



## Tirestarz and Key Dealer Programs

Reliable Tire Company and Bridgestone Firestone team up to offer qualified dealers the TireStarz and Key Dealer programs that provides cost saving, advertising and sell out support.

Bridgestone Firestone offers a world renowned line of Original Equipment and replacement tires for cars, truck, and SUVs.

You can increase sales by utilizing National Account, Government, Purchase Resale and turn key advertising.

TireStarz offers:

- ✓ Exterior identification
- ✓ Point Of Purchase Kits
- ✓ Advertising
- ✓ Turnkey Flyer program
- ✓ Grassroots Marketing
- ✓ National Dealer Locator
- ✓ Showroom Display Program
- ✓ On Hold Message Program
- ✓ Moving Targets Direct Mail
- ✓ Road Hazard Online
- ✓ National Repair Warranty
- ✓ Event marketing
- ✓ Apparel and Accessories

And much more...

In addition TireStarz offers Pro Certification retail education, Driving Force Sell Incentives (Visa) and retail education workshops.

Your business can close larger sales and enjoy increased profits using the TireStarz consumer credit card. Cost saving programs such as Cintas Uniforms, Kendall Oil, CarQuest, Napa and AutoZone are great TireStarz benefits.

Dealer sales requirements start at 100 units per month of Bridgestone, Firestone, Fuzion and BFS Associate brand tire purchases.

The Key Dealer program has simpler requirements, but minimum program benefits.

Please call your Reliable Tire sales representative for more details.

