



Purchase Bridgestone tires for the chance to win a trip to Nashville

From September 1–October 31, 2023, dealers who achieve set objectives on Bridgestone tires have the opportunity to win an exciting trip to Nashville where they'll spend a weekend exploring downtown and watching the Nashville Predators take on the Colorado Avalanche in the Bridgestone suite at Bridgestone Arena! This incentive rewards Parts Managers who are employed at an Audi dealership as of September 1, 2023, and who remain employed at the same dealership at the time of the event. Qualifying tires must ship by October 31, 2023, to be eligible.

Trip Dates: March 1–4, 2024

Group Breakdown

Dealers will be placed into three groups nationwide based on RO count. Group breakdown:

Group A	5 winning dealers
Group B	3 winning dealers
Group C	2 winning dealers

Qualifier

Each dealership will need to hit an all-tire purchase objective to qualify. The top dealerships in each group with the highest percentage over their Bridgestone purchase objective will win a spot on the trip for the Parts Manager. Dealers will receive their goals from their account manager. Track your progress toward hitting your monthly goal anytime using the promotions tracker on Audi Tire Center through AccessAudi.com. Contact your account manager with questions.

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.

The Fine Print

- The incentive only applies to OEM, OEA, and WIN Bridgestone tires purchased through Audi Tire Center.
- Each winning dealership will have one spot for their Parts Manager.
- Winners will be contacted directly by their account manager, either in person, by phone, or via email.
- In the event of a tie, the highest number of total units purchased during the promotion period will win.
- There is no cash value or prize alternative for this trip.
- Trip itinerary is subject to change. Full trip details will be supplied to winning dealers.
- If a dealership is terminated or goes through a buy/sell during the incentive, the dealership will become ineligible and will not be authorized to receive an award.
- Winners may be responsible for trip costs or related expenses for no-shows or cancellations with less than 24 hours' notice.
- If there are two Parts Managers at a winning dealership, the Dealer Principal/General Manager will determine who will attend. Dealer Principal/General Manager will make the final decision as to which person from each dealership will attend.
- If no one at the dealership can attend, the next dealer with the highest unit increase regardless of group will be contacted. If a winning dealership cannot attend, there is no guarantee another dealership will be chosen to go in its place.
- Competition timelines and rules stated above are subject to change for any reason, at any time, and without prior notice.
- Food, beverages, and other incidental expenses above and beyond the scheduled activities will be the responsibility of the attendee.
- There are no alternate travel dates, and no cash substitute is available.
- Interpretation of competition rules and qualifications is at the sole discretion of Volkswagen Group of America, Inc.
- Audi reserves the right to question all participants who have been chosen to attend the incentive trip.
- Achievement of goals is based on net units; therefore, returns made during the incentive period will affect the dealer percentage to goal.
- Winners must be at least 21 years of age.
- Guests may not accompany winning attendees on the trip. Winners are required to attend all scheduled activities on the trip.
- Service Points are not eligible to participate.

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