



Treadwell Enhancements December 2022



Intent

To continue building trust in CES with Treadwell Best Practice & results by communicating worn tire data and persona improvements.

Audience	Sales Apprentice and above
Schedule	Add time for this talk into your schedule. It should only take 10-15 minutes.
	A day ahead:
Prepare	<ol style="list-style-type: none">1) Print and review this talk.2) Review the Treadwell FAQ on the KC.
Follow up	Observe Our People consistently using Treadwell when making recommendations.

Worn Tire and Persona Improvements

Explain: We, the Trusted Experts, use CES with Treadwell as a basis for finding the SAFEST and BEST tire to meet Our Customers' needs and budget based on actual tire performance. Using Treadwell creates consistency in our recommendations from expert to expert, store to store, and region to region. An inconsistent recommendation does not convey trust with our customers.

Tell: In an effort to continue building your trust in the results and data Treadwell displays to Our People and Our Customers, we have made enhancements to Wet Stopping to include Worn Performance, Updated Personas, Improved Mileage Estimates, and Data Protection.

Worn Tire Data Improvements:

1. Median Mileage miles shown will be representative of all specific Median Mileages of tires in the same rating. (e.g., three tires scored a 3.5 Star having 43k, 45k, and 47k Median Mileage values. These will be averaged and displayed as 45k for each of the tires).
2. Displayed Median Mileage is also adjusted by the vehicle in session (e.g., Model S sees a ~20% reduction from the regionally Adjusted Median Mileage, while the Impala using the same size is at the regional Median Mileage).
3. Stopping distances will be shown in the same fashion as Median Mileage where similar stopping tires will be provided the same average stopping distance based on their assigned rating.
4. Wet stopping for tires is now representative of their average performance over the life of the tire using new AND worn to 4/32nds stopping distances at new AND at 4/32nds.
5. Wet handling is a characteristic of grip, like stopping distance. Because of this, the Wet handling characteristic is now grouped with Stopping characteristics to evolve the Stopping Distance priority to a Stopping and Traction priority. The previous Handling priority will now be more accurately named Steering Precision.
6. Optimized weighting between Life of Tire wet, dry, winter stopping performance, and wet handling is based on weather data in your zip code.

Persona Changes: Personas are being rebranded to better represent the priorities Discount Tire finds important for recommendation in these environments.

1. Daily Driver is now branded as Rural/City where customers find themselves driving on city streets often where cross traffic is abundant.
2. Traveler is now branded as Highway where vehicles are seeing a lot of mileage and tire longevity is most important.
3. Enthusiast is now Response and Control. This persona places on-road traction as most important, either for the performance-oriented driver or for the consumer looking for maximum vehicle control for peace of mind on their commutes.

Do: Visit the Treadwell page on the KC and review the updated Treadwell FAQ document to learn more about the new Treadwell improvements.

Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Set expectations for executing the Best Practice at the store.
- 3) Explain how you will support this and why you expect this to improve trust in Treadwell.
- 4) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.