



Here's your chance to win a trip to the Austin Formula 1 Grand Prix

From March 1–May 31, 2023, Parts Managers and Service Managers who achieve their assigned objective on OEM, OEA, and WIN Pirelli tires have the chance to win a trip to the 2023 Formula 1® Grand Prix in Austin, Texas, October 20-23, 2023!

Eligibility

This incentive is available to Parts Managers and Service Managers who are employed at an Audi dealership as of March 1, 2023, and who remain employed at the same dealership when winners are announced. Qualifying tires must ship by May 31, 2023, to be eligible.

Qualifier

To qualify, dealerships must achieve at least 100% of their all-sales objective and have the highest increase in their assigned group to their Pirelli objective. 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.

Competition

Dealers will be placed into three groups nationwide based on RO count. The top dealerships in each group with the highest percentage over their sales and Pirelli objectives will win a spot on the trip for the Parts Manager and Service Manager.

Group breakdown:	
Group 1:	3 winning dealerships
Group 2:	2 winning dealerships
Group 3:	1 winning dealership

Tie-Breaker

In the event of a tie, the highest number of total units will win.

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 Pirelli tires purchased through Audi Tire Center.
- Winners will be contacted directly by their account manager, either in person, by phone, or via email.
- In the event that there are two Parts Managers at a winning dealership, the dealer Principal/General Manager will determine who will attend.
- In the event that the Parts Manager cannot attend, the dealer Principal/General Manager can appoint a replacement from that dealership.
- Dealer Principal/General Manager will make the final decision as to which person from each dealership will attend.
- In the event 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.
- Participants must be at least 21 years of age.
- There is no cash value or prize alternative for this trip.
- Trip itinerary is subject to change.
- If during the incentive, a dealership is terminated or goes through a buy/sell, the dealership will become ineligible and will not be authorized to receive an award.
- Achievement of goals is based on net units; therefore, returns made during the incentive period will affect the dealer percentage to goal.
- Service Points are not eligible to participate.
- Winners may be responsible for trip costs or related expenses for no-shows or cancellations with less than 24 hours' notice.
- Spouses/partners may not accompany winning attendees on the trip.
- Competition timelines and rules stated above are subject to change for any reason, at any time, and without prior notice.
- Interpretation of competition rules and qualifications is at the sole discretion of Audi of America.
- Full trip details will be supplied to winning dealers.

