

Original in every way

Receive \$100 off the purchase and installation of four eligible Audi Original Tires*

March 15–May 31, 2023

BRIDGESTONE

Continental

DUNLOP
TIRES

GOODYEAR

PIRELLI



Let customers know your dealership is the go-to for their tire needs and that they can take advantage of promotional pricing on a new set of tires.

WHAT YOU NEED TO KNOW

INSTALLATION DEADLINE	<ul style="list-style-type: none">• June 7, 2023
CLAIM DEADLINE	<ul style="list-style-type: none">• June 7, 2023
ELIGIBLE TIRES	<ul style="list-style-type: none">• AO and RO1 tires• Bridgestone, Continental, Dunlop, Goodyear, Michelin, and Pirelli brands
REIMBURSEMENT AMOUNT	<ul style="list-style-type: none">• \$100 for every valid and approved claim
REIMBURSEMENT METHOD	<ul style="list-style-type: none">• Claims submitted between March 15–April 15 will be credited via EFT payment in May• Claims submitted between April 16–June 7 will be credited via EFT payment in August

BEST PRACTICES FOR A SUCCESSFUL PROMOTION



Prepare: Work with your account manager to adjust your stocking levels. Dealerships that increase stocking levels of eligible part numbers are most successful.



Present: Increase visibility for the promotion with customers in your dealership and on the service drive. Display the provided promotional POP materials to raise awareness of the offer.



Promote: According to Localogy, 76% of consumers looking for tires begin their research online. Advertise the offer using the digital resources listed in the promotional announcement on Audi Tire Center through AccessAudi.com to capture the attention of customers online.



Persuade: Make the offer to every customer – they may have another vehicle at home that needs tires. Track offers and call or email those who did not buy. Utilize your Dynamic Retail Selling Guide® (DRSG™) to create a compelling pricing strategy.

For more information, please reach out to your account manager, visit the Help section on Audi Tire Center through AccessAudi.com, or contact Audi Tire Center Program Headquarters at 866.4TR.AUDI.

*Valid only on qualifying tires. Must present offer at time of write-up. Discount is off dealer price. Excludes taxes. Not redeemable for advertised specials, previous purchases, or cash. No cash value. May not be combined with other new tire offers. Limit one per customer. Valid at participating dealers only. Audi Original Tires discount applies to select tires from Bridgestone, Continental, Dunlop, Goodyear, Pirelli, and other approved brands. Four tires must be of the same brand, model, and size (except staggered fitments), and installed on one Audi vehicle. Excludes warranty replacements and adjustments. Offer expires 5/31/23. See participating dealer for complete details.