

## TMP-GMP 2024\_158 Buy 3, Get the 4th for \$1 10-1 to 10-31 Current Offers Announcement

### October Buy 3 Tire Event

From October 1–31, 2024, Toyota customers who purchase three eligible OEM, OEA, and WIN on-program tires can get the fourth tire for \$1. GeoTour and GeoDrive lines are excluded from the promotion. Tires must be dealer-installed by November 7, 2024, to be eligible.

#### [View the Eligible Tires List.](#)

Please note: Firefox web browsers may prohibit the successful download of documents. Please attempt on another browser, or contact Toyota Complete Maintenance Care Program Headquarters for assistance.

### How to Promote

Promotional images are automatically featured on your Online Tire Store. Download the resources below to promote the Buy 3 to your customers:

- [Promotion Guide](#): Read about all the important details for the Buy 3.
- [Consumer Flyer](#): Print copies of this flyer and place them in your waiting room and other areas where customers will see them.
- [Web Banners & Digital Assets](#): Share the web banners with your website administrator and have them displayed on your dealership's site to increase awareness of the Buy 3 promotion. Download additional digital assets and raise awareness of the promotion with customers.

If you don't have an Online Tire Store, then you could be missing out on sales! Contact your Maintenance Care Retention Specialist today to take advantage of this complimentary tire-promoting website.

### Claim Information

Claims must be submitted via the TCMC website accessible through Dealer Daily by November 7, 2024. If tires are purchased online on or before October 31, 2024, but are installed by November 7, 2024, please enter the date the tires were purchased online as the RO date.

Your dealership will receive a credit to the December parts statement once all the claims have been reviewed and processed. Reimbursement amounts will be issued as follows:

- Dealers with a tire loyalty at 95% or greater will be reimbursed \$70 for each qualified 4th tire sold
- Dealers with a tire loyalty between 90-94.9% will be reimbursed \$60 for each qualified 4th tire sold
- Dealers with a tire loyalty at or below 89.9% will be reimbursed \$50 for each qualified 4th tire sold
- Tire loyalty is calculated during a combined six-month period from April 2024 to September 2024

#### [Download the Claim Submission Instructions.](#)

For more information, please reach out to your Maintenance Care Retention Specialist, visit the Help section through the TCMC website accessible through Dealer Daily, or contact Toyota Complete Maintenance Care Program Headquarters at 866.460.8262.