

The Tools & Equipment Source!



**Your Products, Our Market.
Let's Succeed Together.**

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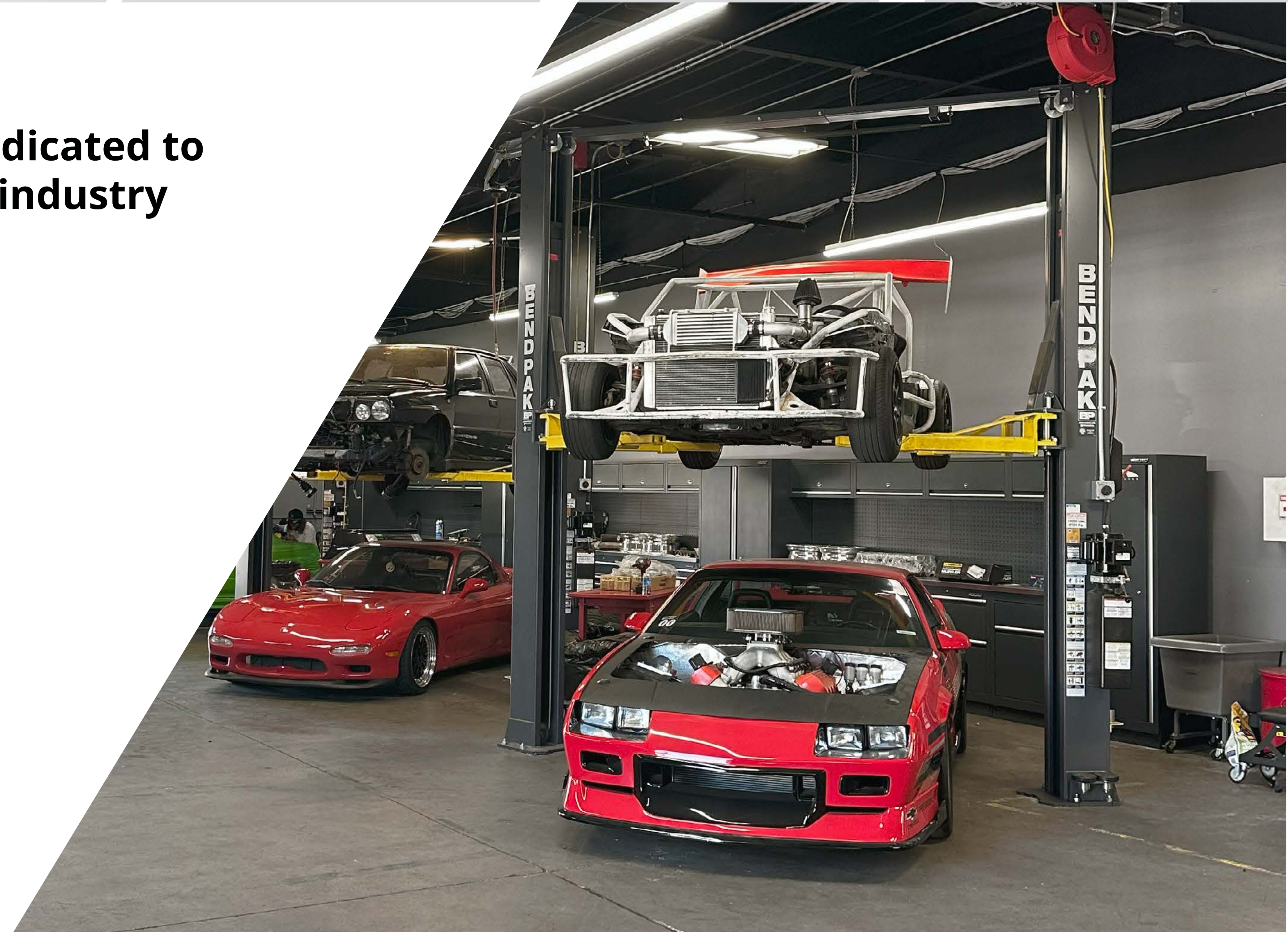
ABOUT WRENCHERS

Wrenchers is a leading global distributor dedicated to supporting the professional vehicle service industry with top-tier products, including:

- High-Quality Lifting Systems
- Specialty Tools
- Equipment Solutions



Our customers range from technicians and dealerships to enthusiasts, motorsports teams, and industries like construction, agriculture, and manufacturing.



INFINITE GARAGE SOLUTIONS

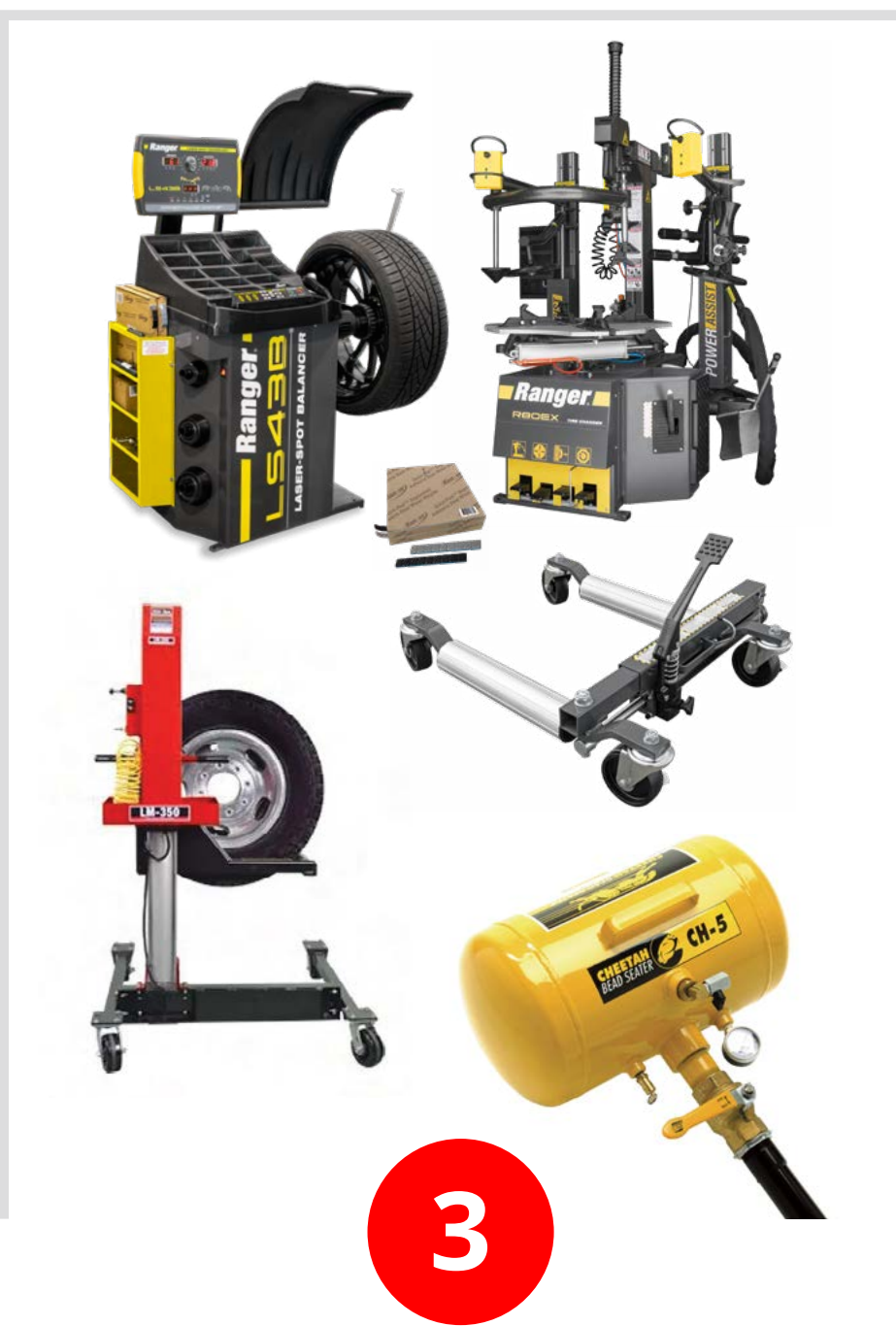
Expanding Our Product Offerings - One Vendor at a Time



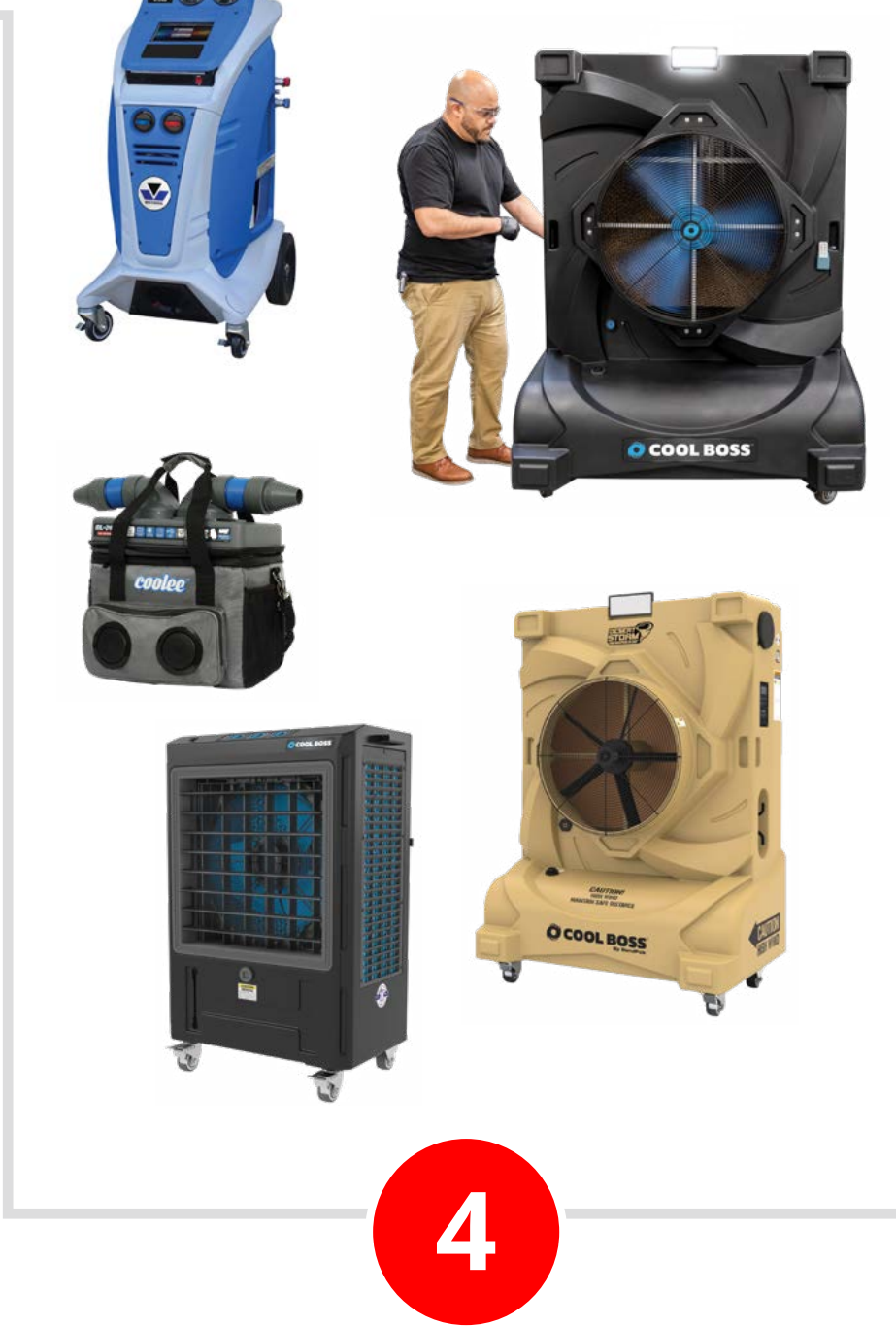
1
Shop Equipment



2
Portable Power Packs



3
Tire & Wheel Service



4
Cooling Systems



5
Vehicle Lift Solutions

1-800-261-7729

WHY CHOOSE WRENCHERS

Proven Track Record

Through some challenging economies, Wrenchers has maintained its momentum with a projected 18% growth.

Years of Experience

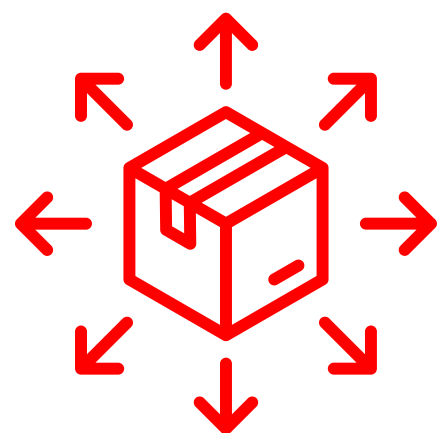
With decades of experience, we lead the automotive service industry with quality products and exceptional service.

Trusted Partnerships

We're proud to partner with Autel, Beta Tools, JohnDow, Coats, and more, to provide the best selection of tools and equipment.

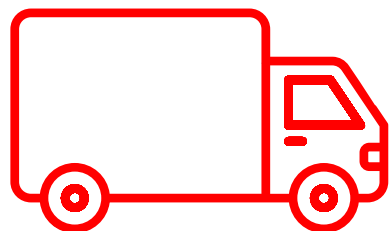


WHY CHOOSE WRENCHERS



New Larger Distribution Campus

Wrenchers is proud to announce that our campus has recently expanded doubling our floorspace.

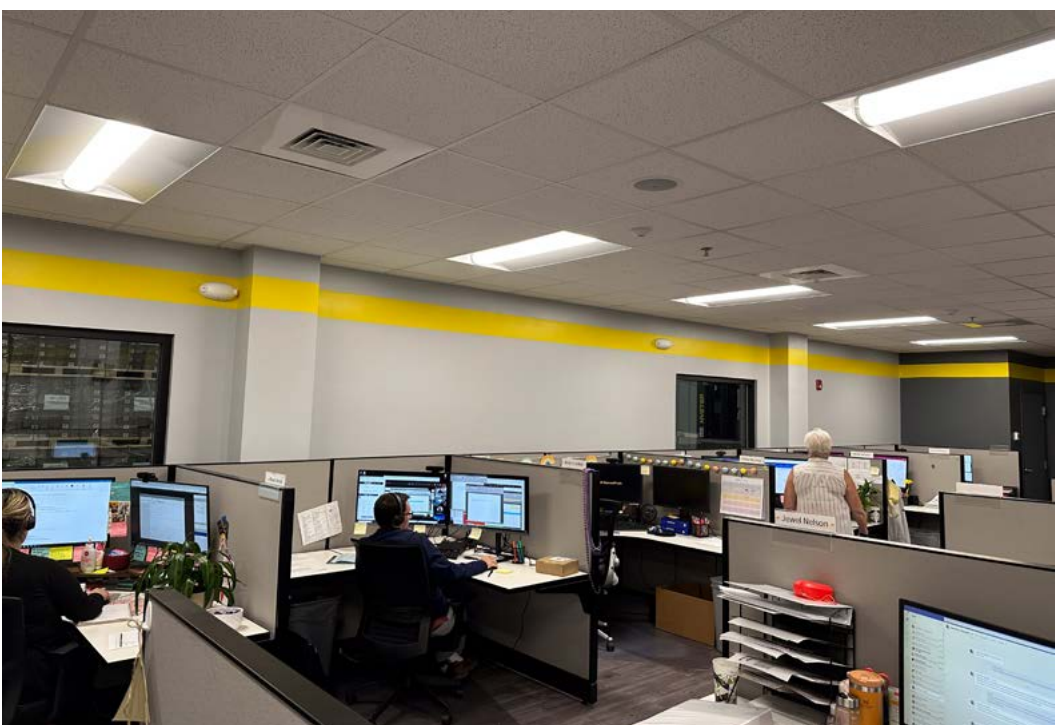
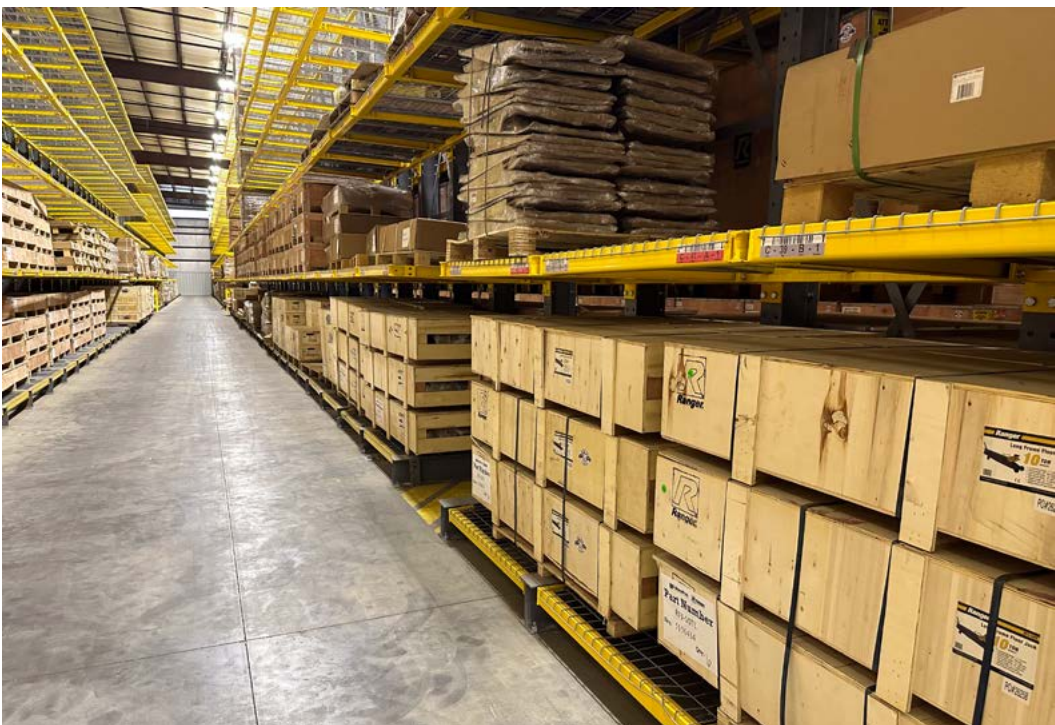


What This Means for You

Improved logistics and increase scale for faster shipping and streamlined order fulfillment.



Expanded facilities to support innovation, training, and customer service excellence.

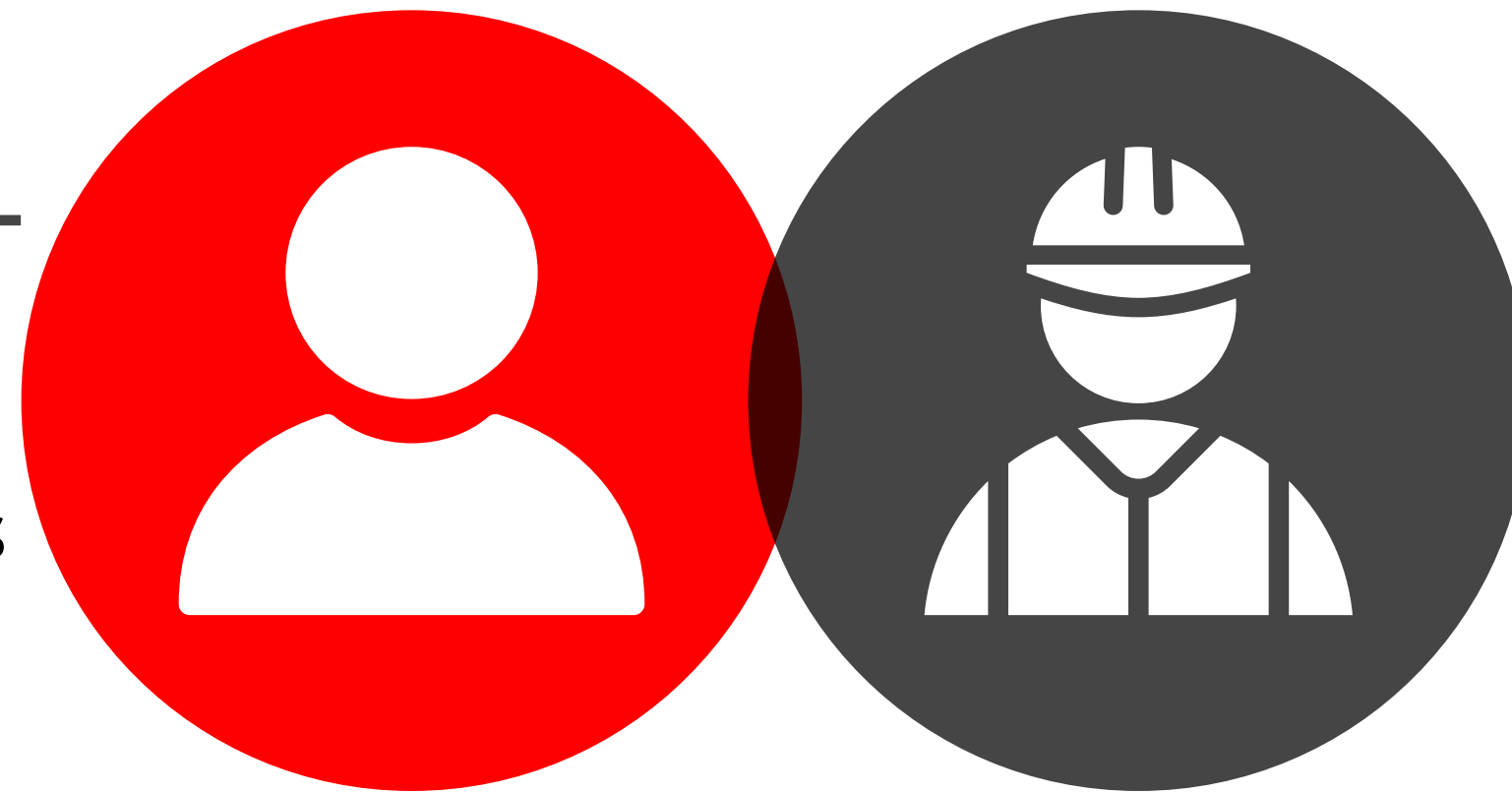


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AUTOMOTIVE EQUIPMENT MARKETPLACE

DIY Enthusiasts

- Repair Centers
- Wholesale Distributors
- Export Markets



Professionals

- Fleet Maintenance
- Safety Equipment
- Dealerships

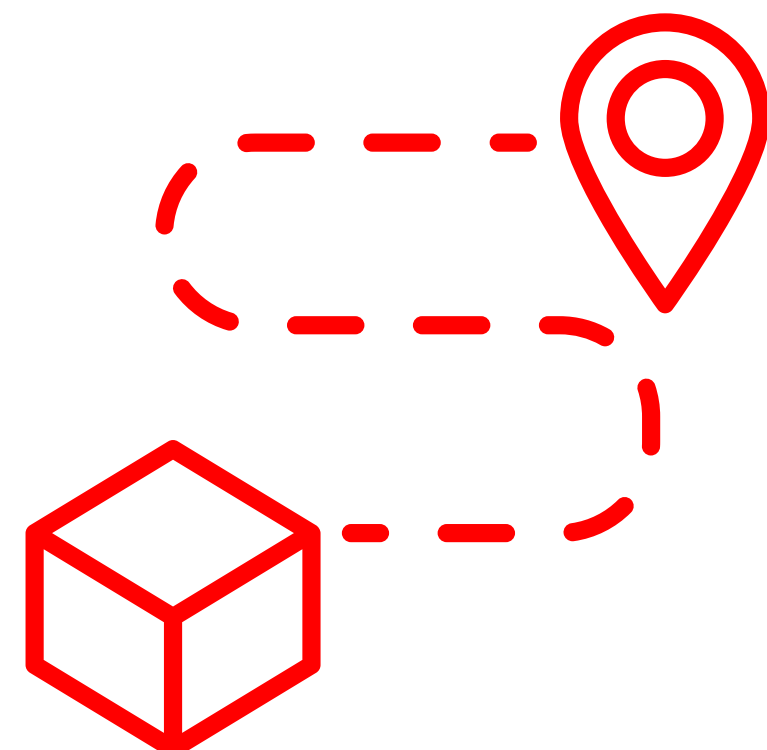
30 years of Industry-leading Experience and Equipment



- ✓ Top-rated equipment from 100+ brands
- ✓ Award-winning customer service
- ✓ Incredibly fast shipping times
- ✓ Price match guarantee

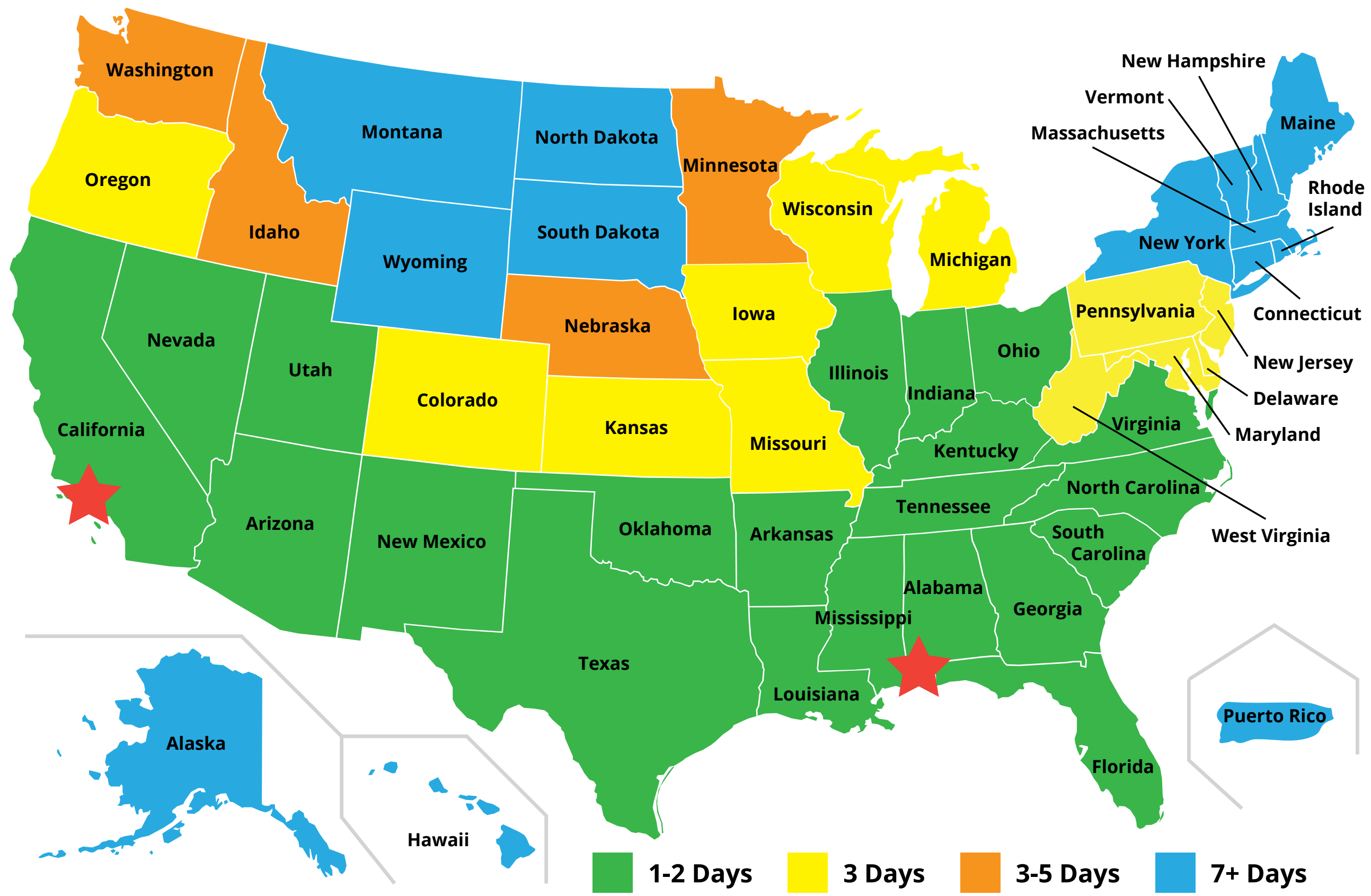
WRENCHERS

OFFERS FREE SHIPPING



Free Shipping

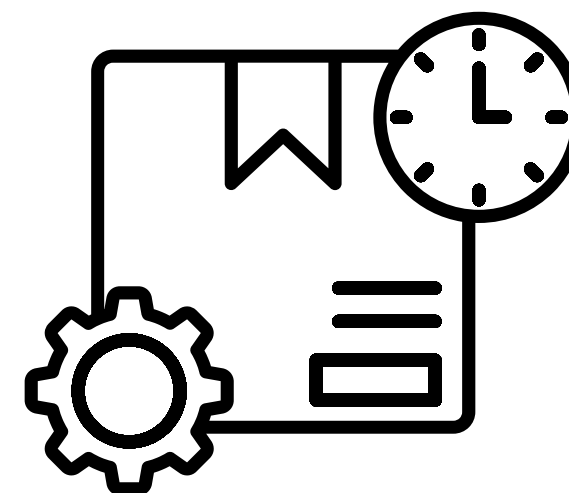
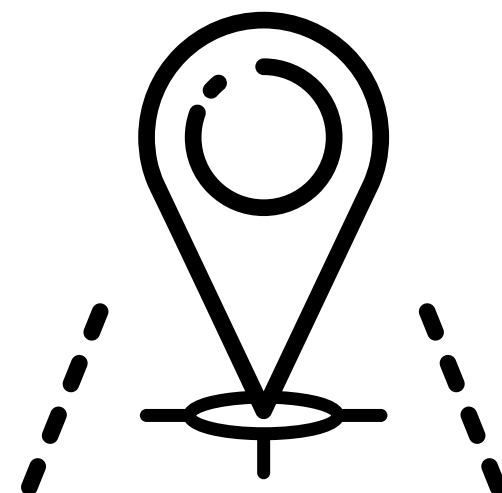
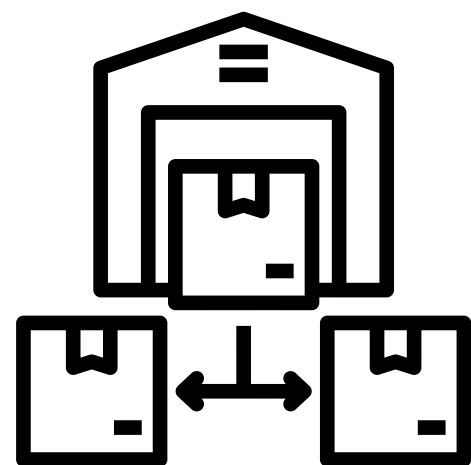
At Wrenchers, we believe in keeping shipping simple. That's why we offer free shipping on every purchase.* Customers can shop with confidence and save more with Wrenchers—where tools and savings come together!



*Additional shipping charges may be incurred for any single or partial order where one or more of the shipments total less than \$200.00. Rural shipping addresses may be charged an incidental surcharge as shipping to these rural locations have higher associated delivery costs.

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SCALING OPERATIONS FOR SUPERIOR CUSTOMER SERVICE



Newly Expanded Distribution Campus

- Increased capacity for inventory and streamlined order processing.
- Enhanced operational efficiency, supporting growth and scalability.

National Coverage with Regional Expertise

- Distribution centers strategically located across the U.S. for faster shipping times.
- 99% on-time delivery rate for all orders.

Advanced Fulfillment Technology

- Automated systems for picking, packing, and shipping.
- Real-time tracking ensures transparency for customers.

Commitment to Sustainability

- Optimized routes and eco-friendly packaging to reduce environmental impact.
- Efforts to minimize waste while maintaining operational excellence.

REPUTATION BUILT ON PERFORMANCE

– **AND IT SHOWS.**



Wrenchers is a trusted partner for customers and vendors, delivering top-rated service and quality — see what businesses say about working with us.

Jason M.

Great price and customer service.



Bruce M.

Good products, good pricing, fast shipping and nice customer service!



Michael V.

Good Price and Super Fast Shipping!

Best price anywhere and the shipping was super fast!



Rasheed M.

Great Price

Excellent price!! I love my Quickjack! I would shop again with Wrenchers.



Matt G.

Great Product and Great Company

Great product and great company to deal with. Had minor damage from shipping and they were ridiculously prompt with handling the issue. Sent out the new part with in 2 days.



Jean R.

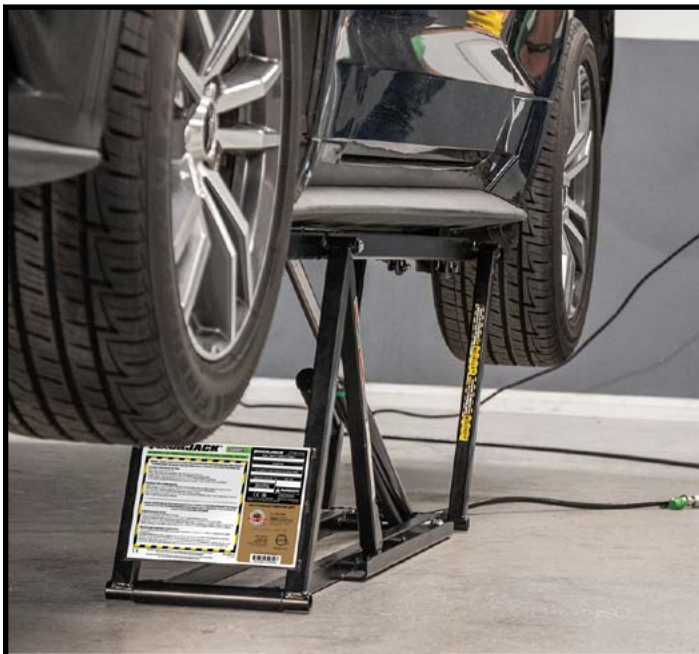
My New Toy

The lift was delivered super fast, and everything was packed nice and tidy. Unit worked perfectly right out the box and it performed as it should. Thank you!



WRENCHERS

BEST-SELLING PRODUCTS



QUICKJACK™



Beta



ATEQ



CTEK



INDUSTRIAL GOLD
SINCE 1996



MASTERCOOL



MT RSR
UNDER-CAR EQUIPMENT REPLACEMENT PARTS



QSP



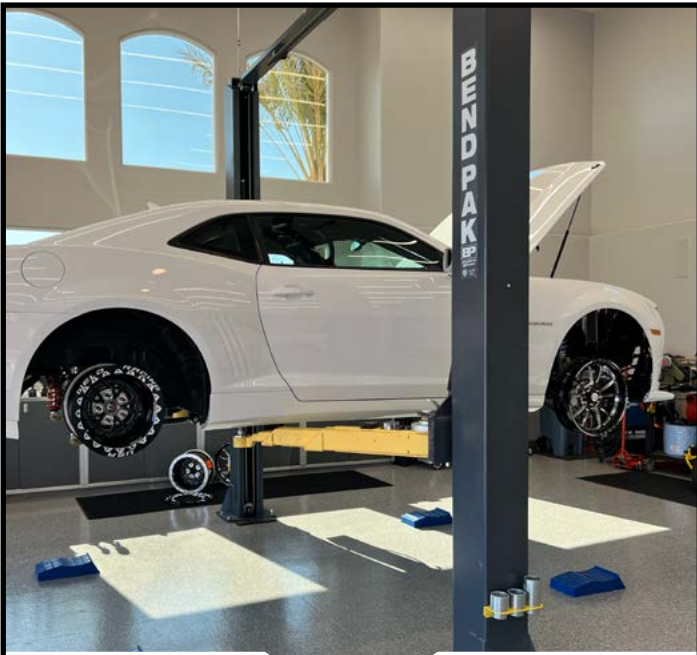
TSI
TIRE SERVICE INTERNATIONAL



Ranger



Balcrank



BendPak

WRENCHERS

KEY FEATURES

1

High-Quality, Reliable Equipment

We source from top global brands to provide durable, efficient tools for every job.



2

Fast and Easy Online Shopping

Shop from anywhere with fast shipping, hassle-free returns, and reliable customer support.



3

Price Match Guarantee

We'll match any competitor's currently published identical products, to always ensure the best deal.



WRENCHERS

DIGITAL & PRINT STRATEGY



Digital Ad Campaigns

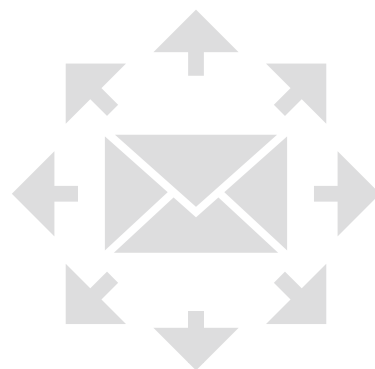
Wrenchers connects daily with automotive shops and enthusiasts through strategic emails, compelling videos, and targeted social media ads, driving maximum brand awareness with precision.

2024 Digital Stats:



4X

Quarterly Sales Campaigns



12X

Monthly Email Blasts



12X

Industry Website Partnerships

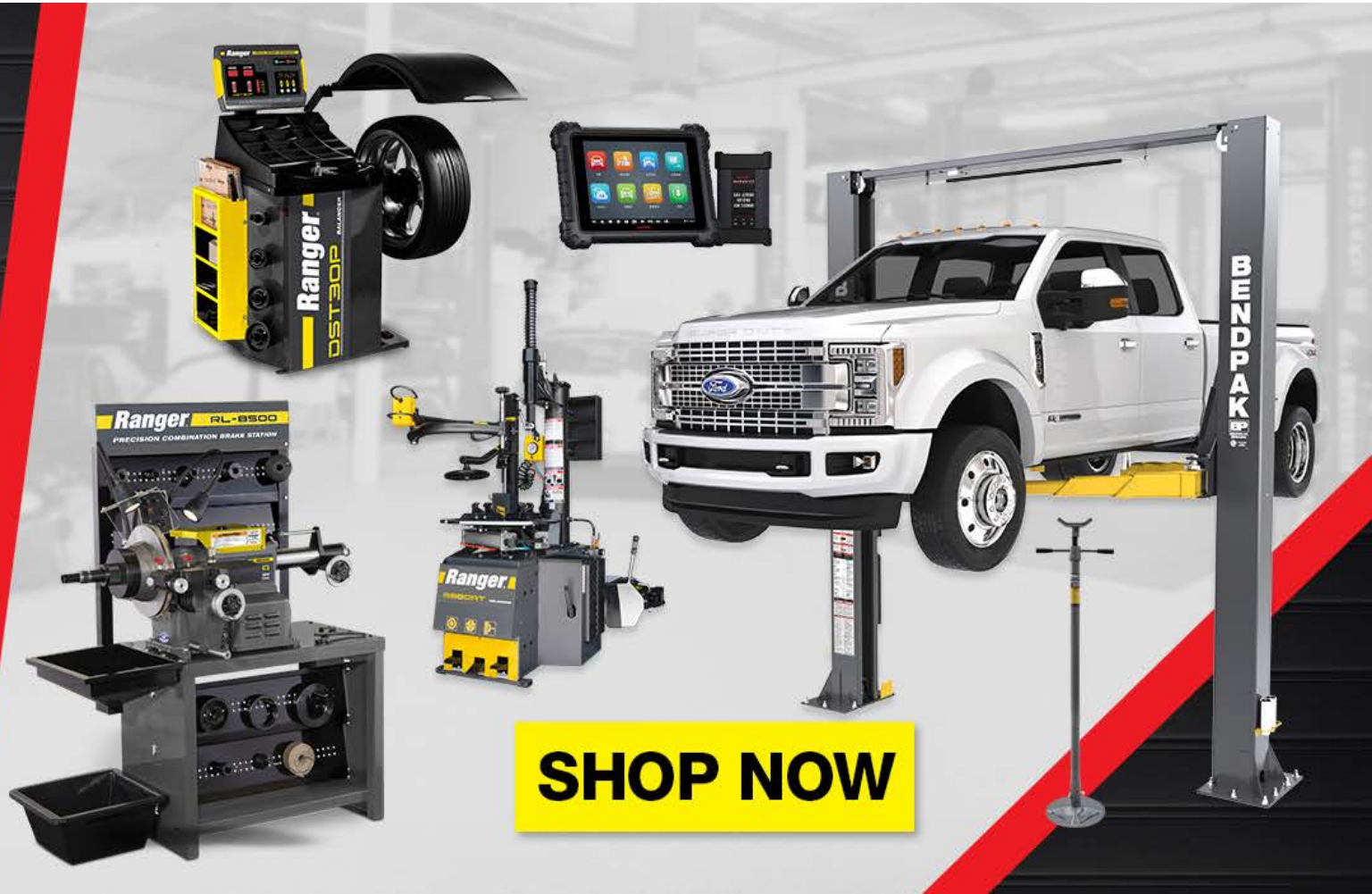
WRENCHERS

DIGITAL ADS



NEW SUPER DEALS

Ends March 31ST



SHOP NOW



Equipment | Tools | Shop Essentials

REV UP YOUR SAVINGS!



PRICE MATCH GUARANTEE

WE WILL NOT BE UNDERSOLD!

SHOP NOW



Equipment | Tools | Shop Essentials

REV UP YOUR SAVINGS!



PRICE MATCH GUARANTEE

WE WILL NOT BE UNDERSOLD!

SHOP NOW



REV UP YOUR SAVINGS!

Equipment
Tools
Shop Essentials



PRICE MATCH GUARANTEE

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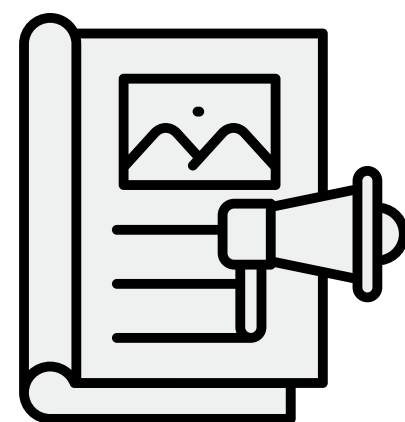
Ask about our price match guarantee.

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WRENCHERS

DIGITAL & PRINT STRATEGY



Print Advertisement

Wrenchers partners with top-tier publications to bring more enthusiasts and professionals to our platforms.

2024 Print Stats:

Featured In
20+
Publications

Featured In
5+
Press Releases

Delivered
1M
Catalogs

AS SEEN IN

BRAKE
& FRONT END

TIREREVIEW

PTEN
PROFESSIONAL TOOL & EQUIPMENT NEWS

HOT ROD

GOVERNMENT FLEET

SHOP**OWNER**

Hemmings
Motor News

PROFESSIONAL
CarWashing
& DETAILING

auto SUCCESS

NLN

MTD
MODERN TIRE DEALER

MOTOR AGE

RATCHET
+WRENCH

TRANSMISSION
DIGEST

FleetOwner

BODYSHOP
BUSINESS

UNDERHOOD
Service

TECHSHOP
EQUIPMENT | TOOLS | SUPPLIES

WRENCHERS

PRINT ADS

WE DON'T SELL THESE





Call Now for
FREE catalog!

or visit www.wrenchers.com/catalog

Shop Equipment | Automotive Tools | Car Lifts | Wheel Service

Ask about our price promise guarantee.

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ALL THE TOOLS YOU
NEED IN ONE PLACE!





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REV UP YOUR
SAVINGS!

Equipment | Tools | Shop Essentials





Call Now for a **FREE** catalog!  www.wrenchers.com

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SHOP NOW



**PRICE
MATCH
GUARANTEE**

**WE WILL NOT
BE UNDERSOLD!**

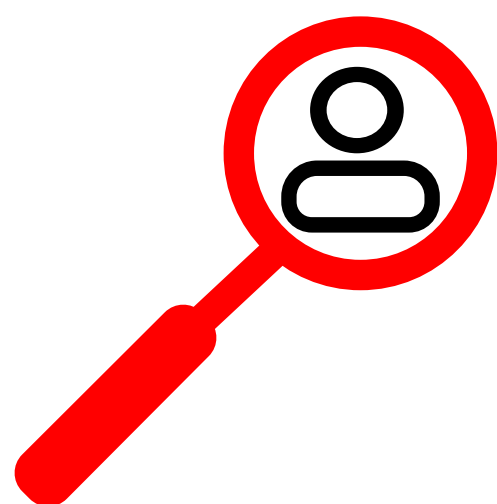
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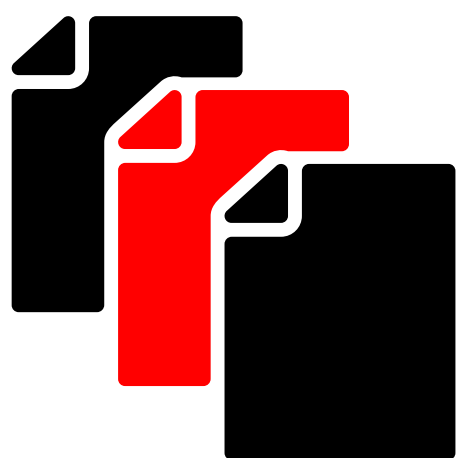
HITTING THE STREETS WITH WRENCHERS CATALOGS

Your Brand, Our Reach – 1 Million Printed Catalogs Per Year



Customer Outreach

Each quarter, Wrenchers sends 250K catalogs to subscribers, showcasing the latest tools, parts, and gear.



60+ Pages & Growing

New products from top-rated brands are regularly added, offering customers easy access to the latest in automotive equipment.



**WE WILL NOT
BE UNDERSOLD!**

**ALL-IN-1
SHOPPING**

Call Now for a **FREE** catalog!
1-800-261-7729

WRENCHERS.com

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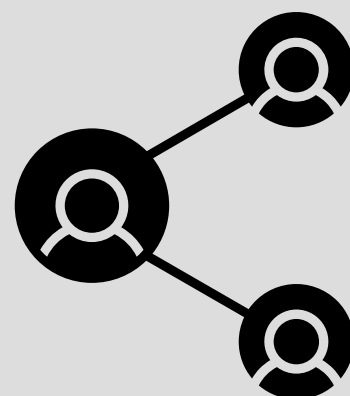
MONTHLY POSTCARDS

SHIPPING IN 2025

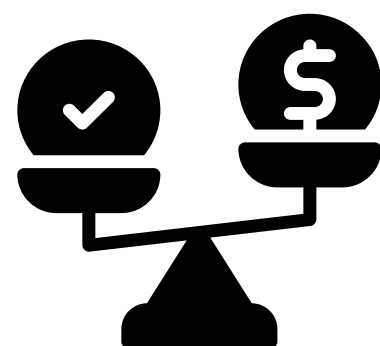
A targeted approach to boost exposure, strengthen customer relationships, and drive conversions.



Tangible Impact
Physical mail creates a personal and memorable touch-point with customers.



Increased Reach
Targets key demographics such as DIYers, repair shops, and fleet operators who may not engage with digital ads.

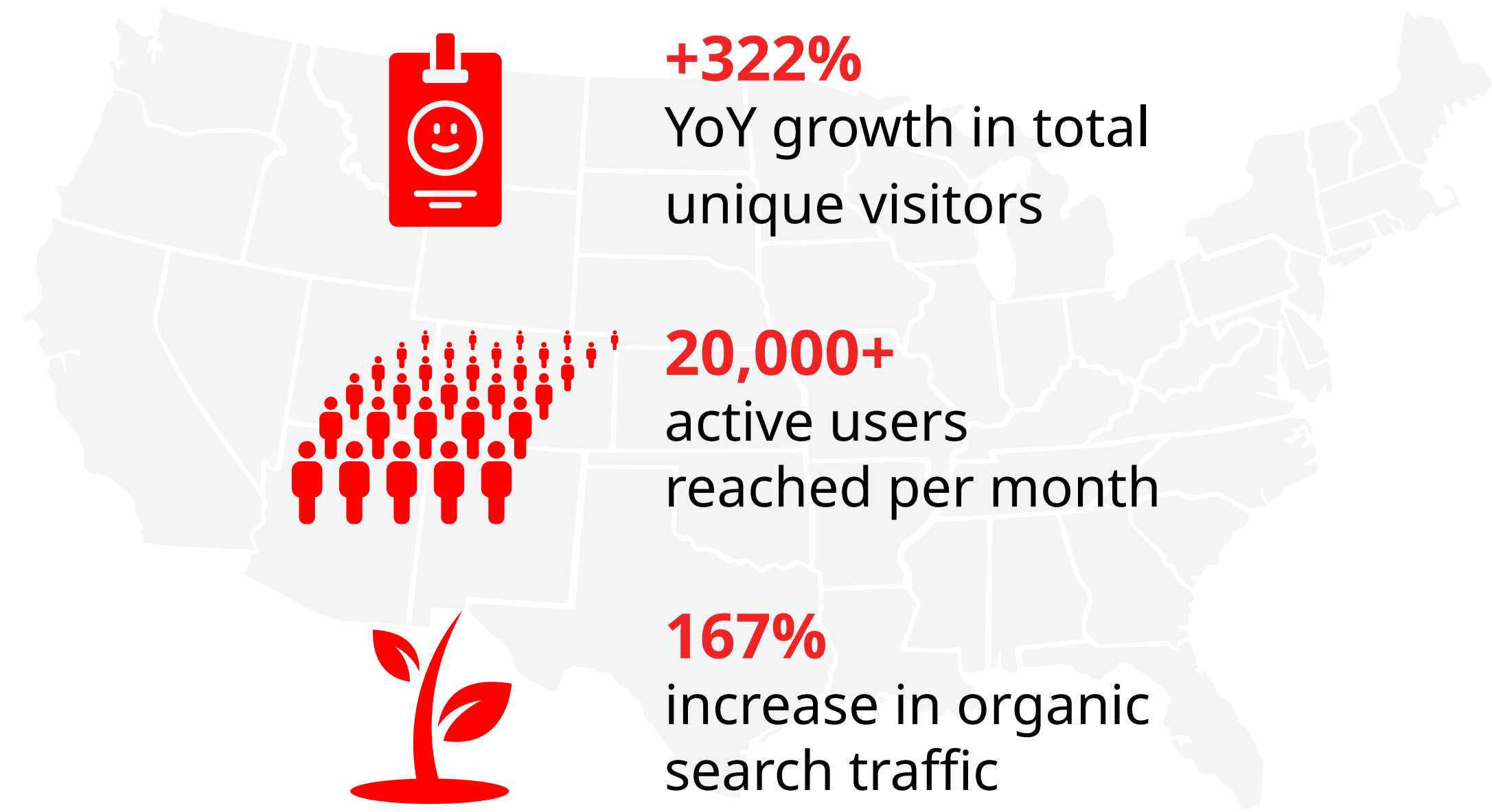


Cost-Effective Exposure
Proven ROI for direct mail campaigns in the tools and equipment market.

DRIVING SUCCESS

WEBSITE & SEARCH RESULTS

Wrenchers Solidifies Leadership with Impressive Growth in Users and Traffic



Through strategic SEO initiatives and compelling content, we've seen a surge in traffic that not only boosts our online presence but also reinforces our industry leadership - a testament to the effectiveness of our digital strategy and the growing trust in the Wrenchers brand.





BendPak HD-973P Triple-Stacker Car Storage Parking Lift
\$25,170.00 \$26,495
Wrenchers
Get it by Feb 11 (Free)
14-day returns
4.3 ★★★★★ (6)



6% OFF DEALS SAVE \$275
Ranger R980XR Swing Arm Tire Changer
\$4,095- \$3,820
Wrenchers & more
Get it by Feb 11 (Free)
4.4 ★★★★★ (8)



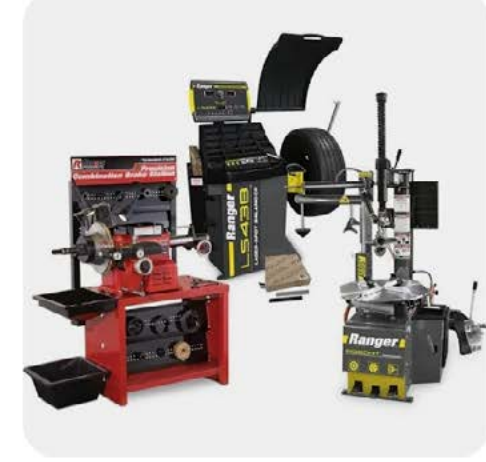
AUTEL MaxiSYS MS909 Diagnostic Tablet with Maxiflash - Wrenchers
\$3,464.00
Wrenchers
Get it by Feb 11 (Free)



LOW PRICE
Chicago Pneumatic Impact Wrench Extended Anvil
\$669.00 Usually \$811
Wrenchers & more
Get it by Feb 11 (Free)



Ingersoll Rand 2145QIMAX 3/4" Air Impact Wrench
\$673.00
Wrenchers & more
Get it by Feb 11 (Free)
4.6 ★★★★★ (82)

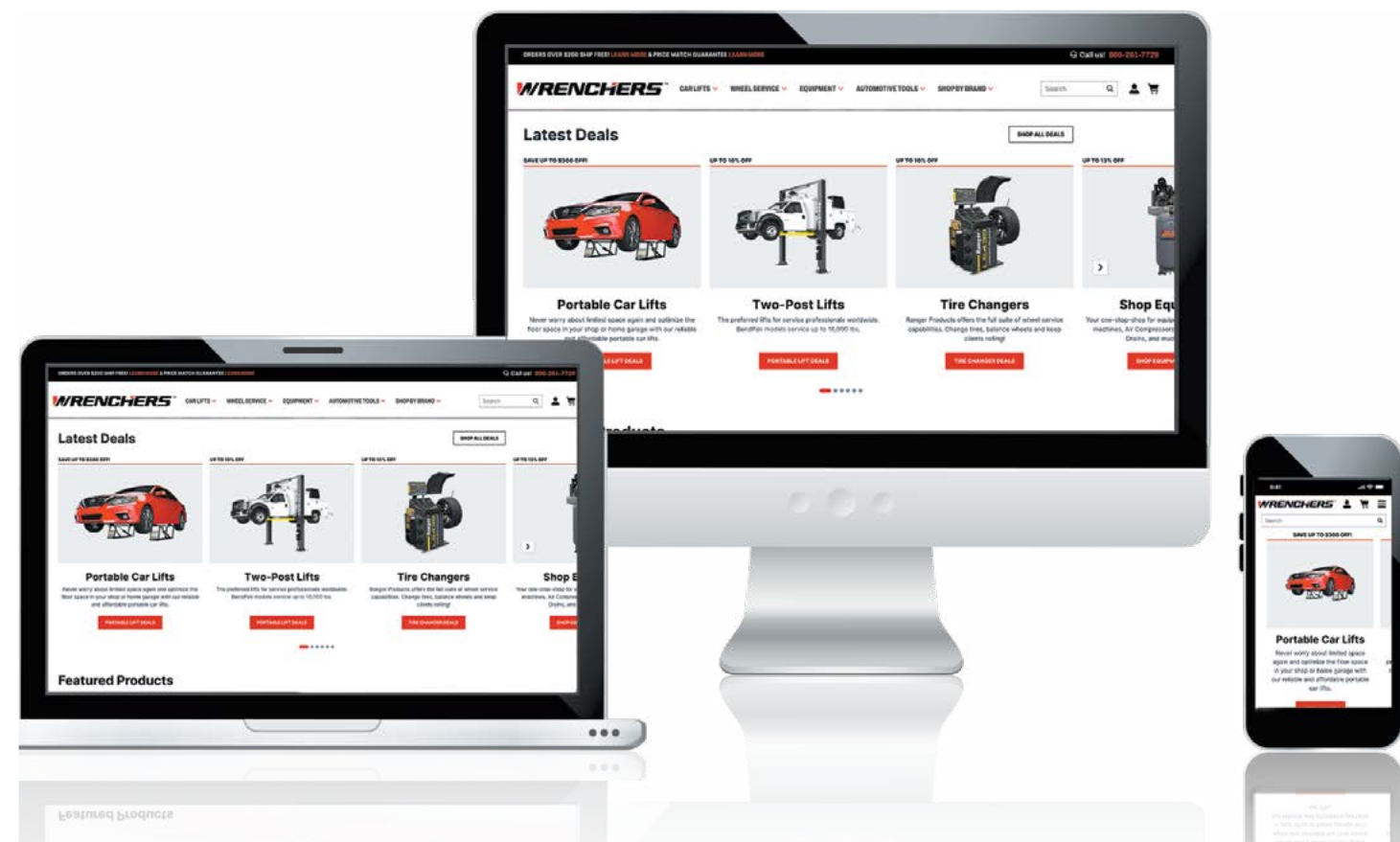


Ranger R980AT Tire Changer and LS43B Wheel Balancer and RL-8500 Lathe Package - Wrenchers
\$16,615.00
Wrenchers
Get it by Feb 11 (Free)

Our strategic paid digital placements elevate our brand's digital presence and drive measurable engagement. By leveraging precision targeting across premium platforms, we ensure our message reaches the right audience at the right time.

2025 DIGITAL MARKETING GOALS

New Website Coming!



We’re excited to announce the launch of our new website this Fall 2025. Designed with a modern, fully responsive interface, our upgraded platform will showcase our expansive vendor product lines like never before—whether you’re on desktop or mobile. Get ready for a seamless, cutting-edge digital experience that sets a new standard for innovation and convenience.

Building on this momentum, Wrenchers aims to double or triple website traffic, focusing on:



Content Optimization

Expanding blogs, video tutorials, and product guides to further enhance organic search rankings.

Digital Marketing Growth

Scaling paid ad campaigns across search and social platforms to reach new audiences.

Partnership Synergies

Leveraging collaborations with leading brands to drive referral traffic and increase user acquisition.

User Retention

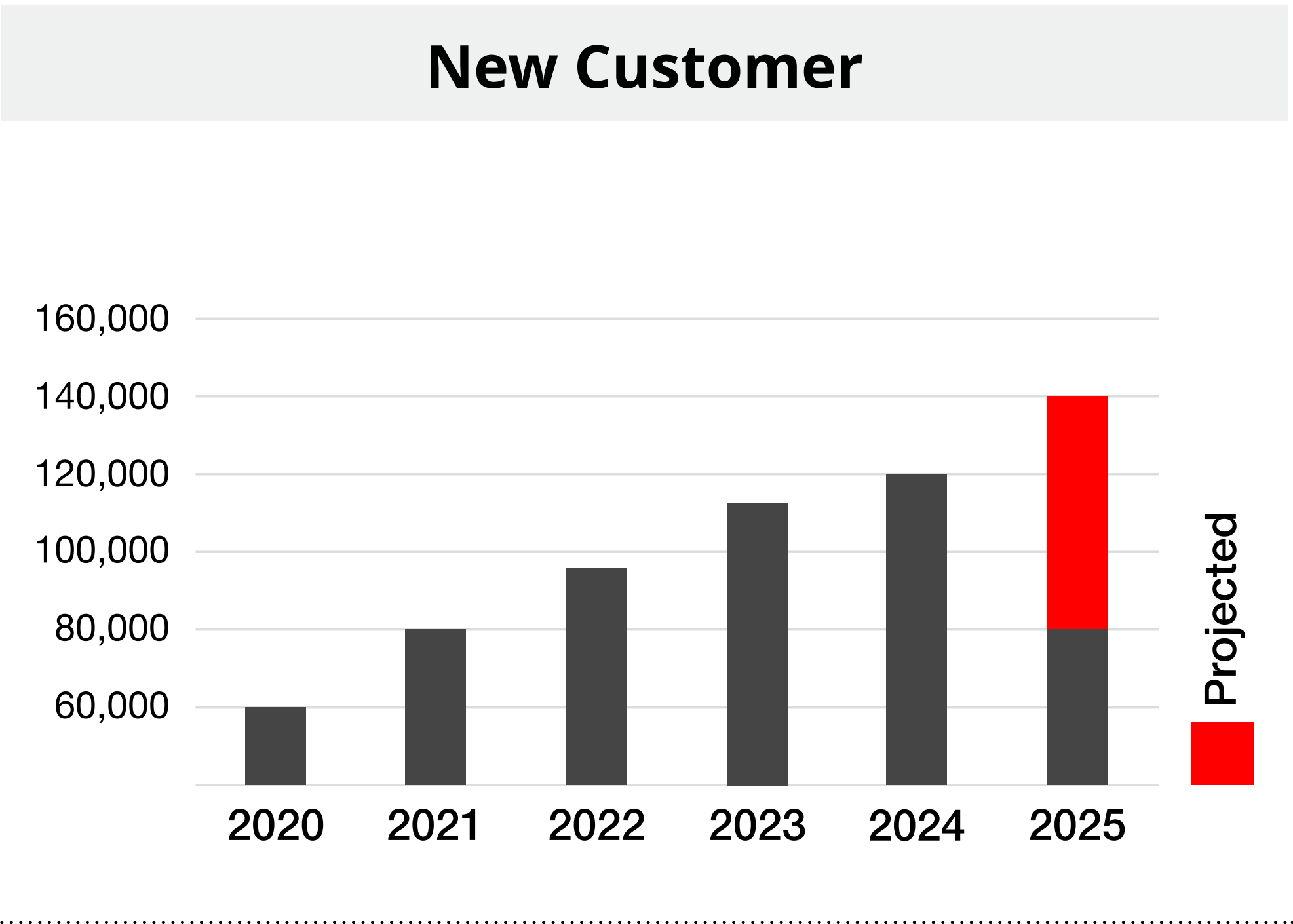
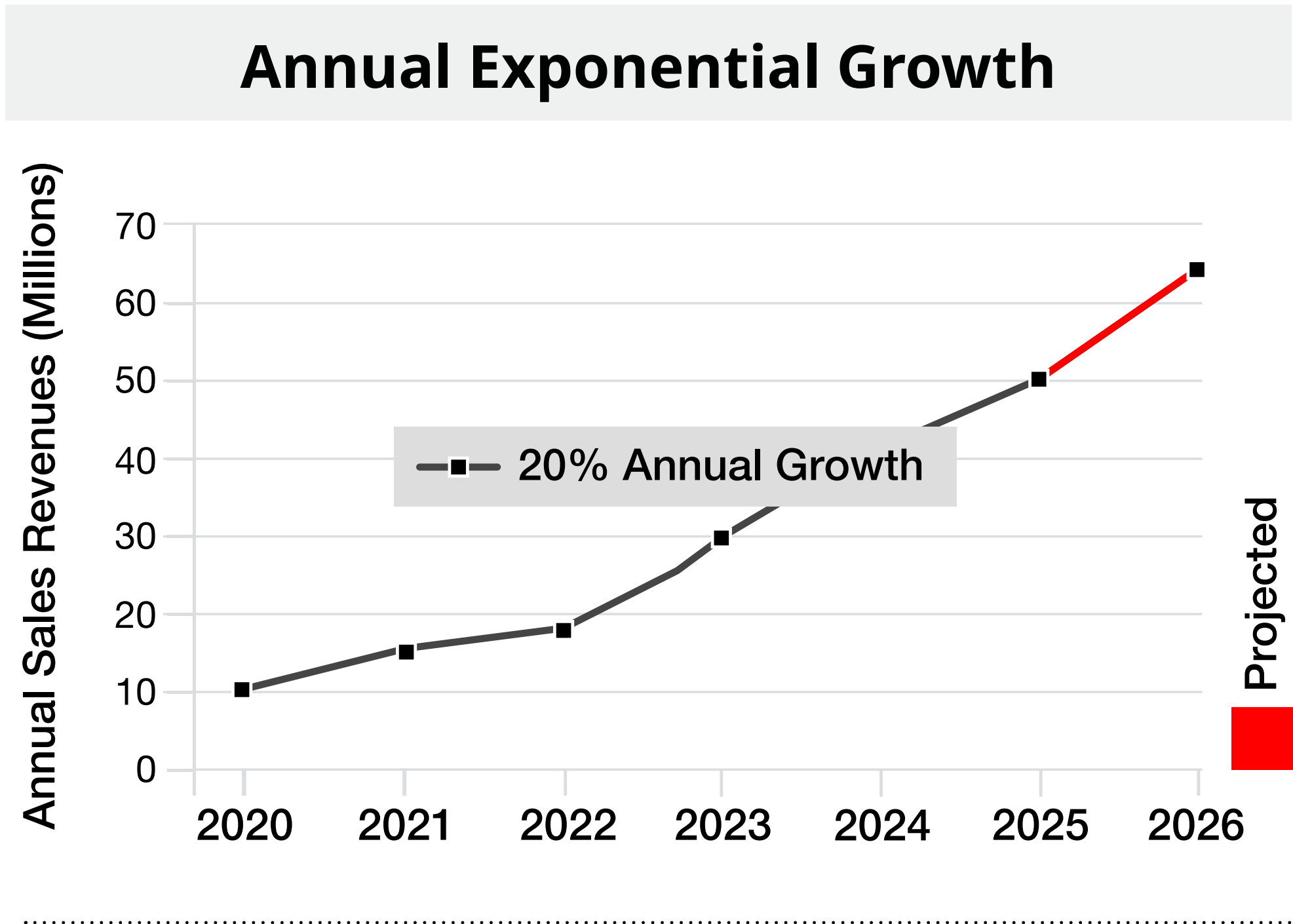
Enhancing the website experience to boost return visits and improve engagement metrics like session duration and conversion rates.

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FINANCIAL

SNAPSHOT

Strong Cash Flow, Stronger Commitments – We Pay On Time.



Wrenchers has experienced explosive revenue growth and a rapidly expanding customer base, positioning us as the largest independent garage equipment reseller in the market. Our relentless pursuit of excellence, innovative approach, and commitment to superior service have fueled this meteoric rise. Each milestone marks our ongoing journey toward redefining industry standards and setting new benchmarks for success.

DRIVING THE FUTURE OF AUTOMOTIVE TOOLS AND EQUIPMENT

2025 STRATEGIC FOCUS

Technology Advancements

1

- Website enhancement for faster navigation and personalized product recommendations.
- Deploy AI-driven chatbots to provide real-time customer support.

Operational Improvements

2

- Automate warehouse operations to enhance efficiency and reduce costs.
- Launch next-day shipping for 90% of orders with expanded distribution hubs.

Product Innovation

3

- Introduce 20+ new product categories to expand the portfolio.
- Collaborate with leading brands for exclusive, high-performance offerings.

Customer-Centric Growth

4

- Establish a loyalty rewards program to boost repeat business.
- Expand educational content, such as DIY tutorials and professional training videos.

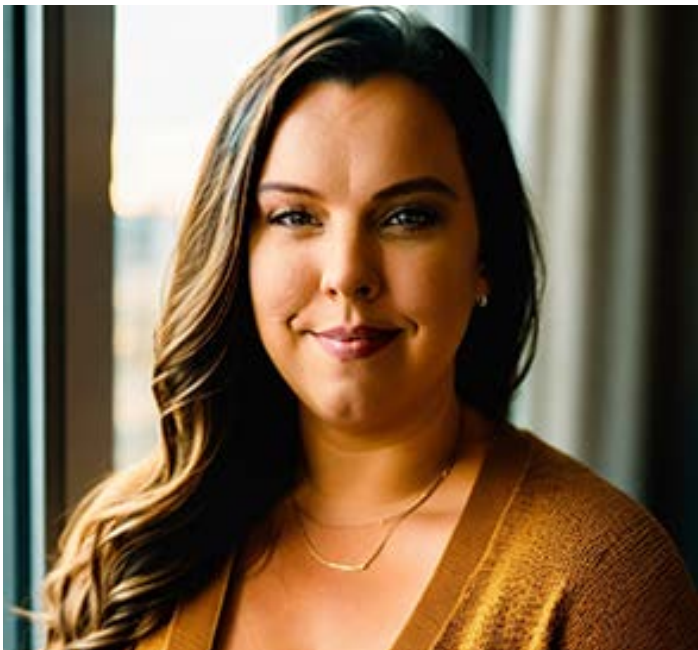
MEET THE WRENCHERS TEAM



Jim F.
Controller



Bob M.
Sourcing & New Products
Administrator



Melinda B.
General Manager



Zackery B.
Product Specialist



Brittany D.
Product Specialist



Jean-P.
Product Specialist



Dona S.
Product Specialist



David G.
Product Specialist



Kathreen P.
Product Specialist



Alex L.
Product Specialist



Robert L.
Product Specialist

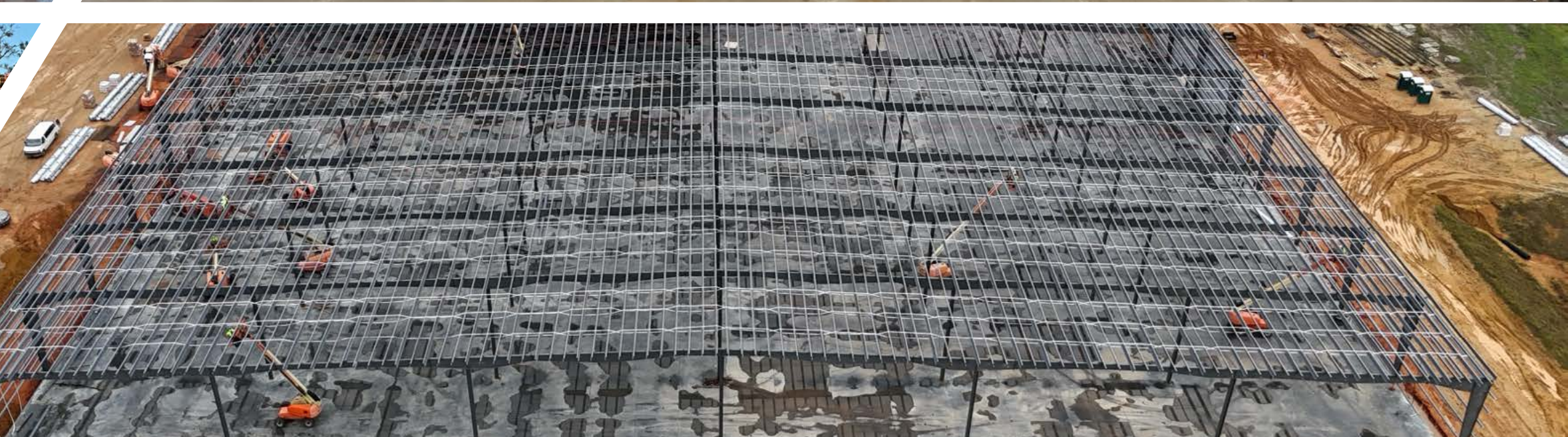
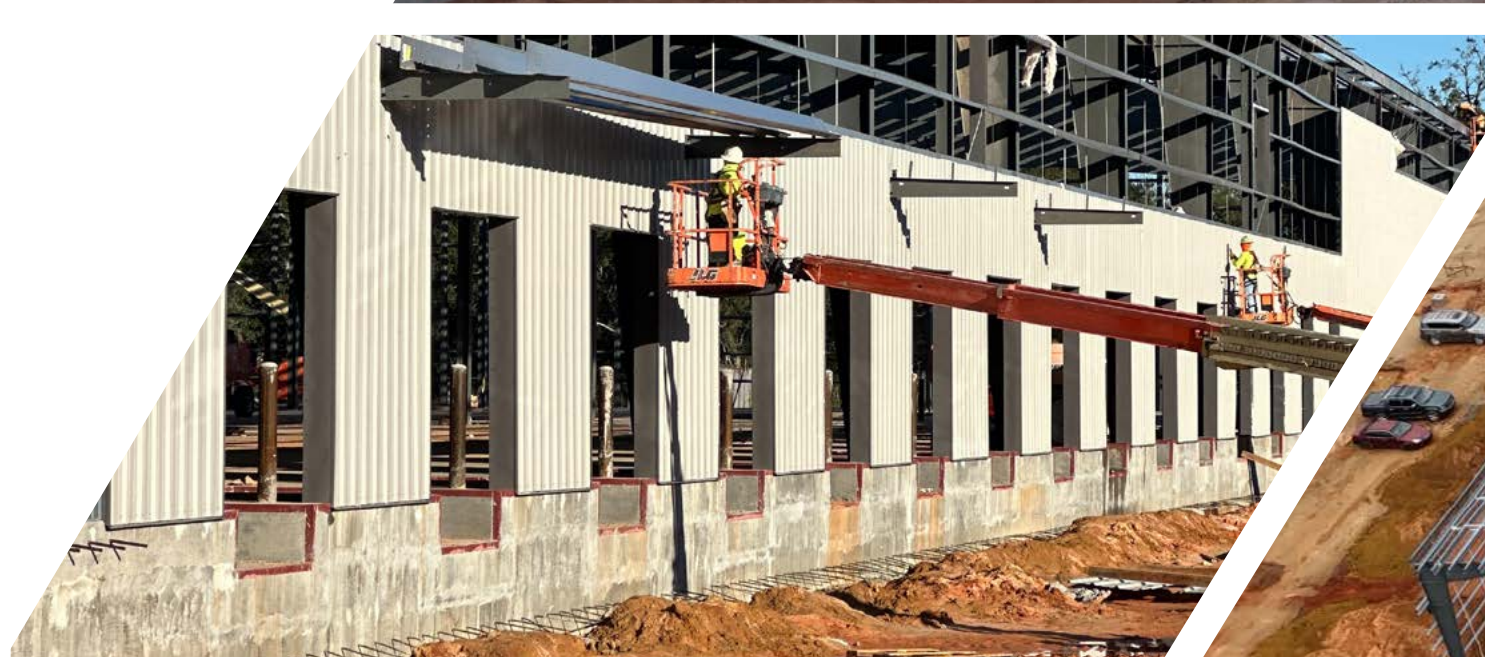
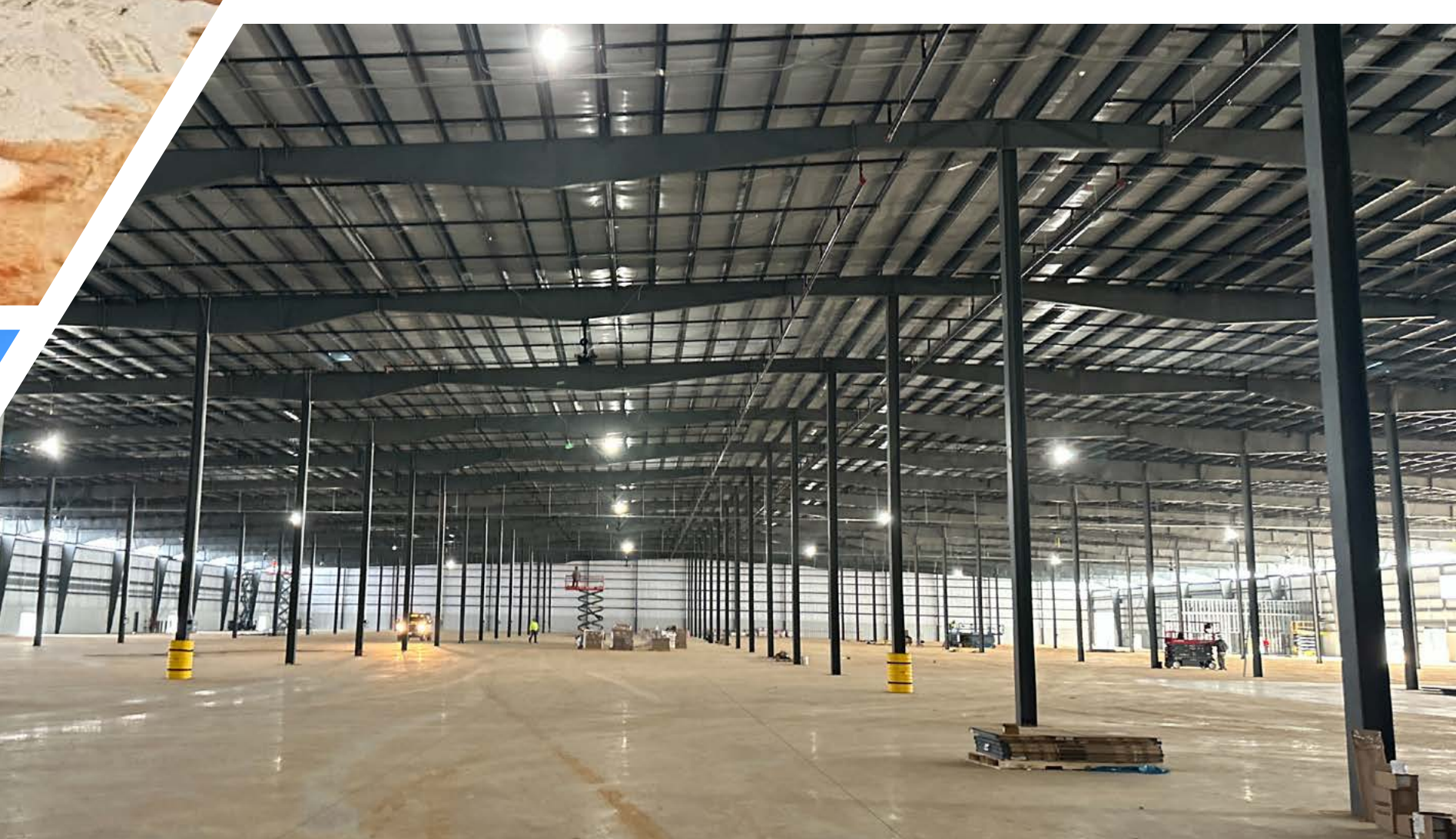


Curtis E.
Product Specialist



THE FUTURE IS UNDER CONSTRUCTION

- 265,000 sq. ft. Hub
- Next-Generation Innovation & Distribution
- Opening Summer 2025



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WRENCHERS™



READY TO ACCELERATE SALES WITH OUR WINNING TEAM?

To get set up as a vendor and start benefiting from our expansive network, simply visit our vendor registration page at www.wrenchers.com/vendors or contact our dedicated sourcing team at **805-933-9970 EXT.251**.

Let's build the future together.

CONTACT

Bob Mehlhoff
Sourcing and New Products Administrator
bmehlhoff@wrenchers.com | **805-933-9970 EXT. 251**

WRENCHERS™

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