



Promote Tire Safety to Your Customers

It is simple to incorporate tire safety information into your existing marketing, sales, and customer service activities. *National Tire Safety Week* is a great opportunity to try out some new promotional ideas. Below is a list of possibilities:

Marketing Strategies

- Display and distribute tire safety brochures in retail area
- Include tire safety information and/or tire clinic information in advertising or customer mailings
- Offer coupons and tire pressure gauges to customers who attend tire check clinics
- Create tire check clean up kits – a tire gauge, wet wipe, and tire safety brochure in a plastic bag
- Post a tire safety banner ad and tire safety tips on your website
- Link between your website and the RMA website

Customer Appreciation

- Organize a tire clinic and offer free tire pressure and tread checks
- Partner with your local AAA, AARP, child safety seat organization or others to hold a tire clinic. Use RMA's Drivers Education Tire Safety Curriculum as a guide
- Hold a contest or offer a door prize: advertise free merchandise drawing to take place during tire check clinic and draw winner's name during clinic