

## Stoney Hollow Tire Tire Starz Program: Monthly Purchase Requirement 100 Units

As a Tirestarz dealer you have many tools to attract new customers and keep your current customers returning. The more programs you take advantage of, the more opportunity you have to become the trusted resource for your customers' tire and automotive needs.



### APPLIED MEDIA TECHNOLOGIES TELADVANTAGE™ ON-HOLD PROGRAM

Don't miss the opportunity to promote your new products and services with a customized recorded message at a cost lower than you would expect.



### NAPA PARTS PROGRAM

A complete competitive parts supply program for TireStarz dealers designed to boost your service sales profits and meet your customers needs.



### EXTERIOR IDENTIFICATION

Identify the brands you offer. We will provide up to one Bridgestone and one Firestone Brand pylon or wall mounted sign as needed, and per local zoning restrictions. Normal installation included.



### Kendall Oil Program

Provide your customers with top-of-the-line products that our family channel members have available for their oil and lubricant supplies.



**AutoZone**

Offers the tools you need to do your job and maximize your shop's performance. Auto Zone features ALLDATA; a world leading provider of diagnostic and repair information at big savings for TireStarz retailers



**Cintas**

Secure your associate's uniforms at pricing earned through the participation of over 4,000 family channel locations.



**CARQUEST**

CARQUEST is your source for quality replacement parts, accessories, supplies and equipment for virtually all makes of domestic and foreign automobiles as well as light and heavy duty trucks.



**DRIVING FORCE PROGRAM**

Stay current with the latest products and technologies from Bridgestone Firestone with ProCert.



**INTERIOR DISPLAYS**

Bridgestone Firestone and TireStarz displays showcase your product offering. This program will also allow you to accrue credits to help offset the costs.



**TIRESTARZ CREDITCARD**

Offer your customers the Starz- Studded Credit Card Program to increase your sales and profits!



### GRASSROOTS MARKETING

A compilation of proven inexpensive promotions that have been used successfully by dealers across the country.



### MOVING TARGETS NEW RESIDENT DIRECT MAIL PROGRAM

A low cost program that introduces your dealership and yourself to new residents in your area with an attention grabbing offer and personalized letter.



### SONSIO NATIONWIDE ROAD HAZARD PROGRAM

This program allows you to extend road hazard protection to your customers as well as increase your tire sales profits.



### TIRESTARZ DISCOUNT CARD

Make your dealership the place where your local service clubs, organizations, other businesses and social groups go for tires and auto service.

### and more...

- Apparel And Accessories
- Car Care Academy Program Kit
- Advertising Material
- Displays
- Government Sales
- Grassroots Marketing
- Integrated Retail Promotions
- Internet Development Support
- Direct Mail Program
- National Accounts
- Outdoor Advertising
- Health And Life Insurance

- Product Brochures
- Purchase Resale
- Retail Promotional Radio
- Retail Sellout Promotional Event Kit
- Retail Support Packs
- Turnkey Flyer Program
- Procert Certification Program
- Premium Tire Ownership Program
- Retail Education Workshops
- Tire Resource Manual
- Retail Television

For more detailed information, please contact George Brown at 1-800-255-6798 ext #102