

Summer goes fast

For a limited time, save:

\$150 off four eligible tires.* – **or** – **\$75 off** two eligible tires.*

July 15 – August 15, 2023

BRIDGESTONE

Continental

MICHELIN



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	▶ August 22, 2023
CLAIM DEADLINE	▶ August 22, 2023
ELIGIBLE TIRES	▶ OEM, OEA, & WIN ▶ Bridgestone, Continental, Michelin
REIMBURSEMENT AMOUNT	▶ Reimbursement amount: \$150/\$75
REIMBURSEMENT METHOD	▶ Dealers will be reimbursed via EFT payment in September from VWGoA Accounting

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.



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. Discount applies to select tires from Bridgestone, Continental, and Michelin. \$70 + \$80 Bonus Audi Tire Center Rebate = \$150 instant savings on a set of four tires or \$70 + \$5 Bonus Audi Tire Center Rebate = \$75 off a set of 2 tires. 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 August 15, 2023. Tires must be installed by August 22, 2023. See participating dealer for complete details.