



Independent. Success.



Grow your business. Stay independent.

At U.S. AutoForce, our “Your Power to Win” vision statement isn’t just a slogan. It is a genuine commitment to helping support our dealers’ success. U.S. AutoForce’s exclusive Tire One programs have been created based on the feedback of current dealers to provide industry-leading, comprehensive marketing support to help drive dealers’ market share and performance.

Tire One programs allow you to strengthen the tire business within your dealership and enjoy economies of scale that only group membership can bring, while maintaining the status of a truly independent business owner.

WARRANTY PROGRAMS
Enhanced loyalty and profit

MARKETING/ ADVERTISING
Drive increased volume and profit

TECHNOLOGY TOOLS
Retain & grow your customer base

VENDOR PROGRAMS
Reduce operational costs

TRAINING Anytime
Elevate your skills and performance

DON'T TAKE OUR WORD FOR IT!
Scan this code to hear what program dealers are saying.



For over 70 years, U.S. AutoForce has been serving the automotive industry offering customized solutions to meet your business needs with best-in-class customer service, extensive inventories, strategically-placed distribution centers and technology platforms to help fuel your growth. Headquartered in Appleton, Wisconsin, we are a third-generation, family-owned business.

CORPORATE OFFICE:

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CA, AZ, NV

800.655.8851 | usautoforce.com

EAST REGION

800.229.8900 | east.usautoforce.com



WARRANTY PROGRAMS



INTEGRATED SOCIAL MEDIA

EXCLUSIVE VENDOR PROGRAMS

80/20 MARKETING FUNDS

DEMAND FORECASTING & RETAIL PRICE TOOL

CUSTOM RETAIL WEBSITE



\$1.25 ACCRUAL FUND



MONTHLY FEE

ELITE

1200+ Annual Units | 2 Dealer Programs



\$549 BILL TO
\$299 SHIP TO

PREMIUM

500+ Annual Units | 1 Dealer Program



\$349 BILL TO
\$199 SHIP TO

SELECT

500+ Annual Units | 1 Dealer Program



\$199 ALL

ESSENTIAL

250+ Annual Units (max 499)



\$99 ALL

Program commitment of 36 months required. Please see program terms and conditions for additional details.

E-commerce solution

Reach new customers online by integrating a retail e-commerce store into your website—powered by our exclusive TIRESanytime® system. Your new customers will have the ability to view product, inventory, purchase tires and schedule installation appointments. And you'll have 100% control over prices and margins.

Protect your customers

Every tire you purchase from U.S. AutoForce comes with:

Road Hazard Protection

Coverage for damage caused by road conditions.

Repair Service Warranty

12,000-mile or 12-month service warranty at over 50,000 locations nationwide.

\$299 "Everywhere"

Coverage Warranty repair services everywhere or we pay your customer \$299.

24-Hour Roadside Assistance

Offered by you and honored at over 50,000 locations nationwide.

One Bucks is an incentive program exclusively for Tire One members where participants are offered **incentive dollars for selling warranty on select tire brands and select tread patterns.**

It's simple: The more you sell, the bigger your incentive rewards.

Grow your online presence

Our Tire One team will collaborate with you to create **customized engaging content, grow your online presence, and manage your social media.**



Reliable national and regional service providers will help you operate your shop more economically with **exclusive group discounts and benefits.**

- Bulk and Packaged Oil
- Signage
- Uniforms
- Facility Services
- Automotive Parts
- Credit Card Processing
- Insurance
- TPMS Software

Scan for the full list of exclusive vendors.



The 80/20 marketing fund helps **enhance all your marketing efforts.**

Funds become available at the beginning of the calendar year and can be applied **toward traditional and digital advertising:**

- Direct Mail
- Search Engine Marketing
- Social Media Advertising
- Email Marketing
- Radio & TV
- Internet Banner Ads

ELITE \$5,000
PREMIUM \$2,500
SELECT \$2,500

Pricing and inventory control

Take further control of your pricing via our price monitoring tool designed to offer a quick, reliable way to analyze up-to-date, competitive retail pricing and **optimize your own pricing strategy in the market. Take control of your inventory** via our demand forecasting tool that **analyzes market specific opportunities** to determine your best inventory needs.

Enhance your online presence with **a professional, dynamic website.** You will be matched with **a website marketing specialist** who will meet with you monthly on **goals, web changes and web strategies** to keep your digital store top-of-mind.

Online repair quotes

Customers can **generate vehicle repair quotes** through your website with REPAIRSanytime. You have **full control on labor rates, markups, services, and preferred vendors**, which is calculated to provide your customers with an accurate price quote. Our tool can **link with your local distributor's portals** and provides real-time, accurate, parts pricing for available parts.

For every \$1 you invest in this flexible fund, we will match it with \$0.25. Funds can be used and combined with your 80/20 promotional funds for approved tire business related expenses.

Through our Field Marketing Specialists, Industry Experts, and our Business Consultants, all Tire One members receive training about our programs, strategies, and best practices.

