



**FALKEN ACADEMY  
FANATIC INVITE AUGUST 2019**

## COME OUT AND EXPERIENCE THE FALKEN ACADEMY

The new program gives associates a hands-on opportunity to put Falken Tires to the test both on the track and in the dirt. The classroom portion of the two-day training offers an in-depth look at the latest and greatest that Falken has to offer and how to best sell the Falken Brand. The real adventure begins when you get behind the wheel and experience Falken street products at the Auto Club Speedway in Fontana; long-time host to multiple NASCAR events! For the grand finale, explore off-road trails with the Falken Team in the Southern California mountains and put our WILDPEAK lines to the test.



**FALKEN FANATIC DEALERS, LOCK IN YOUR INVITE TO FALKEN ACADEMY FOR TWO FULL DAYS OF VALUABLE TRAINING. TWO WAYS TO QUALIFY:**

★ ALL NEWLY SIGNED FANATICS IN THE 2<sup>ND</sup> QUARTER OF 2019 ★

★ EXISTING FANATICS THAT QUALIFY FOR AT LEAST FAN LITE LEVEL IN THE 2<sup>ND</sup> QUARTER OF 2019 ★

**OFFER VALID FOR FANATICS IN CT, DE, KY, MA, MD, ME, MI, NC, NH, NJ, NY, OH, PA, RI, SC, TN, VA, VT AND WV. SPACE IS LIMITED TO AT LEAST ONE INVITE PER DEALER.**



**TECH:** See how Falken incorporates innovative technology into every tire.



**TRACK:** Experience Falken products vs. key competitors.



**TRAIL:** Get down and dirty and put the latest A/T and M/T tires to the test.

**Accommodations at the historic Mission Inn Hotel, flights, meals and transportation are all included. The two day training courses are available:**

<b>WEEK 1:</b>	<b>8/18-8/21</b>	<b>8/19-8/22</b>	<b>8/20-8/23</b>	<b>8/21-8/24</b>
<b>WEEK 2:</b>	<b>8/25-8/28</b>	<b>8/26-8/29</b>	<b>8/27-8/30</b>	<b>8/28-8/31</b>

Contact your sales representative or email [ACADEMY@FALKENTIRE.COM](mailto:ACADEMY@FALKENTIRE.COM) for more details.

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**FALKEN**  
TIRES