



June 21, 2023

Hello Store Managers and Senior Assistant Managers,

The Tesla service centers in your area are currently experiencing a backlog of appointments for servicing vehicles. To help be a strategic business partner in your area and drive more business to Discount Tire, we have joined with the Tesla service centers to send their customers to your store for tire and wheel services.

### **What you need to know**

- **Effective today**, Tesla customers that contact your area's service center for a tire or wheel service will be directed to our Discount Tire Call Center by calling 1-855-DTTESSLA or emailing [TeslaOwners@discounttire.com](mailto:TeslaOwners@discounttire.com).
- The Call Center employee will then direct the customer to one of your stores by providing a Quote to BOPIS or by scheduling an appointment.
- To help you prepare for this partnership, a [Store Talk](#) has been assigned to all Store Managers and should be delivered to your people **no later than Saturday, July 1**.

### **Servicing Tesla customers**

- Tesla jack adapters **MUST** be used when lifting Tesla vehicles. If you need additional Tesla jack adapters, please visit the [Tools & Equipment page](#) to order more.
- As a reminder, the following documents are available to assist with servicing Tesla vehicles:
  - [Raising Tesla Vehicles QRG](#)
  - [Repairing Foam Filled Tires](#)
- To help us track the number of these customers, A Tesla referral article number (91526) has been created and should be added to the invoice (with a quantity of 1) for each Tesla customer that is referred from the service center.

### **IMPORTANT: Our ask of you**

#### **Store Managers:**

- Please deliver the [Tesla Store Talk](#) to your people and complete the Acknowledgement in the DTU/LMS **no later than Saturday, July 1**.
- **Due to the nature of this strategic partnership, please be prepared to personally take care of these Tesla customers.**
- **In a situation where you may be unavailable to take care of these customers, please ensure your Senior Assistant Manager is aware and able to do so.**

If you have any questions, please contact [Kurt.Hasper@discounttire.com](mailto:Kurt.Hasper@discounttire.com).

Thank you for being a strategic business partner and representing the Discount Tire brand!