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A banner for KLKN-TV abc 8. On the left, it says "klkntv.com", "KLKN-TV", and "LINCOLN, NE". In the center is the "abc 8" logo. On the right are four photos of news anchors. Below the banner is a navigation menu with the following items: HOME, NEWS, WEATHER, SPORTS, CHANNEL 8 KLKN-TV, CONTESTS, ADVERTISERS, ENTERTAINMENT, and CLASSIFIEDS.



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## IABC Impacts Power Category With Technology, B2B Sales

### Interstate All Battery Center has record year in 2009; announces advances, partnerships to fuel growth

DALLAS, Feb. 16 /PRNewswire/ -- [Interstate All Battery Center \(IABC\)](#), the franchise concept for 58-year-old [Interstate Batteries](#), celebrated 22 percent year-over-year growth in 2009 and technological enhancements that will expand market share with a targeted focus on business-to-business sales during the company's largest-ever international franchise convention last month.

The theme of this year's convention was IMPACT because IABC continues to lead the industry in 2010 with forward thinking. IABC has invested in leading marketing tools, such as a geo-targeted email marketing system, an easy-to-navigate electronic product catalog, online access to business management tools and location-specific landing pages to help grow consumer sales and increase customer service.

IABC's business-to-business sales rose by 18 percent in 2009. To advance that trend, IABC experts constructed a system-wide approach to analyze and improve B2B sales. Franchise consultants will facilitate franchisees' development of specific strategies to increase market share in the business-to-business category with tools that effectively analyze data and accelerate growth. Test stores that used the strategies have already seen sales increases of 12 percent.

**The company's commitment to outrageous customer service contributed to impressive growth for IABC, which added more than 175 locations in 2009**, and IABC continues to leverage that while expanding brand reach in 2010 with services like alternative energy, free auto-battery recycling and emergency roadside assistance.

"Interstate All Battery Center is committed to providing our strategic partners with the very best resources. Innovative thinking and our commitment to technological infrastructure gives IABC a competitive edge to increase market share," said **Mickey Elam, Interstate Battery Franchising and Development President**. "We're investing in our partners so they have what they need to acquire and retain one more satisfied customer every day. That's why IABC continues to expand and has now secured a presence in every U.S. county."

Other highlights from the convention include:

- IABC announced the first-ever No. 18 Interstate All Battery Car, led by the three-time Super bowl champion Joe Gibbs and his racing team. Kyle Busch will drive the car in the July 3 NASCAR Sprint Cup race at Daytona International Speedway, exposing more than 5 million viewers to the IABC concept.
- A look at first-rate products during the vendor fair, which included highly recognized names like Schumacher Electric, Spectrum Brands (formerly Rayovac Corp.), IBM, Duracell and more
- Recapping of multiple awards, including being named to the following lists: Top 50 franchises for franchisee satisfaction by *Franchise Business Review*; Top 500 franchises by *Entrepreneur*; list of top franchises by **AllBusiness.com**; the Winner's Circle by *FranchiseUpdate*
- IABC recognition of top performers with the following awards:
  - IABC Franchisee of the Year - IABC of Scottsdale, Ariz., owned by Billy Kann
  - 2009 Rookie of the Year - IABC of San Diego, Calif., owned by Ron Cummings

"IABC is equipped with more than 16,000 power solutions, an aggressive growth strategy, practical technological solutions and an analytical approach to increasing market share," said **Interstate Battery**

**Franchising and Development Director Justin Darland.**

"At IABC, the trusted Interstate Batteries dependable products and service allow our strategic partners to meet their every battery need and acquire and retain one more



Interstate Batteries is a privately held group of corporations, that service more than 200,000 dealers throughout the United States. Interstate is the top-selling replacement battery manufacturer, selling more than 15 million units annually. In addition, Interstate offers a wide range of portable power solutions, including batteries for watches, cell phones, and other electronics. Interstate All Battery Center currently has 331 locations throughout the United States, Mexico, and Canada. For additional information about the franchise, visit [www.interstatebattery.com](http://www.interstatebattery.com). Customers can visit any Interstate All Battery Center.

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