



## 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:**

425 Better Way | Appleton, WI 54915 | 800.490.4901 | usautoforce.com

**CA, AZ, NV**

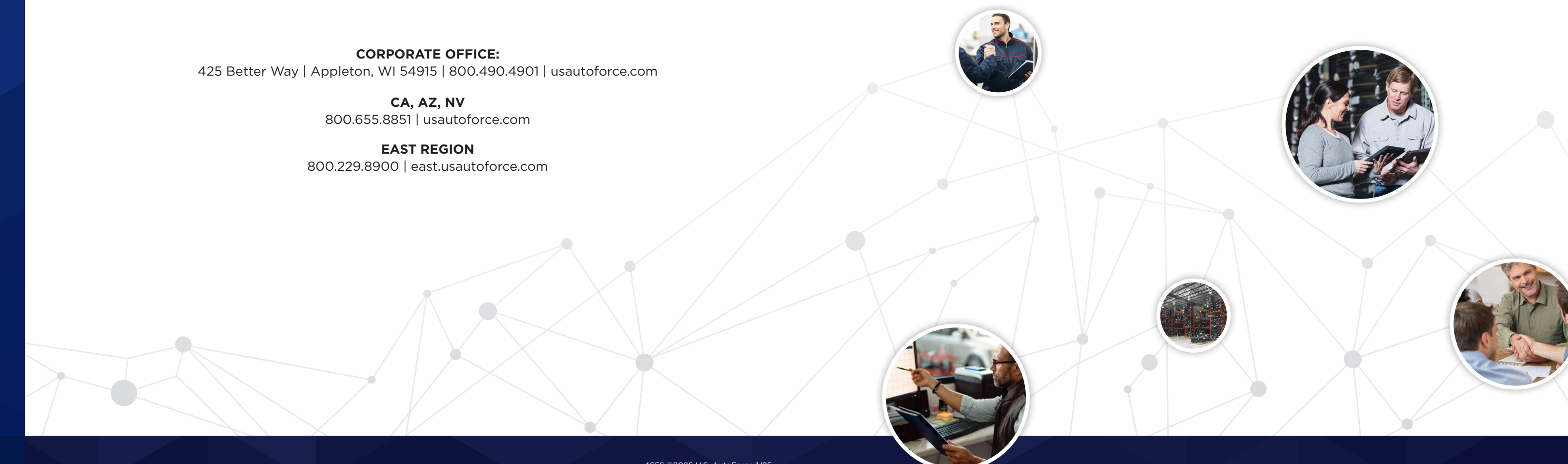
800.655.8851 | usautoforce.com

**EAST REGION**

800.229.8900 | east.usautoforce.com



**Independent. Success.**





WARRANTY PROGRAMS



EXCLUSIVE VENDOR PROGRAMS

SOCIAL MEDIA AUTOMATION

80/20 MARKETING FUNDS ADVERTISINGanytime.

DEMAND FORECASTING & RETAIL PRICE TOOL

CUSTOM RETAIL WEBSITE



\$1.25 ACCRUAL FUND

TRAININGanytime

MONTHLY FEE

ELITE

1200+ Annual Units | 2 Dealer Programs



\$599 FIRST LOCATION  
\$349 ADD'L LOCATIONS

PREMIUM

500+ Annual Units | 1 Dealer Program



\$399 FIRST LOCATION  
\$249 ADD'L LOCATIONS

SELECT

500+ Annual Units | 1 Dealer Program



\$249 ALL LOCATIONS

ESSENTIAL

250+ Annual Units (max 499)



\$149 ALL LOCATIONS

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® technology. Your 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.

24-Hour Roadside Assistance

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

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.

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.

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

- Automotive Parts
- Tools & Equipment
- Lift, Lowering & Leveling Kits
- OEM Wheel Program
- **FINANCEanytime**
- Credit Cards & Processing
- First Aid & Safety
- Health Insurance
- Property Insurance
- Shop Management Software

Scan for the full list of exclusive vendors.



Get complimentary Social Media Automation including **AI Auto Review Responder Technology, Premium Dashboard and TIRE ONE Content EcoSystem powered by TIRE ONE & Rallio, provided by U.S. AutoForce.**



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:**

- Digital Media Mix Campaigns
- Streaming Spotify & Hulu
- Cable, Broadcast & Radio
- Geofencing, Search & Display
- Direct Mail & Google Display
- Warranty Point of Sale Kits
- On-Hold Marketing
- Digital Waiting Room TV



**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.**

Tire One Technology Tools TIRESanytime and REPAIRSanytime will be featured Front and Center, Big & Bold and Above the Fold on every website to provide consumers with immediate access to shop for Tires, Service, and Repairs, creating a Great Consumer Experience.

**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.

