giving the “gift of service” can ensure the reliability of family and friends’ vehicles and keep them safe year-round. The Pep Boys *Joy to the Drive* custom gift cards and boxes are available at any of its nearly 1,000 store locations across the U.S., where they can be redeemed on any retail or service transaction.

Pep Boys also recently announced that it will be the first performance auto parts retailer to offer products from Jay Leno’s Garage, an advanced vehicle care line. To kick off the partnership, Pep Boys will be the exclusive retailer\* of the new Jay Leno’s Garage Show and Shine Kit, an all-in-one detailing package. The vehicle cleaning and protection kit is available at Pep Boys stores nationally and online for \$34.99, making it an ideal holiday gift.

### **About Pep Boys**

Since 1921, Pep Boys has been one of the nation's leading automotive aftermarket chains, providing premium tires; automotive maintenance and repair; premium-brand parts and expert advice for the do-it-yourselfer; commercial auto parts delivery; and fleet maintenance and repair

to customers across the U.S. Pep Boys operates more than 9,000 service bays in approximately 1,000 locations in 35 states and Puerto Rico, and the Pep Boy Mobile Crew service trailer, which offers automotive maintenance on location. Customers can find the nearest location by calling 1-800-PEP BOYS (1-800-737-2697), by visiting [www.pepboys.com](http://www.pepboys.com), or following Pep Boys on [Twitter](#), [Facebook](#) or [Instagram](#).

### **About Icahn Automotive**

Icahn Automotive Group LLC (Icahn Automotive) was formed by its parent, Icahn Enterprises L.P. (NASDAQ: IEP), to invest in and operate businesses involved in aftermarket parts distribution and service. Our businesses have a singular focus: provide premium automotive parts and services at a great value. Icahn Automotive today consists of Pep Boys® automotive aftermarket retail and service chain, Auto Plus® automotive aftermarket parts distributor, Precision Tune Auto Care® owned and franchised automotive service centers, and AAMCO Total Auto Care franchised service centers. The businesses of Icahn Automotive total over 22,000 employees, over 2,000 company-owned and franchise locations, and 25 distribution centers throughout the US, Canada, and Puerto Rico. For more information, visit [IcahnAutomotive.com](http://IcahnAutomotive.com).

###

---

<sup>1</sup> Source: APS, Association for Psychological Science (<https://journals.sagepub.com/doi/pdf/10.1177/0963721416656937>)

\*Pep Boys is the exclusive retailer of the five-piece Show and Shine kit through 3/31/19 and the exclusive automotive brick-and-mortar retailer of Jay Leno's Garage products through 12/15/18.

### **Agency Contact**

Chrissy Bowser, Pinnacle Media  
330-688-3515  
[chrissy@pinmedia.com](mailto:chrissy@pinmedia.com)

### **Pep Boys Contact**

Arianna Stefanoni Sherlock  
215-430-9142  
[Arianna\\_Sherlock@pepboys.com](mailto:Arianna_Sherlock@pepboys.com)