

OCTOBER 26TH, 2020

To: All Portland Region Dealer Principals, General Managers, Service Managers, and Parts Managers

Subject: Regional November Toyota Tire Savings Event "Buy 3 Tires, Get the Fourth for \$1"



The Portland Region is pleased to extend the Tire Savings Event into November!

To support our mutual efforts to increase tires sales and customer retention, we are pleased to announce the November Tire Savings Event! This event extends the popular "Buy 3 Tires, Get the fourth for \$1" Promotion.

The Region will be extending the Tire Savings Event until November 30th with regional funds so prepare for two great back to back months of tire sales and keep your team rolling!

Dealerships will be reimbursed \$50 for each qualifying **set of 4** tires as long as dealers meet the following conditions:

- **Participating dealers may not increase their regular retail pricing for the three tires sold under this incentive program.**
- Sales must be within Program Dates of Nov 3rd – Nov 30th, 2020 for reimbursement on November Regional claims
 - Regional B3G4th\$1 claims must be submitted online by December 8th, 2020 for reimbursement
- Only Customer Pay Type; no Warranty or Internal
- Only Toyota part numbers
- Repair order must list all 4 tires, including the discounted tire (if applicable)
- Tires purchased by the dealership outside of the TCMC program do not qualify for reimbursement
- All claims will be audited based on six months of purchase history. If a dealer is found to have claimed more tires than they purchased within this time period, Toyota Motor Sales, U.S.A. reserves the right to deny the claim and not issue payment.
- Valid only on Toyota and Scion VINs
- One rebate per eligible VIN
- Participating dealers must advertise the consumer tire promotion in their fixed operations advertising during the promotion period
- Dealer must complete an MPI form for each qualified sale, and MPI forms must be made available if TMNA/ Region conduct an audit at their discretion
- All dealers are enrolled in this promotion unless requested to be opted out via Omnichannel form

The following Legal disclaimers must be included in any dealer communication regarding this program:

- *Participating dealers may not increase their regular retail pricing for the three tires sold under this incentive program.*
- *With this incentive program, Toyota Motor Sales, U.S.A., Inc. assumes that all vehicle service repairs will be offered and performed in accordance with Toyota specifications. Whenever a component is suggested or 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 opportunity.*

As part of the Portland Region Omnichannel Experience, please fill out your dealer specific form at

<https://www.toyotaomnipdx.com/sign-me-up>

and let us know you plan on participating in the event and which TOOMS offers you would like us to post for you.

Hard copies of ROs are NOT to be sent in unless requested by the Portland Region. TMNA may utilize a third-party data pull to identify valid Op codes OR Part Numbers for reimbursement. Reimbursement to dealers will be in the form of a credit to the Parts Statement.

If you have any questions, please contact your District Service & Parts Manager.

Sincerely,



Brian Maloney
Service & Parts Marketing Manager

Steps to Success

- Ensure you have adequate stock of popular tires; review your inventory to make sure you have complete sets of four tires so they are eligible for the **Buy 3 tires and get the fourth for only a dollar** offer.
- Please make sure you provide the creative to your web developer so they can integrate promotional graphics into your site by the start of the program. We recommend placing the offer on your main page as a banner, as well as on your service and specials pages.
- Meet with your team and review your own tire sales objectives for the program. *Do you have any internal incentive for your ASM's to sell tires?*
- Ensure your staff understands road hazard coverage
- Update and distribute a pricing menu available for your most popular tires so your ASM's can quote on the drive and review the DRSG.
- Develop verbiage for use when answering phones or greeting customers on the drive to alert them of the promotion. Example: *"Thank you for calling XYZ Toyota Service Center. Are you calling about our **Buy 3 tires and get the fourth for only a dollar** promotion?"*
- Deploy POP materials and pricing in customer facing areas and create a tire display on your service drive. ASM Lanyard inserts will be shipped to your dealerships.
- Provide your ASM's with Tire Tread Depth Gauges for use on the drive, available through Dealer Tire Website.
- Track your eligible tire set sales for comparison to the TCMC data at the end of the program to verify proper credits.

- Conduct a daily review of inspection forms/RO's and verify that vehicles with worn tires were presented with tire options and pricing.
- Utilize MPI forms on the drive. This will ensure tires are only being replaced as necessary and will drive ancillary sales.
- Utilize new pricing for rotors and calipers to offer a competitive price for brake services.
- "E227 – More Essentials in Retail Tires" E-Learning course - For those that may need additional training on the essentials in retail tires please look to complete the E227 e-learning module.