

Store Standards – Customer Lounge Layout

Introduction

From the moment a customer pulls up to the building to the moment they leave, everything they see and experience should reflect the high standards we have for our Brand Image.

A consistent store experience at every Discount Tire/America's Tire store helps to build trust with Our Customers.

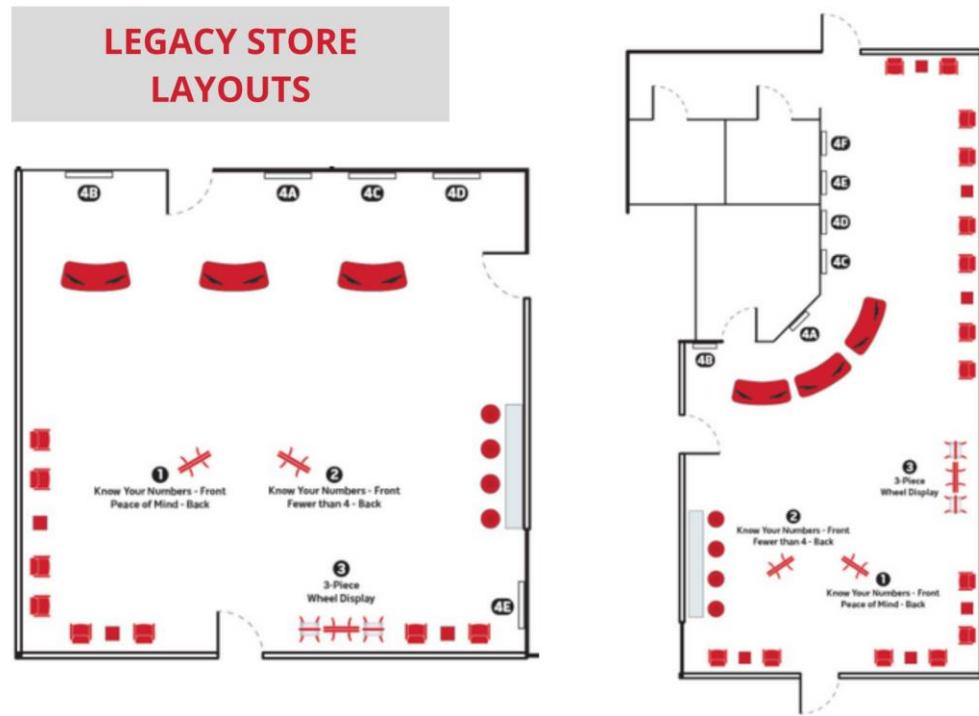
Expectations

Thoughtful placement of furniture and fixtures allows for smooth execution of our Best Practices throughout the CES process while providing an Inviting, Easy, and Safe experience for everyone.

Below are the primary areas of focus for the Customer Lounge Layout:

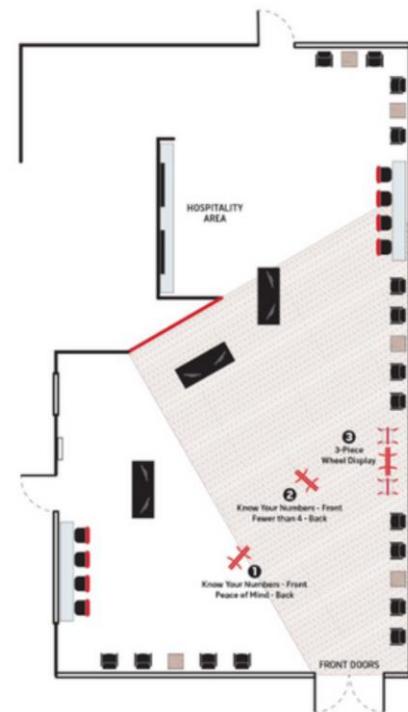
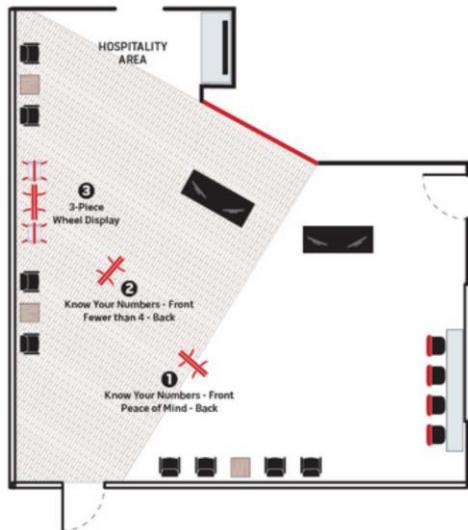
- Know Your Numbers displays are positioned near the front entrance with enough space to allow for effective interactions without blocking paths or crowding waiting customers
- No tires are on display
- The Wheel display is positioned as a 3-piece unit following the guidelines outlined in the *Store Standards – Merchandising Strategy* documentation
- All chairs, tables, sales pods, and displays are clean, evenly spaced, and have no damage
- All furniture and displays are aligned with the general layout that most closely matches your store found in the sections below

Store Layouts



Store Layouts (continued)

BRAND REFRESH STORE LAYOUTS



Questions

If you have any questions, contact Daphne.Barnes@discounttire.com