

## TREADWELL FAQs

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**Q What is TREADWELL and what is its purpose?**

A TREADWELL is technology that empowers our customers with factual data, giving them the peace of mind they need to make the best purchase decision.

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**Q How do we protect our Intellectual Property?**

A Tire testing is expensive and actual mileage estimates based on real tread depth measurements collected by you is data no one else in the world has. We risk this prized information being copied and used by our competitors when we display the actual information collected. To protect our data we are adapting the display to provide relative, or group-averaged results that actually provide more context to the performance a customer should expect.

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**Q Where does the data come from?**

A Weather – TREADWELL uses 10 years of weather records, by zip code, from NOAA (National Oceanic and Atmospheric Administration). This ensures product recommendations display information customized for your customers' primary driving locations.

Tread Wear – Treadwear information comes from the mileage and tread depths you enter on customer invoices. TREADWELL ensures reliable tire life estimates are displayed for your customers' vehicles and driving locations.

Driving Priorities – All tire lines in TREADWELL are tested for wet and dry stopping distances, handling, comfort, noise, and winter traction. TREADWELL associates the test results with the driving priorities to make fact-based recommendations that align with your customers' true needs and preferences. *All driving priorities are important, but customer safety always comes first. No matter which priority your customer chooses as most important, TREADWELL considers all driving priorities to ensure safety is an essential part of every recommendation.*

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**Q What are Personas?**

A Personas are a quick way to select priorities based on what you have learned about the customer in CES Phase 1. Personas represent the priorities Discount Tire finds important for recommendations in these environments. The three Personas are:

Rural/City – where customers find themselves driving on city streets often where cross traffic is abundant.

Highway – where vehicles are seeing a lot of mileage and tire longevity is most important.

Response and Control – where on-road traction is most important, either for the performance-oriented driver or for the consumer looking for maximum vehicle control for peace of mind on their commutes.

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**Q How are Personas used?**

A When working with a customer in TREADWELL, selecting a Persona will automatically arrange the four driving priorities based on how the customer uses their vehicle. This eliminates the need to manually arrange the driving priorities, while making the conversation with the customer about how they use their vehicle more relatable. *You can still manually arrange the driving priorities if you prefer.*

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**Q What is Median Mileage?**

- A Median Mileage is a culmination of all tread readings collected by stores for the model of tire viewed in all tire sizes applicable to the target vehicle category, for properly rotated 4 tire sales, to 2/32nds. Median Mileage miles shown will be representative of all specific Median Mileages of tires in the same rating. (For example, 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)
- Displayed Median Mileage is also adjusted by the vehicle in session (For example, 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).
- 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.
- Tires not properly rotated and often sold in pairs can have significantly lower tread-life. These instances are not included in the Median Mileage calculation.
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**Q Do the performance factors (stopping/noise) represent through the life of the tire?**

- A Yes. Wet stopping for tires is now representative of their performance at new AND at 4/32nds. Noise is highly dependent on the vehicles condition, and proper rotation maintenance making it impossible to create a standard test for worn noise performance.
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**Q How is the recommendation order determined?**

- A The TREADWELL recommendation order is determined by using our ranking algorithm and pure tire performance.
- Ranking Algorithm - We each have a different idea of how much each priority should weigh in the recommendation. The weighting applied for each combination of priorities, or persona, are what we, Discount Tire, have determined to be the best for that driver type. You may use the individual performance factors to fine tune the selection of similarly ranked tires.
- Pure Tire Performance - TREADWELL I doesn't factor in Brand, Good, Better, Best, Tire Category, or Price in its recommendation. Purely the performance characteristics that matter for that driver type and the weather conditions for the driver's zip code are factored in.
- This means there are instances where a lower priced/ranked tire can deliver the performance better than other higher priced/ranked tires, particularly when advanced technology is not needed to create high levels of treadwear or Wet/Winter traction. When a tire does have a lot of advanced technology, it can be excellent in some categories without compromising as much in others. These tires are more often capable of being highly ranked in a variety of driver priorities and weather conditions, even though those tires is not marketed for those categories.
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**Q Is the "Expected Tire Life" specific to the customer's vehicle?**

- A Yes. The Median Mileage considers both the location and vehicle with its recommendations.
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**Q Does TREADWELL show the customer all available products that could meet their needs?**

- A TREADWELL displays all core product (regardless of inventory) as well as any non-core product that is in stock two or more at your store. Secondary supply product will also be displayed when it is a highly recommended tire through TREADWELL, or it meets other value criteria. Treadwell provides options that cover the spectrum of performance and price without being overwhelming, allowing you and the customer the opportunity to look at the details between tires and make confident decisions.
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**Q How does TREADWELL technology help me be a better Trusted Expert?**

- A 1) You can create more positive customer interactions by speaking the customers' language (verbal, visual, etc.).

- 2) TREADWELL's factual data gives us a competitive advantage vs. just relying on product reviews, tribal knowledge, and personal opinions.
- 3) There will be a faster learning curve for newer Salespersons.
- 4) TREADWELL creates consistency in our recommendations from Expert to Expert, store to store, and region to region.

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**Q How does TREADWELL technology empower our customers?**

- A TREADWELL technology allows us to make recommendations based on facts, removing our emotional opinions. That is what defines true empowerment. Customers receive unbiased recommendations, so they can view the comparison screens and choose the best tire for their needs. Customers will leave with an even greater sense of security knowing they made the best decision based on data-driven recommendations.

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**Q What can TREADWELL *NOT* do?**

- A TREADWELL cannot replace your role as a Trusted Expert in the Customer Experience. Building a relationship under the umbrella of safety with your customer and determining their true needs is the most important part of the Customer Experience. TREADWELL will not and cannot replace Our People.
- Will there be tests done for off-road driving? Yes, at some point in the future.
  - Does TREADWELL include customer ratings when making a recommendation? No. TREADWELL strictly uses factual test data to make a recommendation. Personal opinion is not part of the recommendation.
  - Can we get all OE tires in TREADWELL? If there is test data on the original tire, it will be in TREADWELL, and TREADWELL will provide a recommendation. If there is no test data, the tire will not be in TREADWELL.
  - Once product has been placed in the cart, can we go back to TREADWELL (alt tab)? Not currently. You would have to start the process over. The TREADWELL team is looking into a solution for this.
  - Can we make TREADWELL results printable? Not currently. This may be a future enhancement.
  - Can we get winter tires in TREADWELL? Not currently. This is part of future enhancements.

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**Q Can we get lifted and lowered vehicle applications in TREADWELL?**

- A Currently, TREADWELL uses the fitment guide for the web and only shows tires that are ideal or oversized for a stock vehicle. Lifted and lowered vehicles are being developed for TREADWELL use this year.

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**Q If winter tires are the safest recommendation, how do we use TREADWELL?**

- A While winter tires are not currently in TREADWELL, you can use TREADWELL's extensive data for other things such as finding out how many winter driving days there are in a certain zip code.

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**Q Can I compare all tires in TREADWELL?**

- A We understand the value of being able to compare an existing customer tire, or tire requested that doesn't normally display in TREADWELL; we will be bringing that capability to you soon.

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**Q What tires are not in TREADWELL?**

- A Tires that have not been tested will not be candidates for display in TREADWELL. Tires become

candidates for TREADWELL after they are tested.

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