



OUR COMPANY

LEARN MORE ABOUT U.S. AUTOFORCE

For more than 75 years, U.S. AutoForce has been a trusted leader in the distribution of automotive tires, parts, and lubricants. Backed by an extensive product portfolio, experienced sales/support teams, and a wide-reaching distribution network, we are a preferred partner across the automotive aftermarket industry.

Headquartered in Appleton, Wisconsin, we are a proud third-generation, family-owned company built on strong relationships and long-term partnerships.

Our industry knowledge and hands-on approach empower your business to grow with confidence. We provide best-in-class customer service, extensive inventories, strategically located distribution centers, and value-driven marketing and technology solutions designed to help our customers grow and compete effectively.

U.S. AutoForce's commitment is simple: deliver the products, expertise, and support businesses need to succeed.



LEARN MORE U.S. AUTOFORCE

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



CONTACT US

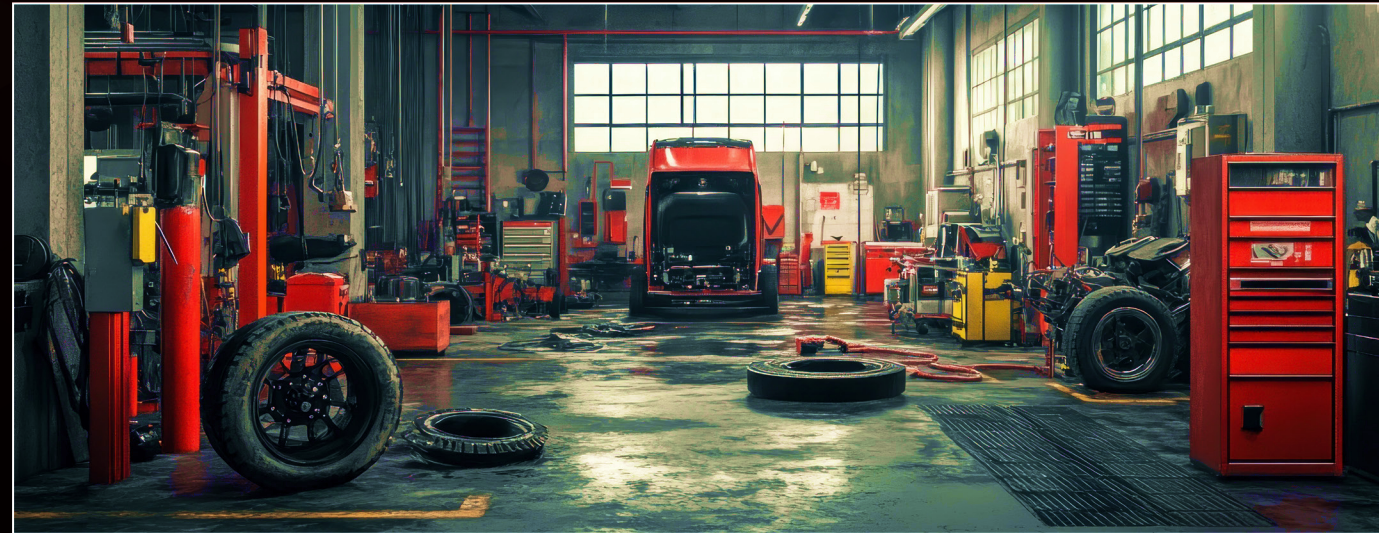
800-490-4901



425 Better Way
Appleton, WI 54915



www.usautoforce.com



TIRE ONE

Independent. Success.



Choose a Tier to Start Your Tire One Membership

*Pricing is per month

ESSENTIAL	SELECT	PREMIUM	ELITE	SUPERIOR						
<p>\$149 Each Location</p> <p>250+ Annual Units (max 499 units)</p>	<p>\$249 Each Location</p> <p>500+ Annual Units 1 Dealer Programs</p>	<p>\$399 First Location</p> <p>\$249 Each Add'l Locations</p> <p>500+ Annual Units 1 Dealer Programs</p>	<p>\$599 First Location</p> <p>\$349 Each Add'l Locations</p> <p>1200+ Annual Units 2 Dealer Programs</p>	<table border="1"> <tr> <th>BASIC</th> <th>ULTIMATE</th> </tr> <tr> <td>\$750 First Location</td> <td>\$850 First Location</td> </tr> <tr> <td>\$499 Each Add'l Locations</td> <td>\$599 Each Add'l Locations</td> </tr> </table> <p>1200+ Annual Units 2 Dealer Programs</p>	BASIC	ULTIMATE	\$750 First Location	\$850 First Location	\$499 Each Add'l Locations	\$599 Each Add'l Locations
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Program commitment of 36 months required. Please see program terms and conditions for additional details.

Tire One **Superior**, **Elite**, **Premium**, and **Select** Dealers will earn an additional **\$1/unit** on their Loyalty Program payouts in 2026. Dealers can earn up to **\$7/unit** based on brand and purchase quantities.

Ask your Tire One Field Marketing Specialist for more details.

LEARN MORE

WHY CHOOSE TIRE ONE?

U.S. AutoForce's exclusive **Tire One programs** are designed to help you grow and optimize your tire business. By joining, you gain the purchasing power, shared resources, and cost efficiencies that come with group membership—while still operating as a fully **independent business owner** and maintaining



Reduce Operational Costs

Get exclusive group discounts and benefits that help your bottom line.



Enhance Your Marketing

Get access to the latest marketing tactics through our approved agencies and support.



Grow your business. Stay independent.

We don't sell online or have retail locations. We promote your brand, not ours!



Retain and Grow Your Customer Base

Use our tools to stay connected with your customers, reach out to new ones, and fill your bays.

Our **Tire One programs** are developed in direct response to our dealers' feedback. **Tire One** delivers best-in-class, fully integrated marketing support designed to accelerate market share growth and elevate overall dealership performance.

Ask your **Tire One Field Marketing Specialist** for more details.

TiresAnytime



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.

Essential Select Premium Elite Superior

Warranty Programs

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.

Essential Select Premium Elite Superior

One Bucks **BUCKS**

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.

Essential Select Premium Elite Superior

Exclusive Vendor Programs

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
- Credit Cards & Processing
- First Aid & Safety
- Health Insurance
- Property Insurance
- Shop Management Software
- **FINANCEanytime**

Essential Select Premium Elite Superior

Social Media Automation

Get complimentary Social Media Automation including **AI Auto Review Responder Technology, Premium Dashboard and TIRE ONE Content Eco-System powered by TIRE ONE.**

Select Premium Elite Superior

80/20 Marketing Funds **ADVERTISINGanytime.**

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
- Geofencing, Search & Display
- Direct Mail plus Google Display
- SiriusXM, Spotify, iHeartRadio,
- Pandora, Apple Music
- Dealers get access to U.S. AutoForce's agency of record to utilize their 80/20 funds.

Select Premium Elite Superior

Custom Retail Website

Enhance your online presence with a professional, --AI smart -- website. Our websites are optimized for customers using AI to search for tires and services in your area.

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

Premium Elite Superior

RepairsAnytime



Online repair quotes

Customers can get a quick **repair cost estimate** directly through your website with REPAIRSanytime. The tool uses your shop's labor rates, services, and preferred parts suppliers to create a realistic price range, helping customers understand what repairs may cost before they schedule service. By referencing current parts pricing and availability, REPAIRSanytime provides a helpful estimate to guide decisions—while the final price is confirmed once the vehicle is inspected.

Premium Elite

\$1.25 Accrual Fund

High-yield Savings Account

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.

USAF's long-term investment in your independence. Showroom remodeling, tire equipment, training, etc.

Elite Superior

TrainingAnytime



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

Elite Superior

CRM and Real-time Scheduling

Turn every customer into a repeat customer with a state-of-the-art Customer Management Retention (CRM) tool. Manage service reminders, two-way texting, text and email campaigns and more.

Fill your bays faster and keep your schedule running smoothly through online scheduling. Through Google Scheduler, customers schedule real-time without needing to call your counter staff.

Superior