



## Tire Registration Card



### Intent

To ensure that we achieve 100% compliance in providing a completed Tire Registration (CIMS/DOT) Card and a proper explanation to Our Customers purchasing tires every time.

<b>Audience</b>	Service Tech and above
<b>Schedule</b>	Add time for this talk into your schedule. It should only take 5 -10 minutes.
	A day ahead:
<b>Prepare</b>	<ol style="list-style-type: none"><li>1) Print and review this talk.</li><li>2) Review Tire Registration Card Best Practice</li></ol>

### Complete the Tire Registration Card Every Time

**Explain:** We must provide a partially completed (tire identification number, tire brand, and site number) Tire Registration (CIMS/DOT) Card with every tire sale, every time to Our Customer.

**Note:** Compliance with the Tire Registration Card Best Practice is subject to a third-party audit at any time.

### Answers

<b>Question:</b> Who/what is CIMS?	CIMS stands for Computerized Information and Management Services, Inc. They manage the records of all the new tires sold and who they were sold to.
<b>Question:</b> Why is it important to fill out a Tire Registration (CIMS/DOT) Card?	When a customer purchases tires, we are required by federal law to provide them with a partially completed (tire identification number, tire brand, and site number) Tire Registration Card. This registration allows the manufacturer to notify them in the event of a tire recall.
<b>Question:</b> When should I fill out a Tire Registration Card and provide it to the customer?	We are required by law to provide a partially completed Tire Registration Card (tire identification number, tire brand, and site number) whenever we sell new or used tires.
<b>Question:</b> How do I provide the customer the Tire Registration Card?	Hand the Tire Registration Card directly to the customer, <b>do not</b> leave it in the envelope. This helps to emphasize the importance of the customer completing and submitting the Tire Registration.
<b>Question:</b> How does the customer submit their Tire Registration?	Customers have two options to submit their Tire Registration. <b>Electronic:</b> By going to <a href="https://www.discounttire.com/tire-registration">https://www.discounttire.com/tire-registration</a> to enter their information along with the information from the Tire Registration Card. <b>Mail:</b> By completing the Tire Registration Card and mailing it directly to CIMS with appropriate postage.



**Question:** What are the roles of the people involved?

**Crew Chief/Service Tech**

- Completing the Tire Registration Card with the site number, tire brand, and tire identification number of the tire(s) sold while pulling inventory

**Service Coordinator**

- Ensuring that the Tire Registration Card is filled out properly and handed to the customer during the Pre-Benediction or Service Benediction, with instructions to register via the web page or mail

**5S Assistant Manager**

- Ordering Tire Registration Cards
- Ensuring Tire Registration Cards are stocked appropriately

**Workflow Assistant Manager**

- Ensuring Tire Registration Cards are filled out properly and handed to the customer every time

**Salesperson**

- Providing an explanation of the Tire Registration Card to the customer while finalizing the invoice

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**Question:** How can I order more Tire Registration Cards?

The 5S Assistant Manager is responsible for completing the existing Tire Registration Card order form under Store Orders or by searching for Tire Registration Card on the KC.

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**Question:** What can happen if we do not provide the partially completed Tire Registration Card (tire identification number, tire brand, and site number) to a customer every time?

- The customer may not be notified if there is a tire recall
- Fines and penalties may be assessed to Discount Tire

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# STORE TALKS



## WORKFLOW ASSISTANT MANAGER

**Question:** What does the Tire Registration Card and TPMS and Tire Registration Poster look like?

### Tire Registration Card

<b>IMPORTANT</b> - In case of a recall, we can reach you only if we have your name and address. You <b>MUST</b> send in this card to be on our recall list or you can submit your contact information online at <a href="http://www.registermytires.com">www.registermytires.com</a>	
CUSTOMER'S NAME (PLEASE PRINT LAST NAME FIRST)	
CUSTOMER'S ADDRESS APT / SUITE	
CITY	
STATE	ZIP CODE
SELLING DEALER	
SITE #	1   1   8   2
DISCOUNT TIRE	
FEDERAL LAW RESTRICTS CUSTOMER NAME AND ADDRESS INFORMATION TO BE USED FOR RECALL PURPOSES ONLY!	

OMB Control No. 2127-0050  
SHADED AREAS MUST BE FILLED IN BY SELLER  
Please Print Tire Brand Sold Below  
BFGGOODRICH  
CIMS CIMS All Brand Form — All Rights Reserved CIMS  
DATE

**TIRE IDENTIFICATION NUMBERS**

QTY	1	2	3	4	5	6	7	8	9	10	11	12	13
2	M	A	L	9	A	B	C	0	0	2	4	2	0
2	M	A	L	9	A	B	C	0	0	3	5	2	0

### TPMS and Tire Registration Poster



### Call to Action:

- 1) Set expectations for executing the Best Practice at the store.
- 2) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 3) As the Workflow Assistant Manager, explain how you will support this and why you expect this to be executed 100% of the time.
- 4) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.