

## Wiper Blades

### Introduction

Wiper blades present another opportunity to help ensure the Safety of Our Customers. You should always consider this opportunity during VTV and air check interactions with a customer.

Wiper blades are a part of our longer-term strategy of adding more services and targeting those that remain relevant.

### The Value

Discount Tire offers premium performance wiper blades at competitive prices. Our blades will fit over 95% of the vehicles we service.

- PRO+ - our premiere blade:
  - Available only at Discount Tire
  - Beam-style blade with robust superstructure for improved all-weather performance
  - HighGlide® treated rubber for quieter wiping
  - VorTec® aerofoil converts wind to downward force for maximum windshield contact
- PRO - our economy blade:
  - Beam-style blade with infinite pressure points
  - One-fit connection system
  - Good, all-weather performance
- ExactFit and FORCE (variations of the PRO+) - for specialty fitments

### Building the Relationship

While building the relationship with your customer, ask them, “How are your wiper blades?” Some follow up questions you can ask include:

- How is your visibility in rain or snow?
- How old are your wiper blades?
- When did you last change your wiper blades?

When talking with the customer, include wiper blade inspection as part of the VTV or air check and document your findings in the Notes section of the Store Mobility device.

### Empowering the Customer

Recommend replacing wiper blades and let the customer know we can install them free of charge during their service, when:

- The customer is experiencing poor visibility when driving in bad weather
- You notice wear and tear on their blades during the vehicle inspection
- The wiper blades are 6-12 months old or older

If the wiper blades do not require replacement, encourage the customer to come back and see us in the future.

### Personalizing the Recommendation

Information gathered during the inspection helps you personalize the recommendation.

Use the [Wiper Blade Fitment website](#) or the Wiper Blade Fitment Guide in the POS to find the correct blade(s) for the customer vehicle.

If the customer decides to purchase blades and have them installed during service, let them know it may add a couple of extra minutes to their service time.

If a customer makes a wiper blade purchase and is unhappy with it, or the blade is defective, process this as a customer satisfaction adjustment and remove from inventory. You do not have to send the product back.

## Installation

Follow these Best Practices for a quality wiper blade installation:

- Either the Crew Chief or the Service Coordinator installs the wiper blades, depending on the best timing to do so:
  - Before tire services begin or no tire services = Crew Chief
  - After tire services complete = Service Coordinator
- Use fender protection to protect the vehicle.  
(See photos below for correct and incorrect positioning)



- To protect the windshield, place a windshield mat under the blade where the arm would hit if there were no wiper blade installed before removing the old wiper blade. (See photo below for correct positioning)



- To ensure quality and safety, give the blade a slight tug after installation to make sure it is properly attached.

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## Wiper Blades Only

If customers want to only purchase wiper blades, we can cash and carry. However, if the customer would like wiper blades installed, the installation needs to be done by the Service Team.

Note: Most other sources for wiper service charge extra fees for installation, but we include installation at no charge (FREE!) with wiper blade purchase.

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