



Innovation  
that excites

# BUY 3 TIRES GET ONE FOR \$1\*



DRIVE SAFELY.  
YOU'VE GOT PRECIOUS  
CARGO ON BOARD.

**BRIDGESTONE**

**Continental**

**DUNLOP**  
TIRES

**GOODYEAR**

**Hankook**

**KUMHO TIRES**

**TOYO TIRES**

**YOKOHAMA**

AUGUST 1 – SEPTEMBER 30, 2019

**See your Service Advisor for details.**

\*Limitations and exclusions apply. See your Service Advisor for details. Valid at participating dealerships. Offer valid on select brands only. Dealer installation required. Dealer Tire is the seller, not the manufacturer nor the warrantor, of all products offered to dealers through the Nissan Maintenance Advantage program. Nissan is not the seller or warrantor, nor does it recommend or endorse any tires other than those identified as OEM. Nissan assists Dealer Tire and dealers in the administration of the program. No cash value. Ends September 30, 2019.  
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# BUY 3 TIRES, GET ONE FOR \$1\*

## AUGUST 1 – SEPTEMBER 30, 2019

### WHAT YOU NEED TO KNOW

Customers who buy three eligible tires will get one for \$1.

Eligible OEM, OEA, and WIN tires must be purchased through Nissan Maintenance Advantage.

Offer not valid on tires for GT-R model vehicles.

All Nissan dealerships are eligible to participate.

The final claim deadline is October 7, 2019.

### REIMBURSEMENT PROCESS

For each set of tires sold and claimed, dealers will be reimbursed 50% of DNet.

In order to be reimbursed 50% of DNet at the close of the promotion, dealers must submit a claim via the Nissan Maintenance Advantage website.

To submit claims, click **Promotion Claim** from the Menu tab. Then, select the promotion, complete all fields and click **Submit**.

If you need to make a correction to a previously submitted claim, first delete it from your claim history and then resubmit it. Deletions and resubmissions still must be made before the claim deadline.

Dealers will receive a credit to their parts statement in October once all the claims have been reviewed and processed.

### BEST PRACTICES FOR A SUCCESSFUL PROMOTION



**Prepare:** Work with your account manager to adjust your stocking levels. Dealerships that increase stocking levels of the most popular eligible part numbers are most successful.



**Publicize:** Communicate the benefits of new tires to your customers. Display the provided POP and digital assets, retarget owners who visit your site, and send promotional emails to your customers.



**Persuade:** Make the offer to every customer — they may have another vehicle at home that needs tires. Track offers and call or email those who did not buy. Utilize your Dynamic Retail Selling Guide® (DRSG™) to create a compelling pricing strategy.

For more information, please reach out to your account manager, or contact Nissan Maintenance Advantage Program Headquarters at 877.NIS.NMA1 or sales@nissantire.com.



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## AUGUST 1 – SEPTEMBER 30, 2019

### LEVERAGE YOUR ONLINE TIRE STORE

Dealers who have an Online Tire Store will see the promotion appear on their homepage. If you don't have an Online Tire Store, contact your account manager. Included in the Nissan Maintenance Advantage program, this website brings in additional parts and service income while requiring minimal effort from you.

#### Top-performing Online Tire Store dealers:



Receive **2x** the amount of traffic and more than doubled the conversion rate



Sell **4x** as many tires online

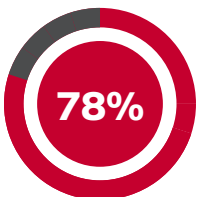


Acquire **2** new tire customers per month



Earned **\$5k** in revenue over six months

### INCREASE THE LIFETIME VALUE OF YOUR CUSTOMERS WITH THIS LIMITED-TIME OFFER!



of customers purchase tires from the first person who recommends them.



spend more at your dealership for all future services.

For more information, please reach out to your account manager, or contact Nissan Maintenance Advantage Program Headquarters at 877.NIS.NMA1 or [sales@nissantire.com](mailto:sales@nissantire.com).