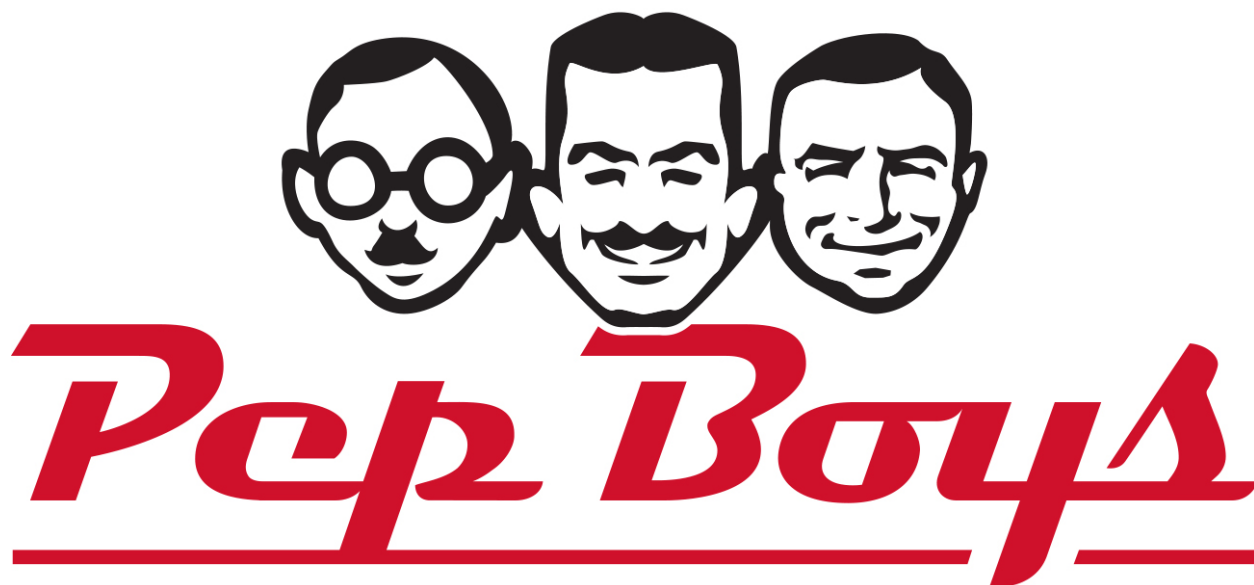


# Pepboys.com Product Style Guide



The Pepboys.com Product Style Guide was created to improve consistency across all categories of product on the website, promote an online presence through search engine optimization (SEO) and instill confidence in our customers' purchasing decisions, while improving conversion, with understandable and informative product descriptions.

This guide walks through how to compose detailed titles, descriptions, features and benefits, specifications, attributes and images.

Attached you will find a variety of style guide templates to accommodate the attributes associated with different types of products. In an effort to simplify this process for our vendor partners, we've associated every product in our catalog with a specific style template that only asks for information relevant to that product.

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# General Product Detail Information

(Air Fresheners, Emergency Supplies, Exterior/Interior Accessories, Fashion Lighting, Favorite Characters, Seat cushions, and Seat Covers)

## E-Commerce Product Name

This will display on Pepboys.com in Search Results and Product Detail Pages.

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.  This field should contain no more than 55 characters.  Add product's color and quantity in this area. (Refer to example below.)

### Example:

Brand Label

Sub-brand or Line Label

E-Commerce Item Description

## Product Description

**Features + Benefits** (255 character limit per field)

This series of fields differentiates your product from others within the product results set. We've provided slots for up to 10 Features/Benefits. The first two will appear on both Search Results and the Product Detail page. All Features/Benefits will appear on the Product Detail Page. They should be entered in order of importance. Highlight the benefits of your products. Describe technical details.

**Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.**

- Each Feature/Benefit should have its own field
- Use first Feature / Benefit field to summarize the products full function. Please reiterate the product's full name at the beginning of this field.

## Product Detail Style

- Use title case throughout all features and benefits fields
- The only words that should be capitalized in the body of any Feature/Benefit are the Brand, Sub-Brand and E-Commerce Item Description.
- Please refer to the Measurements and Characters Chart for correct style when adding product specifications.

### Example:

Feature/Benefit 1	Winplus Type S Plated Red Floor Mats protect and accentuate your vehicles interior.
Feature/Benefit 2	Crafted from heavy-duty materials, these car floor mats will help to minimize damage from spills, dirt and the elements.
Feature/Benefit 3	All weather floor mats can be placed on both the driver and passenger side for a coordinated look.
Feature/Benefit 4	Grates collect dirt and dust to keep your floor clean!
Feature/Benefit 5	Convenient trim lines allow you to custom trim the mat to create an exact fit for your vehicle if you so desire.

## Marketing Description

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

### Example:

Marketing Description	Offering the ultimate in interior protection with a twist of style, the Winplus Type S Plate Floor Mats in Red are a must have.
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## **Product as seen on Pepboys.com**

### **Winplus Type S Red Plate Floor Mat, 2-Piece**

Offering the ultimate in interior protection with a twist of style, the Winplus Type S Plate Floor Mats in Red are a must have.

- Winplus Type S Plated Red Floor Mats protect and accentuate your vehicles interior.
- Crafted from heavy-duty materials, these car floor mats will help to minimize damage from spills, dirt and the elements.
- All weather floor mats can be placed on both the driver and passenger side for a coordinated look.
- Grates collect dirt and dust to keep your floor clean!
- Convenient trim lines allow you to custom trim the mat to create an exact fit for your vehicle if you so desire.

# Electronics Product Detail Information

(Tablets, Portable Speakers, Stylus, Card Readers, Mobile Protection, Mobile Accessories, Car Stereos, Speakers, Cameras, Mobile Video, Navigation & GPS, Car Alarms, and Starters)

## E-Commerce Product Name

This will display on Pepboys.com in Search Results and Product Detail Pages.

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.  This field should contain no more than 55 characters.  Add product's color, quantity, generation, model number and/or recondition status in this area. (Refer to example below on listing the color of product and quantity.)

### Example:

Brand Label

Belkin

Sub-brand or Line Label

E-Commerce Item Description

Black Lightning to USB ChargeSync Cable

## Product Description

**Features + Benefits** (255 character limit per field)

This series of fields differentiates your product from others within the product results set. We've provided slots for up to 10 Features/Benefits. The first two will appear on both Search Results and the Product Detail page. All Features/Benefits will appear on the Product Detail Page. They

should be entered in order of importance. Highlight the benefits of your products. Describe technical details

**Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.**

- Each Feature/Benefit should have its own field
- Use first Feature/Benefit field to summarize the product’s full function. Please reiterate the product’s full name at the beginning of this field.
- Specifically describe all devices and media compatible with electronic product.
- Indicate generation or model number.
- Include storage space and voltage measurements.
- Describe all pieces included

**Product Detail Style**

- Use title case throughout all features and benefits fields
- The only words that should be capitalized in the body of any Feature/Benefit are the Brand, Sub-Brand and E-Commerce Item Description.
- Please refer to the Measurements and Characters Chart for correct style when adding product specifications.

**Example:**

Feature/Benefit 1	Belkin Lightning to USB ChargeSync Cable is compatible with iPhone 5, iPad with Retina Display (4th Generation), iPod Touch (5th generation), and iPad Mini.
Feature/Benefit 2	Cable can be used universally as a wall or car charger.
Feature/Benefit 3	Plugs into any USB port to sync files or charge device.
Feature/Benefit 4	Belkin cable is lightweight and fits into any bag for charging and syncing on the go.
Feature/Benefit 5	Available in black.

## Marketing Description

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

### Example:

#### Marketing Description

Charge your iPhone 5, iPad with Retina Display or iPod Touch with this black, 4-foot Belkin Lightning to USB ChargeSync Cable. Allowing the fastest charge possible, syncing your device is made easy whether you're in the house or in your car.

## Product as seen on Pepboys.com

### Belkin Black Lightning to USB ChargeSync Cable

Charge your iPhone 5, iPad with Retina Display or iPod Touch with this black, 4-foot Belkin Lightning to USB ChargeSync Cable. Allowing the fastest charge possible, syncing your device is made easy whether you're in the house or in your car.

- Belkin Lightning to USB ChargeSync Cable is compatible with iPhone 5, iPad with Retina Display (4th Generation), iPod Touch (5th generation), and iPad Mini.
- Cable can be used universally as a wall or car charger.
- Plugs into any USB port to sync files or charge device.
- Belkin cable is lightweight and fits into any bag for charging and syncing on the go.
- Available in black.



# Tire Product Detail Information

## E-Commerce Product Name

This will display on Pepboys.com in Search Results and Product Detail Pages.

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.  This field should contain no more than 55 characters.

### Example:

Brand Label

Falken

Sub-brand or Line Label

E-Commerce Item Description

Ziex ZE329

## Product Description

**Features + Benefits** (255 character limit per field)

This field differentiates your product from the competition on the same page. We've provided slots for up to 12 Features/Benefits. The first two will appear on both Search Results and the Product Detail page. All Features/Benefits will appear on the Product Detail Page. They should be entered in order of importance. Highlight the benefits of your products. Describe technical details.

**Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.**

- Use first Feature/Benefit field to summarize the products full function. Please reiterate the product's full name at the beginning of this field.

### Product Detail Style

- Each Feature/Benefit should have its own field
- Capitalize the first word for each Feature/Benefit.
- Do not write product descriptions in ALL CAPS.
- Do not capitalize every word. The only words that should be capitalized are the Brand, Sub-Brand and E-Commerce Item Description.

- Please refer to the Measurements and Characters Chart for correct style when adding product specifications.

**Example:**

Feature/Benefit 1	The symmetric, non-directional tread design provides optimized stable handling and ride comfort, while allowing multiple rotation patterns to combat irregular <u>treadwear</u> .
Feature/Benefit 2	The deep tread depth increases the longevity of the tire and provides biting edges for better traction and ride comfort.
Feature/Benefit 3	Engineered with industry leading technology for enhanced cornering, braking and handling.
Feature/Benefit 4	Long lateral grooves in the tread design help to reduce hydroplaning in wet weather conditions.
Feature/Benefit 5	Adding to the exceptional value, the Ziox ZE-329 is backed with a mileage warranty.

**Marketing Description**

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

**Example:**

Marketing Description	The ZE329 offers outstanding all-weather responsiveness and exceptional affordability. Packed with high performance features that enhance cornering, braking and acceleration, the ZE329 delivers year-round, all-weather traction, smoothness, responsiveness and stability at an excellent value. The low profile, performance-rated sidewall with rim protector, appeals to many drivers looking for a tire to match their personal choice in transportation. Additionally, the ZE329 features a non-directional tread pattern that allows ease of rotation for improved tire life.
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## Product Specifications and Attributes

Include as much detail as possible in the Product Specifications and Attributes fields of PDAT in order to ensure proper vehicle fitment needs. Information in these fields includes size, voltage, terminal type, amps, etc.

### Example:

#### Product Specifications & Attributes

Items with **Orange Labels** are **Required**

##### Structured Attributes for **Tire**

Tire Name	<input type="text" value="Ziex ZE329"/>	20 characters
Side Wall	<input type="text" value="BW"/>	40 characters
Tread Depth	<input type="text" value="10"/>	32nds of an inch
P, Eurometric or LT	<input type="text" value="P"/>	
Tire Type	<input type="text" value="Passenger"/>	40 characters
Tire Size Label	<input type="text" value="P205/40ZR17"/>	12 characters
Section Width	<input type="text" value="205"/>	4 characters
Aspect Ratio	<input type="text" value="40"/>	4 characters
Rim/Wheel Diameter	<input type="text" value="17"/>	4 characters
Speed Rating	<input type="text" value="W"/>	1 character
Load Range/Index	<input type="text" value="84"/>	3 characters
UTQG - Treadwear	<input type="text" value="440"/>	3 characters
UTQG - Traction	<input type="text" value="A"/>	
UTQG - Temperature	<input type="text" value="A"/>	
Tire Class	<input type="text" value="Snow Only"/>	
Tread Type	<input type="text" value="Passenger"/>	
Traction	<input type="checkbox"/> This tire provides EXCELLENT performance in this area	
Treadwear	<input type="checkbox"/> This tire provides EXCELLENT performance in this area	
Ride Comfort	<input type="checkbox"/> This tire provides EXCELLENT performance in this area	
Handling	<input checked="" type="checkbox"/> This tire provides EXCELLENT performance in this area	
High Speed Performance	<input checked="" type="checkbox"/> This tire provides EXCELLENT performance in this area	
Low Rolling Resistance	<input type="checkbox"/> This tire provides EXCELLENT performance in this area	

## **Product as seen on Pepboys.com**

### **Falken Ziex ZE329**

The ZE329 offers outstanding all-weather responsiveness and exceptional affordability. Packed with high performance features that enhance cornering, braking and acceleration, the ZE329 delivers year-round, all-weather traction, smoothness, responsiveness and stability at an excellent value. The low profile, performance-rated sidewall with rim protector, appeals to many drivers looking for a tire to match their personal choice in transportation. Additionally, the ZE329 features a non-directional tread pattern that allows ease of rotation for improved tire life.

- The symmetric, non-directional tread design provides optimized stable handling and ride comfort, while allowing multiple rotation patterns to combat irregular treadwear.
- The deep tread depth increases the longevity of the tire and provides biting edges for better traction and ride comfort.
- Engineered with industry leading technology for enhanced cornering, braking and handling.
- Long lateral grooves in the tread design help to reduce hydroplaning in wet weather conditions.
- Adding to the exceptional value, the Ziex ZE-329 is backed with a mileage warranty.

**(See next page for specifications tab)**

## WARRANTY

**30,000 Miles**

## TIRE SIZE

**Passenger205/40R17**

## SAFETY RATING

Tire Type: **(P) Passenger**  
 Speed Rating: **W**  
 Load Index: **84**

## TIRE CLASS



## TREAD TYPE



## UTQG

Treadwear: **440**

Asphalt - gForce  
 AA - Above 0.54  
 Traction **A - Above 0.47**  
 B - Above 0.38  
 C - Less Than 0.38

Temperature Grades: **A - Over 115 mph**  
 B - Between 100 and 115 mph  
 C - Between 85 and 100 mph

# Apparel Product Detail Information

## E-Commerce Product Name

This will display on Pepboys.com in Search Results and Product Detail Pages.

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	<p>This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.</p> <p>This field should contain no more than 55 characters.</p> <p>Add product's color and size in this area. (Refer to example below.)</p>

### Example:

Brand Label

General Motors

Sub-brand or Line Label

Muscle Car

E-Commerce Item Description

Classic Garage Men's Black T-Shirt, Medium

## Product Description

**Features + Benefits** (255 character limit per field)

This field differentiates your product from the competition on the same page. We've provided slots for up to 12 Features/Benefits. The first two will appear on both Search Results and the Product Detail page. All Feature /Benefits will appear on the Product Detail Page. They should be entered in order of importance. Highlight the benefits of your products. Describe technical details.

**Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.**

- Use first Feature/Benefit field to thoroughly describe the piece of apparel. Please reiterate the product's full name at the beginning of this field.
- Size must be listed in the second feature/benefit field (if applicable).

### Product Detail Style

- Each Feature/Benefit should have its own field

- Capitalize the first word for each Feature/Benefit.
- Do not write product descriptions in ALL CAPS.
- Do not capitalize every word. The only words that should be capitalized are the Brand, Sub-Brand and E-Commerce Item Description.
- Please refer to the Measurements and Characters Chart for correct style when adding product specifications.

**Example:**

Feature/Benefit 1	General Motors Muscle Car Classic Garage Men's t-shirt features a decorated General Motors garage filled with an electric blue Pontiac <u>GTO</u> , an orange and white Chevy <u>Camaro</u> , a green and white Chevy <u>Chevle</u> , and a light blue Buick.
Feature/Benefit 2	Available in medium size.
Feature/Benefit 3	Displays the slogan "You Can Never Have Enough Toys" at the bottom-back of the t-shirt for extreme coolness.
Feature/Benefit 4	Includes a subtle, orange and white Chevy <u>Camaro</u> on the front left chest.
Feature/Benefit 5	Constructed from 100% Cotton.
Feature/Benefit 6	Official General Motors license.
Feature/Benefit 7	Machine wash cold with like colors. Use only non-chlorine bleach. Tumble dry low. Do not iron. Do not dry clean.
Feature/Benefit 8	To expand your General Motors collection, shop our selection of officially licensed General Motors clothing and accessories for your home and car.
Feature/Benefit 9	The Pep Boys Say: "Every General Motors fan should add a muscle car t-shirt to their toy collection."

**Marketing Description**

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

## Example:

### Marketing Description

Show the world what's parked in your garage in this black, General Motors Muscle Garage screen print t-shirt.

## Product as seen on Pepboys.com

### General Motors Muscle Car Classic Garage Men's Black T-Shirt, Medium

Show the world what's parked in your garage in this black, General Motors Muscle Garage screen print t-shirt.

- General Motors Muscle Car Classic Garage Men's t-shirt features a decorated General Motors garage filled with an electric blue Pontiac GTO, an orange and white Chevy Camaro, a green and white Chevy Chevelle, and a light blue Buick.
- Available in medium size.
- Displays the slogan "You Can Never Have Enough Toys" at the bottom-back of the t-shirt for extreme coolness.
- Includes a subtle, orange and white Chevy Camaro on the front left chest.
- Constructed from 100% Cotton.
- Official General Motors license.
- Machine wash cold with like colors. Use only non-chlorine bleach. Tumble dry low. Do not iron. Do not dry clean.
- To expand your General Motors collection, shop our selection of officially licensed General Motors clothing and accessories for your home and car.
- The Pep Boys Say: "Every General Motors fan should add a muscle car t-shirt to their toy collection."



# Battery Product Detail Information

## E-Commerce Product Name

This will display on Pepboys.com in Search Results and Product Detail Pages.

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	<p>This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.</p> <p>This field should contain no more than 55 characters.</p> <p>Add battery's group size in this area. (Refer to example.)</p>

### Example:

Brand Label

Sub-brand or Line Label

E-Commerce Item Description

## Product Description

### Features + Benefits (255 character limit per field)

This series of fields differentiates your product from others within the product results set. We've provided slots for up to 10 Feature /Benefits. The first two will appear on both Search Results and the Product Detail page. All Features/Benefits will appear on the Product Detail Page. They should be entered in order of importance. Highlight the benefits of your products. Describe technical details.

### Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.

- Use first Feature/Benefit field to summarize the products full function. Please reiterate the product's full name at the beginning of this field.
- Each Feature/Benefit should have its own field.

### Product Detail Style

- Capitalize the first word for each Feature/Benefit.
- Do not write product descriptions in ALL CAPS.
- Do not capitalize every word. The only words that should be capitalized are the Brand, Sub-Brand and E-Commerce Item Description.
- Please refer to the Measurements and Characters Chart for correct style when adding product specifications.

**Example:**

Feature/Benefit 1	Featuring <u>AGM</u> battery technology, this premium car battery will tolerate repeated deep discharges and provide an overall longer service life.	[Custom] Up to 255 Characters
Feature/Benefit 2	The Optima <u>RedTop®</u> high-performance <u>AGM</u> battery is the ultimate starting battery designed to deliver a powerful burst of ignition power for a reliable start-up every time.	[Custom] Up to 255 Characters
Feature/Benefit 3	Highly resistant to failure from vibration, Optima batteries provide efficient starting power for <u>SUVs</u> , trucks and cars.	[Custom] Up to 255 Characters
Feature/Benefit 4	This highly efficient replacement battery mounts in any position.	[Custom] Up to 255 Characters
Feature/Benefit 5	Optima batteries come with a 3-year free replacement guarantee - but odds are you will not need it!	[Custom] Up to 255 Characters
Feature/Benefit 6	Optima batteries provide the most efficient starting power for <u>SUVs</u> , trucks and cars.	[Custom] Up to 255 Characters
Feature/Benefit 7	The Optima <u>RedTop®</u> car battery will outperform and outlast traditional batteries in demanding cranking/starting applications.	[Custom] Up to 255 Characters
Feature/Benefit 8	Our wide assortment of <u>subwoofers</u> , amplifiers and head units will pair perfectly with this battery replacement option.	[Custom] Up to 255 Characters
Feature/Benefit 9	The Pep Boys Say: "Optima <u>RedTop®</u> batteries provide reliable starting power under the most extreme heat, cold and high vibration	[Custom] Up to 255 Characters

**Marketing Description**

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

## Example:

### Marketing Description

The ultimate performance battery for cars, trucks & SUV's, the Optima Redtop sealed car battery is the best in class battery replacement option. Optima batteries promise impressive high-power delivery and extreme resistance to the most common causes of battery failure.

## Product Specifications and Attributes

Include as much detail as possible in the Product Specifications and Attributes fields of PDAT in order to ensure proper vehicle fitment needs. Information in these fields includes size, voltage, terminal type, amps, etc.

## Example:

### Structured Attributes for **Battery**

Group Size / BCI #	<input type="text" value="25"/>	/	<input type="text"/>	[max 15 characters each]
Voltage	<input type="text" value="12"/>			[max 5 digits]
Wet or Dry	<input checked="" type="radio"/> Wet		<input type="radio"/> Dry	
Terminal Type	<input type="text" value="SAE Post"/>			[XX characters]
Right or Left Hand Positive	<input type="radio"/> Right		<input checked="" type="radio"/> Left	
Cold Cranking Amps (CCA) @ 0F	<input type="text" value="720"/>			[4 characters]
Cranking Amps @ 32F	<input type="text" value="910"/>			[4 characters]
Reserve Capacity (minutes)	<input type="text" value="90"/>			[3 characters]
Height (in.)	<input type="text" value="7.6875"/>			[8 characters]
Height (mm)	<input type="text"/>			[8 characters]
Width (in.)	<input type="text" value="6.75"/>			[8 characters]
Width (mm)	<input type="text"/>			[8 characters]
Length (in.)	<input type="text" value="9.375"/>			[8 characters]
Length (mm)	<input type="text"/>			[8 characters]
Weight (lbs.)	<input type="text" value="31.7"/>			[5 characters]
Notes	<input type="text"/>			[80 characters]

## Product as seen on Pepboys.com

### Optima RedTop® Sealed Car Battery Group Size 25

The ultimate performance battery for cars, trucks & SUV's, the Optima Redtop sealed car battery is the best in class battery replacement option. Optima batteries promise impressive high-power delivery and extreme resistance to the most common causes of battery failure.

- Featuring AGM battery technology, this premium car battery will tolerate repeated deep discharges and provide an overall longer service life.
- The Optima RedTop® high-performance AGM battery is the ultimate starting battery designed to deliver a powerful burst of ignition power for a reliable start-up every time.
- Highly resistant to failure from vibration, Optima batteries provide efficient starting power for SUVs, trucks and cars.
- This highly efficient replacement battery mounts in any position.
- Optima batteries come with a 3-year free replacement guarantee – but odds are you will not need it!
- Optima batteries provide the most efficient starting power for SUVs, trucks and cars.
- The Optima RedTop® car battery will outperform and outlast traditional batteries in demanding cranking/starting applications.
- Our wide assortment of subwoofers, amplifiers and head units will pair perfectly with this battery replacement option.
- The Pep Boys Say: "Optima RedTop® batteries provide reliable starting power under the most extreme heat, cold and high vibration environments. Optima delivers performance."

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#### Notes

- BATTERY SPEC: 720 CCA - REQUIRES BOTTOM FOOTPRINT ADAPTER, CHECK HOOD CLEARANCE

# Oil and Chemical Product Detail Information

## E-Commerce Product Name

This will display on Pepboys.com in Search Results and Product Detail Pages.

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	<p>This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.</p> <p>This field should contain no more than 55 characters.</p> <p>Add appropriate measurement of oil/chemical product to this area.</p> <p>(Refer to example below.)</p>

### Example:

#### Brand Label

[B25] Max 60 Characters

#### Sub-brand or Line Label

[Custom] Max 60 Characters

#### E-Commerce Item Description

[LAB] Max 80 Characters

## Product Description

### Features + Benefits (255 character limit per field)

This series of fields differentiates your product from others within the product results set. We've provided slots for up to 10 Features/Benefits. The first two will appear on both Search Results and the Product Detail page. All Features/Benefits will appear on the Product Detail Page. They should be entered in order of importance. Highlight the benefits of your products. Describe technical details.

### Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.

- Use first Feature/Benefit field to summarize the products full function. Please reiterate the product's full name at the beginning of this field.

### Product Detail Style

- Each Feature/Benefit should have its own field
- Please refer to the Measurements and Characters Chart for correct style when adding product specifications.
- Capitalize the first word for each Feature/Benefit.
- Do not write product descriptions in ALL CAPS.
- Do not capitalize every word. The only words that should be capitalized are the Brand, Sub-Brand and E-Commerce Item Description.

**Example:**

Feature/Benefit 1	Proline 5W30 Motor Oil is formulated with the highest quality hydrotrated, paraffinic, lubricating oils and technologically advanced
Feature/Benefit 2	Additive system includes detergents, dispersants, viscosity improver, anti-wear and anti-friction agents as well as oxidation and corrosion inhibitors
Feature/Benefit 3	Reduced friction gives you excellent protection against engine wear and improved fuel economy
Feature/Benefit 4	Proline Motor Oil offers high resistance to viscosity and thermal breakdown
Feature/Benefit 5	This conventional motor oil fights volatility burn-off to minimize engine deposits and exhaust emissions
Feature/Benefit 6	API SN; ILSAC GF-5 approved
Feature/Benefit 7	Oil changes at regular intervals help keep your engine running cleaner and improve the life expectancy of your car
Feature/Benefit 8	Check out our wide assortment of oil change tools and accessories, including oil filters, funnels, and oil drop pans
Feature/Benefit 9	The Pep Boys Say: "Proline motor oil is a quality value alternative for the economical customer."

**Marketing Description**

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

## Example:

### Marketing Description

Proline 5W30 conventional motor oil is formulated to exceed the toughest U.S. standards for outstanding protection and performance for today's hard working car and light truck engines. Always consult and follow manufacturer's guide for proper SAE grade. Choose Proline for your next oil change.

## Product as seen on Pepboys.com

### Proline 5W30 Motor Oil, Quart

Proline 5W30 conventional motor oil is formulated to exceed the toughest U.S. standards for outstanding protection and performance for today's hard working car and light truck engines. Always consult and follow manufacturer's guide for proper SAE grade. Choose Proline for your next oil change.

- Formulated with the highest quality hydrotrated, paraffinic, lubricating oils and technologically advanced additive system
- Additive system includes detergents, dispersants, viscosity improver, anti-wear and anti-friction agents as well as oxidation and corrosion inhibitors
- Reduced friction gives you excellent protection against engine wear and improved fuel economy
- Proline Motor Oil offers high resistance to viscosity and thermal breakdown
- This conventional motor oil fights volatility burn-off to minimize engine deposits and exhaust emissions
- API SN; ILSAC GF-5 approved
- Oil changes at regular intervals help keep your engine running cleaner and improve the life expectancy of your car
- Check out our wide assortment of oil change tools and accessories, including oil filters, funnels, and oil drop pans
- The Pep Boys Say: "Proline motor oil is a quality value alternative for the economical customer."

# Parts Product Detail Information

## E-Commerce Product Name

This will display on Pepboys.com in Search Results and Product Detail Pages.

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.  This field should contain no more than 55 characters.  (Refer to example below.)

### Example:

Brand Label

Sub-brand or Line Label

E-Commerce Item Description

## Product Description

**Features + Benefits** (255 character limit per field)

This series of fields differentiates your product from others within the product results set. We've provided slots for up to 10 Features/Benefits. The first two will appear on both Search Results and the Product Detail page. All Features/Benefits will appear on the Product Detail Page. They should be entered in order of importance. Highlight the benefits of your products. Describe technical details.

**Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.**

- Use first Feature/Benefit field to summarize the products full function. Please reiterate the product's full name at the beginning of this field.

### Product Detail Style

- Each Feature/Benefit should have its own field
- Capitalize the first word for each Feature/Benefit.
- Do not write product descriptions in ALL CAPS.



- Do not capitalize every word. The only words that should be capitalized are the Brand, Sub-Brand and E-Commerce Item Description.

**Example:**

Feature/Benefit 1	Monroe <u>Sensa-Trac</u> Load Adjusting Shock Absorbers feature a computer designed heavy gauge calibrated coil spring for maximum performance without an increase in ride harshness
Feature/Benefit 2	Utilizes a rod displacement valving that is tuned specifically for each application and automatically adjusts to road extremes to provide suspension consistency and ride comfort
Feature/Benefit 3	Designed with Position Sensitive Damping ( <u>PSD</u> ) precision tapered grooves on the pressure tube to perform like an additional stage of valving for optimum ride tuning
Feature/Benefit 4	Shock absorbers are nitrogen gas charged for improved ride and handling and to help maintain tire to road contact by reducing aeration
Feature/Benefit 5	The useful life of a shock or strut is roughly 50,000 miles. Shock replacement provides an improved ride, enhanced handling, better control, greater stability and superior comfort
Feature/Benefit 6	To reduce friction and ensure a smooth rod reaction, shocks are designed with all weather fluid formulated with special modifiers
Feature/Benefit 7	<u>Fluon</u> banded piston provides constant sealing between the piston and the pressure tube to deliver better control and improved strength
Feature/Benefit 8	To ensure your steering and suspension systems are delivering optimal performance, check out our wide assortment of coil springs, power steering pumps, shocks and struts.
Feature/Benefit 9	The Pep Boys Say: "Industry experts recommend replacement of shocks and struts after 50,000 miles of use to increase stopping distance

**Marketing Description**

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

## Example:

### Marketing Description

Monroe Sensa-Trac shocks adjust rapidly to changing road and weight conditions to deliver extra control when driving conditions get more severe to help your vehicle stop up to 10 feet sooner. Sensa-Trac Load Adjusting Shock Absorber includes a heavy gauge

## Product as seen on Pepboys.com

### Monroe Sensa-Trac Load Adjusting Shock Absorber

Monroe Sensa-Trac shocks adjust rapidly to changing road and weight conditions to deliver extra control when driving conditions get more severe to help your vehicle stop up to 10 feet sooner. Sensa-Trac Load Adjusting Shock Absorber includes a heavy gauge

- Monroe Sensa-Trac Load Adjusting Shock Absorbers feature a computer designed heavy gauge calibrated coil spring for maximum performance without an increase in ride harshness
- Utilizes a rod displacement valving that is tuned specifically for each application and automatically adjusts to road extremes to provide suspension consistency and ride comfort
- Designed with Position Sensitive Damping (PSD) precision tapered grooves on the pressure tube to perform like an additional stage of valving for optimum ride tuning
- Shock absorbers are nitrogen gas charged for improved ride and handling and to help maintain tire to road contact by reducing aeration
- The useful life of a shock or strut is roughly 50,000 miles. Shock replacement provides an improved ride, enhanced handling, better control, greater stability and superior comfort
- To reduce friction and ensure a smooth rod reaction, shocks are designed with all weather fluid formulated with special modifiers
- Fluon banded piston provides constant sealing between the piston and the pressure tube to deliver better control and improved strength
- To ensure your steering and suspension systems are delivering optimal performance, check out our wide assortment of coil springs, power steering pumps, shocks and struts.
- The Pep Boys Say: "Industry experts recommend replacement of shocks and struts after 50,000 miles of use to increase stopping distance up to 10 feet."

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#### Notes

- 4 WHEEL/ALL WHEEL DRIVE
  - SHOCK ABSORBER - EXC 7700LB GVW - FOR TOWING & HAULING
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# Tool Product Detail Information

## E-Commerce Product Name

Brand Name (Required)	Sub-Brand Name (Optional)	E-Commerce Item Description (Required)
This is the product's brand name. This will make up part of the products label on Pepboys.com	Product Line or Model Name	<p>This is the description of the item itself. DO NOT include your Brand and Product Line names in the E-Commerce Item Description.</p> <p>This field should contain no more than 55 characters.</p> <p>Add size/set size to this area.</p> <p>(Refer to example below.)</p>

### Example:

Brand Label

Sub-brand or Line Label

E-Commerce Item Description

## Product Description

### Features + Benefits (255 character limit per field)

This field differentiates your product from the competition on the same page. We've provided slots for up to 12 Features/Benefits. The first two will appear on both Search Results and the Product Detail page. All Features/Benefits will appear on the Product Detail Page. They should be entered in order of importance. Highlight the benefits of your products. Describe technical details.

### Minimum of 2 fields must be completed; list as many Features/Benefits, as applicable.

- Use first Feature/Benefit field to summarize the products full function. Please reiterate the product's full name at the beginning of this field.

### Product Detail Style

- Each Feature/Benefit should have its own field
- Capitalize the first word for each Feature/Benefit.
- Do not write product descriptions in ALL CAPS.

- Do not capitalize every word. The only words that should be capitalized are the Brand, Sub-Brand and E-Commerce Item Description.

**Example:**

Feature/Benefit 1	Gearhead 11-piece Drive SAE Socket Set with 1/4" drive
Feature/Benefit 2	Socket Size: 5/32", 3/16", 7/32", 1/4", 9/32", 5/16 in., 11/32 in., 3/8", 7/16", 1/2"
Feature/Benefit 3	Regular socket
Feature/Benefit 4	Six point
Feature/Benefit 5	Constructed of durable, heat-treated, chrome vanadium Steel
Feature/Benefit 6	Chrome plating resists rust and corrosion
Feature/Benefit 7	Socket rail
Feature/Benefit 8	Lifetime guarantee
Feature/Benefit 9	Meets ANSI standards

**Marketing Description**

Think of your marketing description as the sales person's script. What would you tell a sales associate if coaching them on how to sell your product? Use this area to construct your sales pitch.

## Example:

### Marketing Description

GearHead tools are an investment in quality. They are made using the highest quality materials and manufacturing standards. GearHead tools are built to last forever and offer a lifetime guarantee. All GearHead tools meet or exceed ANSI standards.

## Product as seen on Pepboys.com

### Gearhead 11-pc 1/4" Drive SAE Socket Set

GearHead tools are an investment in quality. They are made using the highest quality materials and manufacturing standards. GearHead tools are built to last forever and offer a lifetime guarantee. All GearHead tools meet or exceed ANSI standards.

- o Gearhead 11-piece Drive SAE Socket Set with 1/4" drive
- o Socket Size: 5/32", 3/16", 7/32", 1/4", 9/32", 5/16 in., 11/32 in., 3/8", 7/16", 1/2"
- o Regular socket
- o Six point
- o Constructed of durable, heat-treated, chrome vanadium Steel
- o Chrome plating resists rust and corrosion
- o Socket rail
- o Lifetime guarantee
- o Meets ANSI standards

# Photo and Digital Assets Requirements

The PDAT application has many options for product Digital Assets. From a search perspective, images are the largest opportunity. However, other digital assets have opportunity as well. PDF files are becoming a more regular part search results and should also be taken into consideration. One of the single biggest ranking factors for images and other digital assets in search is keyword usage in the filenames.

You must own all images and videos that are uploaded to PDAT.

## Photo Requirements

### General File Naming Best Practices

- Use the product name
- Use hyphens as word separators (Do NOT use underscores)
- Exclude extraneous words where appropriate (Articles, prepositions, etc)
- Do not use codes, SKUs, or Product IDs unless absolutely necessary
- Do not use abbreviations unless absolutely necessary
- Do not use special characters (/, %, #, @, \$, &) apart from hyphens

**Minimum:** Three images

**Maximum:** Five images

**Resolution:** 72 DPI

**File Type:** JPEG, PNG, GIF

## Video Requirements (if applicable)

### Video Uploading Practice

- YouTube URL link

**Maximum:** One video

**Video Type:** YouTube videos only

**Length:** Less than 5 minutes

# Measurements and Characters Chart

Unit of Measurement	Abrv/Symbol
Alternating Current	AC
Ampere	A
Ampere Hour	Ah
Carbon Dioxide	CO <sub>2</sub>
Cardiopulmonary Resuscitation	CPR
Ceintimeter	cm
Celsius	C
Central Processing Unit	CPU
Closed Circuit Voltage	CCV
Constant Current Constant Voltage	CCCV
Cubic	cu.
Cubic Centimeter	cc
Decibel	dB
Degrees	°
Direct Current	DC
Discharge Rate of Battery	C-rate
Dozen	doz.
Fahrenheit	F
Fluid ounce	fl. oz.
Foot	'
Fuel Cell	FC
Gallon	gal.
Gigabyte	GB
Gram	g
Hertz	Hz
Horsepower	hp
Inch	"
Joule	J
Karat	kt.
Kilobyte	KB
Kilogram	kg
Kiloliter	kl
Kilometer	km
Kilowatt	kW
Kilowatt Hour	kWh
Light Emitting Diode	LED
Liquid Crystal Display	LCD
Liter	l
Lithium-Ion (Battery)	Li-ion
Megabyte	MB
Megawatt	MW
Meter	m
Mile	mi.
Miles Per Gallon	mpg

Miles Per Hour	mph
Milliampere Hours	mAh
Milligram	mg
Milliliter	ml
Millimeter	mm
Molten Carbonite Fuel Cell	MCFC
Nickel Cadmium (Battery)	NiCd
Nickel Hydrogen (Battery)	NiH
Nickel Iron (Battery)	NiFe
Nickel Metal Hydride (Battery)	NiMH
Nickel Zinc (Battery)	NiZn
Ohm	Ohm
Open Circuit Voltage	OCV
Original Equipment Manufacturer	OEM
Ounce	oz.
Over Voltage Protection	PTC
Percent	%
Pieces	pc.
Pint	pt.
Pound	lb.
Quart	qt.
Remote Control (Hobby)	RC
Reserve Capacity	RC
Revolutions Per Minute	rpm
Sodium Sulfur (Battery)	NaS
Square	sq.
Ton	T
Universal Serial Bus	USB
Volt	V
Volt Ampere	VA
Voltage Limiting	VL
Voltage with Alternating Current	VAC
Watt	W
Watt Hour	Wh
Wireless Fidelity	Wi-Fi
Yard	yd.