
Promotion Alert: Tequipment Summer Wheel Sets

Replaces all previous bulletin bearing this number.

Attention: **Porsche Dealership Managers**

Information: At the start of June, Tequipment launched its largest marketing campaign designed to support Tequipment Summer Wheel Sets through the summer season. This multi-layered campaign includes many customer touchpoints designed to not only to help bring awareness of the benefits of summer wheel sets, but to drive traffic to the dealership.

The marketing campaign includes the following:

- Print advertisement - Panorama, Robb Report, Excellence, 000
- Aggressive SEO/SEM campaign
- National email blast to over 1 million Porsche owners
- Social media postings
- Direct mail campaign promoting Magnesium Rim Sets (with gift) to 1,000 GT3RS and GT2RS customers taking place in July.

To better support our dealerships during the launch of this campaign, Tequipment is pleased to announce the release of the Summer Wheel Set Promotion!

Starting today, Tequipment will be providing a discount of up to 15% off dealer net on Summer Wheel Sets through August 31st. This includes many of our top sellers, including summer wheel sets for the NEW Porsche Taycan. In addition, a discount has been applied to the very popular Magnesium Rim Sets!

To simplify the Summer Wheel Set product offering, Tequipment has created an easy to use spreadsheet that provides the following content:

- Tab for each model
- Product Image
- Part Number
- Product Description
- Corresponding Wheel Hub Set Part Number
- Applicable Variants (S, Turbo, GTS, etc.)
- Dealer Net Pricing
- MSRP
- Promotional Savings
- Promotional Dealer Net

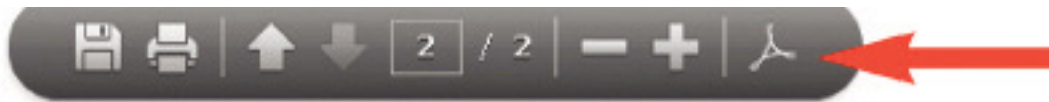
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Program Details & Conditions:

- Savings of up to **15% off dealer net** has been applied to all summer wheel sets found in the attachment
- Savings on select summer wheel sets are available through August 31st , 2020
- Place orders through your normal POLARIS parts order channels
- Prices in POLARIS have been changed to the "promotional sale pricing" for these part numbers
- All orders will be filled on a First Come, First Serve basis
- Promotional pricing is in effect until promotion ends
- **Program Dates: Friday, June 19th – Monday, August 31st**

See the attached Excel spreadsheet for product part numbers, descriptions and thumbnail illustrations. To open the attachment, click on the paperclip icon to the left of your Adobe Acrobat window. If the paperclip is not visible, pass you mouse pointer over the lower part of the Acrobat window and the Acrobat toolbar should appear as seen below.



I highly encourage you to take advantage of these special savings. This is the first time PCNA has offered a discount on Summer Wheel Sets, and we hope to make it a seasonal program moving forward.

I thank you for your continued support of Tequipment.

Kind Regards,

Adam Miller
Tequipment, Product Manager