



Service Centers

**WORN TIRES?
BUY 3 TIRES
AND GET THE
4TH FOR \$1**



November 3rd, 2020

TO: Portland Region DPs, GMs, Service Managers and Parts Managers

SUBJECT: **November Regional Buy 3 Get 4th \$1 Tire Savings, Sales Challenge**

The Portland Region is happy to announce an enhancement to our popular Buy 3 Get 4th \$1 Tire Event. Normally we would reimburse dealers \$50 per qualifying set of tires sold during the month, but this is NOT a normal year. With driving traffic to your Service & Parts department being one of our top 3 regional priorities we are increasing our share on tire reimbursements.

For those dealers who opted in for the regional promotion and meet or exceed their **November** regional tire objective the Portland Region will increase the October 2020 tire reimbursement by 25%. Effectively increasing the \$50 reimbursement per qualified set to \$62.50. We hope this sales challenge will encourage you to have ASMs wear the lanyards, check the tires on the service drive and capture more sales opportunities.

Examples: Dealer A's October Buy 3 tire reimbursement = \$2,000. Dealer A will earn an extra \$500 if they hit their November Regional Tire objective. Maybe you will use the additional money to spiff your technicians \$10 per set of 4 tires recommended and sold? Maybe you want to spiff the ASM and technician \$5 each per set?

Dealer B's October Buy 3 tire reimbursement = \$5,000 but you miss your November regional tire objective. Dealer B will earn \$0 additional monies but they will still earn \$50 per qualified set through the November Regional Buy 3 Get 4th \$1 Tire promotion.

Contest Period: November 3rd, 2020 through November 30th, 2020

Why did we choose to increase October's tire sales payout and not November's payout? Dealers traditionally sell more tires during the October National Tire Savings Event, so we are giving you a chance to earn back for the larger sales month!!

Don't forget to enter your October Buy 3 claims by Nov 9th and your November Buy 3 claims by Dec 8th.

Happy selling,

Jeffrey Harbaugh
Customer Services Operations Manager

Brian Maloney
Service & Parts Marketing Manager

With this incentive program, Toyota Motors North America. assumes that all vehicle service repairs will be offered and performed in accordance with Toyota specifications. Whenever a component is suggested required to be repaired or replaced, the decision to repair or replace must be in the customer's best interest, and at his or her choice given the options available.