

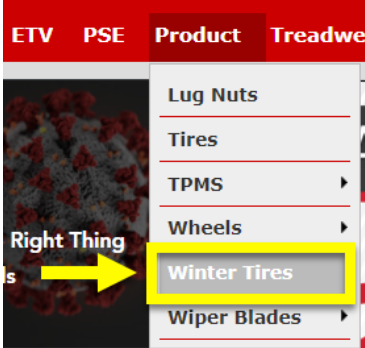


September 6, 2022

Hello Winter Tire Stores,

As the customer demand increases in your store, we need to be prepared to deliver the safest customer experience, while ensuring a safe environment for Our People.

To help you prepare for the 2022 Winter Tire Season, below are the upcoming action items and supporting materials:

Winter Tire Material	What you need to know
<p>ACTION REQUIRED – Store Talks & Winter Season Checklist</p>  <p>PREPARING FOR THE WINTER TIRE SEASON</p> <p>LEARN MORE</p> 	<p>Recommending Winter Tires – Available now. This Talk has been automatically assigned to the Sales Apprentice role and up.</p> <p>Studding Winter Tires – Available now for Regions that stud.</p> <p>Both of these Store Talk acknowledgements must be completed in the LMS by Saturday, October 8.</p> <p>Winter Season Preparation Checklist Store Talk – Available now in the LMS and assigned to Store Managers.</p> <p>Store Managers: Please be sure to work through your Marketing and 5S Assistant Managers to complete this task.</p> <p>The checklist must be completed by Saturday, October 15.</p>
<p>Winter Tires Support Page</p> 	<p>The Winter Tires page, located on the KC under the Product dropdown, will contain updated materials including:</p> <ul style="list-style-type: none"> • 2022 Product Lineup • Winter Tire Videos • Supporting Documents • Sales/Showroom Support <p>If you have any questions, please use the Feedback button on the Winter Tires page.</p>

Marketing Material



[Billboard](#)

[Digital Banner Ads](#)

The Ready for Winter promotional advertising support will run in winter markets throughout the season.

Winter Stopping Board



The new Stay Safe with Winter Tires boards are currently being shipped. Please display these as soon as possible.

The board illustrates the stopping distance between winter tires and all-season tires at 30 MPH in snow.

Main Takeaway – Even a “Good” winter tire outperforms a “Best” all-season tire.

Thank you for striving to be the BEST and ensuring we have a successful Winter Tire Season!