

Partnering with AAA

AAA Partnership

Partnering with AAA means we will be able to:

- Cover an existing gap for serving Roadside Assistance customers.
- **Grow Responsibly** by bringing AAA customers to our stores.
- Enhance safety and peace of mind for our customers.
- Create an enduring relationship with a company that shares our value of providing excellent customer service.

AAA Program

Discount Tire and America's Tire's AAA program will be offered in select stores.

This program will be carefully evaluated and continuously tracked to determine whether it should be expanded into other regions and made permanent.

The success of the program depends entirely on the **integrity** and **attention to detail** by **every employee in every store**.

How it works

AAA roadside assistance will provide co-branded fliers to their members at the time of assistance to promote our offer and will tow customers with injured tires to our stores as a preferred provider.

Our Goal

Our goal is to track **all transactions, even free services** for AAA members who visit our stores.

Every time we identify a customer as a AAA member, we will enter their current 16-digit AAA membership number into the POS **for both Free Services and Tire/Wheel Sales**.

This will provide the data we need to determine whether this partnership delivers the value to continue.

Expectations

You are expected to:

- Ask for the membership card for every customer who identifies themselves as a AAA member.
- **Verify that the card is current and enter the 16-digit number exactly.**

Important:

We need to collect information for every AAA member transaction, including no charge services, to be able to determine whether this partnership benefits us and AAA.

It's very important for Discount Tire and AAA to accurately understand how many members are doing business with us.

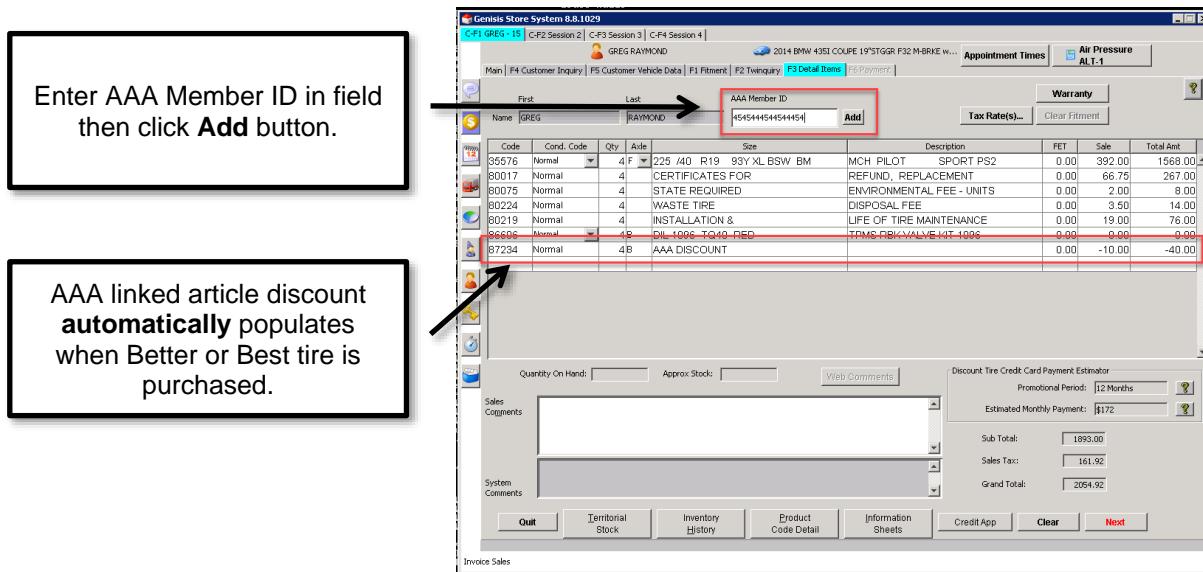
The success of the program depends on your **integrity** and attention to detail. Make sure that everyone in your store understands and delivers on this expectation.

AAA Discount To support AAA's goal to enhance value for their members, we will be providing an automatic discount to AAA members.

For each **Better** or **Best** tire purchased, the POS will automatically add a \$10 discount per tire. This is on top of all other promotions or discounts available.

Note: This is an instant rebate, not a mail-in rebate.

All AAA transactions will be audited to ensure that only AAA members are participating in this program.



AAA member without their card

Occasionally, you may have a AAA customer in the store who doesn't have their membership card with them. **In this situation only**, you may key in 7777777777777777 into the AAA Member ID field.

Important:

All AAA transactions will be audited to match the customer to AAA records. We will be actively monitoring the usage of the generic member number for abuse.

Contact

If you have any questions or concerns, email the Fleet Team at FleetTeam@discounttire.com or phone 866-895-8032.