

Distinct, authentic, Audi.

Get \$100 off a set of
four Audi Original Tires*

September 16 – November 15, 2023



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	▶ November 22, 2023
CLAIM DEADLINE	▶ November 22, 2023
ELIGIBLE TIRES	▶ AO & RO1 ▶ Continental, Dunlop, Goodyear, Pirelli, Michelin, & Bridgestone
REIMBURSEMENT AMOUNT	▶ \$100
REIMBURSEMENT METHOD	▶ Claims submitted between September 16 – October 15 will be credited via EFT in November. Claims submitted between October 16 – November 22 will be credited via EFT in December.

BEST PRACTICES FOR A SUCCESSFUL PROMOTION



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



Present: Increase visibility for the promotion with customers in your dealership and on your website or social channels. Download and distribute the provided promotional assets across approved media 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.

This promotion is valid September 16 – November 15, 2023, on the purchase of four eligible AO Bridgestone, Continental, Dunlop, Goodyear, Michelin, and Pirelli tires through Audi Tire Center. Dealers can enter their claims online to receive a \$100 reimbursement. Claims submitted September 16 – October 15, 2023, will be reimbursed via EFT in November. Claims submitted October 16 – November 22, 2023, will be reimbursed via EFT in December. All claims must be submitted by November 22 in order to receive reimbursement. Enter the purchase date in the RO Date field if a customer orders a set of eligible tires before November 15 and the RO close date is after November 15.