

### Promotion Alert: Magnesium RS Rim Set

Replaces all previous bulletin bearing this number.

Attention: **Porsche Dealership Managers**

Information: Porsche Tequipment is pleased to announce the new promotion "Magnesium RS Rim Set Promotion" for 911 GT2 RS and GT3 RS models. These lightweight forged magnesium rim sets use the same technology and design found in Motorsports. With a weight savings of 25.3 lbs (11.5kg) versus standard rims, the result is a corresponding lower un-sprung weight and faster acceleration.

They are available in 5 finishes:

- Aurum (satin-gloss)
- Black (satin-gloss)
- Platinum (satin-gloss)
- White Gold Metallic (satin-gloss)
- Brilliant Silver



Aurum (satin-gloss)

Part number  
991 044 603 16



Black (satin-gloss)

Part number  
991 044 603 37



Platinum (satin-gloss)

Part number  
991 044 603 38



White Gold Metallic (satin-gloss)

Part number  
991 044 603 39



Brilliant Silver

Part number  
991 044 603 40

Pricing: This program will offer a savings of \$3,000 off dealer net pricing through the remainder of the year. With an MSRP of \$27,000, this provides the dealership with the opportunity of a profit of \$10,000 on the sale of a Magnesium Rim Set!

MSRP:	\$27,000
Current Dealer Net:	\$20,000
Promotional Pricing:	\$17,000
Savings:	\$3,000

All pricing has been changed in the Polaris ordering system, and all orders that include any "Magnesium RS Rim Set Promotion" product will automatically receive the promotional price. Pricing will go into effect Monday, October 5th – Thursday, December 31st. All orders placed during this three month promotional period will receive the promotional pricing. This includes any product that may go on back-order and arrive after the promotion has ended.

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Marketing Support: To better assist our dealerships in the marketing of these Magnesium RS Rim Sets, a National marketing campaign is scheduled to launch on Monday, October 12th. This multi-level campaign consist of many tools that have been designed to increase product awareness to the consumer and assist you the dealership in your marketing efforts to promote the Magnesium Rim Sets.

A highlight of this multi-level campaign is a direct mail piece that is being mailed to 1,120 911 GT2RS and GT3RS customers. This direct mail piece highlights the benefits of the Magnesium rim sets and includes a set of decorative valve stem caps with the RS logo in silver. Customers are scheduled to start receiving this direct mail piece the week of October 19th.



**WHY WE DECIDED TO REINVENT THE WHEEL.**

Should we ever have effort and time constraints become the perfect Magnesium wheel concept? We are confident that we have. The Magnesium RS Rim Set is a perfect example of how we can create a product that is both functional and beautiful. It is a product that is designed to last, and it is a product that is designed to be loved. It is a product that is designed to be the best of both worlds. It is a product that is designed to be the best of both worlds.

**PERFORMANCE**  
LIGHTWEIGHT DESIGN FOR IMPROVED ACILITY  
Reinforced back supports enhanced for road riding. Magnesium alloy wheels are lighter than steel, which means less weight and better handling. The Magnesium RS Rim Set is a perfect example of how we can create a product that is both functional and beautiful. It is a product that is designed to last, and it is a product that is designed to be loved. It is a product that is designed to be the best of both worlds. It is a product that is designed to be the best of both worlds.

**HIGHLIGHT**  
LESS WEIGHT WITH MORE STABILITY  
The Magnesium RS Rim Set is a perfect example of how we can create a product that is both functional and beautiful. It is a product that is designed to last, and it is a product that is designed to be loved. It is a product that is designed to be the best of both worlds. It is a product that is designed to be the best of both worlds.

**EXCLUSIVITY**  
911 GT2 RS AND 911 GT3 RS  
This wheel is a special one. It is a wheel that is designed to be the best of both worlds. It is a wheel that is designed to be the best of both worlds. It is a wheel that is designed to be the best of both worlds. It is a wheel that is designed to be the best of both worlds.

**PERFECTION**  
SUITABLE DECORATIVE VALVE STEMS  
The Magnesium RS Rim Set is a perfect example of how we can create a product that is both functional and beautiful. It is a product that is designed to last, and it is a product that is designed to be loved. It is a product that is designed to be the best of both worlds. It is a product that is designed to be the best of both worlds.

**THE PERFECT FORM**  
PRINTED ALUMINUM SPIN VALVES  
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1. Reinforced back supports
2. Reinforced back supports
3. Reinforced back supports
4. Reinforced back supports
5. Reinforced back supports
6. Reinforced back supports
7. Reinforced back supports
8. Reinforced back supports
9. Reinforced back supports
10. Reinforced back supports

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**Returability  
and Inventory:**

To better assist our dealerships, Tequipment recognizes the cost associated with a Magnesium Rim Set and therefore will allow the return of any of the Magnesium Rim Set ordered during the promotional period to be returned without penalties or cost associated with a product return. Each set must follow existing PDC return policies (new condition, original packaging, not installed, etc.) to qualify for a return. Return period will occur during the month of January and a separate communication will be provided with the return process.

Inventory is currently available for each of the 5 finishes offered and orders can be placed starting today.

- Parameters of Program:
- All orders will be filled on a First Come, First Serve basis
  - Promotional pricing is in effect until promotion ends
  - Order via POLARIS (i.e., your normal parts order channel(s))
  - Program Dates: Monday, October 5th – Thursday, December 31st, 2020

Thank you for your continued support of Tequipment.

Best Regards,

Adam Miller  
Product Manager, Tequipment