



## Pep Boys Receives Six Automotive Communications Awards

*Program from Women in Auto Care recognizes the Company's marketing, social media, and community relations campaigns*

**Philadelphia, Pa. – November 3, 2020** – Pep Boys, one of the nation's leading automotive service networks, received six awards for excellence in the 2020 Automotive Communications Awards (ACA) program, which recognizes auto care industry manufacturers, service networks and other organizations for outstanding business-to-consumer and business-to-business advertising, marketing and public relations activities. The annual awards program is sponsored by Women in Auto Care (WiAC), which is dedicated to the advancement, education and empowerment of women within the auto care industry. WiAC is part of the Auto Care Association, which provides advocacy, education, networking, technology, market intelligence and communications resources to serve its members in the aftermarket.

Pep Boys was honored for several initiatives, each designed to support its growth strategy. Earlier this year, the Company introduced a new brand promise – “We go further to help you go farther” – and the unique Pep Boys “Red Door” creative concept, representing the portal through which the Company’s nearly 1,000 service locations help make quality car care simple, convenient and accessible for everyone. Pep Boys also invested in growing its nationwide fleet service program and continued to expand its support of existing and future automotive technicians as well as U.S. military veterans.

Pep Boys received the following ACA awards:

- **Best Billboard:** “Go Further Red Door” Brand Introduction
- **Print Ad:** Pep Boys Fleet Preventative Maintenance Promotion
- **Consumer/Community Event:** Progressive’s Keys to Progress® Veteran Vehicle Donation Initiative
- **Social Media Campaign:** Tech of the Year Program
- **Radio or Podcast:** COVID-19 Reconnect Phase Radio with Tire Manufacturing Partner Promotions
- **Co-op Advertising:** Summer Road Trip Campaign with Shell

“We are very proud and excited to have our work recognized by Women in Auto Care and the Auto Care Association,” said Laura Soave, executive vice president, merchandising and marketing, Icahn Automotive and Pep Boys. “Each of these award-winning projects is part of a comprehensive strategy to reintroduce one of the industry’s most recognized and respected brands to consumers, fleets and communities whose car care needs have changed dramatically in recent years.”

The Women in Auto Care Awards were presented during the Virtual AAPEX Experience on Tuesday, November 3, 2020. The presentation was also to be posted on the Auto Care Association's YouTube channel.

To learn more about Pep Boys, visit [www.pepboys.com](http://www.pepboys.com).

#### **About Women in Auto Care**

Women in Auto Care is comprised of auto care professionals dedicated to providing opportunities, education and career leadership to women in the auto care industry through networking, mentoring, recruitment, recognition, industry advisors, and communication.

#### **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 Company also is the licensor of Cottman Transmission and operates under several local brands. 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).

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