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September 27<sup>th</sup>, 2024

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

**Subj: The Spook-tacular "Maintain and Retain" Challenge!**

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Beware... As the autumn shadows grow long, so does the opportunity to enchant your customers with **\*\*exceptional service\*\*** and **\*\*tire deals that will leave them spellbound\*\***. From October 1<sup>st</sup>, 2024, to November 30<sup>th</sup>, 2024, it's not just about boosting tire sales—it's about crafting a **\*\*hauntingly memorable experience\*\*** for every customer who walks through your doors. Those who dare to deliver top-tier service and frighteningly good value will reap wicked rewards.

All 73 stores in the Portland region will compete in the B3G1/PPM "Maintain and Retain" Challenge—a high-stakes, spine-tingling contest where the customer experience reigns supreme. This is a two-part competition in which the 16 winning stores and the top 20 selling ASMs will win Trekpoints just in time for the holiday season.

How to Earn Points:

- Tire Sales:
  - Earn 50 points for every tire sold.
- Pre-paid Maintenance Contracts (TSC/TCP):
  - Dealership: 5 points for every 1 contract sold.
  - ASMs: 10 points for every 1 contract sold.

ASM Bonus:

- Complete a Certified Tire Class (either online or in-person) to boost your points for two months and earn 25 points!
- In-Person Classes: Turbocharge the Customer Experience by Dealer Tire
  - Portland: November 19<sup>th</sup> at the Portland Region Room 195
  - Seattle: November 21<sup>st</sup> at WASDA
- Virtual Classes: Dealer Tire Virtual - a 3-part series that can be taken online.

Top 20 ASMs:

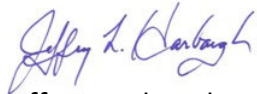
- The Top 20 ASMs will earn 20,000 Trekpoints for their impressive tire sales and PPM sales
- To be eligible, you must complete the enrollment form by October 15<sup>th</sup>, 2024 at [ASM Enrollment Link](#)

Top Stores:

- The top-performing stores will earn thrilling rewards for their Service and Parts Departments: Group A + B (3 winners each) will earn 80,000 points, Group C + D (3 winners) will earn 60,000 points and E+F (2 winners each) will earn 40,000 points. This will be split 75% to the Service Manager and 25% to the Parts Manager to be distributed amongst their department.

Rally your ghastly crew and ready yourselves for a **\*\*ghoulishly good time\*\***. The holidays are creeping closer, so make every tire sale count, treat your customers like royalty, and conjure up an experience they'll never forget. Rake in those tire deals and enchant your customers for a hauntingly successful season! For more chilling details, contact your District Service and Parts Manager or visit [www.toyotaomnipdx.com](http://www.toyotaomnipdx.com).

*Happy selling,*



Jeffrey Harbaugh  
Customer Service Operations Manager



Lauren Pedersen  
Service and Parts Marketing Manager

- **Winners must be employed at the dealership throughout the duration of the program, as well as at the time of award payout.**
- **Winner must be an active-status employee as indicated on Staff Master at the time of the qualifying/incentive period.**

Grouping	Dealership
A (3 Winners)	Michael's Toyota of Bellevue
	Beaverton Toyota
	Capitol Toyota of Salem
	Peterson Toyota
	Vancouver Toyota
	Ron Tonkin Toyota
B (3 Winners)	Toyota of Renton
	Toyota of Bozeman
	Toyota of Portland on Broadway
	Toyota of Seattle
	Toyota of Tri-Cities
	Titus-Will Toyota
C (3 Winners)	Parker Toyota
	Kendall Toyota
	Swickard Toyota
	Toyota of Kirkland
	Kalispell Toyota
	Toyota of Lake City
	Toyota of Olympia
	Toyota of Gladstone
	Lithia Toyota
	Findlay Toyota Spokane
D (3 Winners)	Heartland Toyota
	Wilsonville Toyota
	Rodland Toyota
	Grants Pass Toyota
	Lithia Toyota of Missoula
	Gresham Toyota
	Rogers Toyota
	Toyota of Puyallup
	Doxon Toyota
	Lithia Toyota of Springfield
E (2 Winners)	Foothills Toyota
	Wills Toyota
	Kendall Toyota of Bend
	Royal Moore Toyota
	Toyota of Corvallis
	Kendall Toyota of Anchorage
	Damian Lillard Toyota
	I-5 Toyota
	Burien Toyota
	Toyota of Bellingham
	Bud Clary Toyota of Yakima
	Toyota of Tacoma
	Lum's Toyota
	Town Toyota
	Hometown Toyota
	Teton Toyota
	Albany Toyota
Toyota of Pullman	
Rogers Toyota of Hermiston	
Marysville Toyota	
F (2 Winners)	Toyota of Helena
	City Toyota
	Lithia Toyota of Billings
	Columbia Gorge Toyota
	Walla Walla Toyota
	Kendall Toyota of Fairbanks
	Wilder Toyota
	Lithia Toyota of Klamath Falls
	Coos Bay Toyota
	Stone's Town and Country Toyota
	Butte Toyota
	Dick Hannah Toyota
	Juneau Toyota
	Five Star Toyota
	Phil Meador Toyota
	Edmark Toyota
	Colville Toyota
	Toyota of Newport
	AutoNation Toyota Spokane Valley
Bud Clary Toyota of Moses Lake	
Clint Newell Toyota	