

Volkswagen After Sales



To: Dealer Principals, General Managers, Parts Managers,
Service Managers, Sales Managers

Volkswagen After Sales Department
VWParts&Accessories@vw.com E-mail

Cc: DRFO, DRSO, ADFO, FOM, SOM, RPAS, WOFS, RSDM,
Service Coaches, QTM

10/8/2019 Date

Re: October 8, 2019 – Weekly Communication

Volkswagen of America, Inc.
2200 Ferdinand Porsche Dr.
Herndon, VA 20171

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1. Q4 AIM Service Manager Enhancements *NEW

ATTENTION SERVICE MANAGERS*

SELL MORE. EARN MORE!

From October 1st until December 31st, earn up to

TWICE AS MUCH MONEY!



Want to know how?
Check the official rules at www.VolkswagenAIM.com.

Questions?

Your FOM has the answers you need. You can also call 800.965.AIM.1 or email support@VolkswagenAIM.com. The Help Desk is open from 9am to 5pm EST, Monday to Friday.

*All participation subject to review by Volkswagen of America, Inc. In cases where a dealership has multiple registered primary Service Managers, only one manager can be eligible to earn incentives. Your Dealer Principal or General Manager will decide which manager will win.



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2. Q4 AIM Service Advisor and Technician Enhancements *NEW

SERVICE ADVISORS AND TECHNICIANS*

MORE PERFORMANCE POINTS. MORE CASH.



From October 1st until
December 31st, earn up to

2.5x POINTS

on select commodities.

Want to know how?
Check the official rules at www.VolkswagenAIM.com.

Questions?

Your FOM has the answers you need. You can also call 800.965.AIM.1 or email support@VolkswagenAIM.com. The Help Desk is open from 9am to 5pm EST, Monday to Friday.

*Promotion is open to Service Advisors and Technicians, including Xpress Advisors, Xpress Technicians, and Shop Foremen. All participation subject to review by Volkswagen of America, Inc.



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3. 2019 Q4 AIM Rules *NEW



2019 Q4 Volkswagen AIM

We are excited to announce the launch of the following **Volkswagen AIM Programs** for the fourth quarter!

How Can You Register?

Registration is simple and can be done through the VWHub by selecting the Volkswagen AIM link, on the Service or Parts Menu, or by visiting the AIM homepage at www.volkswagenaim.com

Service Manager Program

YOU COULD EARN UP TO TWICE AS MUCH MONEY!!!

The Service Manager program is a quarterly program and will run from October 1st – December 31st 2019, and all authorized Volkswagen Dealers are eligible to participate.

During this quarter, we are offering 4 points for each month, for each commodity, if the dealership reaches their commodity targets.

For this quarter only, we are giving you the chance to make MORE CASH!!!

Please check out the tiered payout structure in the Q4 2019 Rules.

For details on the Service Manager program, please refer to the official [Click Here to view Q4 2019 AIM Rules](#)

Service Advisor and Technician Program

YOU HAVE THE CHANCE TO EARN UP TO 2.5X POINTS ON CERTAIN COMMODITIES!!!

The Service Advisor and Technician program is a points-based incentive that uses your individual performance in specific categories to pay you cash!

This program runs on a monthly basis and all authorized Volkswagen Dealers are eligible to participate. From October 1st – December 31st 2019, the Service Advisors and Technicians are eligible to earn cash on seven commodities.

For this quarter only, we are increasing points on almost all commodities! Meeting or exceeding your targets equals MORE CASH!

For details on the Service Advisor and Technician program, please refer to the official [Click Here to view Q4 2019 AIM Rules](#)

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Parts Consultant Program

Between October 1st and December 31st 2019, registered Parts Consultants have the opportunity to earn cash for completing best practices that help their Dealership grow their Wholesale Parts business.

Two promotions will run monthly and all authorized Volkswagen Dealers are eligible to participate:

AIM PARTS COUNTER PROMOTION OVERVIEW		
Promotion	Goal	Payout
#1 Wholesale Customer Email Capture	Capturing valid emails from your Wholesale customers	10 pts (\$1.00) per valid email
#2 Dealer RepairLink Order Response Time	Responding in less than 30 minutes to Wholesale customer orders in RepairLink	Up to 3.0% of DNET RepairLink sales

For details on these Parts Consultant promotions, please refer to the official Q4 2019 rules. ([Promotion 1](#), [Promotion 2](#))

Also, please note that performance data from these promotions will begin to appear in the AIM portal on **Monday, October 7th**.

I have questions. Who can I call?

To make sure your experience with Volkswagen AIM is as seamless as possible, we have a full time Dealer Help Desk! You may call 1 (800) 965-AIM-1 or email support@VolkswagenAIM.com. Please note that the Help Desk is open from 9 AM to 5 PM EST, Monday to Friday. Your FOM can also help answer any questions you may have.

For lost or stolen debit cards, please contact the VWoA Incentives Help Desk at 1-(877) 299-0505, Option 1.


**Volkswagen AIM VWoA, Inc. reserves the right to change this program for any reason at any time, without prior notice.*

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4. October Plan-O-Gram *NEW

Volkswagen

**Service, Parts, Accessories, and
VW DriverGear Marketing Materials.**



☰ **October 2019**



Volkswagen

The October Plan-O-Gram is a handy reference guide to help your dealership stay up to date with the latest marketing materials. POP materials communicate current offers, savings, featured items, and other details that encourage customers to purchase. Please keep these materials current so they accurately reflect the latest incarnation. If you need to reorder other items, please log on to the Brand Store to place your order. [Click Here](#) to view the October Plan O Gram.

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5. MY2020 Volkswagen Care Changes ***NEW**

Volkswagen Care
Prepaid Scheduled Maintenance Plans



Volkswagen



ATTENTION:

Important News Regarding MY2020 Volkswagen Care Changes.

Volkswagen Care will help you exceed your customers' expectations regarding maintenance.

The program offers your dealership another opportunity for you to build service loyalty and reinforce brand identity to increase the likelihood for vehicle repurchases. With that goal in mind, Volkswagen is announcing three new packages to ensure you can offer your customers maintenance plans that meet their individual ownership needs. In addition, with the introduction of MY2020 vehicles, Volkswagen has simplified the cost structure for Volkswagen Care contracts.

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MY2020 Volkswagen Care Changes:

- Introduction of new interval packages to replace VW Care Plus that are structured to better accommodate CPO and used vehicles business
- Standardized contract costs across model years
- New CIO option added for MY2020 vehicles—VW Care Basic (30K interval) plan—is available through the OMD Web VW Care Preference Page

Dealer Price	VW Care Basic (10K, 20K)	VW Care Extra (30K)	VW Care Pkg 1 (30K, 40K)	VW Care Pkg 2 (40K, 50K)	VW Care Pkg 3 (50K, 60K)	VW Care Pkg 4 (60K, 70K)	VW Care Pkg 5 (70K, 80K)
Gas	\$215*	\$135	\$370	\$380	\$390	\$400	\$410
e-Golf	\$150	\$110	\$160	\$170	\$180	\$190	\$200
SUV	\$240*	\$195	\$400	\$410	\$420	\$430	\$440

Volkswagen Care is the only officially endorsed prepaid maintenance program, and all contracts must be submitted electronically via the Volkswagen Care Management Portal located on the VW Hub—Service Tab.

We greatly encourage your dealership staff to take full advantage of the benefits the Volkswagen Care Prepaid Maintenance Plans plans provide. If you have any questions, please contact our dedicated help desk at vwcare@vw.com or contact your Area SOM or FOM.

Dave Durant

Senior Vice President, After Sales
Volkswagen of America

Adrian Rodriguez

Director, Service Business Operations
Volkswagen of America

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6. Last Chance to Buy! Dealer Personalized Fall Attire ***UPDATE**



Place your order by Friday, October 11th!

Last Chance to buy your Dealer personalized gear for your entire dealership!

Mix and match jackets: any style, size, or color for a 6-piece minimum.
As a reminder, these purchases count towards your DIA objective.

To Order Online: [Click Here](#)

Download Order Form: [Click Here](#)

7. MY19 Atlas Vehicles Shipped with MDO Floor Mats Requiring Filler Clips ***NEW**

VWoA would like to inform the dealer network of a production deviation on a range of MY19 Atlas models. As a result of this production deviation, MY19 Atlas models between VIN numbers 1V2YR2CAXKC599806 and 1V2WR2CA9KC603920 were shipped with standard floor mat clips even though the vehicles do not have passenger side anchors for the floor mats. If you are in possession of one of these vehicles, please use filler clip part number 8E0-864-229- 4PK (x2) to fill the clip holes in the floor mat.

To initiate a warranty claim, please use the following SAGA claim information:

Claim Type: 12i

Service Identifier: 7041

Damage Code: 0055

Vendor Code: 444

Causal Indicator: 70412499

Labor Operation: 70412499 : 10TU

Part Number: 8E0864229 4PK

PLEASE NOTE:

Dealer warranty claims will only be accepted for 90 days. Any claim submitted after January 4th, 2020 will be rejected.

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8. 2019 RQC Finalist Have Been Announced *NEW



RQC 2019 Finalists have been announced!

Our 2019 RQC competition started with thousands of participants from all over the country. With record numbers of participation, we are excited to announce that the top 40 finalists will have the opportunity to compete at Fort Lauderdale in November.

Please congratulate our finalists on this very impressive accomplishment! You can find a list of finalists on [VWwebservice](#)

Stay electrified! Participants are one-step closer to winning one of the coveted Volkswagen Academy RQC Awards and prizes up to \$5000!

9. Elsa2Go General Search-How to use *NEW



Can't find what I'm looking for!!

- Search relevance is sometimes way off base
- It can be almost impossible to find certain items
- Make it easy to find and use
- Finding the information is difficult and many times the information gets moved or deleted



Carlisle Feedback

Dealer comments in the Carlisle survey indicate that information is difficult to locate and search results are not consistent. Elsa2Go was designed to make searching for information easy, with or without a VIN. Below is an overview of the general search results, showing how easy it is locate key service related information.

Finding the search result you're looking for

After initiating a general search in Elsa2Go, the results are displayed in various tabs, each tab representing a specific infomedia, including an "All" tab which shows all results.

The image below defines each of these tabs and shows an example of a search result listing.

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ELSA2 GO

Brakes All VW Vehicles SEARCH

ALL CA TSB TPI SRI WD RM MT COL DCC LO

27531 hits for "Brakes" in Vehicle Context "All VW Vehicles"

RM Brakes

All Infomedia	ALL	RM Brakes Suspension, Wheels, Brakes, Steering > 00 General, Technical Data > General Information
Campaigns	CA	CA 46G4 - RECALL - Brake Pedal Clip [2043876/4] Campaigns
Technical Service Bulletins	TSB	TSB 46-19-02 - Brake Disc, Pulsation (U.S. Only) [2015173/26] Chassis > chassis > brakes, brake regulation > foot brake
Technical Product Info (Tech Tips)	TPI	TPI 97-07-28TT - Trailer Brake Retrofit [2032650/3] Electrical System > lighting, signaling
Special Repair Info	SRI	SRI PSS - Remote Start Function Becomes Inoperative [2052984/3] Special Repair Information
Wiring Diagrams	WD	WD Anti-Lock Brake System (ABS) (LOL) From March 2017 Wiring diagrams
Repair Manual	RM	RM Brakes Suspension, Wheels, Brakes, Steering > 00 General, Technical Data > General Information
Maintenance	MT	MT Brake Fluid Maintenance > Service Work > Maintenance Tables
Collision	COL	COL Body Rear Body Repairs > 00 General, Technical Data > Gap Dimensions
Damage Code Catalog	DCC	DCC 49 Air brakes Damage Code Catalog
Labor Operations	LO	LO 45 Antilock Brake System Suspension, Brakes, Steering

If you have any questions, please contact us at Elsa2Go@vw.com

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10. New Floor Mats for MY20+ Atlas, Tiguan, & Passat ***NEW**

Volkswagen Accessories Would Like to Announce New Floor Mats for MY20+ Atlas, Tiguan, and Passat

To align our accessories programs with updated vehicle equipment, VW Accessories has engineered updated floor mats with retention clips removed on the passenger side front floor mat for MY20+ Atlas*, Tiguan, and Passat. Included in this update are Mojo Mats®, Monster Mats®, and MuddyBuddy® 3D Floorliners™.

Please see below for an application guide showing the prior model year floor mat part numbers, along with the new floor mats for model year MY20+.

	2019			2020		
	MojoMats®	Monster Mats®	Muddy Buddy® 3D Floor Liners	MojoMats®	Monster Mats®	Muddy Buddy® 3D Floor Liners
Atlas*	3CN061370A WGK (Captain's Chairs)	3CN061550A 041 (Captain's Chairs)	3CN061541C DSP (Captain's Chairs)	3CN061370D WGK (Captain's Chairs)	3CN061550C 041 (Captain's Chairs)	3CN061541E DSP (Captain's Chairs)
	3CN061370 WGK (Bench Seat)	3CN061550 041 (Bench Seat)	3CN061541D DSP (Bench Seat)	3CN061370C WGK (Bench Seat)	3CN061550B 041 (Bench Seat)	3CN061541D DSP (Bench Seat)
			3CN061541B DSP (3rd row for Captain's Chairs) 3CN061541A DSP (3rd row for Bench Seat)			NO CHANGE
Tiguan	5NL061370 WGK (7 Seater)	5NL061550 041 (7 Seater)	5NN061541DSP (5 and 7 Seater)	5NL061370B WGK (7 Seater)	5NL061550A 041 (7 Seater)	5NN061541B DSP (5 and 7 Seater)
	5NN061370 WGK (5 Seater)	5NN061550 041 (5 Seater)		5NN061370A WGK (5 Seater)	5NN061550A 041 (5 Seater)	
			5NN061541ADSP (3rd row for 5 and 7 seater)			NO CHANGE
Passat	561061370B	561061550B 041	561061541 DSP	561061370E EOM	561061550E 041	561061541A DSP
Arteon	3G8061370	3G8061550	3G8061541A DSP	NO CHANGE		
GLI	17B061370	17B061530 82V	17B061541 DSP			
Golf	5G1061370 WGK	5G1061550 041	5G1061541 DSP			
Golf R	5G1061325 041	5GV061550A	5G1061541 DSP			
GTI	5G1061370A WGK	5G1061550B 041	5G1061541 DSP			
Alltrack SportWagen	5G1061370 WGK	5G9061550 041	5G1061541 DSP			
Beetle	5C1061370A FBN	5C1061550 041	5C1061541 DSP			
Beetle Conv.	5C1061370A FBN	5C1061550 041	5C3061541 DSP			
<p>*Note: MY19 Atlas VIN break beginning with 1V2LR2CA7KC599174 will have no retention clips on the passenger front floor mat and should receive a MY20 part.</p>						

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11. Your One-Stop Service Marketing Shop is Growing ***NEW**

Because dealer partnerships are a cornerstone of successful VW Service marketing, we listened to your feedback and are excited to deliver:

- Turn-key marketing solutions
- Easy-to-understand reporting
- Convenient access to eye-catching creative

It is all in place to help drive traffic to service lanes and improve dealer profitability. Keep an eye out for more information on the new Marketing IQ tools in the near future.

The Marketing IQ Reporting Dashboard has added a suite of fresh features.

Marketing IQ has had two modules in production:

- Marketing IQ Platform (with On Demand, Co-op, etc.)
- Customer Lists

Starting now and continuing in the following months, Marketing IQ Reporting Dashboard will grow to add the following seven modules:

- Customers
- Recommended Campaigns
- Opportunity List Counts
- Declined Services
- Declined Services: Capture Rate
- Service Reminders
- Regional Service Promotions

These modules will provide information and tools that will help dealers, VW field employees, and VW corporate users explore, monitor, and investigate the overall health of the customers' engagement with marketing activity at the dealer, area, and regional levels. In addition, new functionality such as the Recommended Campaigns will provide a means to target a very strategic VIN list for marketing, based on the dealers' operational performance.

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12. Market Delivery Option Updates-Q4 Catalog & New GLT Bumberdillo®

***NEW**

Volkswagen Accessories is pleased announce the new Gloss Black Bumperdillo® for Jetta GLI, now available as a Market Delivery Option!

What is so great about this product?

- Helps protect painted bumper surfaces while adding an attractive finish
- A specialized Gloss Black finish for GLI
- All finishes family priced for MDO at \$118 DNET and \$150 MSRP



Bumperdillo® Market Delivery Options available for MY19 Jetta:

MY	Code	Carline	Description	Commodity	DNET	MSRP	Trim Level
2019	DLG	Jetta	Bumperdillo® Protection Plate (Black)	Protection	\$118	\$150	Any GLI
2019	DLJ	Jetta	Bumperdillo® Protection Plate (Chrome)	Protection	\$118	\$150	Any Non-GLI

The Q4 MDO Catalog is now available for download on the VWHub:



MDO
ACCESSORIES



[Click Here to Download the Q4 MDO Catalog](#)

Updates include:

- Addition of DLG – GLI Bumperdillo®



- Questions? Please contact your local field representative.

Thank You,

Volkswagen Parts & Accessories



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13. Atlas 6-Cylinder AWD Catalytic Converter & Front Exhaust Pipe Repair Change *NEW

Beginning September 30th, the repair procedure and labor operation in ELSA has changed the removal and installation of the Catalytic Converter and Front Exhaust Pipe on Atlas 6-Cylinder vehicles.

The procedures were updated based on dealer feedback to no longer require removal of the sub-frame, which reduced the time units necessary for the repair. The labor operation and repair procedure was updated to reflect this change. As a reminder, always refer to ELSA for the most current repair information and labor operations.

- 26 73 19 90: 160 2 Catalytic converter remove+reinstall
 - 6 cyl. gasoline FSI
 - PREVIOUS
 - 26 12 21 Shield removed
 - INCLUDES
 - 10 82 19 Noise dampening pan removed+reinstalled
 - 24 69 20 2 Front heated oxygen sensor removed+reinstalled
 - 24 73 20 2 Oxy sensor after catalyst removed+reinstalled
 - 26 16 56 2 Front exhaust pipe gasket replaced
 - 26 17 19 Front exhaust pipe removed+reinstalled
 - 40 43 19 Deflector plate removed+reinstalled
 - WITHOUT
 - 26 12 19 Shield removed+reinstalled

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14. Upcoming Warranty Distance Learning Sessions, Open Seats Remain

***NEW**

Beginning in 2019 Volkswagen Academy and Volkswagen Warranty, introduced two updated Instructor led Warranty training courses for each region.

Each of these course offerings were received with high demand and great success!

To further support our dealer network, the Volkswagen Academy is offering the same Instructor led warranty training courses, but in a distance learning format. The Intro to Volkswagen Warranty (course number 750042) and Advanced Volkswagen Warranty (course number 750742) courses are open for registration with two sessions each.

Course details and registration are located on VW Webservice, Certification Resource Center.

750042 - Intro to Volkswagen Warranty Distance (In Dealership)

DESCRIPTION

REQUIREMENTS

In this exciting new distance -learning program, created for those that are new to Volkswagen Warranty, you will build the foundation for success. Each of the three, 2-hour, sessions will provide new Warranty Administrators an overview on the Warranty Website (WISE), vendor codes, ElsaPro, SAGA and more! If you prefer classroom instruction, this program is also available to you in ILT format and either program will meet your certification requirements. Please note: - Participant's login 20 minutes prior to the first session for orientation with the Adobe Connect using the following link- <https://vwacademy.adobeconnect.com/introtovvwarranty/> - System requirements to take this course can be found at- <http://www.adobe.com/products/adobeconnect/tech-specs.html> - Participant guides will be emailed directly to your registered CRC email account 1 day prior to the course For further inquiries, please contact Volkswagen Concierge.

750742 - Advanced Volkswagen Warranty Distance Training (In Dealership)

DESCRIPTION

REQUIREMENTS

Being a Volkswagen Warranty Administrator involves more than simply entering claims. In this newly designed distant-learning program, you will enhance your knowledge by learning how to work with more complex claims and warranty scenarios. The three, 2- hour, advanced sessions will provide Warranty Administrators an overview of labor operations, diagnosis, documentation and more! If you prefer classroom instruction, this program is also available to you in ILT format and either program will meet your certification requirements. - Participant's login 20 minutes prior to the first session for orientation with the Adobe Connect using the following link- <https://vwacademy.adobeconnect.com/advancedvolkswagenwarranty/> - System requirements to take this course can be found at-<http://www.adobe.com/products/adobeconnect/tech-specs.html> - Participant guides will be emailed directly to your registered CRC email account 1 day prior to the course For further inquiries, please contact Volkswagen Concierge.

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1. Q4 Region Service Promotion Base & Supplemental POP Kits

By now you should have received your Q4 Regional Service Promotion Base POP kit and your Q4 supplementary POP kit, if you opted in to receive one.

If you cannot locate your kit, please contact your RAMS for tracking.

The Region Service Promotion POP kit contains everything you need to get started, including the eye-catching POP materials created specifically for this quarter. Be sure to display them according to the instructions on the letter included with the kits, they will come in handy should you experience the increased foot traffic this promotion was designed to produce.

And remember, these materials will stay up for the next three months—it's the only way to communicate all the right reasons for visiting your dealership.

In addition to printed POP materials, all assets are available for display on your digital dashboard. Please visit the VW Digital Asset Management (DAM) platform on the VWHub to download the available digital POP assets.

Below are the materials included in your Base POP kit:



Service Poster
In the main poster frame, switch out the Q3 poster with this new one for Q4.



Accessories Poster
In the secondary poster frame, switch out the Q3 poster with this new one for Q4.



Counter Card with Rebate Pads
Replace the Q3 counter card near the cashier with the one for Q4, so customers can grab a form at checkout. We've included an extra tear pad in the kit, but if you need more, they're available under item code VW19Q4R5PTRPD.



Service Graphic Display and Accessory Graphic Display
This kit contains new Service and Accessory Graphic Displays for Q4 to replace Q3. Each month of the Q4 promotion (October-December), replace the top panel with the corresponding month's panel. The middle and bottom Q4 panels will remain the same throughout the promotion.

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2. VW Academy Training Tool for Partnering with Technical Schools

Getting Started

You can open the following URL address in any internet browser:

www.datarunners.net/VWCRC3/auth/public

- Select the "Register" link at the bottom of the page.
- Enter all of the requested personal information then select "Next".
- Once submitted, be sure to check your email inbox to confirm the new account by following the instructions in the email.

After you register, you can access the public site and recommended courses to complete in your Home page. Training that is completed on this site can be transferred to a hiring Volkswagen dealer.

For help please contact the Volkswagen Academy Concierge:

1-877-791-4838

concierge@volkswagenacademy.com



 Volkswagen
ACADEMY

Public Access

Email Address

Password

LOGIN

[Register](#) [Forgot Password](#)



The Volkswagen Academy has created a public version of the Certification Resource Center (CRC) for use of non-dealership learners. Learners have access to a wide library of training modules that they can complete at their own pace on their own time. This site will be beneficial to the non-dealer learner to help manage, track, and encourage personal growth.

A detailed user guide is available in the CRC [Library](#) under TECHNICIAN RECRUITMENT titled Public CRC User Guide along with the Promotional Handout for Collaborating with Technical Schools - Public CRC.

3. October Buy 3 Tires, Get the 4th for \$1 Promotion – Get Ready!

Thank you for enrolling in our Buy 3 Tires, Get the 4th for \$1 promotion. All month long, we're giving your customers a great deal on Volkswagen Approved Tires—and highlighting the benefits of purchasing those tires at your dealership. As always, your dealership's participation plays a crucial part in the success of this sales event.

Be prepared to maximize sales at your dealership this month:

- Make sure you've stocked the right tires
- Complete a thorough Multipoint Inspection on every vehicle
- Train your staff & offer incentives for additional upsells
- Sell to customers already in your dealership
- Attract new customers to your dealership through Social Media

Customer Communications will arrive in Mailboxes October 1st

The Buy 3 Tires, Get the 4th for \$1 emails will deploy to **1.2 Million customers** on October 1st and again on October 24th.

POP Kits Have Arrived

By now you should have received your Buy 3, Get the 4th for \$1 POP kit. If you cannot locate your kit, please contact your RAMS for tracking. Enclosed in your kit are POP materials specifically designed to draw drivers' attention and support the "Buy 3" promotion. Furthermore, they'll help relay the benefits of purchasing trusted brand-name tires from the Volkswagen Tire Store.

In addition to printed POP materials, all assets are available for display on your digital dashboard. Please visit the VW Digital Asset Management (DAM) platform located on the VWHub to download the available digital POP assets.



Counter Mat Insert
Place the counter mat insert inside the counter mat and display it on the cashier's counter or in your service write-up area.



Hang Tags
The enclosed hang tags are a great reminder of the ongoing "Buy 3" Tire Promo for your customers. Place them on the rearview mirror of customer vehicles before they leave your service lane.



Window/Wall Clings
Display this "Buy 3" cling near your Service Consultants' desks, in the service lane, or in your customer waiting area.



Tire Inserts
Take the four tire inserts included in your kit and display them on tire stacks in your service write-up area. For an optimal fit, display the inserts using eligible 17" or 18" tires. The backs of the inserts include tire-value messages you can keep up all year long, even after the promotion ends.

For the Promotion Guide: [Click Here](#)
For the List of Eligible Tires: [Click Here](#)

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