

Advance Auto Parts Cross Banner Visibility Program Provides Professional Installers Access to Product Assortment of Best-in-Class Brands

Integrated parts catalog sources from Advance, Carquest and Worldpac, all in one place

ROANOKE, Va., March 13, 2018 – Advance Auto Parts, Inc. (NYSE: AAP), a leading automotive aftermarket parts provider that serves both professional installer and do-it-yourself customers, recently completed the nationwide rollout of cross banner visibility, a program that enables the company to serve professional customers with a greater breadth and depth of quality parts available in-market. Cross banner visibility enables shop owners, technicians and Advance Team Members to view the entire product assortment available from Advance, Carquest and Worldpac on one platform, powered by a new catalog.

Access to the enterprise product portfolio, including more than one million quality parts as well as online ordering on a single invoice will help reduce the time spent researching and ordering parts and decrease product delivery times for the professional customers served by Advance.

“Cross banner visibility brings together all of our enterprise product offerings to give the professional customer more choices,” said Bob Cushing, Executive Vice President, Advance Professional. “Now you can see and order parts from Advance, Carquest and Worldpac locations in your market, all in one catalog. Cross banner visibility will help decrease order times for shops and give us the ability to say ‘Yes’ even more often to our customers.”

Advance began deploying cross banner visibility in select markets during 2017 to an initial pilot group that included professional customers and company-owned stores. Additional locations were added as in-market product availability and assortment, as well as delivery routes, were optimized to best serve a market’s customers. Cross banner visibility is now complete nationwide, delivering Advance, Carquest and Worldpac customers expanded visibility and access to their expansive product portfolio ranging from Original Equipment (OE) to aftermarket brands.

For more information about quality parts and services available from the entire Advance organization, visit www.pro.AdvanceCommercial.com or call 1-877-280-5965.

About Advance Auto Parts

Advance Auto Parts, Inc. is a leading automotive aftermarket parts provider that serves both professional installer and do-it-yourself customers. As of December 30, 2017, Advance operated 5,054 stores and 129 Worldpac branches and employed approximately 71,000 Team Members in the United States, Canada, Puerto Rico and the U.S. Virgin Islands. The Company also serves 1,218 independently owned Carquest branded stores across these locations in addition to Mexico and the Bahamas, Turks and Caicos, British Virgin Islands and Pacific Islands. Additional information about the Company, including employment opportunities, customer services, and online shopping for parts, accessories and other offerings can be found at www.AdvanceAutoParts.com.

Media Contact:

Matt Johns
817.266.1457
Matt_johns@richards.com

