



December 16, 2022

Hello Store Managers and Senior Assistant Managers,

We've heard you! Based on the feedback you have provided, we have implemented worn tire data and persona enhancements to Treadwell. To help ensure Our People understand the enhancements and feel comfortable sharing Treadwell recommendations with Our Customers, we've developed a new Treadwell Store Talk.

What you need to know

- Treadwell continues to improve by using more performance factors to rank product and make recommendations for Our Customers.
- The Store Talk will cover the following Treadwell enhancements:
 - Median mileage, worn tire stopping distance, wet stopping, and wet handling updates.
 - Persona rebranding updates to better represent the priorities that are important for the specific environments customers will be driving in.
 - Improved recommendations based on the new Personas and performance factors that are relevant for the driver and conditions in their zip code.
- **IMPORTANT:** The rebranding of the Persona names are not yet available online for Our Customers. Please keep this in mind when discussing Treadwell results with online customers. Recommendations will not be impacted by the difference in Persona names.
- The Store Talk has been assigned to Sales Apprentices and above and can be accessed through the [LMS](#), or by clicking the following link: [Treadwell Store Talk](#).
NOTE: Treadwell documentation on the KC has been updated to reflect these enhancements, including updates to the [Treadwell FAQ](#).

Our ask of you

- **Senior Assistant Managers:** To ensure you are familiar with the updates and able to help assist customers online and in-store, please deliver the [Treadwell Store Talk](#) to your people **as soon as possible**.
- Once the Store Talk has been delivered, **ALL** assigned employees must complete the acknowledgement in the [LMS no later than Saturday, February 4](#).
- Please continue to provide your feedback so we can offer more Treadwell enhancements to help better support you.

If you have any questions, please use the Feedback button on the [Treadwell Leadership Responsibilities page](#).

For all technical issues, please contact the Service Desk.

Thank you for striving to be the BEST!