

Drag Wheel Customer Advisory

Drag wheel program



DR9, DR19, DR33 and DR34 models with dual bolt patterns of 5-110 and 5-112:

In order to keep our customers safe, Discount Tire / America's Tire / Discount Tire Direct is informing customers that have purchased certain models of Drag Wheel of potential issues that may arise if the wheel is installed on the hub incorrectly. These wheel models are dual drilled and have 10 holes for use on alternate fitments.

Due to the close proximity of the two alternate bolt patterns, there is a risk of an automotive service provider installing the wheels incorrectly.

[DTD customer letter](#)

[DTD wholesale letter](#)

[DT/AT Customer Letter](#)

The Drag Wheel Program affects customers who have purchased the DR9, DR19, DR33 and DR34 models with dual bolt patterns of 5-110 and 5-112.

DT / AT / DTD offer

Discount Tire / America's Tire is offering customers a free wheel inspection and lug hole cap installation, along with \$100 off their next purchase.

Discount Tire Direct is offering customers free wheel replacement and covering installation costs (up to \$100), along with \$100 off their next purchase.

DT / AT Customer options

When the customer arrives at the store, they should be queued up for service and directed towards the Store Manager or Senior Assistant.

Option 1: Wheel Inspection & Lug Hole Cap Installation

During this inspection and service, plastic caps will be installed into the lug holes that are not the correct bolt pattern for the vehicle.

Option 2: Replacement Wheels

If the customer is unhappy with the first option, a new set of wheels can be offered to resolve his or her concern.

Each customer initially will only be offered a wheel inspection and lug hole cap installation. The option of replacement wheels will only be offered if the situation calls for it.

**DTD
Customer
options****Option 1: Replacement Wheels**

- **Wheel Replacement** – Discount Tire Direct is offering a free set of replacement wheels of the same style with the alternate lug holes plugged.
- **Installation Reimbursement** – DTD is also reimbursing the customer (up to \$100) to have their new wheels mounted and installed.
- **Shipping the old wheels back** – Upon receiving the new wheels the customer will also receive return labels to ship their old wheels back.
- **\$100 Off Next Purchase** – Along with the wheel replacement, DTD is also offering the customer \$100 towards their next purchase. The letter itself will serve as the \$100 certificate.

Option 2: Customer visits their nearest DT / AT store

- **Finding a store and setting an Appointment** – Using Tires.com or Discounttiredirect.com, use the store locator to find the nearest location for the customer. Next, contact the store and set up an appointment.
- **Ship replacement wheels with caps installed** – Once the appointment is made, overnight a set of new wheels to the store with the customer's name included.

If you use option 2, the store will be responsible for returning the old wheels.

**Talking to
your
customer**

When speaking with customers, it's important to explain the situation in the right way, and provide the customer with the following information:

- We are notifying our customers because we care about their safety.
- The potential issue is the alternate bolt pattern on the wheel.
- Because we are not the only ones to service your vehicle, we want to make sure there is no risk of installing the wheels incorrectly.
- There is nothing structurally or visually wrong with the wheel.
- The letter that you received in the mail also serves as a \$100 gift card towards your next purchase.

Stores:

- We are offering a free wheel inspection and lug hole installation to plug the holes that are not being used.
- The customer's best option is to make an appointment for the inspection and service.

DTD:

- We are offering a free set of replacement wheels.
- Along with the wheels we are going to reimburse \$100 towards installation.
- When your new wheels show up, you will also find a set of return labels to ship your old wheels back to us. It is important that you return the wheels so they do not end up on another vehicle.
- Should you live close to a Discount Tire / America's Tire store, an appointment can be set up to have your replacement wheels installed.

Store sales process**1. Order the lug caps**

Contact your regional warehouse to have the lug hole caps shipped or delivered to your store to make sure you have a set in stock for the appointment.

2. Use the product codes

For records keeping and tracking, use the product codes listed below.

3. Hand off to the Store Manager or Senior Assistant.

After the work order is generated, notify your Store Manager or Sr. Assistant to thank the customer and explain any issues or concerns.

Drag wheel product codes**Drag Wheel Program Code**

Stores: Use the Drag Wheel Labor Code of **80543** on the Detailed Items screen.

DTD: For records keeping and tracking, use the Drag Wheel Labor Code of **80543 with \$0.00 cost** on the invoice when shipping a customer a set of replacement wheels. This code will help to track customer participation in the program.

Lug-hole Cap Kit Product Code

DTD: If the customer contacts Discount Tire Direct but would like to set up an Appointment at a nearby store, you will have to contact the store and overnight Lug hole Cap Kit.

Stores: If the customer is having lug hole caps installed, add the lug hole kit Product Code of **80542**.

\$100 Gift Certificate Redemption Code

If the customer chooses to apply their \$100 credit towards their next purchase, all sales associates should use the "\$100 Instant Rebate" code of **87979**.

Servicing the vehicle

This service process should be performed by a **Crew Chief** level employee or higher. Follow these steps to inspect the wheel and install the lug caps.

Step	Action
1	Raise the vehicle and remove all assemblies.
2	Inspect the lug holes on each wheel and look for elongated or bored out holes. Important: If the lug holes are damaged to the point where they are elongated or the lug hole caps will not fit, notify your service coordinator.
3	Confirm the bolt pattern: 1. Reference the work order to determine the correct bolt pattern. 2. Use the bolt pattern gauge to confirm the bolt pattern on the hub of the vehicle. 3. Use the same bolt pattern gauge to locate the correct lug holes on the mounting surface of the wheel. 4. Mark the alternate set of lug holes on the mounting surface before cap installation.
4	Install the caps: Using a rubber mallet and torque extension, carefully tap each lug hole cap into place.

[Drag Wheel – Lug Cap Installation video](#)

Contact

If you have any questions or concerns, please contact your AVP.
