



Recommend Installer Program

The Advantage:

- Website content encourages customers to use recommended installers
- Your new customers acquisition cost = \$0
- You receive qualified customers with long-term potential and a tendency to refer additional business to you
- Customer Profile: Multi-Vehicle owner with commitment to vehicle maintenance

The Requirements:

- User proper mounting and balancing equipment including touchless or rim clamp, European style tire changers and high speed computer spin balancers
- Participate in the Price Pledge program
- Employee properly trained technicians capable of safely performing damage-free installations
- Be an automotive business that can offer additional services to customers (alignments, complete repair, auto detailing etc.)
- Have access to dedicated fax line or email capabilities
- Possess a positive attitude and the ability to treat the DFW Performance Tires customers with the highest level of professional courtesy
- Understand that this is a new service customer and a lost product sale
- Willingness to accept drop shipments from DFW Performance Tires on the customers behalf

Note: (Accepted Installer Applicants)

- Registration applicants who are approved and accepted as a Qualified DFW Performance Tires installer will immediately receive an extra 10% discount on their entire first time order!
- They will also be entered into a Grand Drawing for several exciting prizes.